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BUSINESS
SCHOOL

Marketing Plan for “Crisp-me” by O’Reilly Farmfoods

DCU

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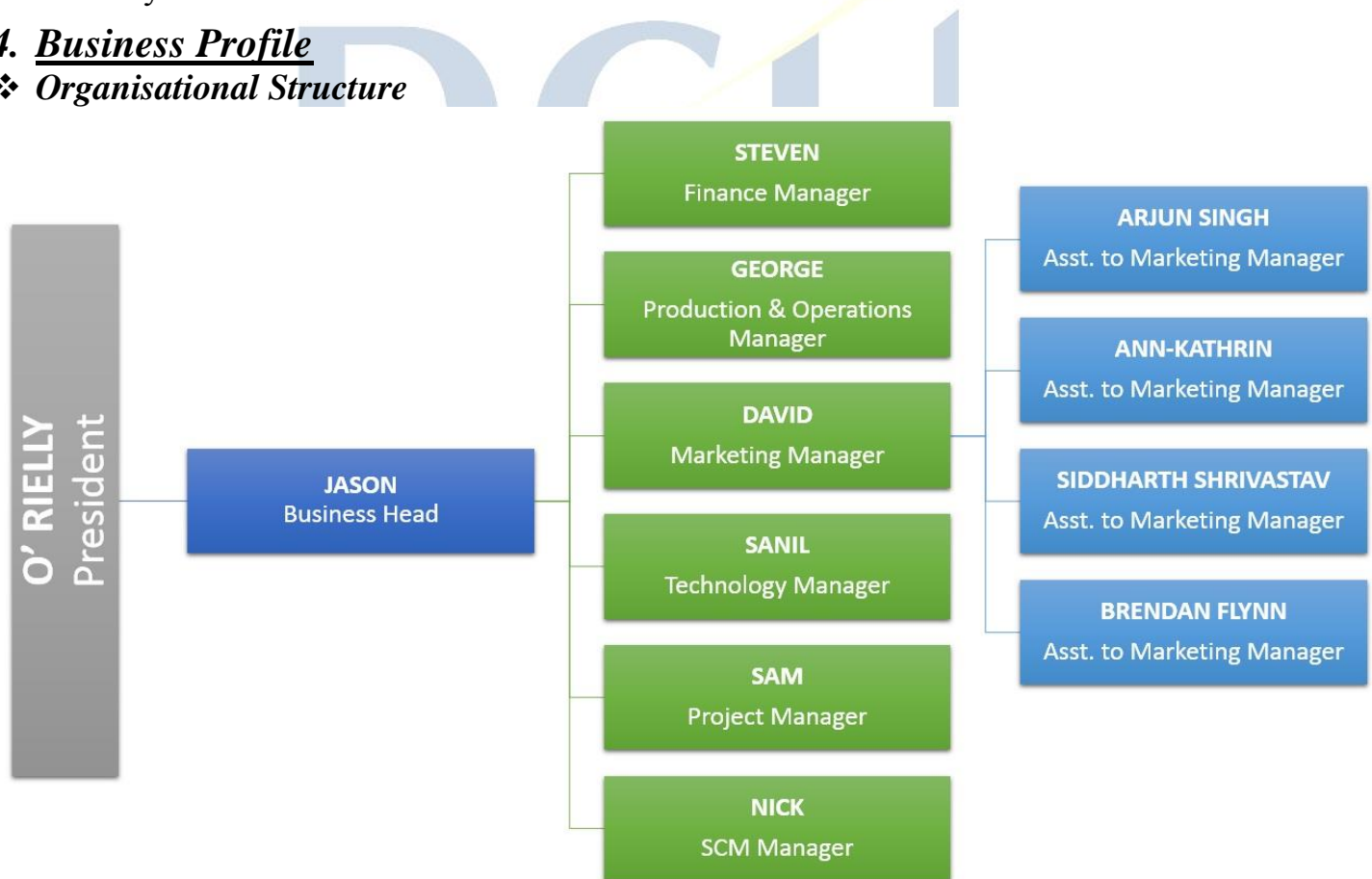
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The product line is named “Crisp-me” - a mix of “Crisp” and “me”- relating to the sound of “yummy” and the word “me” to make the consumer feel appeal to. This particular type of crisp offers the customer a healthy alternative of vegan crisp. While traditional potato crisp often contains animal fats “Crisp-me” uses vegetable fats. Among other things, that’s one reason why “Crisp-me” has fewer calories than regular fresh. But “Crisp-me” crisp are not only for vegans tempting, but they also are delicious and will be manufactured in a range of different flavours. The fresh from potatoes, carrots, sweet potatoes and beetroot are available in the flavours Cheese & Onions, Original (Irish Atlantic Sea Salt), Irish Salt & Vinegar, Mexican Chilli.

“Crisp-me” adopt a fresh and healthy image, without 100% Irish, organic and suitable for vegan and without yeast extract as well as gluten free. These aspects cause the unique selling point and price strategy. The “Crisp-me” product line belongs to niche products. Therefore O’Reilly Farmfoods can achieve a premium price, over the regularly Irish consumers spending an average of €2.13 per snack (Shelflife Magazine 2015). While local crisps and crackers brands in Ireland are preferred to global brands (Nielsen 2016), is going to focus on the domestic market. “Crisp-me” will distribute by the existing commercial customers and also by Irish health shops like “Holland & Barrett” and on O’Reilly Farmfoods online store.

4. Business Profile

❖ *Organisational Structure*



President

O’Rielly is the owner of the company. He has a vast knowledge of general business management, marketing and sales. He is responsible for development and leadership of all business transformation activities

Business Head

Jason serves as Business Head of O’Rielly Farmfoods where he is responsible for marketing, sales, commercial, strategic developments, sourcing events, market transformation, innovation and design across the full range of crisps portfolio of the company in Ireland.

❖ **SWOT**



5. Industry Analysis

❖ *PESTEL*

Political/Legal – The Government has increased the importance of food safety. All ingredients will be published on the packets of crisps. Therefore, all customers will know what is in our crisps and know what they are eating. This will reduce health problems and questions about our crisps. Our food hygiene will be done properly, so no rules will be broken.

Economical - The economy in Ireland and the UK is in recovery stages after the recession in 2008. The GDP growth in Ireland is forecast to 3.4% in 2017 and 3.2% in 2018, which shows downgrades of 10bps for both years. Ireland is on course to outperform other European peers (Independent.ie, 2016). The disposable income of households in Ireland recorded an 8% annual increase in the third quarter of last year. This is an increase from 5.5% annual rate recorded from the second quarter of the year, this improvement is being driven due to the growth in earning and lower taxes. (The Irish Times, 2016).

Social – Obesity is increasingly becoming a bigger health problem in Ireland and in the UK. Ireland's obesity rate is among the worst in the world. A study published in The Lancet claim Irish males have the body mass index in Europe, while Irish women rank the third highest in Europe (The Irish Times, 2016). Healthy eating is gradually becoming a trend in the food sector in Ireland. In 2015, there was a new Policy and Action Plan to prevent, treat and research to tackle obesity to the Government. As a result, a campaign named 'Let's Take on Childhood Obesity, One Step at a Time' was created. It established a partnership with Safefood, HSE and Department of Health (Department of Health, 2016). Customers are more and more looking at what ingredients are in certain snacks to see which is the healthiest to eat. We will be using healthy ingredients to reduce calories and fat. Our snacks will have a Guideline Daily Amounts label on the front of packs, so customers are aware of the nutrients and energy in each snack.

Technological – The internet is hugely popular in Ireland. Individuals can access the internet at home and on many different devices. Roughly 80% of the Irish population uses the internet (RTE, 2015). Irelands IDI value has improved, and this resulted in better ICT access. This has led to greater use of internet and skills have increased. Currently, the top five most visited sites in Ireland are; Google, YouTube, Facebook, Wikipedia and Amazon (Alexa, 2016). Crisp-me intends to go online. The company wants to promote the brand by using social media. Crisp-me can be bought online as well. It will be easier to promote Crisp-me, once we are connected with consumers online. Ultimately we will be aiming to set up campaigns to allow customers to pick their favourite flavours and create new characters that they may like to try.

Ecological – In Ireland, there are programmes introduced to reduce air and water pollution. All potatoes used in Crisp-me are 100% Irish and sourced locally. This will reduce the carbon footprint by reducing distances travelled during distribution, packaging processes and when suppliers arrive. Ultimately, this limits oil wastage from trucks and machinery. The packaging method we are using will be light weight packaging. Climate will have an enormous impact on food production.

❖ *Demographics*

Talking about demographics, “Crisp-me” is a safe and healthy brand which is free from animal fat and also it is gluten free. So, everyone can use our product including kids, school and college going students and working professionals. Our customers will be the children within the age group of 3 to 9, school going students within the age group of 10 to 18. Also, college going students within the age group of 18 to 24 and working professionals of the age group 25 to 40 can use crisp-me as snacks.

6. Customer Analysis

❖ *Target Market*

The positioning plays a crucial role in the success factor of any product or brand as positioning decides the structure of the to do things in the market for its product or service to its customer. Positioning involves an aspect of doing Target Market Analysis. The target market analysis will include an analysis of the external environment in which the company ‘Crisp-me’ operates. Crisp-me works in a niche market, which is where a company concentrates all its efforts into a small specific area of a larger market which is currently not being met in the industry. Crisp-me focuses on supplying a healthier version of crisps which come in a variety of different flavours. The target market for Crisp-me is that of health-conscious consumers, as it contains no animal fats and fewer calories. Target market analysis includes targeting the right people backed with through knowledge of the product and service’s target market.



❖ *Market Size*

Ireland is a huge market and has a lot of scopes with the population of 4,757,976 (Larkin, 2016) regarding snacks market is a concern. As we are penetrating the market entering at each and every store possible in a county like Dublin, Cork, Galway, etc. We are also trying

by other local and global brands. The success of “Crisp-me” Chips will be based on attributed Mix Marketing and Core Marketing strategies. Product remodification and rebranding will be done every 5 years depending on the market trends.

10. Marketing Mix

❖ *Products*



The product of the company plays a significant role in deciding the future of the enterprise. Our various range of goods are Crisp-me Mexican Flavour, Crisp-me Cheese and Onion, Crisp-me Salt and Vinegar and Crisp-me Irish Sea Salt

Crisp-me Mexican Flavour

First, the deep, smoky flavour of Mexican chillies gives way to sweet pimento and onion, before finishing with spicy, lingering heat. Packaged in a protective atmosphere.

Additional Information – 100% Great Irish Potatoes, Bag for sharing, No Preservative, No artificial colour, No MSG, Suitable for vegetarians.

Crisp-me Cheese and Onion

Potatoes, Sunflower Oil (25%), Vegetable Oil, Cheese & Onion Seasoning. Cheese & Onion Seasoning contains Dried Onion, Salt, Dried Milk Whey, Dried Milk Lactose, Sugar, Flavourings, Cheddar Cheese Powder, Dried Garlic, Colours (Paprika Extract, Annatto).

Additional Information - 100% Great Irish Potatoes, Cooked with Vegetable oil, naturally lower in saturates, No Artificial colours or preservatives, No MSG, Suitable for vegetarians.

Crisp-me Salt and Vinegar

Potatoes, Sunflower Oil (25%), Vegetable Oil, Salt & Vinegar Seasoning. Salt & Vinegar Seasoning contains Flavouring, Dried Vinegar, Salt, Acid (Citric Acid), Sugar, Potassium Chloride, Yeast Extract.

Additional Information - 100% Great Irish Potatoes, Cooked with Vegetable oil, naturally lower in saturates, No Artificial colours or preservatives, No MSG, Suitable for vegetarians.

Crisp-me Irish Sea Salt

Potatoes, Sunflower Oil (26%), Rapeseed Oil, Cheshire Salt.

Additional Information - 100% Great Irish Potatoes Cooked with Vegetable oil, naturally lower in saturates, No Artificial colours or preservatives, No MSG, Suitable for vegetarian.

❖ **Price**

The price of the product which is being sold is critical if the enterprise wants to survive in the market. It is also important that businesses should offer the value that is correct for their target audience and possibly propose seasonal discounts to endorse their manufactured goods. There is mainly five primary pricing strategy such as cost-plus pricing, competitive pricing, penetration pricing, price skimming and destroyer pricing. Depending on our scenario of “Crisp-me” competitive pricing will be best suited as there are already many brands which are available at an average price of €2.13. So if we want to survive in the market in front of established brands like Tayto, O’Donnell's and Keoghs we have to keep our margins low initially to become well rooted in the target market. Initially, the “Crisp-me” products will be available at an average price of €1.70 so as to sustain and established the brand crisp-me. It is also important to give substantial discounts so as to build a brand equity in the mind of the consumers. There will be a 10% discount if a customer buys a pack of 20 crisp-me so that customer becomes loyal to the crisp-me brand rather than other brands.

❖ **Place**

Putting the product in the right location and the market is as important as pricing. If you want your product to be reached to millions, it is critical to put your product such that it reaches millions. Placing the product also means that right product is available at the right time for the right consumer so that there should not be any gaps to reach the target customers. One of the ways to reach and penetrate the market is “Above the line” advertising wherein we will be stocking “Crisp-me” with the various retailers to attain a massive amount of people. This is the strategy used by competitors like Walkers. By using this approach, we will be placing the product in the main supermarket (Aldi, Lidl, Tesco,

Dunnes, etc.), small newsagents, colleges, coffee shops and more. The approach will help us reach deep in the market and also sustain to recover the pricing.

❖ *Promotion*

Realising the threats from Tayto's and other leading brands, O' Reilly will structure its branding strategy for all leading brands thru the following planned promotional activities:

- ✓ Product Launch – A day before Christmas 2016.
- ✓ Free product testers for the public at all supermarkets in Ireland during the Christmas week.
- ✓ Free gifts inside the chips packets – attraction for kids.
- ✓ Introductory Offer for first 3 months – Buy one get one free.
- ✓ Print Media Advertisement (first 6 months) – Newspapers, Magazines & Retail Outlets.
- ✓ Good Life Campaign (every year) – Targeting consumers to go for a healthier snack.
- ✓ Support local charity events – Consumers trust to gain and brand awareness.
- ✓ Organising local sporting events – create more brand awareness in consumers.
- ✓ Consistent Communication with customers by posting original videos, posters and articles related to O' Reilly products over the social media platforms like Facebook Page, Twitter Handle and YouTube Channel which will attract the youth towards the brand thru creative and humorous stuff.

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