

Marketing case study

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Therefore, the company improve a formal four-step process for its research and development: 1 . Idea Generation: Market for the pasta switch from highly processed foods towards better quality and originality which forces Theatre Company to become more organized in evaluating the customer trends. 2. Concept Screening: Theatre came with formal survey which maintains people interest evaluation and their buying behavior. Around 300 surveys were carried out to different cities. 6% positive purchase notion comprising " definitely" or " probably" result indicated. 3. Product Development and Testing: Callus Fresco was developed by Theatre test kitchen within fresh whole rain pasta line It was delivered with fully ranged choices of cut pasta and additional sauces. Focus group examined the Idea and replayed with a positive feedback. Therefore, It was decided to start a market study to evaluate the potential sales capacity. 300 malls were conducted to interview after testing with focus group. . Quantification of volume: A contract was signed between Theatre and Nielsen BASES, a market research firm, to guess the potential sales. A BASES 1 test was about the customer's awareness and interest, and BASES 2 test was about the taste besides he " line extension" study for any existing product line. China Fresco: In late 2004, the management team for Theatre starts to discuss about how to take advantage of growing demand of quick home meal replacements.

Refrigerated pasta market was growing fast at that time because of Its easy and fast cooking which made It attractive for the management team, beside that all there were no strong player in fresh pasta offering same product which was made of whole grain option. The Theatre test kitchen came with a

fresh whole grain pasta line dubbed China Fresco, with a lot of choices such as cut pasta and ravioli. Fresco product line was designed as a single meal for two.

In the other hand, dry pastas were designed in larger size and could be used for several meals. The concept was tested after that with the company test groups which replied with positive feedback, whereby the team decided to proceed with the market study to estimate Fresco sales volume. The team proposed to Nielsen BASES to conduct this research and assess the customer's awareness of the Fresco whole grain pasta and their interest in buying that product. The research feedback by Nielsen resulted that 76% positive purchase

Intent with "probably" or "definitely", after that it was found out that 80% of those who said "definitely would buy" and 30% of those who said "probably they really completed the purchase. Then the model was further developed based on the dollar in promotion coupons. The Cuisine Fresco line was launched out in third quarter of 2006 and the sales reached \$18 million in the same year and raised to \$35 million in 2007. Cuisine Fresco sales reached a huge limit where the company couldn't conduct all the demand and fulfill the market needs. As a result the team was so proud because of what they have done on that new category.