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Executive Summary

This document presents a comprehensive marketing plan for the Byte-Bite all-in-one storage solution. Our company has designed an innovative product that caters to the needs of our customers through cutting-edge technology and expert craftsmanship. Through a thorough industry analysis in the form of a SWOT analysis, we have identified market trends and opportunities, as well as a clear strategy for the future. Our marketing approach is focused on targeting customers between the ages of 24 and 45 who possess disposable income, representing a target population of 2.9 million. By expanding our focus to a broader demographic, we anticipate a potential market of 164 million. Based on our projections, we estimate that 2.6% of our target audience will purchase our ByteBite system.

Our unique selling proposition lies in eliminating guesswork in the kitchen by enabling our customers to track their food and obtain recipes from our system. We have developed high-quality glass containers that come in both segmented and non-segmented systems, available in five different sizes, each featuring our state-of-the-art ByteBite lidding system. Our products are customized to suit the needs of our demographic, providing a tailored experience for our customers. Promoted through advertising on recipe/meal prep websites, repeated tv ads, social media, and guerilla strategies to push our brand into the consideration set of the public in the end increase sales.

As a new product on the market, we have priced our system competitively with more traditional substitutes. Our ByteBite system is priced at \$31.99 for the 3-count package, \$49.99 for the 5-count package, \$66.99 for the 7-count package, and \$125.99 for

the 14-count package. Based on our financial projections, we anticipate generating revenue of \$5,305,509.88 by the end of the first year.

Overall, we are thrilled to introduce ByteBite to this particular niche market. We are confident that our customers will find our containers worth the investment, with unparalleled efficiency and effectiveness in the kitchen.

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Product Description

I. Type of New Product

ByteBite is a highly sophisticated and state-of-the-art food storage container that presents users with an incredible range of benefits. It is designed to enhance convenience and improve quality of life by incorporating a variety of simple yet innovative features that cater to the needs of current adults. One of the key features of ByteBite is its intuitive freshness timer that indicates the precise time when food was stored.



This allows users to keep track of the freshness of their food and consume it before it goes bad, thereby reducing the amount of food waste in households. Additionally, ByteBite also comes equipped with a thermometer that accurately measures both food and storage conditions, ensuring that the contents of the container remain fresh for an extended period. Incorporating technology into its design, ByteBite sends real-time updates and alerts to users about the quality of their food. These notifications are sent directly to the user's phone, allowing them to make informed decisions about the food they consume.

Moreover, the container's mobile application provides ongoing support and recipe suggestions, making it a valuable addition to the user's kitchen. ByteBite's advanced features and functionality make it a standout product in the market. Its intuitive design, real-time updates, and ongoing app-based support provide a complete food storage solution for modern households. The container's innovative features not only help users to reduce food waste but also improve their overall quality of life by enabling them to make better food choices. With ByteBite, users can store their food with confidence, knowing that it will stay fresh and retain its flavor for an extended period. Resulting in a product that adds substantial value to users' existing supplies. Its distinctive functionality makes it stand out as a uniquely useful product in the market.

II. Product Analysis



Feature	Benefit Connection
Fine Glass Construction	<p><i>Keeps food fresh.</i> A food storage container can help preserve the freshness of food by keeping it sealed and protected from air and moisture, which can cause spoilage. <i>Environmentally friendly.</i> Some food storage containers are made from eco-friendly materials, such as glass or stainless steel, which can be reused and are more sustainable than disposable plastic containers. <i>Durable high-quality</i> food storage containers are made from durable materials that can withstand regular use and dishwasher cleaning</p>
Thermometer Pen	<p>Ensures food safety. A storage food thermometer helps ensure that food is cooked or stored at safe temperatures to prevent the growth of harmful bacteria that can cause foodborne illnesses. Easy to use. Most storage food thermometers are easy to use, with clear temperature displays and simple controls. Versatile storage food thermometers can be used for a wide range of foods, including meats, poultry, fish, and baked goods. Improves food quality. By preventing overcooking and ensuring that food is cooked or stored at safe temperatures, a storage food thermometer can help save time and money by reducing food waste. Cooking or storing food at the correct temperature helps</p>

	improve food quality by ensuring that it is cooked evenly and retains its flavor and texture. Most storage food thermometers are easy to clean and can be washed with soap and water.
Scale	<p>Accurate portion control A food scale can help you accurately measure portions of food, which is essential for maintaining a healthy diet and controlling calorie intake. Timesaving using a food scale can help ensure that recipes are consistently made with the same amount of ingredients, which can help improve the taste and quality of the final dish.</p> <p>Precise baking. Baking is a science, and a food scale can help ensure that ingredients are measured precisely, which is important for achieving the correct texture, rise, and consistency in baked goods.</p> <p>Measuring ingredients by weight with a food scale is often faster and more efficient than using measuring cups and spoons, which can save time in the kitchen. Helps with portion tracking. If you're tracking your calorie intake or following a specific diet plan, a food scale can help you track your portions and stay on track with your goals.</p>
Display Timer	<p>Reduces food waste using a storage timer for food can help reduce food waste by reminding you when to consume food before it spoils.</p> <p>Enhances food safety. A storage timer can help ensure that food is consumed before it becomes unsafe to eat, reducing the risk of</p>

	<p>foodborne illness. Convenient. A storage timer for food is a simple and convenient tool that can be easily attached to food storage containers, making it easy to keep track of food storage times. Saves money. Reducing food waste can help you save money on groceries and prevent you from throwing away food that could have been consumed. Improves organization. A storage timer for food can help you stay organized by reminding you when to consume food before it spoils, which can help you avoid clutter in your fridge or pantry. By helping you keep track of when food was stored, a storage timer for food can help you make sure that you are consuming fresh, healthy food.</p>
Connecting Application	<p>Improved organization. A food managing app can help you keep track of what you have in your pantry, fridge, and freezer, and make it easier to plan meals and grocery shopping lists. This can save time and reduce food waste by ensuring that you use up the food you have before it goes bad. Cost savings. By helping you plan meals and make grocery lists more efficiently, a food managing app can help you save money on food. Additionally, some apps can help you find coupons and deals at local grocery stores, further reducing your food costs. Healthier eating. Many food managing apps offer healthy recipes and meal planning features, making it easier for consumers to make healthier food choices. Additionally, some apps can track your calorie intake and help you stay on track with your health goals with a food managing app, you can</p>

access your grocery list and recipes from anywhere, at any time. This makes it easier

III. Features & Benefits of Base Model and Extended Model

Our company proudly presents a range of high-quality glass containers, designed to cater to a variety of storage needs. The collection comprises containers of different sizes, ranging from 0.5 cups, 1.25 cups, 2 cups, 3 cups, and 7 cups, each one featuring our advanced smart seal lids. Crafted from premium-quality Bamboo material, our smart seal lids offer an unparalleled combination of style and functionality. They are easily washable, ensuring convenience and hygiene, while also featuring cutting-edge technology to keep your food fresh and flavorful for longer. The container bottom features a standard design that provides stability and balance, ensuring ease of use and durability. Moreover, the lids can be customized to match individual preferences, ensuring that your storage solution is as unique as your taste. We understand the importance of having the right storage solution, and our product is designed to meet and exceed your expectations. Whether you need to store leftover food, pack lunch for work, or store dry goods, our containers are the perfect solution. To better illustrate the features and benefits of our product, we have included a test picture that showcases the various attributes. Our containers offer numerous benefits, including enhanced convenience, durability, and style, making them the perfect addition to your kitchen.

I. Glass Construction

Keeps food fresh. A food storage container can help preserve the freshness of food by keeping it sealed and protected from air and moisture, which can cause spoilage. Environmentally friendly. Some food storage containers are made from eco-friendly materials, such as glass or stainless steel, which can be reused and are more sustainable than disposable plastic containers. Durable high-quality food storage containers are made from durable materials that can withstand regular use and dishwasher cleaning.

II. Thermometer Pen.

Ensures food safety. A storage food thermometer helps ensure that food is cooked or stored at safe temperatures to prevent the growth of harmful bacteria that can cause foodborne illnesses. Easy to use. Most storage food thermometers are easy to use, with clear temperature displays and simple controls. Versatile storage food thermometers can be used for a wide range of foods, including meats, poultry, fish, and baked goods. Improves food quality. By preventing overcooking and ensuring that food is cooked or stored at safe temperatures, a storage food thermometer can help save time and money by reducing food waste. Cooking or storing food at the correct temperature helps improve food quality by ensuring that it is cooked evenly and retains its flavor and texture. Most storage food thermometers are easy to clean and can be washed with soap and water.

III. Weight Scale

Accurate portion control A food scale can help you accurately measure portions of food, which is essential for maintaining a healthy diet and controlling calorie intake. Time-saving. Using a food scale can help ensure that recipes are consistently made with the same amount of ingredients, which can help improve the taste and quality of the final dish. Precise baking. Baking is a science, and a food scale can help ensure that ingredients are measured precisely, which is important for achieving the correct texture, rise, and consistency in baked goods. Measuring ingredients by weight with a food scale is often faster and more efficient than using measuring cups and spoons, which can save time in the kitchen. Helps with portion tracking. If you're tracking your calorie intake or following a specific diet plan, a food scale can help you track your portions and stay on track with your goals.

IV. Display Time

Reduces food waste using a storage timer for food can help reduce food waste by reminding you when to consume food before it spoils. Enhances food safety. A storage timer can help ensure that food is consumed before it becomes unsafe to eat, reducing the risk of foodborne illness. Convenient. A storage timer for food is a simple and convenient tool that can be easily attached to food storage containers, making it easy to keep track of food storage times. Saves money. Reducing food waste can help you save money on groceries and prevent you from throwing away food that could have been consumed. Improves organization. A storage timer for food can help you stay organized by reminding

you when to consume food before it spoils, which can help you avoid clutter in your fridge or pantry. By helping you keep track of when food was stored, a storage timer for food can help you make sure that you are consuming fresh, healthy food.

V. Connecting Application

Improved organization. A food managing app can help you keep track of what you have in your pantry, fridge, and freezer, and make it easier to plan meals and grocery shopping lists. This can save time and reduce food waste by ensuring that you use up the food you have before it goes bad. Cost savings. By helping you plan meals and make grocery lists more efficiently, a food managing app can help you save money on food. Additionally, some apps can help you find coupons and deals at local grocery stores, further reducing your food costs. Healthier eating. Many food managing apps offer healthy recipes and meal planning features, making it easier for consumers to make healthier food choices.

Additionally, some apps can track your calorie intake and help you stay on track with your health goals. With a food managing app, you can access your grocery list and recipes from anywhere, at any time. This makes it easier

IV. Competitive Advantage

a. Level one

ByteBite's level one competitive advantage lies in its access to key technology resources, which enable it to offer an all-in-one solution for kitchen management. With the ability to not only track quality but also create recipes and track diets, ByteBite's container and all-in-one lidding system are superior to those offered by

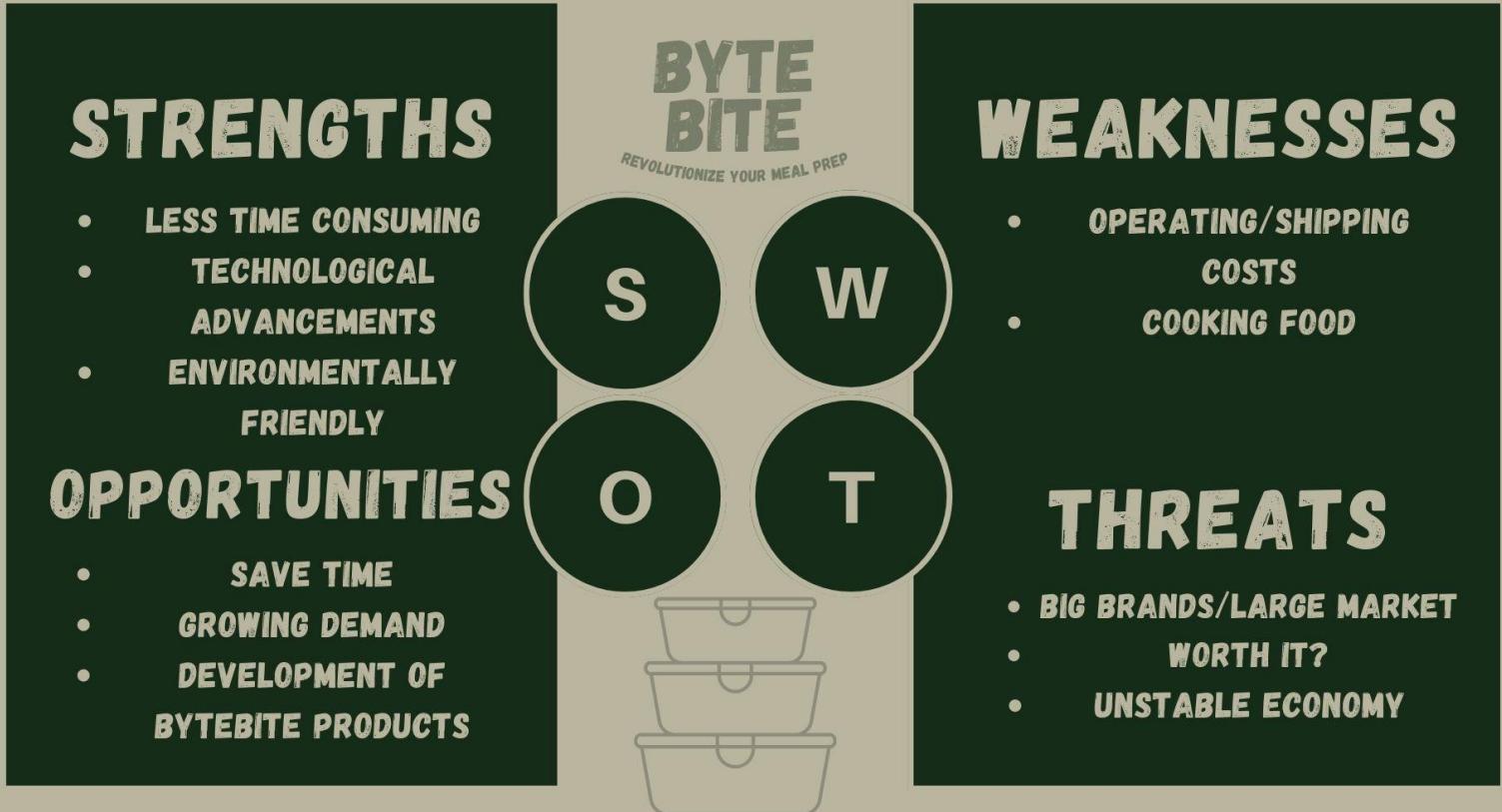
its competitors. While there are high-end containers in the market, none of them combine all of the features and high-end manufacturing of ByteBite's product. This unique all-in-one system provides ByteBite with a sustainable level one competitive advantage, thanks to its key technology advantage, strengths, and potential for future expansion.

b. Level two

At ByteBite, our core competency lies in our technology and its seamless integration with the physical tools in a kitchen. As highlighted in the product description section, our product's technology is unparalleled in the industry, with a unique combination of features that are not available in most similar products offered by our competitors. In addition to the main product line, our offerings include a range of accessories and add-ons that further enhance the user experience. This blend of cutting-edge technology and complementary add-ons gives ByteBite a distinct competitive advantage that is not easily replicable by competitors. Our core competency in technology and product offerings positions us to maintain our competitive advantage well into the future.

Opportunities and Issues Analysis

SWOT Diagram



I. Strengths

a. Less Time Consuming

Many people either don't want to do meal prepping or give up on it due to the amount of time and effort it takes to cook your food, put it in containers, and track your caloric intake every day. Many people today don't have the time, so they get fast food or eat junk food. With ByteBite, not only does it help with cutting down the time of not only keeping track of your intake, but it can also help make cooking and portioning your food faster as

well. The NFC chip feature allows the consumer to keep track of everything on the go while the app can help create meals that fit them and their needs.

b. Technological

Besides your normal electric kitchen appliances such as a microwave, stove, etc., there isn't much technology within a kitchen. But as the years go by, technology keeps adapting and becoming smarter and better. We saw it in recent years with the addition of home technology like the Alexa and the air fryer. Many people gravitated to these products, and they ended up becoming household items everywhere. ByteBite takes a consumer's normal cooking and eating experience and revolutionizes it. Something as simple as a meal prep container has the ability to change the way people eat and we are happy to be a part of it.

c. Environmentally Friendly

Research shows that in the past 5 years, there has been a 71% increase in online searches for sustainable goods (Martins, 2023). More and more people are looking for products and brands that are environmentally friendly and as a business we acknowledge that. That is why our ByteBite container is made of glass. Glass is a substance that can be recycled and reused again which is huge for the environment. This is because many of the meal prep containers or even food storage containers in general, are made of harmful plastics. Even the lid for our container is sustainable due to it being

made out of bamboo. Bamboo is a common substance used when creating environmentally friendly food storage containers. We believe that the bamboo lid is not only sustainable but the look paired with the glass gives it a nice look.

II. Weaknesses

a. Operating/Shipping Costs

Within the food storage market, the most commonly used substance is plastic. Plastic is not only cheaper to make but also cheaper to ship. Since our product is made of glass, we will expect to have to put more money into creating and shipping our product. Not only the glass but many of the other features too. Those include the bamboo lid, NFC chip, and timer set up. Having these features creates more work for creating the product and more weight applied when shipping. Regarding the market, our margins may be affected but due to our premium pricing we may be in good shape.

b. Cook Food

ByteBite is a product that helps with making meal prep easier and faster, but it does not cook the food for you. As meal prepping and eating healthier has become increasingly popular, there are businesses that prepare the food for you. Many people find this convenient because all they have to do is grab and go after the food has been delivered. In order for us to reach that level of popularity, we must emphasize how cooking at home is better for the

consumer and their bank accounts. Ultimately, we could lose out on new customers due to that factor.

III. Opportunities

a. Save Time

According to the article, "How Do People Meal Prep Around the U.S.?", the biggest roadblock for people when it comes to meal prepping is the amount of time it takes. As previously stated, our product focuses on spending less time on meal prepping, and more on enjoying life. When we start to market our product and get our brand out there to the country, we will emphasize our product's ability to save time.

b. Growing Demand

In the last few years, the demand for food storage containers has grown quickly. It is estimated that by the year 2026, the global market for food storage containers is projected to grow by 5.6% (Research and Markets, 2022). The size of the market would be valued at \$31.1 billion by that time (Research and Markets). Not only that but with how popular meal prepping is amongst millennials, it shows that the demand for meal prepping is there but many of them haven't found the product that is right for them.

c. Development of ByteBite Products

Like any other company, you can never become complacent. The key to a successful business is to always raise the bar and pursue new heights. We at ByteBite plan to further reinvent the kitchen experience by creating products that further our vision. An example of that would be our new food storage containers that have been built in thermometers, timers, and NFC chips. This would help us target cooks and chefs that like to store their food at certain temperatures and help them store needed ingredients and leftovers.

IV. Threats

a. Big Brands

Food storage containers aren't a new market as it has been around for centuries. Therefore, there are several brands that have been around for a long time and have built a strong and resourceful business. There are also their large budgets and margins. They have the money and the resources to enhance their products and challenge us. That is why we need to stay one step ahead and keep creating innovative products.

b. Worth It

Regarding our target market, we are marketing to those who either don't meal prep or to those who meal prep already. The difficulty with trying to get those who don't meal prep to do so is the amount of time and money that goes into it. For the people who already meal prep, they are loyal to the

brand that they use currently. We would need to explain the benefits of meal prepping with ByteBite and how we provide more than our competitors.

c. Unstable Economy

Unfortunately, the economy has been suffering ever since the pandemic started in 2020. During the last few years, we have seen inflation yet no change in wages. This becomes a threat because we are uncertain of what the future holds. There have been rumors of a possible recession and even the change of the currency used for global trading. All of this could affect the size of the market and the average income within the U.S.

V. S/O Connections – Marketing Opportunities

Time has been and will forever be known as valuable. People think wasting time is similar to wasting money and no one likes wasting money. Our access to this technology and ability to use it gives us the ability to create new products. Using what we know, the products we create can help with other time-consuming tasks such as grocery shopping and washing clothes.

An increase in demand means there is a need for brands. As a company new within the market, our goal is to fill the needs of those new consumers in the market. Taking advantage of the rise in the market is best for ByteBite as a whole.

VI. W/T Connections – Marketing Issues

As we already have high operating and shipping costs, the economy being unstable is not good for us. With already high costs, there is the chance of inflation causing our costs to rise. This would affect our margins and if we don't react, it could affect our business.

Besides the economy, we worry about our indirect competitors such as Jettison and Fresh N' Lean. These are the businesses that cook the food and deliver it to their consumers. It affects us as one of our biggest weaknesses is the inability to cook the food for the consumer.

Target Market Strategy

I. Primary Customer Targets

a. Statement of your primary target market

Health-conscious individuals aged between 25 and 45 (mostly millennials)

have a passion for cooking, enjoy meal prepping at home, and seek to better manage their food through technology. These individuals have a moderate to high level of disposable income (at minimum \$60,000 annually).

b. Estimated Size of target market

Final Target Market: 2,951,000

BY
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BYTE



BYTEBITE



2 of 7

**Individuals making over 60k a year
165 Million**

BYTEBITE



3 of 7

**Individuals ages 25-45
84.48 Million**



4 of 7

**Individuals who made an effort to maintain a healthy lifestyle
54.05 Million**



5 of 7

**Individuals who enjoy cooking at home
32.43 Million**

BYTE
BYTE
BYTE
BYTE



6 of 7

**Individuals who have meal prepped before
11.35 Million**

BYTE
BYTE
BYTE
BYTE



7 of 7

**Individuals who have used food management
apps
2.95 Million**

II. Target Explanation

a. US Population

With ByteBite being focused around the concept of prioritizing health, the US population will be a valuable and efficient market as a vast majority of this population is comprised of health-conscious individuals who prioritize their health. Additionally, there is already a significant number of individuals in the US who have prior experience using food management apps, showing how individuals in the US have a willingness to try new technology-based apps to help them better manage their food more efficiently. According to a survey by the International Food Information Council Foundation, 72% of Americans consider their own nutrition and physical activity as a top priority.

Another study conducted at Harvard T.H School of Public Health found that roughly two out of three U.S. adults are overweight or obese, which highlights the need for better health-conscious behavior and allows for products like ByteBite to assist individuals in healthy eating and meal management.

b. Individuals making over \$60,000 annually

ByteBite is designed to better help individuals store and track their food more efficiently, which can be especially beneficial for busy professionals with moderate to high levels of disposable income. A report by the US Bureau of Labor Statistics shows that individuals with higher levels of income are more likely to prioritize and invest in their own personal health

and fitness. Furthermore, individuals with higher income levels tend to have a higher spending power, which could result in an increased willingness to invest in cutting-edge food management applications such as ByteBite.

c. Individuals ages 25-45

This group of individuals are generally more interested in their own personal health and wellness, and are considered more tech-savvy compared to older and younger generations outside this age range. Additionally, this age range is more likely to have a higher disposable income, which would increase their interest in health-related products like ByteBite.

A study conducted by Nielsen showed how millennials, make up the largest percentage of health and wellness consumers, with 40% of them actively seeking products that promote health and wellness. Additionally, a survey conducted by the International Food Information Council found that millennials are more likely to use technology-based apps to better track their food compared to any other generation.

d. Individuals who make an effort to maintain a healthy lifestyle.

As a product designed to better manage food intake, ByteBite can help lead individuals to a healthier diet assisting them in maintaining a healthy lifestyle. According to a survey conducted by Nielsen, 75% of U.S. consumers are actively attempting to eat healthier, and 46% of consumers are willing to pay a premium for healthier foods. This indicates that there is a large market

for products and other services that can help individuals better achieve their personal health goals.

Additionally, a study published in the Journal of Medical Internet Research found that using mobile apps for health-related behaviors, including food tracking, was associated with improvements in diet quality and physical activity levels.

e. Individuals who enjoy cooking at home

ByteBite would attract individuals who enjoy cooking at home as it provides them with a more convenient and efficient way to manage their meals while still allowing them to enjoy the process of cooking at home.

According to a survey conducted by Hunter Public Relations, 60% of respondents said they enjoy cooking at home, with the main reason being that it's healthier than eating out. Additionally, a survey conducted by The New York Times found that 87% of respondents said they cook at home to save money, while 63% said they do it to eat healthier. By offering a product like ByteBite, they'll be able to cater to individuals who are already invested in cooking at home and provide them with a solution to enhance their healthy habits.

f. Individuals who have experience meal prepping

As a product design to enhance the meal prepping experience,

ByteBite can provide a more convenient and efficient way to plan and track meals. A study published in the International Journal of Behavioral Nutrition and Physical Activity found that meal planning and preparation were positively associated with better dietary habits and overall diet quality. Another study published in Public Health Nutrition found that individuals who frequently cooked at home had better diet quality and lower intakes of calories, fat, and sugar compared to those who rarely cooked at home.

g. Individuals who have experience using food management apps

Individuals who have experience using food management apps are more likely to be interested in trying new and innovative products like ByteBite. This group of individuals is the ideal market for a product like ByteBite as they understand and recognize the wide range benefits from using food management apps. According to a survey conducted by The Harris Poll in 2018, 56% of adults in the U.S. reported using a nutrition or diet app on their smartphones or tablets, indicating a high level of interest in these types of products.

Additionally, the market for food and nutrition apps has been growing steadily over the past few years, with a projected global market value of over \$20 billion by 2025. This shows the potential ByteBite has to attract a portion of this market, and be successful for years to come.

III. Additional targets to consider in the future

a. Senior Citizens ages 65+

In recent studies, older populations are increasingly more interested in personal health and wellness, including healthier eating habits. According to a report by AARP, nearly 9 in 10 seniors believe that healthy eating is important, and a vast majority are actively seeking ways to better manage their diet and food intake more efficiently.

b. College Students

Reports show that college students are often on a very tight budget and have very limited time to prepare meals. Introducing them with a product like ByteBite, could greatly appeal to this demographic as it will allow them to reduce the amount of food waste which could help them save money and maintain a healthy diet.

c. Busy Parents

Offering a product like ByteBite to families with young children, could appeal to busy parents who often struggle to find time to prepare healthy meals for their children. With the overload of stress and juggling multiple responsibilities, ByteBite can help make lunch time simpler and more efficient.

Positioning Strategy

I. Statement of positioning strategy

Our positioning strategy will be differentiation focused. ByteBite compared to other tupperware products, has more technology and quality features that will make consumers want to buy it over the competition. We talked about these features earlier, but the measurement, thermometer, and time keeping aspects all will put us on a higher standard than the competition. No other product on the market uses this type of technology, which is why we will focus our positioning on it. We will also implement a narrow market segment focus, as we will be looking mainly into people who are meal prepping and need something to weigh and store their food. With this niche market we will be able to position our product's quality features over the rest of the competitors.

II. Type of positioning strategy

We will employ a combination of an attribute/benefits strategy along with an application strategy for our positioning strategy. In doing so, we will show the benefit that the weighing, thermometer, and time-keeping capabilities bring to our consumers. We want to show that weighing out portions makes keeping track of calorie counts easier, which leads to weight management success. Also, probing food with a thermometer ensures that the meat is cooked to the correct temperature, to reduce the risk of foodborne illnesses. Finally, keeping track of how long food has been stored lowers the risk of developing a foodborne illness because it will give you a correct expiration date of the meal. When looking at

the application portion of the strategy, we would want to focus on all of the different uses that ByteBite could be used for. This could be for meal planners, weight trainers, restaurants, delivery drivers, etc. Basically, we would want to show that there are outside uses other than just meal planning, but our focus would be on meal prep.

III. Positioning theme/slogan

Our positioning slogan would be, "Revolutionize your meal prep." We thought this would be the best way to keep our message board, so that the slogan can be versatile in all of our marketing efforts, along with showing our unique selling point, which is our technologically advanced containers. This slogan provides a strong message that this product will solve many issues that are faced with meal prep, which should drive all groups to at least view ByteBite, where they can view all of the other benefits that it provides.

IV. Big Idea for integrating your positioning across all communication mixes.

The "big idea" when it comes to integrating our positioning strategy across all different communication platforms will mainly be using our brand name and customer testimonials. Our brand name should convey our message of a smarter tupperware product, so as we start to grow, people will start to attach our name to our products. However, this will not occur right away, so to combat this in the early stages, we will focus on customer testimonials. We will bring in many

different types of consumers, to show all of the different benefits that our product can provide, and to show the diversity in our customers.

Marketing Objectives

- I. Statement of marketing objectives for Year 1
 - a. Our goal is to sell to 2.6% of the total market by the end of 2024, with 90% of those units being from the basic collection and the remaining 10% being other packages.
 - b. By the end of 2024, we aim for our applications to rank on the first page of search results on Google and app stores for specific keywords and phrases, further increasing visibility and accessibility for our customers.
 - c. As we attend events and conventions locally, we aim for #ByteBite to be a trending topic, thereby increasing our brand awareness and presence within the industry.
- II. Marketing objectives descriptions
 - a. SEO Optimization
 - Our aim is to attain a prominent position on the initial page of Google search results when customers search for "Food Containers" by the conclusion of our first year. To realize this objective, we intend to remain diligent in maintaining an active online presence, optimizing pertinent keywords, improving our physical presence, and implementing an effective website content strategy. Google statistics indicate that approximately 75% of users do not venture beyond the first page of search engine results.
 - Therefore, optimizing our search engine optimization (SEO) is crucial to

attracting substantial traffic to our website, augmenting brand exposure and promoting customer interest in our products.

b. #ByteBite

Our goal is for our hashtag (#bytebite) to become a popular trend across various social media platforms, garnering at least 500,000 users by the end of the first year. Our strategy involves prominently featuring the hashtag on our own social media channels, advertising at conventions, and implementing a guerrilla marketing campaign. Additionally, we will encourage customers to utilize the hashtag when posting pictures with our products to foster a community of like-minded individuals who appreciate ByteBite products. Several analytics websites, such as Brandwatch, Amplitude, Brand Mentions, Socialalert, among others, provide insights into the performance of hashtags. ByteBite will carefully select the appropriate sites that align with our social media objectives.

c. Sales Goals for all quarters

Our sales goal for our first year is to have a revenue growth percentage of 17.86% which is the average growth rate for small businesses in their first year, 15 percent, plus the 2022 growth rate of the tupperware industry, 2.86%. This type of growth would allow us to increase our spending efforts in our marketing, leading to substantial growth in the second year.

d. First Quarter

The first quarter sales total is projected to be \$1,091,873.93, which is 20.58% of our yearly revenues. During this time, we will have only initially started our marketing campaigns and will not have the brand recognition or top-of-mind awareness that we will need in order to maximize our sales. This will also be the biggest learning curve that we encounter, as we will get our first real numbers on what marketing is giving us the best results, and how to capitalize on it.

e. Second Quarter

The second quarter would have a small increase in revenues, as our marketing campaigns would start to gain traction and we would become a more recognizable brand online and in stores. However, there is still not enough time to capture the entire market, therefore our sales goal for the second quarter is estimated at \$1,164,824.69.

f. Third Quarter

The third quarter is where we expect a large jump in revenues in comparison to the previous quarters, as by this time we will have our marketing strategy almost perfected and will have reached most of the target market. Due to this we have a 78% increase in revenues up to \$1,485,542.77 for the third quarter.

g. Fourth Quarter

Our fourth quarter projection will become the baseline of operations for the rest of our operation time. No quarterly revenue should go below this number in future years. This is when all marketing investments are at their max budget and are perfected off of the data that we have collected over the year. Also, by this time we should have been able to reach at least 90% of our target market, so we have the projections for this quarter set at \$1,563,268.49.

Marketing Mix Strategies

- I. Product
 - a. Product Mix
 - i. Product Line

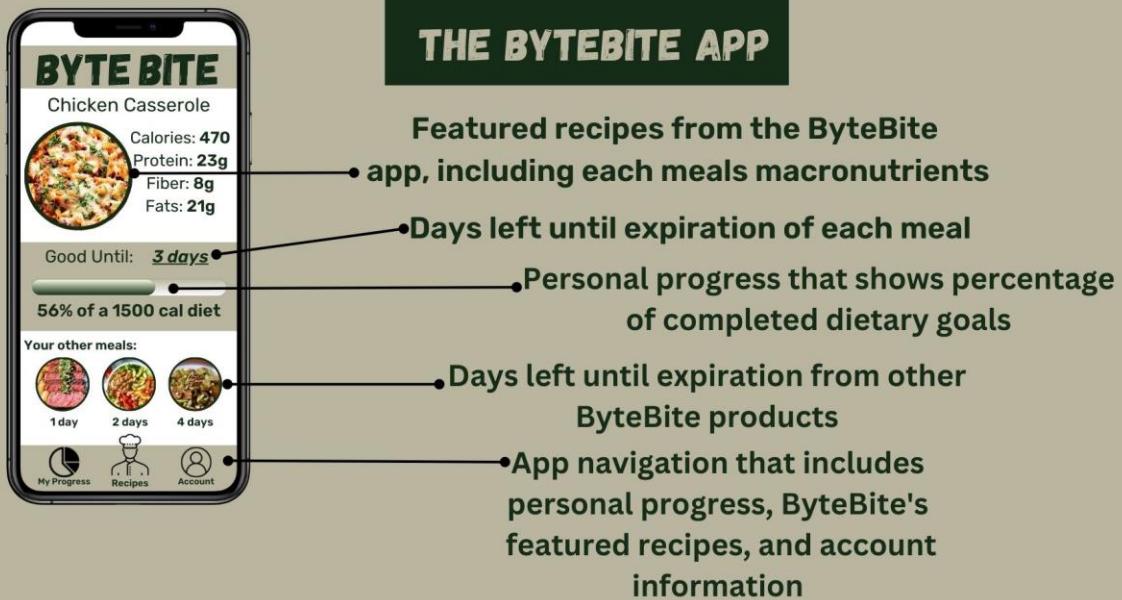
As ByteBite embarks on its journey in the food storage container market, we will have one base product to begin. That product being the ByteBite: Meal Prep Pal, with several features and accessories that will be explained later. We felt this product was best because meal prepping is on the rise and the size of the market shows potential. The Meal Prep Pal will allow us to penetrate the market, get our brand out to the public, and start building a strong customer base.

What seems like just a glass container is in reality the future of our kitchens. The use of several different sources of technology is what helps us create such a needed product. During our first year of business, our goal is to see if people will accept the change or stick to their roots and what they know. As we progress, we want to keep track of exactly why consumers are buying our product. With the many features and benefits that come with the Meal Prep Pal, consumers may enjoy some features over others. Either way, we can adapt to those features enjoyed best and turn our first step into being on top of the mountain.

- ii. Free Accessories/Extensions

When purchasing Meal Prep Pal containers there are a few accessories we include on the house to better their experience. The first accessory is a code that will be included. That code gives the consumer access to our app which helps track caloric intake and planning meals. There is an NFC chip located in the lid that is connected to the app and when tapped with your phone, all information on the chip is logged into the app. We will

also work with nutritionists that will guide us and help create a database with meals that fit many different diets specific to the consumer. More details can be found under accessories for purchase.



Meal Prep Pal's next accessory is a portable barcode scanner, known as BiteCode. As everything we eat isn't a cooked meal, many people still want to track their snacks or any food not cooked by the consumer. The portable scanner could be attached to a keychain and help scan snacks and other foods eaten throughout the day. They can also scan it through the app but the portable scanner is for those who don't want to have to pull out their phone to scan the barcode.



Lastly, we would supply the consumer with instructions of how to use the container and all of its capabilities. Since our product has features never seen before, it will be confusing to use. Our instruction pamphlet will guide the customer of how to use the container and how it connects with the app. We will also use our marketing promotions to further explain our product and how it works.

BYTE BITE

REVOLUTIONIZE YOUR MEAL PREP

USER MANUAL GUIDE

UNLOCK THE KEY TO FRESHER, HEALTHIER MEALS WITH BYTEBITE
THE SMART WAY TO STORE AND TRACK YOUR FOOD

Download the ByteBite app:
Start by downloading the ByteBite app on your phone from the App Store or Google Play Store.

Register your Tupperware:
Once you have downloaded the app, open it and follow the instructions to register your ByteBite Tupperware with the app.

Connect your phone:
Make sure your phone is connected to your Tupperware by tapping your phone near the Tupperware. The app will guide you through the process.

Wash the lid:
To keep your ByteBite Tupperware in good condition, make sure to hand wash the lid lightly after each use.

If you purchase additional ByteBite Tupperware, simply repeat these steps to register and connect them with the app.

iii. Accessories/Extension for Purchase

As stated previously, the Meal Prep Pal accessories are to enhance the experience of the consumer. While the app itself is free when buying the containers, there is the option to upgrade the app and benefit from the intelligence of licensed nutritionists. The \$9.99/month subscription allows consumers to find out what diet best fits their health needs and foods they enjoy. It would be a walk-through process where the consumer inputs information and the database generate recipes that include foods the consumer likes and fits their dietary needs.

Another accessory available for purchase is the fun and creative scale. Barsys is a coaster that is weight sensitive and allows people within the comfort of their own home to make different alcoholic beverages. It is a coaster connected to an app where you select a drink to make. While making the drink it will tell you what ingredient to pour and the coaster will change colors to let you know when it's enough. Our scale will follow this model but it would be used for portioning food appropriate to the consumer's meal plan. The scale will cost \$99 and will only be sold through our website for the first year.

iv. Future Product Mix

What sets us apart from other meal prep storage containers is our built-in technology. The tech we implemented is capable of being incorporated into new products. Some of those products include regular food storage containers and even lunch boxes. Images below show what the new products would look like with our technology.



v. Branding strategies

a. Brand Name

When choosing our brand name, we wanted it to show our immediate connection between technology and food. Since our product is an outside of the box idea, we wanted to create a name that fit our product line. That is how we ended up with the name ByteBite. Byte is the general use of measurement for memory space for technology. Whereas bite is simply what people do, they bite their food. Our name is unique and never heard of before. That gives us the ability to build a reputation of our own without competition for the name. Each product has its own specific name.

As for now, our main product has a name and a few of our accessories too. Our meal prep container as previously described is the Meal Prep Pal. A meal prep container that acts as a friend and a place to portion your food. There are two accessories that have their own specific names. The first being the barcode scanner named BiteCode. It includes part of our brand name while including part of the term for the device, giving it a clever name. Our app is another accessory with a name as it is going to show up as PrepPal. You can see in the graphics that were posted above that show what the app would look like and how the app logo would be portrayed on app stores.

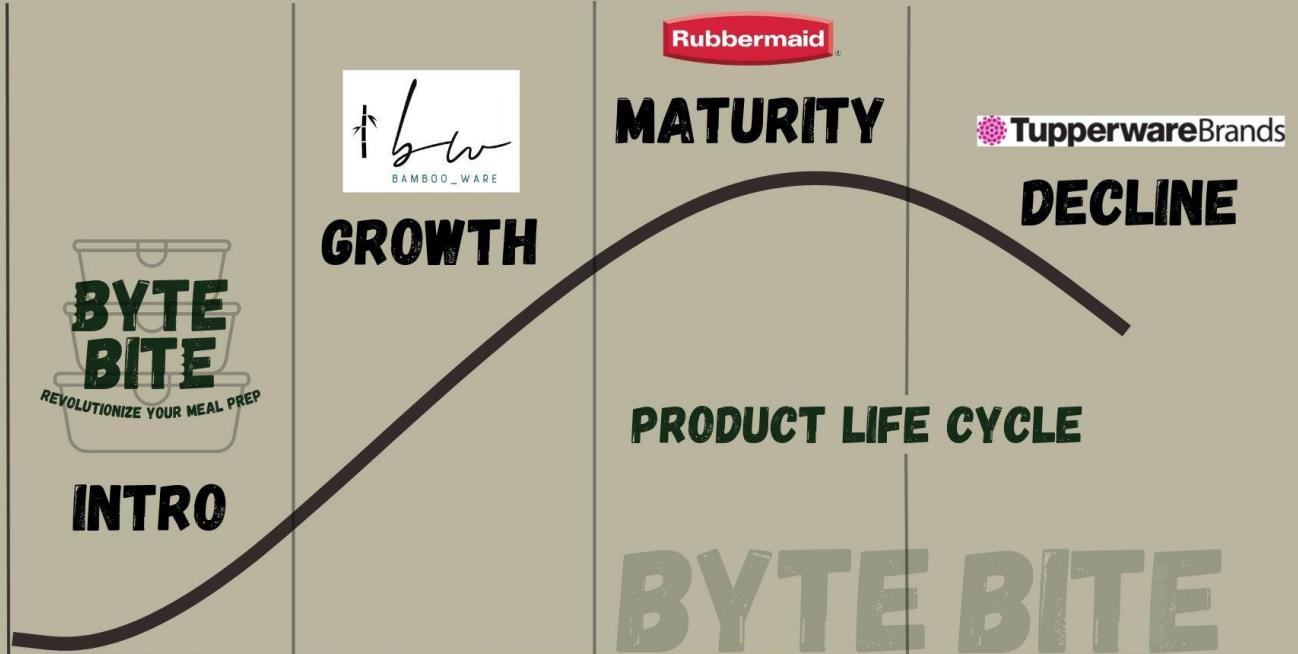
b. Brand Mark

When creating a brand mark, it has to be memorable and something people will associate with your company when they see it. Some of the better brand marks are the Nike swoosh or the Apple logo. When consumers see these logos and brand marks, they

immediately think of the brand associated. With our brand mark we wanted our mark to match our name. We have learned that when your brand name matches your brand logo, there is a higher retention rate. That is why we chose the mark shown below. The letter B is the symbol for a byte while we animated it to look like it's taking a bite. Hence our brand name, ByteBite.



vi. Stage of the Product Life Cycle



Our product, the Meal Prep Pro, and all other accessories are in the introductory stage of the product life cycle. With ByteBite being a new company entering the market for the first time, this is expected. As we are working with revolutionizing kitchen experiences by adding in new technology, we are still figuring out what works and what doesn't. On the other hand, many of our competitors are in different stages than we are. In the graphic below, you will see where we are in comparison to our competitors regarding the stages of the product life cycle.

II. Place

a. Channel Strategy

i. Multiple Channels

In order to get the most out of our first year in business, we are engaging in multiple channel strategies. This would include both direct and indirect channels that would benefit us in one way or another. Even though we have one product to start off, we believe the use of different channels give us the chance to introduce our brand to consumers and build our reputation. Also, us pairing with retailers not only gives us their support but it helps give us credibility with the customer. Having our product on the shelves of some of the most prolific grocery stores in America. With that being said, our competitors are within the retail industry already and have already cemented their reputation. In order to take the attention off of them and on to our brand, we must take the attention away from them and on to us.

b. Direct or Indirect Channels

i. Direct

There are two direct channels we thought was best for our product line. First, we will be utilizing personal selling. Within our first year of business, we will be doing a lot of conventions and events to get ourselves out there and gain exposure. However, at these events, we will be doing our best to teach others about our product and the benefits it can give consumers. Attendees of these events will be able to test the products we have to offer. Once people find out about these products, word of mouth marketing is put into place once word gets out about our product.

Our other direct channel would be our ByteBite website which we believe will be our mainstream of revenue. Search engine optimization will be a main focus

when it comes to the website as we try to become a top search under several keywords. Even without SEO, the majority of our marketing efforts will be to direct consumers back to our website. In some cases, we may direct them to retailers but that will be discussed in the indirect section. Main goal of our website is to teach the consumer about the product and to purchase it. Below is an example of our website and its layout.

OUR PRODUCTS

ii. Indirect

As a team, we knew we had to find a retailer and we wanted that retailer to fit our current vision. At the same time, we wanted a retailer where we could stand

out from our competitors. Using this channel will require us to go through wholesale to help us get set up with specific retailers.

As previously stated, we want our product on the shelves of a retailer that fits our current vision and can help us grow our brand. The larger retailers like Wal-Mart and Target would cause our product to get lost within the variety given. A grocery store was still our main focus but we wanted them to be health conscious and attract our preferred target market. Therefore, we decided it was best to work with Whole Foods and Trader Joes.

iii. Future Channel Strategies

As a team we don't think adding new channels to our strategies in the next year or two is plausible. Our goal is to start changing the way people meal prep and eat their food. With this in mind, we plan to expand to other retailers such as Wal-Mart and Amazon once we can establish ourselves within the market. While we continue to adapt and create innovative products, opportunities will arise.

c. Price

i. MSRP & Dealer Allowance for Product & Accessories

When we looked into our pricing we researched the average margin that tupperware companies were operating at, which we found was 64.06% (Wall Street Journal). We thought that we had a superior product comparatively to other companies due to our technological advancements on the product. Therefore, we decided to price around a 66% margin on our smallest package and move up from

there. Looking at our cost to make the product, it would cost \$3.60 in raw materials per container. We also had an average overhead cost per container of \$4.08. There is also an average of \$7.99 in shipping cost per package, but we will require the customer to pay the average rate of \$4.99 and larger costs could apply to larger orders. So, the overall cost of each product is \$8.68, because the smallest delivery would be for 3 containers. This allowed us to come to a MSRP of \$31.99 for our 3-count package, \$49.99 for our 5-count package, \$66.99 for our 7-count package, and \$125.99 for our 14-count package. That would put us at an operating margin of \$5.95 per package sold. Which is around industry average, a good place to be around after one year of operations. Add-ons like the app usage and scale would only be sold online, at least for the first year.

We found that retailers on average operate at a 28.8% margin on tupperware products (Woodruff), and wholesalers' margin was difficult to find, so we decided to go with the middle of the national average at 20% (Margin Hound). Below is a graphic of the breakdown on cost and margin for each channel that we will be using. We are assuming 50% of our sales will come from direct to consumer, 35% from direct to retail, and 15% from direct to wholesale. Retail and wholesale would also pay shipping costs on the product, as our marketing efforts would bring people into the store for our product and give the retailers the ability to cross-sell with our customers.



ii. General Pricing Objectives

We priced our tupperware container higher than all other containers because we wanted to be seen as a superior product. Also, the higher price was needed in order to support our increased cost of production with the technological additions. Our margin for all of our packages was between 60% and 66% with our 14-container package having a 60% margin and our 3-container package having a 66% margin. This is slightly above industry average as we talked about previously. Our price is projected to be successful because the product will save the users time, money, and effort. There would be less time examining all of the food elements with the app features. Less money would be wasted on food waste, as the container can

give warnings on when food is almost expired, allowing the user to consume it before it goes bad. Finally, there is much less effort in meal prep with our containers compared to competitors, our container gives statistics on the food that is placed in it, without having to do the math required to find the nutritional facts. For these reasons we believe our product is priced competitively among the competition.

OUR COMPETITORS



Bambooware Glass Containers

- **\$37.99**
- **Set of 4: 12oz, 22 oz, 35oz, 51oz Glass Containers**



Rubbermaid

- **\$17.48**
- **Set of 3 : 1.2L Plastic Containers**



Tupperware Brands

- **\$12.99**
- **Individual Containers 5.25 Cups - 11.75 Cups Plastic Containers**



iii. Price Variations

We plan to do a variety of bundle options for our product, starting with a 3 pack and going all the way to a 14 pack. The three packs will be priced at \$31.99 and have a gross margin of 66%. Our five pack will have an MSRP of \$49.99 and have a gross margin of 65%. Seven packs will have an MSRP of \$66.99 and have a gross

margin of 64%. Finally, our 14 pack will have an MSRP of \$125.99 and have a gross margin of 60%. These variations in price will allow us to capitalize on the entire market, getting customers who only want a few containers to try out the technology, all the way to the committed meal preppers who plan two weeks of meals ahead of time, with our 14 pack. If the customers were to buy a scale along with their container purchase they would be given free shipping for their entire purchase, motivating them to buy more with each order. They would save \$5 if they were to do this.

d. Promotion

i. Promotion Mix Strategy

1. Advertising 1 - Recipe/Meal Prep Websites

To start off our marketing mix, we are going to utilize the use of ads on websites that either relate to our product or can help us reach our target market. We found two websites relating to meal prep where we can post our banner ads and benefit from it. These ads will run all year long as banner ads are cheaper than most other ads. The budget we have allocated for our website ads is \$10,000 per month. We will switch between the two ads each month and see which site ultimately works better for us.

The first of our two websites are the recipe website, *simplyrecipes.com*. This website generates a monthly average of over 22 million page views which will help us gain exposure. Our ad would be successful on this website as there are people who need meal prep containers for the recipes they make. There are also meal prep

recipes to help guide those through meal prep. (Cost is unknown - no data to show cost.)

ss.com

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[News & Trends →](#)

NEWS & TRENDS

This Is Where You Should Be Storing Your Sriracha, According to Huy Fong Foods

VOICES

Sheela Prakash on Late Summer BLTs, Restaurant Bars, and an Easy Vinaigrette for Better Salads

VOICES

Smashed Potato and Chorizo Sheet Pan Salad

43 mins

[Round Up the Radishes →](#)

BYTE BITE

**GET ORGANIZED AND
SAVE MONEY WITH
BYTEBITE! PLAN
MEALS AND PREP
FOOD WITH EASE.
STOP WASTING FOOD
AND START SAVING!**

[BUY NOW](#)

Our second website we will be advertising is thegirlonbloor.com, which is a meal prep website/blog written by Taylor Stinson. With us advertising our Meal Prep Pal on her website, we can reach our preferred target market of those who meal prep. Her website only averages about 100,000 monthly visitors but we get to put our product in front of those in need of meal prep storage containers. (Cost is unknown - no data to show cost.)

The screenshot shows the homepage of thegirlonbloor.com. At the top, there's a banner with the text "Meal Prep In Just 1 Hour! [LEARN HOW](#)" and social media icons for Facebook, Pinterest, Instagram, YouTube, and Twitter. The main navigation bar includes links for "RECIPES BY TYPE", "RECIPES BY COURSE", "RESOURCES", and "PREMIUM LOGIN". On the left, there's a sidebar for "BYTE BITE" featuring images of their meal prep containers and a text block: "NEVER WASTE FOOD AGAIN! BYTEBITE KEEPS TRACK OF YOUR LEFTOVERS, SO YOU DON'T HAVE TO." Below this is a "BUY NOW" button and social media links. The main content area features a search bar and sections for "Healthy Recipes for Spring". It includes four recipe cards: "Spring Green Pea Soup {Fresh & Healthy}", "Creamy Asparagus Risotto", "35+ Vegetarian Meals Even Meat Eaters Will Love", and "Meal Prep Low Carb Big Mac Salad Jars". A "See more" link is at the bottom right.

ii. Advertising 2 - Commercial/Ads

Streaming services have been on the rise for more than a decade and have become very popular amongst millennials. Platforms like Netflix, Hulu, and HBOMax changed the way people watched T.V. We can advertise through streaming services by using AVOD. AVOD, or advertising-based video on demand, platforms are streaming services that are free or low-cost services supported by advertising revenue (Halpert, 2022). We are going to use three platforms to advertise on. We will use an ad/commercial campaign on YouTube and one other platform for every quarter. Each campaign will be specific to the platform.

Hulu is a streaming platform that launched in 2007 but didn't open to the general public until 2008. This platform has an AVOD service they provide which generated \$2.1 billion in revenue in 2021 (Halpert, 2022). There is also an ad manager tool they provide which allows you to input your target market. In terms of cost, they run campaigns for a minimum of \$500. The campaigns we will run with Hulu will have a maximum budget of \$20,000 per quarter. All of our ads/commercials will be 7 or 15 seconds long and be created using video editing services.

The next platform we will advertise on is NBC's Peacock. Another AVOD platform that made almost \$280 million in revenue in 2021 (Halpert, 2022). Through NBC Universal, we are given the opportunity to advertise on their platforms. We chose Peacock due to the increase in users over the past few years.

Our allocated budget for each campaign will have a maximum of \$20,000 per quarter.

Finally, the last and most important platform we will use is YouTube. YouTube is a free to use service that generates its revenue from advertising. Not only is it a streaming service but it is considered a social media platform as well. We will discuss how we will use the social media aspect of YouTube under the social media section. As for advertising, we will post video ads no longer than 15 seconds. The pricing for YouTube is different from the other services named above. Ads here cost \$.10-\$.30 per view which averages to \$2,000 cost to reach 100,000 viewers. A view is accounted for when the viewer watches 30 seconds of an ad unless the ad is shorter than 30 seconds. In that case, the viewer has to watch the entire ad (Chan, 2023). Each ad campaign follows a budget with a daily budget being made from that. Our budget with YouTube is going to be a maximum of \$5,000. Making our daily budget around \$55.

iii. Personal Selling - Food & Kitchen Conventions/Events

PERSONAL SELLING - EVENTS



THE IDEA WORLD CONVENTION

LOS ANGELES, CA
JUL 12-16, 2023

\$3,100 TO \$10,200



THE FIT EXPO

LOS ANGELES, CA
JAN 14 - 15, 2023

\$2,400 TO \$9,500



NATURAL PRODUCTS EXPO WEST

ANAHEIM, CA
MARCH 8-12, 2022

\$5,090 TO \$8,170

When looking to find a large group of people interested in a specific top or product, conventions and events give the best results. We feel being a part of conventions that relate to our company or our target market, will give us the ability to interact with others and inform them about our product. There is the opportunity to sell but there is also the opportunity to generate word of mouth marketing. People will hear about our product and even if they don't buy, they will end up talking about it with their friends and family. Looking at the table below, you will see the conventions and events we chose to go to, the cost to attend, and other important information regarding the event. The conventions and events we chose are large and well-respected that give us the best chances at gaining exposure.

iv. Celebrities & Athletes

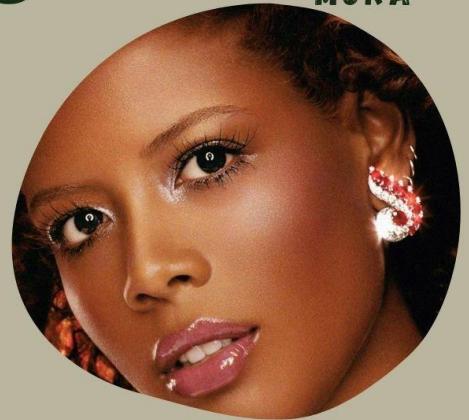
**ANNUAL
CONTRACT
\$50,000**
**AARON
DONALD**



NFL DEFENSIVE TACKLE
**3X DEFENSIVE PLAYER OF THE
YEAR**
7X ALL PRO
2021 SUPERBOWL CHAMPION

CELEBRITIES & ATHLETES

**ANNUAL
CONTRACT
\$35,000**
**KELIS ROGERS-
MORA**



**GRAMMY NOMINATED
ARTIST**
**SANG HIT SONG
"MILKSHAKE"**



A big goal for ByteBite is to acquire brand ambassadors that have large social followings and are regarded as a celebrity. In today's world, many people trust those they follow on social media and watch on tv. Any opinion they have, has a huge impact on whatever the topic may be. A great example would be the up and coming TikTok creator, Keith Lee. He would review restaurants and rate them and if the review was good, the restaurant would be filled with customers the very next day. His impact changed a lot of people's lives and the future of many businesses. We want that for our company, and we believe there are 2 influencers/celebrities who could help grow ByteBite.

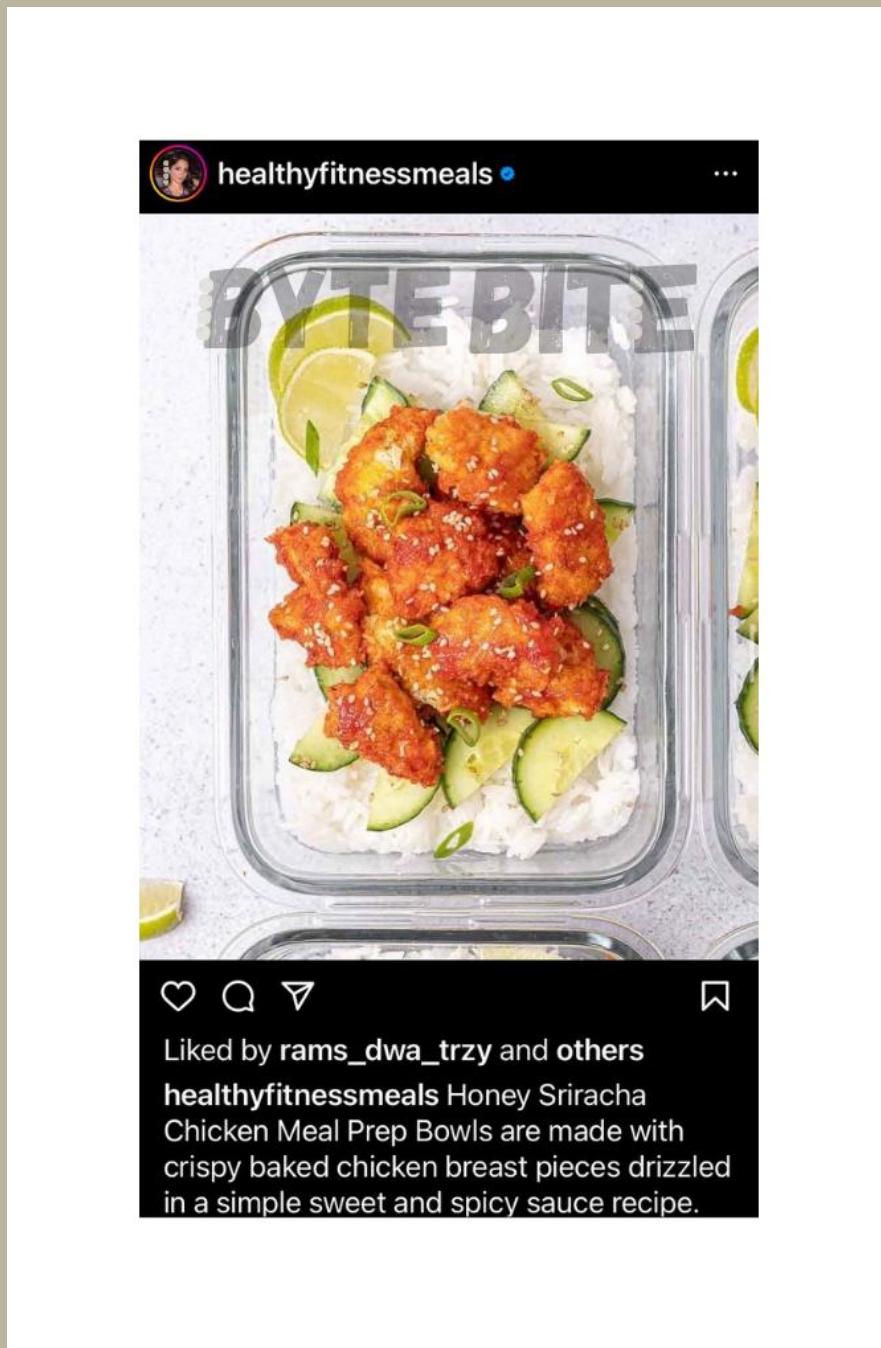
Kelis Rogers-Mora, better known as Kelis, is a singer songwriter who released the hit song, 'Milkshake', in 2003. She was very popular around that time and is still very well-known with over 1 million followers on Instagram. She will be the first brand ambassador we look to bring in. Even though she is a musician, she loves to cook and she will post pictures and videos that involve her cooking. Her fame and popularity will generate attention from millennials.

To continue, the next potential influencer to just the ByteBite family would be Aaron Donald. Donald, who is a defensive tackle for the L.A. Rams, has become a legend over his 9-year career so far. People would also say that his physique is unreal and many wonder how he got there. He would give us tremendous credibility if he were to join us and help grow our brand. This could lead to a future partnership with the Rams and even the NFL if Donald truly likes the product and other players start to catch on. Even if Donald doesn't play for much longer, he has already built a fanbase that will continue to follow him.

v. Social Media & Influencers

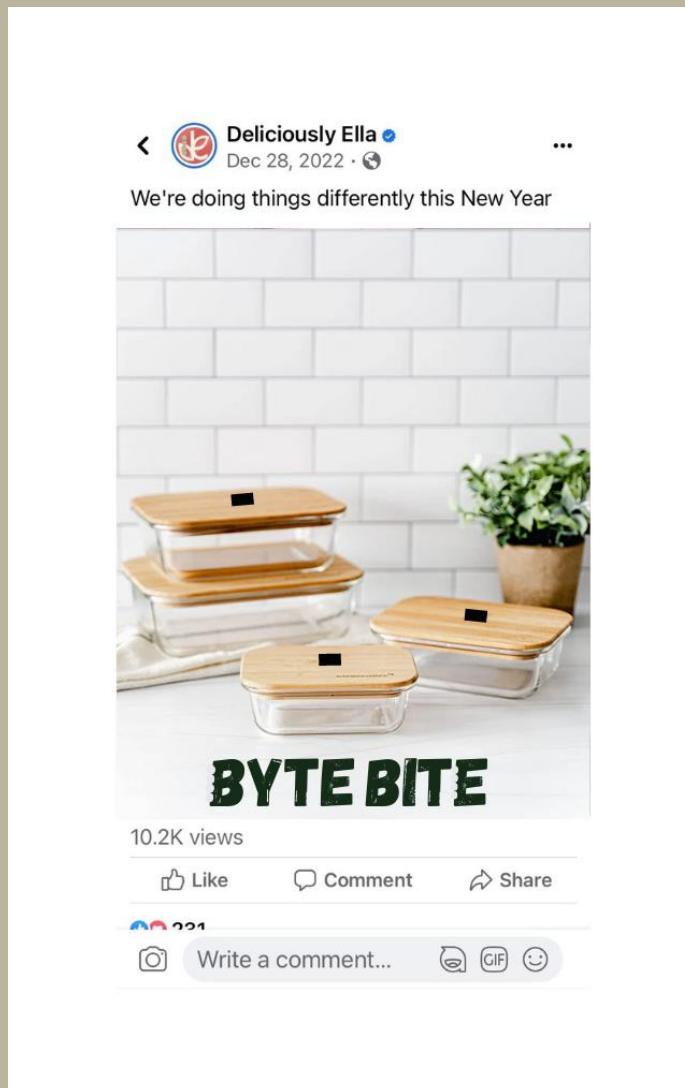
When marketing in the world we live in today, social media needs to be a priority. There are many ways for us to market ByteBite and the Meal Prep Pal on social media but we will focus on two types. Those types being content creation and influencer sponsorships. The platforms that best fit our marketing plan are Instagram, Facebook, and YouTube. These platforms have high volumes of millennial users and can help us reach our target market. For each platform we will use influencers that are well known there and use them to build brand awareness.

Instagram is a great platform for us to utilize a marketing strategy on. Our posts would focus on different meals and recipes useful for meal prepping. Many posts would consist of aesthetically pleasing food and colors surrounding our Meal Prep Pal. As we start to introduce new products, we will adapt the content we put out. The Instagram influencer that we feel we should sponsor is Rena Awada owner of the account, Healthy Fitness Meals. She strives to make meals that are delicious alternatives instead of the boring ones that cause people to quit diets. Due to her high following of 3 million followers, her contract would be \$30,000 for one year. Her tasks would be to include the Meal Prep Pal in 5 photos/videos (only needs to mention the product in 3 of them), promote our brand, and partake in an interview video for YouTube. All Meal Prep Pal containers are given to her for free and that applies to all influencers.



Next, we have the most popular platform amongst millennials, Facebook. Facebook is a platform that has a main purpose of connecting their users with friends and family. For us as a business, we will not be making an account but a page that will allow consumers to follow us and like us. Our content will have a similar

strategy as Instagram. The only difference would be we would incorporate more videos on Facebook. A Facebook influencer we found that could be useful for us is Ella Mills, creator of *Deliciously Ella*. With over 300 thousand followers, Ella can help ByteBite reach a large portion of its market. Not only does she provide recipes for meals but for snacks as well. The contract we would offer Ella is \$20,000 for one year with the following conditions: include the Meal Prep Pal in 5 videos/pictures (only needs to mention product in 3 of those), promote ByteBite, and be partake in an interview video for YouTube.



For our last platform, we will be using YouTube. In a previous section, we spoke about utilizing YouTube for advertisements but in order to do that, we must have a YouTube account. Therefore, it only made sense to use the account and continue to gain exposure. Content posted on the account would consist of commercials/ads, cooking videos created by our team, and interviews with food and meal prep influencers/celebrities. We will not pay for an influencer on YouTube since we already conduct advertising on the platform. However, we will send popular influencers free Meal Prep Pal containers and hopefully they will use them and review them. If not, they will at least mention it to those close to them, generating word of mouth marketing.

5 Healthy Low Calorie Recipes For Weight Loss

Byte Bite 1.93M subscribers

7.8M views 4 years ago
<http://serious-fitness-programs.com/w...>

Follow Us On Facebook:
<https://www.facebook.com/TheSeriousfi...> Show more

Subscribe

149K likes | 149K likes | Share | Download | ...

All From TheSeriousfitness Meal prep Related

Apply by 5/31 & Pay \$0 Application Fee

Your next success starts at UMGC. No application fee through May 31. Get started now!

Ad - Univ of MD Global Campus

Apply now

13 Healthy Chicken Recipes For Weight Loss

TheSeriousfitness 11M views • 3 years ago

LOSE FAT FASTER

10:28

The Best Meal Plan To Lose Fat Faster (EAT LIKE THIS!)

Jeremy Ethier 9.6M views • 3 years ago

SUPER EASY OVERNIGHT OATS

10:28

OVERNIGHT OATS | easy, healthy breakfast & flavor...

Downshiftology 12M views • 2 years ago

Meal Prep For The Week In Under An Hour | Sweet and So...

Chef Jack Ovens 3.5M views • 5 months ago

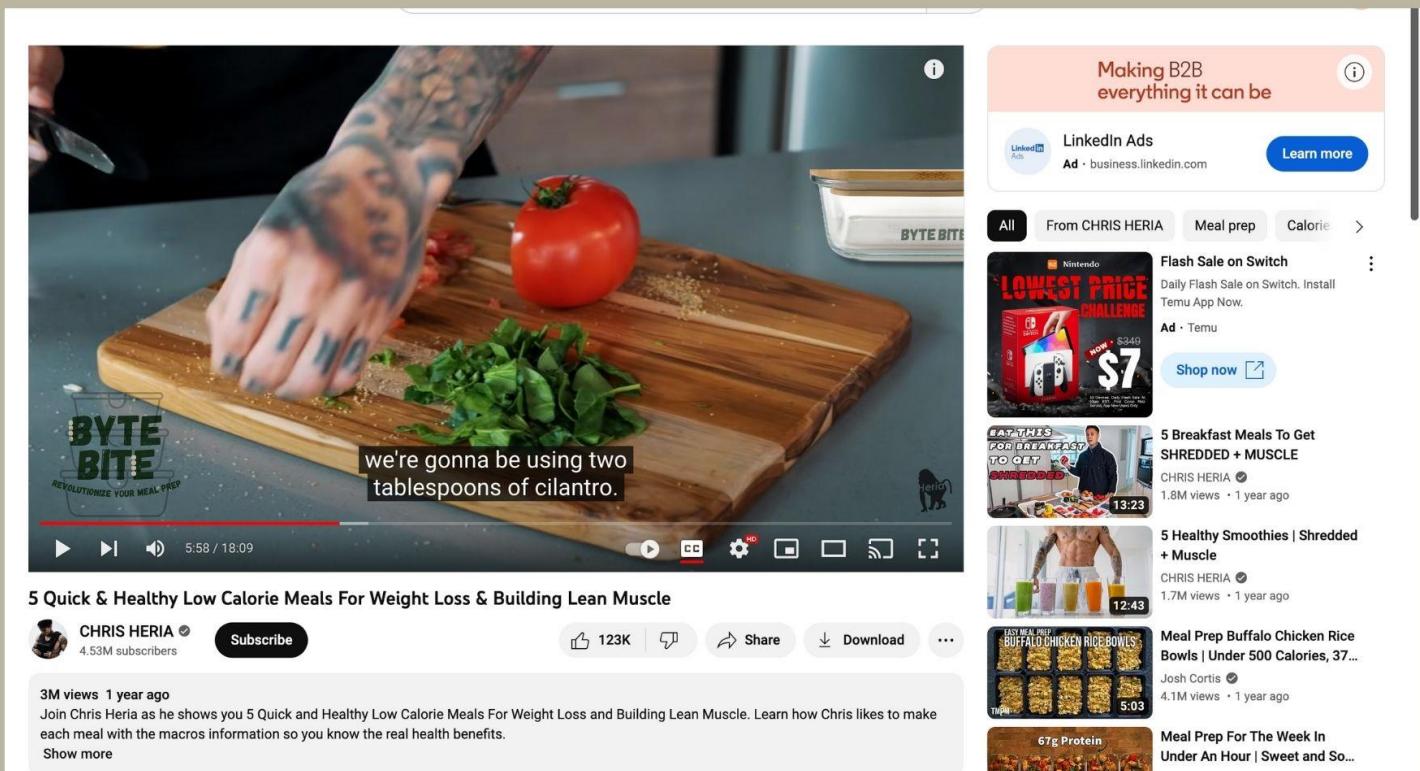
67g Protein High Protein Meal Prep

6:35

10 High Protein Low Calorie Meals - YOU NEED TO TRY!!

TheSeriousfitness 11K views • 5 days ago

New

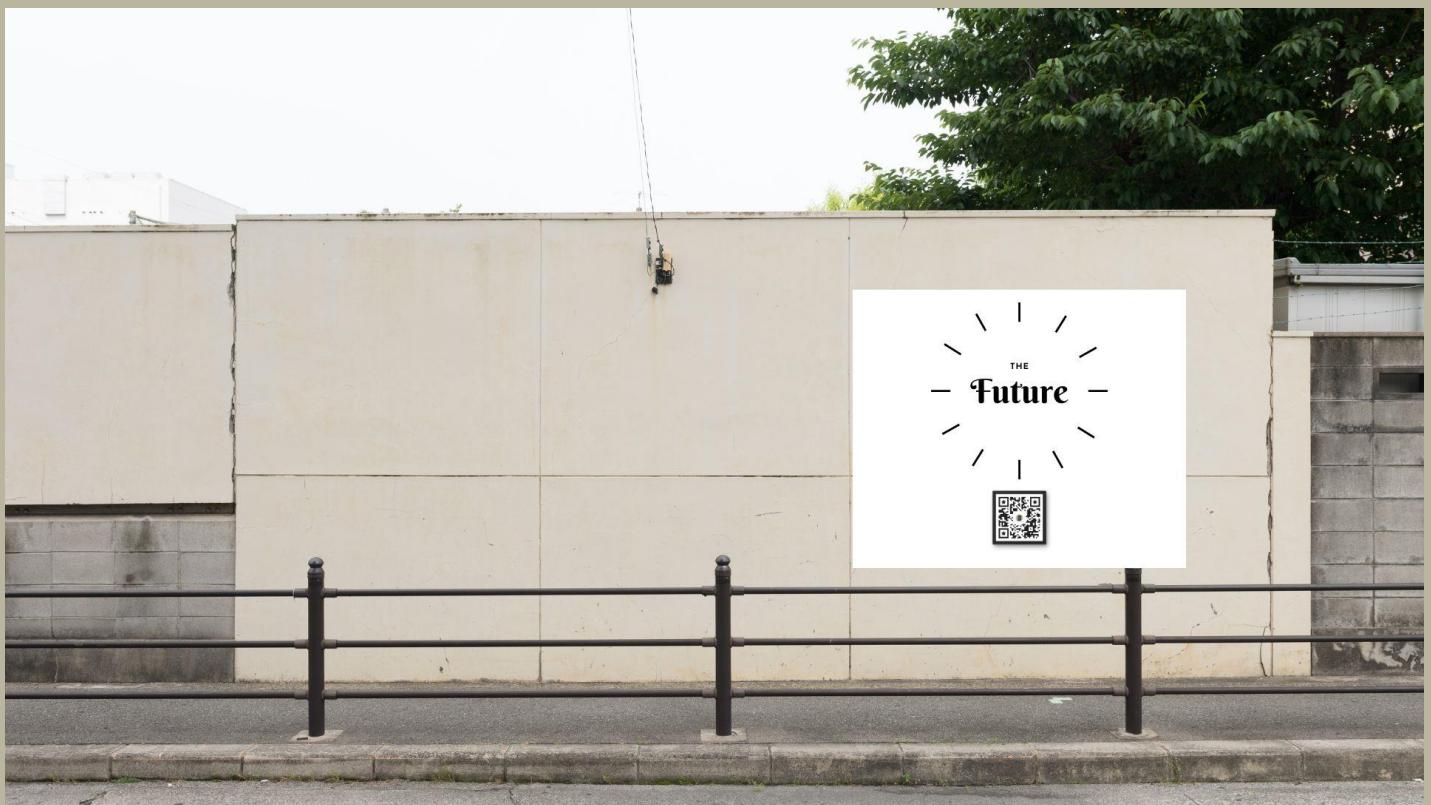


vi. Guerilla Marketing

Guerilla Marketing can be defined as an unconventional and low-cost marketing technique. It is a way for us to stand out and draw attention towards our brand. We will execute two different guerilla marketing campaigns, one during the summer and the other during the winter. The primary focus of these campaigns is to leave people with questions. Questions like what was that or what's going on are what will lead consumers to our product.

The summer edition of our guerilla marketing would consist of something quite simple. In five cities we will put up extremely large posters on the streets with

the most foot traffic. The poster would be mostly blank but have a small QR code in the center. There would be two words above the code that would read, "The Future". When people scan the QR code it would lead them to a video of one of our team members in a capital B costume biting things that probably shouldn't be bitten. After the campaign, we would post the videos of the different reactions taken after people scanned the code and watched the videos. It is definitely unconventional and cost friendly.



Our winter campaign would focus on the holiday season and utilizing gift shopping. Therefore, our plan would be to give out free Meal Prep Pal containers through a pop-up game show. Going to the same five cities as the summer campaign, we will set up stands where we select three random participants at a time and ask

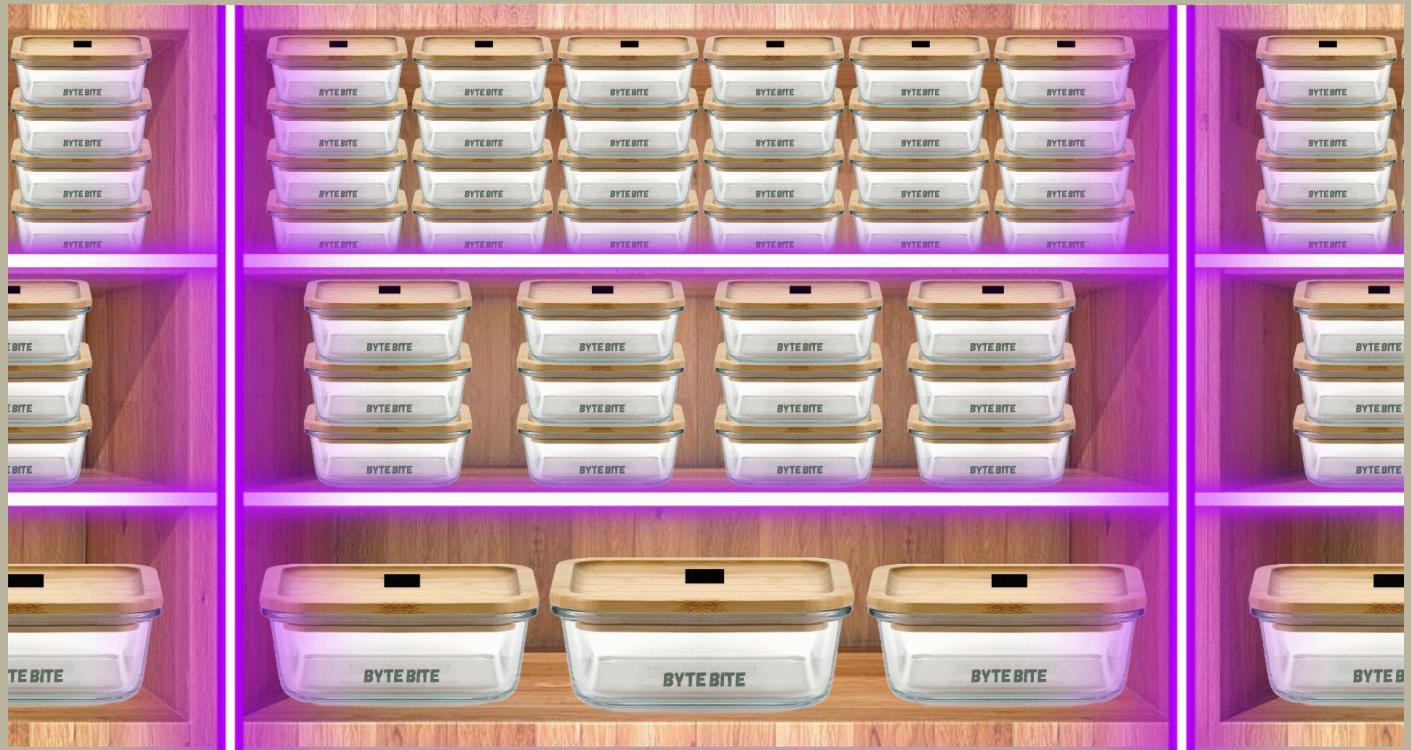
them questions about nutrition and meal prepping. The game and questions will be created so that the participants can't won't know the correct answer. At the end, no one will win, so we will give everyone free Meal Prep Pals and tell them to educate themselves. Unconventional and unique, we will use these pop ups to educate those about meal prep and how important it is. Using this campaign, we will create more content for our social media accounts to further push the campaign.



Overall, guerilla marketing is about generating word of mouth marketing. The five cities we will target are Los Angeles, New York, Chicago, Denver, and Dallas. In these highly populated areas, we can guarantee exposure and get people talking about our product. At these pop-ups we will either lead consumers to our website or social media.

vii. Retail Merchandising

Besides our website and personal selling, we will be putting our product on the shelves of numerous Whole Foods and Trader Joes across the country. As we enter these stores, we are going to be at a disadvantage with the brands already in the store generating loyal customers. In order for us to set ourselves apart from those brands, we will be conducting retail merchandising. Due to us targeting a niche market, the displays we use don't need to focus on size but on creativity. The displays we will use can be seen below. There isn't a high cost since the store will set up the display for a small fee. We will only need to provide the store with the display equipment and instructions on how to set it up. Our goal is to run merchandising all year with certain displays catering to holidays and any other marketable events.



E. Summary of Marketing Mix

As a company that takes pride in using technology to change the way we all eat, it only makes sense to stay engaged through technology. Many of our marketing tactics take advantage of technology and what it allows us to do. These tactics include social media, commercials, and our website banner ads. We are looking for consumers who are engaged with technology and use it in their everyday life.

Another key component of our marketing mix is being personable and relatable. As with most companies within our market, not too many people are aware of who runs the companies they buy from. To continue, most of those companies aren't relatable as well. That is why we want to also focus on making our team the center of any event or marketing stunt we are involved in. We also want people who can relate to our audience and that is why we wanted influencers/celebrities. Many believe that they only have a fanbase because of what they do when in reality they have gained decent portions of their following for being relatable.

One-Year Marketing Plan

Projected Profit and Loss Statement.

Below are the marketing expenses itemized budget. This would be the estimated first year expenses. The banner ads are on a cost-per-click basis. The banner on simple recipes would have a click cap set at \$25,000 per month due to the high amount of page views. With our streaming and YouTube campaigns, we decided to invest less early on, and as we received more capital from our sales, we would increase our budget on those projects. Our influencer yearly contract would be for \$50,000 and our celebrity endorsements would be an additional \$85,000 a year as mentioned previously. We budgeted for one sponsored post on one of these influencers' social media per month (\$2,500 per sponsored post). Finally, we want to attend the Health Food Conventions in New York, California, and Denver which are \$850 each to have a vending booth.

Marketing Campaign	Cost
Banner Ads on Websites	\$273,670.68
Hulu, Peacock, Youtube	\$147,867.50
Influencer monthly contract	\$50,000.00
Sponsored Post	\$30,000.00
Celebrity Endorsement Salary	\$85,000.00
Total	\$586,538.18

For our Itemized overhead budget, we focused on employees, warehouse rent cost, and shipping costs. We would have 3 warehouse managers that would oversee operations. They would get paid the national average for this position at \$63,380 per year (Indeed). Our five salespersons would have a base salary plus a commission incentive. The base salary would be \$40,000 plus 0.5% of all sales they make, which in

the first year averaged out to a little over \$5,000 per employee. We decided to hire an app developer to deal with all app upkeep, instead of contracting it outside of the company, their salary would be \$60,000. We found the average cost of warehouse rent is \$0.95 per square foot per month (Easyship), so we assumed we would need a 15,000 square foot warehouse for storage and shipping, which comes out to \$171,000 a year. Our shipping costs for all of the products to the US came out to \$478,060. This was based on the shipping rate of \$10 per pound (Alibaba), and the total weight of all products that were sold during the year. Then the cost per package to ship across the United States was \$7.99 (Patriot Software) on average and the customer will pay \$4.99 for shipping making the cost over the year \$764,896.

Overhead Expense	Cost
Manager's Salaries	\$190,140.00
Salesperson's Salaries	\$226,527.55
App Developer Salaries	\$60,000.00
Warehouse Rent	\$171,000.00
Shipping Costs	\$764,896.00
Total	\$1,412,563.55

Add-on Revenues

We do anticipate some people to purchase our add-on products. We assumed that 5% of our total customers would add a scale to their purchase. Also, when looking at app purchase trends we determined that only 22 people would purchase our app without a container.

Add-on Revenues						
Product	Cost	Buyers	Revenue	COGS	Profit	
Scale	\$ 99.00	1595	\$ 157,905.00	\$ 57,404.05	\$ 100,500.95	
App-Use (no container purchased)	\$ 9.99	22	\$ 219.78	N/A	\$ 219.78	

The following figures (see Appendix B) show the direct revenues gained from each marketing campaign, and the distribution among our three channels. By direct revenue we mean the money that is generated from them clicking on the ad or seeing one of the ads. This is not all of the revenue because they will still enter us into people's consideration set for future purchases, and when they see us in stores, they will have top of mind awareness from these advertisements. We are considering those purchases as indirect revenue generated from the marketing campaigns. The first quarter has a lower investment in banner ads and streaming advertisements, due to the lack of available funds. As we continue to operate and increase our profits, we also increase our investments in these campaigns. The celebrity and influencer contracts are broken down into their monthly rates. Overall, we make a good profit directly from our marketing efforts.

Appendix A (First Year Revenues)

		First Year Profit Projections						
Transactions		Package Count	Percent of Sales	Revenue	COGS	Shipping Costs	Overhead Costs	Marketing Costs
95,612		3	40%	\$ 1,223,451.15	\$ 413,043.84	\$ 478,060.00	\$ 190,140.00	\$ 586,538.10
		5	20%	\$ 955,928.78	\$ 344,203.20	\$ 763,939.88	\$ 171,000.00	
		7	30%	\$ 1,921,514.36	\$ 722,826.72	\$ (477,103.88)	\$ 226,527.55	
		14	10%	\$ 1,204,615.59	\$ 481,884.48	\$ 60,000.00		
Totals:			100%	\$ 5,305,509.88	\$ 1,961,958.24	\$ 764,896.00	\$ 647,667.55	\$ 586,538.10
First-year Profits from Containers	\$	1,344,449.99						

Appendix B (Direct Marketing Revenues)

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