Kize Energy Bars Case Study

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**Marketing Plan**  
Chapter 16 presents the marketing plan, a cohesive strategy combining marketing principles covered throughout the book.

Go to [Kizer](https://kizeconcepts.com/) and look through the information for Kize Concepts, an energy-bar company featured earlier in the textbook. (You may also want to look through the company’s social media profiles as well.) Next, evaluate the following pieces of the marketing plan for the company and consider the following: What do you think each element of the marketing plan would be for Kizer Concepts given what you see online?

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| **Brand Identity**  What is the current brand identity? How is this conveyed? | Kiz brand’s identity is to “Change live for the better”. Through buying bars, the customers and Kize also help people in need and change their lives for the better. It is like their energy bar will convey the strength and energy that people need to achieve their goals and objectives.  The colors of the different bars are also to their mission. |
| **Target Market**  What does the current target market appear to be? | It seems that the target market is quite large and broad. But it seems more to be the segments that are in the “Middle Class”. People that do have money but do not want to spend overall. In addition, these people can often help. |
| **Product/Service**  What is the current product or service? | The product being sold are food bars. There are different kinds of bars with different ingredients, but they are specialized and sell the product of food in bars. |
| **Positioning Statement**  Write out what you think the company’s positioning statement is based on what you have researched. Use the positioning statement template in the textbook. | These granola bars are perfect for 12-60 years old males and females who are interested in having healthy food and helping others. Its affordable price makes it ideal for consuming and sharing with others. |