

Company and customer profiles of core finland ltd



Company profile CFL (Core Finland Ltd) which was found in 2006 in Finland. It's a dynamic food marketing company. The present managing director of CFL is Joonas Turkana. The main activities of this company are the importing, marketing, and sales of first-class products, which have the potential to grow big brands nationally as well as internationally. The company is mainly focusing on building brands in order to gain a long term success. Core Finland's main target groups are wholesale, retail trade, and HoReCa -sector. They also build international partnerships, especially in Western-Europe and in the Baltic Sea region. In the future, they plan to expand their business activities particularly towards Russia, Germany, and Sweden. The main product of this company is snacks and food product. It provides marketing and sales service both domestic and foreign by its long distribution channel (wholesale, Retail). It also provides some services like hosting, packaging, consulting by the retail chains. Product CFL start producing "VEGE CHIPS" from 2011 under Rye snacks. Now a day in Europe people are more health conscious so that in the European market people are like to choose healthy food rather than fast food.

So that organic foods easily make a big market in Europe. VEGE CHIPS is completely healthy and organic food. It's not only a snack's people who can use it as regular food. The fat level in VEGE CHIPS is very low so that middle-age people can take it as much as they want. No1: Developing the market for "VEGE CHIPS" Our target market is two different countries Srilanka and Canada. These two countries are different from each other. They are totally different in socially and culturally. So our target market also different for these two countries. Customer profile Our target is middle-aged people who

are 18 above. Middle-age people are more health concusses and can make decisions as to their own. we believe that they will take our chips because it's healthy and totally natural. If we can satisfy them they will influence others for choosing our product. Srilanka: In Srilanka, we will target high society areas like Colombo because they are more health concuss and they can easily effort healthy food without thinking about price. in their people lead a busy life so if they got ready healthy food they can easily take it. We also target the seaside area where tourist comes from a different country. Canada: In Canada, we will target is the whole country. Because they reach enough and lead a busy time. They also more health concusses and educated too.

Step 1: Vege chips is a completely new product for Srilanka so our vision is gaining the one of best healthy food producer in there. Here we do mass marketing for promoting our chips in school, college. Because in Sri Lanka most are middle-class society people. As a new chip in Canada, our vision is to reach a respected position by providing healthy snacks in the market. We gain it by providing healthy chips at a premium price.

Step 2: As we are new in Srilanka so we heir an added firm for advertising and provides them our survey report on target customers need expectation from snacks. We are new here it's a weakness for us but our strength is we are providing healthy and natural foods. For Asian region countries here peoples like spicy foods so that we provide some spicy flavors chips. For promotion in Canada all work done by the distributer as we choose distribution channel in here for providing our product. So here no need to full attention to determining customer profile. Expensive price is a weakness

here but on the other hand, providing healthy food is our strength. Here chips will salty and a little bit sweet.

Step 3: Here we do our promotion by TVC, Billboard, and Health magazine. Our main message is " Eat healthy chips at a cheaper price " Our main objective is to gain 25 % of the snacks market in a year. Our tag line is " Eat healthy, live long ". Here we do the free trial, internet pop up, a billboard on the bus-train. Here our objective is to gain 25 % of the snack market in 2-4 years.

Step 4: We make our 40 % capital from Finland and the other 60 % of the native bank to build our factory in Srilanka. In Canada, we import chips from Finland so we have do is sendmoneyon transport and tax. So the Budget is cheaper for Canada.

Step 5: By TVC here we do mass marketing to establish our product. Billboard marketing is done by an ad agency. For middle and higher class people here we have small packet and fewer amounts of chips. We can overcome our profit but less costly packaging. These chips are healthy, natural, and unique. Here we chose a distribution channel to supply it in lager retrial stores and mass marketing. We provide them healthy and natural food so the price is higher here. We use gorgeous packaging. We provide products from Finland by this it's easy to gain profit.

Step 6: For good progress, we check out our monthly feedback from all kinds of stores and retailers. We have to care for breakeven point and overall sales for understood our current market situation. For Canada we have to careful in monitoring, evaluating and controlling our distribution channel. We take all kinds of information from them for understanding our market situation.

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