

# Whats Inside

## Featured Works



# OVERVIEW

Price Choice Food Market, located in Midtown Miami. It is a company that offers healthy fresh groceries and other products at quality prices.

## PROBLEM

The problem is since the area been developed the past few years a lot of people has had moved to the area, the goal is to attract new customers in the area.

## MARKETING STRATEGY

Convince target market that he did a smart decision when comes to us by buying good quality product at quality prices.



# OBJECTIVES

Create brand awareness to attract the target market in Midtown, downtown Miami and get between 7k to 10k followers in social media (Twitter) in the first half of 2018.

# TARGET MARKET

- People live in Midtown, Downtown Miami
- Families
- Latin community in the area
- College students, professional workers

# COMPETITORS

## Publix:

Provides a comprehensive service includes some products that are normally only found at health food stores, including organic meats, fruits, and vegetables, in addition to vegetarian and vegan products; hypoallergenic foods, and other specialty food items.



## Target:

As for fresh produce, some categories in Target are growing faster than others, including organic and value-added and niche varieties.



# EXECUTION

