

Marketing plan bliss yogurt marketing essay



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Bliss Yogurt Center is a new style of yogurt shop in Ho Chi Minh City. Bliss target customers are the students from secondary schools to universities who are from average and high income families, living in Ho Chi Minh City. We diversify the yogurt and fresh fruits which are 100% natural and fresh with some special kinds of juice mix and with dynamic decoration.

Average price per yogurt glass is 20.000 VND for 1 gram. These prices are suitable for our targets who are students. We want to exist our business in the first 2 years so we will apply both pricing methods of the cost plus pricing and perceived-value pricing.

Firstly we will open our first shop at 123 Vo Van Tan district 3, HCM City.

Our mission is to take care of customers' health with the fresh fruit.

We want to reach 20% market share in Ho Chi Minh City in 3 years.

2. Purpose

This plan is to build up and develop a new yogurt shop with a new brand of Bliss Yogurt Centre.

3. Situation analysis

3.1 Market overview

At present, there are many yogurt shops in Ho Chi Minh City. But they are not enough and do not meet the current demands now. There should be more shops with a big space for relaxing and talking as well.

3. 1. 1 Geographic

Ho Chi Minh City is the biggest business center and population in Vietnam. So our company decided to start opening a juice shop in Ho Chi Minh City first.

3. 1. 2 Demographic

Ho Chi Minh has a population of 8 million, mainly they are young so Ho Chi Minh City is a very potential market of juice. Besides, Saigon people are famous for gentleness and spending money.

Market needs

The living standard is getting higher so more and more people are interested healthy food specially the yogurt fruit. A survey on 100 students from Lotus University shows that they eat yogurt fruits for below reasons:

- For their healthy (30%)
- For beauty skin (30%)
- For relaxing (20%)
- Others (20%)

We believe that our service will satisfy the consumers' right needs and wants.

Market trends

The demand of yogurt is much higher in coming years. It requires much more yogurt shops. There are 24 yogurt shops in Ho Chi Minh City now.

Market growth

Last year, there were about 16 yogurt shops in Ho Chi Minh City. Now there are 35 ones. There will be 100 shops in 2 years. 15000 tons of fruit consuming for 2010. It is higher than 2009 is 900 tons. From this figure and some fact we can forecast the rate of growth for coming year is very high.

Macro environment

Political

At present, Vietnam is one of the most stable political nations in the world. It is said that it is very safe to travel in Vietnam. Vietnam is also a peaceful country to attract more and more foreign visitors.

Economical

Vietnam is considered to be a very fast economic development nation in Asia. Ho Chi Minh is the biggest city for doing business in Vietnam and the living standard is the highest as well.

Social

People have much higher incomes in Ho Chi Minh City so the living standard is getting higher.

3. 2. 4 Technological

Vietnam is approaching high technique from developed countries. We can keep fruit fresh longer and make yogurt more delicious than before, of course without chemical.

3. 3 Customer behavior analysis

Nowadays, more and more people are interested in their health and beauty. Yogurt fruit is one of their best choices for this issue. They often eat yogurt fruits at home . They like enjoying in a big yogurt fruits shop where they can relax and talk.

3. 4 Company analysis (SWOT)

STRENGTHS

WEAKNESS

OPPORTUNITY

THREAT

Active owner shop.

Good supplying source of fresh fruits from Mekong Delta.

Good technology of after harvesting protection - Fruits.

- Good location of the shops

New comer, so we lack of experience in management.

Capital is limited.

We don't have enough the packing place.

Our product/service is new in the markets.

Living standard in Ho Chi Minh City is getting higher and higher.

- People are more interested in health.

There will be more competitors.

4. Marketing strategy

4.1 Mission

Our mission is to take care of your health with fresh yogurt fruit.

4.2 Marketing objectives

Market share: To reach 20% market shares in Ho Chi Minh City in 3 years.

Financial: Turnover will be reached 266. 432. 000 VND in the first year (just 8 months), it will increase by an average of 25% in the next years. An amount of 987. 905. 000VND is expected to be reached in the fifth year.

4.3 Segmenting the markets

The fruit market can be divided into following groups:

The students who are from secondary schools to universities and from average income families, living in Ho Chi Minh City.

The students who are from secondary schools to universities and from high income families, living in Ho Chi Minh City.

The people who are from 25 to 30 years old with an average income, living in Ho Chi Minh City.

The people who are from 25 to 30 years old with high income, living in Ho Chi Minh City.

4. 4 Target consumers

Our target customers are the students from secondary schools to universities who are from average and high income families, living in Ho Chi Minh City. They are dynamic and lively. They enjoy a place with modern music and can talk with their friends to relax. They are interested in health as well.

4. 5 Media influence:

Magazines

Newspapers

Television

Leaflets

4. 6 Positioning statement

For the students who are from secondary schools to universities and from average and high income families, living in Ho Chi Minh City. They are and lively and interested in a place where with modern music and can talk with their friends to relax. They are interested in health as well. The Bliss Yogurt centre is the best place for the target market since it can meet their wants and demands due to good location, decoration of the shop and reasonable price.

4. 7 Marketing mix

4. 7. 1 Product strategy

We diversify the yogurt and fresh fruits.

For the yogurt fruit , it is 100% natural and fresh with some special kinds of yogurt mix and with dynamic decoration.

For the fresh fruits serve, it looks fresh and clean with nice cutting.

4. 7. 2 Price strategy

Our objectives are to be survival. We want our customers to enjoy high quality yogurt fruits with reasonable price.

We will apply for both pricing methods of the cost plus pricing and perceived-value pricing.

Average price per yogurt glass is 20. 000 VND for 1 gram. These prices are suitable for our targets who are students.

4. 7. 3 Place strategy

We open the first one shop at 123 Vo Van Tan district 3, HCM City

Strength

Weakness

Near the school, universities. Designed attractively.

There are many office building. Wide pavement, parking.

The capacity is enough for 60 people.

Location in the street which have a few business stores about food so nobody know about our store.

We will open more shops near the universities and hostels from the second year operation.

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4. 7. 4 Promotion strategy

Advertising on student newspapers and magazine and on the internet

Leaflet delivery to the students at the school and universities sites

Sponsor for social activities of student in school or universities.

5. Financials

5. 1 Sales forecast

FC Fruit Store is opened in 1st May of 2007

Month

Efficiency (VND)

May

27. 880. 000

June

25. 080. 000

July

26. 486. 000

August

29. 274. 000

September

34. 850. 000

October

38. 335. 000

November

40. 251. 000

December

44. 276. 000

In the next five years, we hope the sales forecast will increase average 25% per year. The table below show the sales forecast in next five y

5. 2 Expense forecast

We try to cut down spending by many ways. The firstly, fruits source should delivery just in time (JIT). In this case, we can avoid keep fruit for a long time with not good preservation so avoid suffer some damage and loss fruit and spend more money. Base on the relationship we can take the good policy in payments.

6. Budget required

VND 52, 000, 000 is required for marketing activities to lunch FC fruit shop at the first year, and we will review in next year.

No

Activities

VND

2

Brochure and leaflet

5, 000, 000

3

Newspaper, magazines

13, 000, 000

4

Website

7, 000, 000

5

Collecting card

2, 000, 000

6

Sponsor

10, 000, 000

7

Promotion program

15, 000, 000

TOTAL

52, 000, 000

7. Control

7. 1 Marketing Organization

- Mr. VÅ© and Ms. Ph°Æing responsibility for perform marketing activities
- Mr. VÅ© is responsible for the content of ads for leaflet, contact to register on newspapers and magazine.
- Ms. Ph°Æing is responsible for the website for store, update database related to activities of the plan, promotion program, introduce available products in our store

Both Mr. VÅ© and Ms. Ph°Æing are responsible for the enquiry, contact and registration .

7. 2 Implementation

First month: complete the marketing plan

Second and third month: complete the marketing documents

Fourth month: start proceeding advertising on the newspaper and on the internet and delivery leaflets at the school and university located in Dist 1, 3 and 5 first.

7. 3 Evaluation and feedback

We will evaluate all marketing activities every six month to see if the result of the business is good as planed.