

SAMPLE OF COMPLETED - Final Marketing Plan Submission Form

Team Name: The Mad Sausage Gang	Reference Number: GD0001a
School Name: St Josephs, Rathoath, Co Meath	Contact E-mail: John.murray@hotmail.ie
Project Title: Create a high quality Mexican flavoured sausage range for sale in retail and foodservice	

Executive Summary: (2 lines max per question)

1. **What** is the product or service you are selling?

High quality Mexican flavoured sausage for shops and supermarkets, delis and restaurants.

2. **Who** is your target market (potential customers)?

Mother's are the key retail target, as the look for quality value products which kids enjoy.

3. **Why** does the above market need your product or service?

There is a gap in the market for Mexican flavour sausage - no other Mexican flavoured high quality sausage currently out there.

4. **What** is the basic message that you would like to send to this market in regards to your product?

That sausages are now available with a Mexican twist, and can be fun for all the family.

5. **What** is the best way of getting in contact with your projected market? (i.e. TV, radio, brochures and print, online etc.)

TV launch followed by in store tastings.

Official Use Only – Please do not complete

Mission/Vision (50 words max)

(This statement is what you would like to get out of the product/service)

To create a product which is unique and enjoyed by all globally

Objectives

(The objectives of the marketing for the particular product, service or company should be outlined in this section - no more than 3 objectives)

- 1) *Create an interest in the product with shoppers and supermarkets*
- 2) *Build understanding of the many dishes that can be cooked with the product and increase loyalty*

Competitive Environment (100 words max)

(Outline any competitors, and their position)

No direct competition on flavour and little competition on quality. Other non- Mexican flavours are the nearest competition. The standard breakfast sausage is still the number one sausage, however the market for the dinner type sausage has grown significantly.

SWOT Analysis (5 points max under each heading)

<p><i>Strengths</i></p> <ul style="list-style-type: none"> - <i>Quality Assured</i> - <i>High Meat Content</i> - <i>Original flavour profile</i> 	<p><i>Weaknesses</i></p> <ul style="list-style-type: none"> - <i>As the product is so new, it might take a while before a loyal customer base is established</i>
<p><i>Opportunities</i></p> <ul style="list-style-type: none"> - <i>Can be used for snacks, party food or dinner</i> - <i>Retail and foodservice opportunities</i> - <i>Consumers looking for low cost options</i> 	<p><i>Threats</i></p> <ul style="list-style-type: none"> - <i>Others could copy the product</i> - <i>Rivals with more money may try to wipe out the product marketing campaigns</i>

Target Markets (100 words max)

(Detail the market in which you will be selling your product (to whom). It should outline how you come to the conclusion that this is the right market for your product/service.)

Retail outlets and food service outlets. At retail, target is mothers who are looking for value and something a little new and different. This would be ideal for mothers as most children love sausage and this a high meat content quality assured sausage.

Product Strategy (100 words max)

(The product strategy should give a description of what your product and what strategies you have to make it beat your competitors - if any e.g. lower cost or additional features)

The product will utilise its unique selling points in its packaging and marketing to help showcase how good the product is i.e. the packaging will have the Quality Assurance mark on it. It will focus on showcasing that the product can be used in many ways e.g. as snack food (the Mexican hotdog), as a dinner sausage, for a spicy brunch/lunch.

Price Strategy (100 words max)

(What price will you charge? How does this compare you to the competitor)

Sausages are relatively cheap in comparison to other meat because they are reformed meats. Therefore it is important that the product is priced in-line with the rest of the market. €2.99 for a 6 pack would be possible.

Promotion Strategy (200 words max)

(Include advertising strategies you think will capture your potential customers' imagination)

TV advertising to launch the product would be the best format, focusing on the one key message i.e. being a fun new flavour of sausage for the family.

Key Marketing Tool:

Radio advert: ___ (a script or tape/disc)

TV advert: X (a story board or disc)

Press advert: ___ (a copy of proposed layout and text)

Please return (preferably typed) to office@agriaware.ie or **Agri Aware, Waverly Office Park, Old Naas Rd., Dublin 12, before the 26th February 2010.**

If you have added any necessary drawings, plans, etc, to this plan please tick here.

✓

Please see enclosed our TV storyboard for our new Mexican Sausage.