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## **Marketing Analysis**

### **Problem Statement:**

There is this private organization who is based in Ontario who sell Vegetables, Grocery, and other daily routine products in their supermarket. They want to Place an order of Apples in large amount from different places in Ontario, For, this project they have a team who are seeing this, and their Motto for this project is **“An Apple A Day Keep the Doctor Away”**.

The counties of Ontario are well-known for producing high-quality apples. To address the increased demand for fresh and locally produced products, purchase apples from counties and districts who produce apples.

We have found many apple farmers in Ontario that fulfil our quality and environmental requirements. Our strategy is to develop long-term connections with these producers in order to maintain a consistent supply of apples throughout the year.

We acknowledge that shipping apples from Ontario to our distribution facilities may present obstacles, but we think that the benefits of providing locally produced apples to our clients exceed the logistical concerns.

Overall, we are looking forward to working with Ontario apple producers and feel that this collaboration will benefit both our organization and the local farming community.

## **Background:**

Apples are one of the oldest fruits that have been domesticated, and there is historical evidence of their eating. They originated in Central Asia and via trade and migration made their way to Europe and North America. Apples are a common fruit in many civilizations and are now grown in many areas of the world.

Apples are a nutritious fruit that offer a range of health benefits. Apples are also a good source of vitamins and minerals, including vitamin C, potassium, and antioxidants such as flavonoids and polyphenols. These compounds have been shown to have anti-inflammatory and anti-cancer properties and may help to reduce the risk of chronic diseases such as heart disease and diabetes.

Ontario: With roughly 50% of the nation's total apple production, Ontario is the largest apple-producing province in Canada. Ontario produced more than 407,000 metric tons of apples in 2020.

Quebec: With around 35% of the nation's total apple production, Quebec is the second-largest apple-producing province in Canada. Quebec produced more than 279,000 metric tons of apples in 2020.

## **Target Audience**

Local residents: The company can target local residents who want to acquire fresh, locally grown product apples at a lower price than other organizations.

Those that emphasize healthy eating and are interested in purchasing fresh, natural fruit apple might be targeted by the group.

Consumers who are environmentally conscious: The company can market to people who want to support ethical farming methods and lessen their carbon footprint.

Communities of schools and universities: To serve kids with healthy food, the organization can focus on schools and universities.

Small businesses: The group can target small companies who are looking to get fresh, high-quality produce for their menu items, such as cafes, restaurants, and juice bars.

Hospitals: Hospitals often provide food services to their patients and staff, and they may purchase large quantities of fresh produce such as apples to use in their meals or as healthy snacks.

## **Goals and Objectives:**

Assuring a regular and reliable supply of high-quality apples: Rather of sourcing apples from various places, the organization wants to make sure they have a consistent and trustworthy supply of apples from counties.

Supporting local agriculture: To assist local agriculture and boost the local economy, the organization may give preference to purchasing from Ontario counties.

Ensuring competitive pricing: In order to control costs and retain profitability, business may want to make sure that they are paying a fair and competitive price for the apples they buy.

Food safety and quality assurance: In order to assure the security and happiness of its clients, the business may give priority to working with suppliers who adhere to strict food safety and quality standards.

## **Timeline:**

Research and identify potential suppliers 2 weeks,

Contact and request quotes from potential suppliers: 1 week,

Evaluate quotes and select suppliers: 1 week,

Negotiate terms and conditions with selected suppliers: 1 week,

Place the order and coordinate delivery logistics: 1 week,

Receive and inspect the delivered apples: 2 days.

## **Business Questions:**

- How have apple prices fluctuated over the years, and what factors have influenced these changes?
- Which counties and districts in Ontario are the largest producers of apples?
- How has the distribution of apple production shifted over time?
- What are the key distribution channels for Ontario-grown apples, and how do they differ from imported apples?
- What promotional strategies are being used by competitors in the Ontario apple market, and how do they compare to those of Ontario growers?
- How has the production and consumption of apples in Ontario changed over the past 27 years?

## About the Dataset

This data set is taken from data.ontario website, in which there are several columns.

| <b>Counties<br/>and Districts</b> | <b>Harvested<br/>Area<br/>(acres)</b> | <b>Marketed<br/>Production<br/>('000 lbs)</b> | <b>Average<br/>Price<br/>(cents/lb)</b> | <b>Farm<br/>Value<br/>(\$'000)</b> | <b>Year</b> |
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Link of dataset: <https://data.ontario.ca/dataset/ontario-apple-production-by-marketing-channel>