

MARKETING PLAN: APPLE INNOVATION ON THE MARTIAN MARKET

BY _____

EXECUTIVE SUMMARY

This Marketing Plan concerns the launch of a new product in a new market which is quickly developing. The product is a special variety of apple, especially designed for the consumers of the planet Mars, who are increasingly interested in fresh products from Earth. This market is now accessible thanks to the development of interplanetary flights, but current exported products are simple Earth Planet products. The idea is to propose my apple with a new brand and start producing also apple juice. I want to distinguish my products not only with the label "Earth Planet product" (as others that are already present on the market), but with my own brand. Before starting this actions, it's surely better to meet, in a more accurate way, the special need of Martian consumers, with a dedicated Marketing Plan.

ANALYSIS OF THE SITUATION AND PEST: DEMAND TRENDS, SOCIAL FACTORS, PSYCHOGRAPHICS

- 1. What are the demand trends of your product or service? Is its demand seasonal? Where is it mostly purchased? How is it paid (card, cash, payments)? Can you envisage demand changes that can become opportunities for you?***

From the results of a questionnaire I collected my first time on Mars and the trend in sales until now, I can affirm that consumption of fresh fruit is basically high in the cold season. People usually buy fresh fruits at the supermarket, where there is a specific section for interplanetary products. Credit cards and cash are not used on Mars anymore, they have magnets and everything is sold in vending machines. During the hot season Martians prefer to drink sodas or juices instead of fresh fruit.

- 2. Who will buy your products? Are you selling B2B (business – to – business) or B2C (business-to –consumer), or both? In each case, who decides which product to buy (e.g.: a housewife, a very busy working mother, a modern distribution buyer, the purchasing manager of a wholesaler...)***

At the moment I'm selling only B2B to a supermarket chain and the general manager sends the order for all the stores of the chain. The same will happened with the juice, at least in this first period.

- 3. Which specific characteristics will the buyers of your product have? Age? Gender? Religion? Race? Education? Socio – economic condition? Type of household? Favourite point of purchase (internet or brick and mortar, mall or city center)? Favourite media? Main source of information and guarantee concerning food quality?***

Apple consumers are mostly young business masculine and feminine Martians interested in healthy lifestyle that live alone. They usually do shopping in a supermarket, because they are open 24 hours per day, which is good for people how works 20 per day. Newspapers and TV don't exist on Mars anymore and people get information only from internet. Food quality is guaranteed from consumers associations and their related websites.

4. **What about your product's appeal? Is it meant to substitute existing products or is it a new solution for a problem / need? In the first case, why should your product be bought instead of / in addition to existing ones?**

Martians like to eat fresh fruits as a snack during the day, but they prefer to drink fruit juices or sodas during the hot season. My idea is to create an apple juice with no sugar added which will take the place of apples in the vending machines in summer.

5. **Are you trying to rise the interest to a certain social or cultural group? Why do you think they will like your product?**

I want to reach those people who substitutes fresh fruit with juices or sodas consumption, focusing on the healthiness of drinking a "natural" processed product.

6. **Is there any risk associated to the consumption of your product? (e.g. recent alarming news, but also a particularly high price associated with inconstant quality, so that the risk of a bad consumption experience is perceived as high, if associated with the product's high price)**

Recently there were cases of a virus in fresh fruits coming from Saturn that made Martians skin colored in blue. This enhance prices of product from Earth and it established more confidence on them.

ANALYSIS OF THE SITUATION AND PEST :PEST ANALYSIS: POLITICAL, ECONOMIC, SOCIAL, TECHNOLOGICAL ENVIRONMENT

1. **Whether you are going to sell in the same area where you produce, or you have decided to expand your area of influence, it is important to make a reflection about the general economic and business conditions in the area you have chosen. Supermarkets of the same chain change their product range according to their location: in students areas, portions are smaller; in low socio-economic condition areas high end products play a marginal role, etc.**
Economic conditions are good because the supermarket chain I chosen develops its stores typically in commercial and businesses areas, which are the places where Martians spend most of their time, as they work 20 hours per day.

2. **And do you have information to estimate the current conditions and trends, in this geographic area, as far as your sector / product is involved? An evaluation element could be the current conditions and trends for this Industry for your product.**
Fresh fruit consumption is increasing in the last years thanks to the results of a research regarding the benefits of fructose for Martians bodies.

3. **Changes in income: are people losing jobs or is unemployment decreasing? Are people being paid more or less? These data are available from your country's Statistical Office.**
Employment is increasing thanks to the favorable conditions of life on Mars and the consequent arrival of people coming from other Planets.

4. **Are there changes in consumer behaviour? Are more people taking the bus and driving less? In this case they may appreciate home delivery. Are they buying products more or less frequently? Are there relevant trends (e.g. for gluten free and lactose free products, for organic products, local products, etc.)**
Martians live alone driving small spaceships. There are micro-refrigerator inside so they need to go to the grocery everyday if they want to buy fresh food and store it at low temperature in every season. Martians are really interested in every "product from Earth", especially in fresh fruit and vegetables.

5. ***Is your product something people buy when they are well-off or when they need to save money? A clear example is that of beef meat and eggs. Both are a source of proteins and can be substitute in case of tight budget.***

My apples are definitely consumed by well-off people and the same will be for the juice.

6. ***What about the political and legislative framework? Is the present government in the geographic area you are aiming at following expansive or restrictive policies? Are taxes increasing? Is public expense being reduced? If it is a foreign country, what is the attitude of its government towards the import of the products like the one you are going to sell? Are there high custom tariffs? And are there non-tariff barriers, such as very restrictive requirements for products?***

Martian laws are really restrictive with fresh food and the government put higher taxes on its import compared with taxes due for processed products.

7. ***Are there new technologies concerning your product, that can, for example, make a certain product type obsolete? Is the market changing quickly, so that a certain version of the product will quickly reach the end of its life cycle? Is yours a mature market, where little innovation is possible? Are there recent patents?***

No apple trees grow on Mars, so this is a new product on the market and people starting to know this kind of fruit and its healthy properties are becoming even more famed.

COMPETITIVE ANALYSIS

COMPETITIVE RIVALRY

Describe the competition you are facing, or you would be facing if you start selling the product for which you are preparing a marketing plan. Focus on current competitors: how could they react?

There are other juices on the market, which are sold during the summer, but no one of these are natural. Fruits produced on other Planets needs chemical treatments. Thanks to the quality of my apples, I can produce a juice with no sugar or preservatives added. This will be absolutely a uniqueness on the Martian market.

BARGAINING POWER OF SUPPLIERS

Are your suppliers competing for clients? Are you free to change your suppliers? Is it easy or do you have «switch costs» (direct or indirect costs you have to face if you decide to change?). Can you easily obtain price reductions?

I will only need packages suppliers, as I produce juice by myself. I will have a 5% discount for the first supply but no costs are due if I decide to change for the future orders.

BARGAINING POWER OF CLIENTS

Is competition intense? Is it price-based? Are your clients free to change their suppliers easily or do they have «switch costs», or an uncertainty about product quality?

The manager of the supermarket chain leaves me free to decide what kind of products I want to sell in the place assigned to me inside the "Products from Earth" area.

Have you successfully fidelised your customers so far?

The fidelisation is connected to the constant quality of my products, I demonstrated during these years.

THREAT OF SUBSTITUTIVE PRODUCTS

Your product provides you clients a benefit. Can you think of other products which can offer a similar benefit, substituting yours in consumers' preferences?

I know that my products do not have competitors at the moment, in terms of quality.

THREAT OF NEW ENTRANTS

Should the idea / the market prove profitable, is there the risk of new entrants? Are there «entry barriers» that can be enhanced (for example, high costs that new entrants would be facing and that you have already incurred, a brand reputation you have already built and they would have to build afresh?)

There are other supermarket chains, but at the moment no Extra-Martians products are sold.

COMPETITIVE ANALYSIS: COMPETITOR ANALYSIS CHART

Competitors and features	Feature 1: fresh fruit	Feature 2: fruit juices	Feature 3: natural	Feature 4: from Earth	Price
Competitor 1: SaturnBerry	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	15 magnets
Competitor 2: Spacejuice	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	9 magnets
Competitor 3: Venusgold	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	16 magnets

COMPETITIVE ANALYSIS: SWOT

<p>Strengths</p> <p>Natural product, good for Health and labeled as "Product from Earth", completely environmental friendly.</p>	<p>Weaknesses</p> <p>The entrance of a new product on the market is always a risk, even if I'm already well known. Besides it is not possible for me to control the situation in person, but only based on sales performances. It is impossible to reduce prices because interplanetary flights are still too expensive.</p>
<p>Opportunities</p> <p>The recent case of virus in fresh fruits from Saturn enhance prices of product from Earth but it established more confidence on them, at the same time.</p>	<p>Threats</p> <p>Threats should come from Saturn and Venus producers when they will select varieties of fruit with similar characteristics as mine.</p>

YOUR COMPANY AND ITS PROJECT

It is a family farm with me and my brother as owners, we decide about investments and production guide lines as fifty per cent partners, but he is responsible for administration and I am in charge of production. My husband and two nephews collaborate to the productive cycle.

THE PROJECT: OFFER DESCRIPTION, STP, MARKETING OBJECTIVES AND GOALS

OFFER DESCRIPTION

Describe your idea in detail. Underline the benefits it will offer to clients / consumers. Benefit can be practical, but also symbolic. A good wine can also be a nice present and a way to show that one is a gourmet. A good packaging may be attractive for consumers, but also easy to stock on shelves for retailers.

The project concerns to remain on the Martian market with apples and introduce the apple juice as alternative during the hot season. A new brand for both products is needed, that connect the fresh product with the processed one. Apples are already individually packed, as they are sold in vending machines. That's why we think to sell juice in carton cups (such as those takeaway coffee cups). The choice of carton is for its natural sense compared with plastic and the cup is to distinguish our product from those which are sold in bottle. Both packaging are obviously completely recyclable.

STP

Think of the market analysis you have just completed, and answer these questions:

- ***Segment: who are potential buyers of this product?***
Consumers are every people interested in natural and sustainable products.
- ***Target: specific target inside the segment? Potentially mostly interested consumers group? Better willingness to pay? Demographic, social, psychographic characteristics? Lifestyle? Special needs? Why have you chosen them? How many are they? How many of them could you reasonably reach?***

The target will probably be the as the apple: business men and women, who live alone, working hard and that consume their meal basically outside. I think we can enlarge the number, but not the target of consumers as it is impossible to reduce prices because interplanetary flights are still too expensive.

- ***Positioning. What is the positioning that you want to reach, and how do you think you can attain it? There are three main ways to position a product: Unique: the only one of its kind; Difference – has a few characteristics more intense than competitors'; Similarities: similar characteristics, but at a lower price.***

The juice will have a higher price compared with my competitor, to underline its higher quality, so I can assert that this is a case of Unique selling.

MARKETING OBJECTIVES AND GOALS.

Here numbers are needed. What are your marketing objectives and goals on sales volume, market share, return on investment? how much time do you need to have sales higher than costs, and to start having a profit, to pay back investors? How many clients will you reach? How many products can they reasonably buy? At which price? What will your fixed costs be (employees, expenses that do not

depend on how much product you sell ...) ? And variable costs (costs that depend on how much product you sell, for example packaging, raw materials, shipping , etc.)

	Year 1	Year 2	Year 3
n° of consumers	100	150	200
volume of product sold to them (V)	1000 cups	1500 cups	2000 cups
unit price (P)	20 magnets	20 magnets	20 magnets
sales (PxV)	20000 magnets	30000 magnets	40000 magnets
fixed costs	100 magnets	100 magnets	100 magnets
variable costs (unit) (C)	5 magnets	8 magnets	10 magnets
variable costs (unit) (CxV)	5000 magnets	12000 magnets	20000 magnets

MARKETING TACTICS

PRODUCT

Product: describe your product, its technology, its shelf- life, its packaging (hardware and software).

Apple juice in a carton cup ready for drinking. The juice can be stored at room temperature and refrigerated and consumed in three days ones opened.

PRICE

Price: declare your way of deciding a price, and the price you have consequently chosen, on the basis of the analysis you have made so far. Motivate your choice.

The price of one cup of juice is 20 magnets, considering fixed and variable costs and the expected profit. As my competitor juices cost 9, 15 and 16 magnets respectively, I think I can reach my objective offering a higher quality and consequently a higher price product. That's why I'm thinking to completely substitute the sell of apples with juice, at least during the hot season.

PLACE

Place: describe the channels through which the product will reach your clients. Motivate your choice

I'm going to continue to sell in the supermarket chain as at the moment interplanetary flights are still very expensive and air conditions are not favorable for Humans, it is impossible for me to implement a direct selling, at the moment.

PROMOTION

Promotion: describe how you are going to promote your product. Make a table of promotional expenses.

As the farm is located on a mountain area called M̀arsica (in the Abruzzo Region) and I sell my products on Mars, my new brand will be "MarsicApple" and the logo will represent a bear with an apple in his paws printed on the carton package. Signs, display racks and other promotional material will be provided, at least for the first season of selling.

Promotional product	Cost in magnets
Website	500
Label design	200
Label realization	300
Display racks	100

ACTIONS

Divide your plan into actions, the «smaller» the better. Describe even plain actions, such as «buy plastic bags». For each action, state its timing (by when it has to be completed) and its responsible. Aggiungi le righe che ti servono

Action's name	Description	Responsible	Timing
Production	Apple transportation from field to processing	Nephew	1 month
	Juice production	Me	1 month
Logo	Logo design	Agency	2 weeks
Website	Upgrade with new brand and new product introduced	Agency	2 days
Packaging	Choice	Husband	2 weeks

	Packaging printing	Agency	1 week
	Bottling and storage	Nephew	1 month
Transport	Arrange transport on Mars	Brother	3 weeks

BREAK – EVEN

Year 1: Quantity = $100/20-5 = 6,67$ cups

Year 2: Quantity = $100/20-8 = 8,33$ cups

Year 3: Quantity = $100/20-10 = 10$ cups

PERFORMANCE MONITORING

How are you going to check if things are going well? What variables will you follow? Number of clients? Sales? Prices? And how frequently? Weekly? Monthly?

Variable	Method	Unit of measure	Time period
Price	recording on a PC	magnets/cups	monthly
Sales volumes	supermarket report	cups	monthly
Sales value	calculator	magnets	monthly
Number of clients	on the basis of sales	unit	seasonally

IMPLEMENTATION AND PERFORMANCE MONITORING TOOLS
