

Marketing management assignment 2 :

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TASK 1

JOB : Finance director :

1) Development of financial report and provide financial advice to most beneficial financial decisions and also make long term financial planning .

2) The other job of finance director is to take investment and financial decisions and must be able to analysis the financial data to evaluate the performance of employees or workers . 3) forecasting of financial outcome/result is another most important job of finance director and it is the responsibility of finance director to continuously monitor the liquidity and optimize the flow of funds.

TASK 2

CALCULATIONS :

① CASE FILE - 01

2007 - 2017

$$\% \text{ Change in Customer} = \left(\frac{1016.56 + 1614.4}{1016.56} \right) \times 100$$

$$\% \text{ Change in Customer} = 58.8297$$

2014 - 2015

$$\% \text{ Change in Customer} = \left(\frac{1462.9 - 1376.1}{1376.1} \right) \times 100$$

$$\% \text{ Change in Customer} = 6.307$$

2015 - 2016

$$\% \text{ Change in Customer} = \left(\frac{1554.3 - 1462.9}{1462.9} \right) \times 100$$

$$\text{Change in Customer} = 6.2478$$

2016 - 2017

$$\Delta \text{Change in Customer} = \left(\frac{1614.6 - 1554.3}{1554.3} \right) \times 100$$

$$\Delta \text{Change in Customer} = 3.8795$$

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Case - File 8

Two segments of ready meal market

$$\begin{array}{l} \text{Total } 3.1410 \\ \left\{ \begin{array}{l} \text{Chilled holds } 78\% \rightarrow \text{€} 2.45 \text{ bn} \\ \text{Frozen holds } 22\% \rightarrow \text{€} 0.6910 \text{ bn} \end{array} \right. \end{array}$$

Increase in Chilled ready meal market

$$6.5\% \text{ increase on €} 2.45 \text{ bn} = \text{€} 0.15925 \text{ bn}$$

Increase in frozen ready meals.

$$4.5\% \text{ increase on €} 700 \text{ m} = \text{€} 31.5 \text{ m}$$

Total value of ready meal market =

$$\begin{aligned} & \text{chilled ready meals value from ready meal value} \\ & = (2.45 + 0.15925) \text{ bn} + ((700 + 31.5) \text{ m}) \end{aligned}$$

→ divide

$$= 3.340 \text{ bn}$$

Task #12

Quantitative Information

Period 2 Dec 2007 → 1 Jan 2017

~~20~~

~~Spending~~
Date

Expansion in Million

2 Dec 20 ⁰⁷	1016.56
30 Nov 2008	9800.9
27 Dec 2009	10089.5
26 Dec 2010	1145.06
25 Dec 2011	1263.1
8 Jan 2012	1267.3
3 Feb 2013	1356.7
2 Feb 2014	1376.1
1 Feb 2015	1462.9
3 Jan 2016	1554.3
1 Jan 2017	1614.6

FILE	
1	58.83% customer increase in ten year in chilled ready meals and main meal.
2	Main target audience is younger consumer and farm-food products are fast growing grocer in 2014 and Iceland too teamed up with slimming world in 2015 to sell a new range of frozen ready meals.
3	Healthy food products are main customer/consumer focus and government also create impact towards healthier eating.
4	The trend changing from eating out to dining in with the specific preference for higher and convenience lines(premium ready meals) as a result premium ready meals becomes cash conscious while frozen and chilled market was in decline.
5	Main focus on market research and product development.
6	Company is maintaining its quality to stick their position in the market and the customer need is changing as premium product provides convenient meal solution which give it major rise in market value;however, frozen sector rises around 4.5% and chilled sector rises around 6.5%
7	Waitrose penetrates current market through a new line called waitrose 1 which consists of 520 items. This market is already acquired by Aldi and Lidl.Waitrose also wants to achieve £500m target.
8	In Russia due to economic crises, People's disposable income decreases so people try to cook food in their home. In the USA, due to wealth increases and change in tastes of them they mainly prefer restaurants or call and get dining out products In France, people try to use their cooking time by doing other activities so they make the habit of fast available meals which increase the market of chilled ready products etc.

TASK 3

Ready meal	PROS	CONS
Children	<p>1)Children use ready prepared ingredients more frequently than adults.</p> <p>2)Health and Exotic flavors for children.</p> <p>3)Expressing the magic of Story telling for the children would be benefiting for the business to expand.</p>	<p>1) New Market Competitor Nom Noms is already focusing on this market segment and revolutionizing the ready meal market</p>

Diet	<p>1)Global sales of healthy food products are expected to increase</p> <p>2)Healthier ready meals are predominately growing in the price premium and chilled category.</p> <p>3)Government is also focusing on healthier lifestyle by conducting active campaigns to reduce both salt and sugar intake.</p>	
Premium	<p>1)Economic Situations have improved.</p> <p>2)Consumers are willing to pay for high quality products,</p> <p>3)Cash Conscious customers are switching from eating out to dining in.</p> <p>4)Consumers are seeking value and quality over price.</p>	<p>1) Fresh and chilled market have declined</p> <p>2)Economic Downturn in Russia resulted in consumers opting to cook at home rather than buying premium ready meals.</p>
Family	<p>1)Majority of consumers use ready prepared meals a few times a week</p> <p>2)Consumers in France are focusing more on ready meals due to limited time for cooking.</p> <p>3)Customization matching new demands for the customers.</p> <p>4)New Ethnic influences play a growing role especially in meals of Asian origin.</p>	<p>1)Changing dining habits and tastes of American Consumers have resulted a decline in demand of ready meals as they prefer to order food or dine out rather than cooking or heating ready to eat products in the microwave.</p>

TASK 4

1) PREMIUM:

2) I) we target to the disposable income customer which gives much profit then other strategies

3) 1) disposable income

2) Those who wants ready meals and did not want to cook or need meal quickly

3)It is the very easiest way to full fill your meal requirements when you are out of your home

4) Those customer who wants quality over prices

4) DISPOSABLE INCOME :

BECAUSE IF THE CUSTOMER HAS DISPOSABLE INCOME THEN WE ABLE TO TARGET THE OUR DESIRED MARKET