

# Plc marketing plan assignment

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Prima Foods plc and it is the first instant noodles manufacturing plant in Nigeria and one of the Largest in Africa. Its one and only flagship product Indomie Instant Noodles has become trusted household name majorly in Nigeria and even to Nigerians living outside Nigeria and other parts of the world.

The indomie brand of instant noodles started out as a monopoly product in Nigeria being the only instant noodles and having undisputed 100% market share. Over the years, new entrants came into the instant noodles industry and today Indomie though still a market leader now controls 74% of the market share with an estimated annual growth of 40%. De-united foods survival in the instant noodles industry will be dependent on customer loyalty to the brand; therefore, Indomie must continue to deliver on its promise of quality, taste and value.

The Company De-united foods Industries Limited is the producer of Indomie Instant Noodles in Nigeria and offers different flavor and sizes of the product. Mission De-united foods aspires to being the leading food company and the market leader in consumer foods product by committing to consumer delight by providing quality products. It believes the apex of every of its decision should be the well being and satisfaction of its customers.

Product Offering Highly tasty and nutritious instant noodles with various aromatic flavor and sizes has differentiated it from competition alongside its overall brand strategy has proven to be a successful approach in generating high brand loyalty and sales Strategic Positioning De-united foods Industries

Limited is positioned as a distinctive and focused producer of a single product Indomie Instant noodles.

The SWOT Summary Strengths Strategically focused on one product Strong brand equity Affordability of product offered by all classes in the society Offering of its product in various flavor Product offered transcends across all age groups Weaknesses Opportunities Threats Increased number of new entrants External Analysis SWOT Analysis