

Script for presentation

[Business](#), [Marketing](#)



Script for presentation Introduce yourself and say what you are going to talk about How long the presentation will last and when questions can be asked Why this product? The new product I have designed for Catbird is called Caramel Bites. The reason have decided to create this product is because... The results to my questionnaire showed that most people prefer Caramel as their chocolate filling which means that they are most likely going to buy the product.

They also preferred milk chocolate over white or dark which is why the product is milk chocolate, this way the product is most likely going to make more sales if t is up to the customers liking. Most people preferred not to have more than one filling. They preferred just caramel Packaging Bite size, in a packet- people preferred them in a packet because they can be eaten bit by bit and last longer.

Branding- It will be branded by Catbird as a confectionery snack Competitors Competitors are Galaxy and Mars. The reason for this is... Galaxy have their product Minstrels and Mars and Maltese They are similar because they are both bite sized and in a small packet The product itself is different because they are a bite sized caramel snack which no other product has. Pricing app a packet Reasons for this price because.. Competitive price with similar products. E. G.

Maltese Special offers- 2 for a pound which would introduce customers to the product Evidence of primary and secondary research primary- Questionnaires, asking people what they prefer Secondary- collecting data from the internet to see where the product fits in with its competitors in terms of Price and

Brand. How does the price link to the target market? Target market is used to paying this price- it is the expected price place Where will the product be available? College shops and local stores, because according to my questionnaire..

Most people purchase their chocolates from their local stores and shops inside college Primary research- Used when collected the information from my questionnaire. Secondary research- Going on the internet and finding out where my target audience purchases their chocolates from. Distribution channel The distribution channel used will be selling through retailers. (Producer- Retailer- Consumer) Where will the product be located? Front of the store: It is more convenient for new products to be at the front of the store Helps to promote it and they are more likely to catch the customers eye. How it fits the target market?

Product is being sold where the target market shops for their chocolates. Promotion Where the product is promoted? Television, Magazines, Radio, Social Network. What sales promotions? Guy 1 get 1 free (BEFOG), Multi buy (3 for a pound). Primary research showed that the target audience will buy products from app-E, so if it was on promotion they would go for the offer. Secondary research is shown in other stores when promotional offers are on, therefore the consumer will buy them. How does it fit with target market? If a product is on promotion, e. G. Multi buy, the customer will go for the promotion because it is cheaper.

Advertising the product Will be advertised on TV, Magazines, Social Network, Billboards, Transport (Buses) etc. Another form of advertising is word of

mouth. When will you advertise? Drive times- morning (when people are driving to work, school etc) Evening- coming home from work. During popular n. " show breaks. Conclusion Product- Caramel Bites in a packet because most people preferred caramel filling and chocolates in packets. Price- app because it makes it competitive with other products that are already on the market. Place- Local store and college shops because this is where the target audience purchases their housecoats.

Promotion- Buy 1 get 1 free and multi buys to increase interest in the new product. Why will it succeed? The product has been priced competitively Marketed/promoted properly to the right audience Sold in the most profitable places (local stores and college shops) It tastes good, so people will spread it from word of mouth. How would you grow the products market share? Expand the target audience (make it appropriate for other consumers). Such as- expanding the packaging (treat bag size and fun size) That's the end of my presentation, thank you for listening. If there are any questions please feel free to ask.