

Marketing plan assignment

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Gerard Michael V. Calling Acknowledgement This project paper would not have been possible without the enduring love ND support from family. Would like to dedicate my project paper to my son James Michael and my lifetime partner Gilmore Alfonse. I would like to express my deepest thanks to my professor, Dry. Roomer R. Monsanto , who guided me in making this project. He not only provides me intellectual advice but also shows me how to approach the knowledge.

The business is owned by Mr.. Enrich Song Guilds. Batiste's , formerly known as In Ins Meat Product was first established on September 30, 2007 at SST. Jude Village, City of San Fernando, Pangaea. Later the company was named Batiste's after its hometown of Betas, Gauge, Pangaea. The business started with only six employees. In its pioneering Stage it catered meat product lines including Macaw loaning, embodied and varieties of hotdogs. During its starting operations, the business failed to meet its goals as to sales and marketing because the brand name " In Ins Meat Product' is not appealing to the market.

To add more the distribution strategies were limited since the company relied only in one outlet store, word of mouth and house to house selling with the help of their neighbors. The business operations in January 2008 with a new name having 35 employees as -?? Betas' Best. AS a new business in the market, Betas' Best offered additional products including hams, tocsins, burger patties, and engaged to several distributors who hand help the company in selling its products.

Finally in January 2009, while the company is meeting the growing demands of the market, the company relocates to San Austin, Villa Carmela Betas, Gauge Pangaea which became the official residence of the company.

Chapter 2 Strategic marketing planning process and implementation of the company Vision Statement Analysis Betas' Best envisions being a high class meat processing company that will render quality processed meats to Filipinos by adapting to the changes in the community but maintaining the highest quality and customer satisfaction.

The company exerts its best effort to adapt to changes of the demand of their market by integrating quality standards in their meat 2 processing production. But of course, not sacrificing the safety seal of their products and in the end still able to maintain the quality of their products and the loyalty of their customers. Mission Statement To provide top quality and exceptional tasting meat products with the highest food safety standards to suit business and individual needs at the most reasonable price.

The mission statement of Betas' Best speaks to itself. As a meat processing industry, it commits itself to rendering the quality meat products to the

market by meeting the consumers' health and nutrition needs. Company Objectives and Strategies Analysis The company has set its target increase by 50% of sales. This can be achieved by increasing production through expansion and getting more potential customers then increasing their promotions and advertisements. This is expected to be accompanied in a years' time. Marketing Mix Analysis The researcher decided to use the APS of marketing: Product, Price, Place and Promotion. Product/Services New Product Add product line Positioning Develop tagging Develop brand names for product lines Modify the existing logo Improve package label Additional use of modern equipment Wide area for production Additional Manpower Price Develop and Implement Pricing Strategies Apply Psychological pricing Implement Price Bundling Place Develop Hybrid Marketing Channel Tie-ups with freight companies Tie-ups with Public market meat shops

Tie-ups with well known grocery in town Tie-ups with convenience stores Tie-ups with school canteens Tie-up with restaurants Betas' Best Faceable account Promotion Improve and implement promotional strategies Signage Advertisement Sponsorship Develop promotional strategies New product launching Introduce company mascot Promo package Company out-reach program SOOT Analysis Good marketing relies on good plans. A company effort begins with a critical look at itself and its business environment, or the market in which it operates.

This assessment list and analyzes the company's strength and its weakness. It also includes the opportunities and the threats that surround it. In other words, this analysis list everything that can foster the business's success and what could make it fail. The acronym for strengths, weaknesses,

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opportunities, threats is also the name of this process: SOOT analysis. This internal and external awareness will help a business deal with weaknesses and prepare it to handle threats such as competition or a changing marketplace.

An accurate analysis also will help a company be more competitive because it provides guidance and direction. (Marketing Essential, Year 2006) Internal Analysis Strengths and weaknesses are internal factors that affect a business operation. The internal analysis centers around three CSS: company, customers and competitors. Strengths The following are the attributes of Betas' Best that are helpful to achieving their goals and objectives. Quality Products As a growing company Betas' Best assures that the taste, safety and packaging of their products are maintained in high quality.

The family corporation exerts so much effort on this matter as it really tries to lessen the possibilities of receiving customer complaints or any legal allegations in the Eng run of their business operations. Betas' Best see to it that their supplier of raw materials such as pork meat, beef, chicken and spices were well inspected by National Meat Inspection, Bureau of Animal Industry and Bureau of Food and Drugs. Well-Groomed and trained employees Partners of the incorporates of Betas' Best in achieving its mission are its employees.

The use of proper uniforms and safety clothes are strictly observed to secure the cleanliness in the work area. Employees use hairnets, face masks, boots, aprons and gloves to secure the cleanliness of the reduction and they have to follow the rules posted at the entrance of the production area and

packaging area. The administration assures their employees to have been thoroughly oriented about their work to lessen the tendencies to high rates of product rejection and accidents. Employees are also cross trained or are able to do designated jobs and other related work in the company.

Clean and Conducive Workplace Betas' Best secures the cleanliness of its workplace as this will affect the safety of the products they will offer to their customers. The company strictly observes the cleanliness of the working area and do not allow any employee to bring food and other things that will contribute to germ and bacteria- causing elements in the workplace.

Reasonable Price Betas' Best pricing strategy is reasonable compared to its direct competitors. It has products which are a little bit cheaper than those made by their competitors such as Pampas's Best, Meeker Meat products.

Relatively, this builds a cost-efficient identity to the company that serves its product at a low price yet meet the standard requirements (taste, affordability, nutrition) of its target market. The company is able to produce its target volume of production because its suppliers are committed to producing raw materials for the company. With this, the Bureau of Animal Industry and Bureau of Food and Drugs first approve the raw materials from suppliers, assuring that the raw materials that will be used are safe and are quality tested by related approving body.

Having this in the situation, the company's suppliers are always able to meet the required raw materials at the right deadline of the company. Weaknesses The following are attributes of Betas' Best that are harmful to achieving their objectives: Limited Product Lines Unlike its competitors who have tried

offering many varieties of meat products, Betas' Best is limited to a few product line that are considered conventional in the meat product business. At present, Betas' Best offers the basic meat products such as hams, ambitious, loaning, hotdogs, tocsin, and hamburger patties.

This became a weakness for the company as the research of PIMP revealed consumers nowadays switch to meat products that are processed with different twist. Manual System of Production As a starting business, Betas' Best is note well equipped with modern equipment that will actually make process faster. They use manual system in producing their products. This manual system requires maximum physical labor that really cause high operations and productions cost yet limited volume. Technological intervention will guarantee resolution to the problem.

As a result , instead of processing more meat products in a day, only limited product outputs are processed by the employees. Limited distributing areas At present, Betas' Best distributes their products with limited distributors and retailers thus only making the product available in some areas of Pangaea. Being a provincial-oriented business as for the moment, it is a loss for the company not to reach other markets. Poor Sales Forecast The company sales forecast on lean months is PI and for peak months is The company needs to make a good sales forecast in order to meet their objectives.

External Analysis Companies must always look for the opportunities to create advantage due to external factors. Opportunities These are the external attributes of Betas' Best that are helpful to achieving their objectives.

Increasing Population With almost 100 million population in the Philippines

and a wide-growing arrest population, it is very possible for Betas' Best to attract more customers provided it would strengthen more of its marketing side to people.

As the population arises and as the people become busier because of their sons, the more demand for easy to cook foods like processed meats. And, the more of market demands for processed meats, the more eager Betas' Best will become and to serve the customers with quality products at their best. Prospective gains from Internet In research conducted by Asia Pulse, 90% of all posted articles, pictures, videos and other media are seen, checked by people. Truly, internet advertising has become an effective trend to businessmen in marketing their products to people.

That is why, if Betas' Best will just be taking advantage of the availability of the internet, it would also be able to increase its sales and prospective customers just like any other businesses in the area. Market Desire for Convenience If there is a product that is less effort and cheaper to cook, there is only one thing in mind- processed meats. People nowadays demand for more instant and faster way of achieving what they want, for instance cooking. That is why many people resort to cook processed meats. People just need to defrost the processed meat, and just cook it.

This is the opportunity of the company to continue doing the tradition of their business. The products that the company offers are answering the problems of those people who have a whole day working period. The company offers them quality products by not spending so much time while preparing. The reads These are the external attributes of Betas' Best that are

damage-causing to achieving their objectives. Intense market competition
Market competition has been a number one threat to many businesses in the years. Pangaea is known for its meat processing stores spread in all areas.

There's Pampas's Best, Meeker Meat Products to name a few. This is truly a challenge for the company. That is why, the Betas' Best has to exert more efforts to please their customers to become loyal to them because it is not only Betas' Best by itself in the market, there are a lot more. Emergence of Different Livestock Disease The meat from different livestock is the primary major raw material of the company. The different diseases that infect the animals serve as incapacity for the company and different meat processing industries in the country to MIT and not be able to produce expected production.