

Haagen-daz marketing analysis assignment

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Steps In The Plan ? The Business Review ? Identify all the problems and opportunities ? Setting the sales objectives ? Defining the target market ? Setting the marketing objectives ? Developing a positioning strategy ? Marketing Mix -product -price -place -promotional Haagen-Dazs were the pioneers in the market for creating distinctive and indulgent taste experiences by marketing to an untapped segment – the adult ice cream lovers. The Haagen-Dazs brand quickly developed a loyal following. Its early success was created by word of mouth and praise.

Marketing Strategy Haagen-Dazs overall marketing strategy will be to create an image of offering the highest quality ice cream to all of their customers. The business will be located in a high traffic area where Customers will be reached through advertisements such as fliers, newspaper ads, and through its grand opening ceremonies. A special marketing program will also be incorporated by offering special coupon prices for nearby restaurants, hotels, city pool, the donut shop, and the gas station to customers who purchase any product at Haagen-Dazs.

Major marketing will be conducted through newspaper advertisements and local flier distribution during the first three months of operation. Market Segment According to Advertising Age (September, 1999), premium ice cream and frozen yogurt products are losing market share to mid-priced and other frozen dessert products. Information Resources reported that frozen ice products comprised a third of the \$2. 4 billion ice cream category for the year ending May 21, 1995, generating \$717. 7 million, up 9. 3% from the previous year. Based on this information, it is anticipated that the frozen dessert market can be divided into two customer segments.

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The first segment prefers premium ice cream and frozen yogurt products. The other segment obviously includes those that prefer frozen ice products. Shave ice products are ideal for today's health-conscious consumers. They boast no fat, no cholesterol, and are relatively low in calories. Haagen-Dazs will target all segments of all population: children, teenagers, and adults. Target Market Segment Strategy Haagen-Dazs will target the low- to mid-income consumers who want to have a high quality dessert for moderate prices. Haagen-Dazs will also cater to the most popular favor as well as unique favor where other brand would not carry.