



GE APPLIANCES

Promotional Campaign

GE Profile™ Smart Mixer with Auto Sense

MIXER WITH AUTO SENSE

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The Product

The *GE Profile Smart Mixer with Auto Sense* is an advanced kitchen appliance designed to enhance and simplify the process of mixing ingredients for various recipes. Some of its key features and functionalities include:

1. Smart Technology Integration (auto sense technology, connectivity)
2. User-Friendly Features (pre-set programs, guided recipes)
3. Performance and Efficiency (powerful motor, multiple attachments)
4. Design and Build (modern aesthetic, durability)
5. Other Additional Functionalities (voice control, weight sensing)



- Price & Features -

Now \$599.00

Was \$799.00 (Save \$200)

- Built in Scale to weigh ingredients
- Digital motor system low temperature, high power, high speed
- Auto sense technology to not over or under mix
- Digital display and built in timer
- Guided online receipts
- Reverse & forward motion
- Voice control paired with Alexa and Google Home

SWOT Analysis



Strengths:

1. Advanced Technology:

- Auto Sense Technology: Automatically adjusts speed and mixing time based on ingredient texture and viscosity, ensuring optimal results.
- Connectivity: Integration with smartphones and tablets allows for remote control and monitoring, enhancing user convenience.
- Voice Control: Compatibility with virtual assistants like Amazon Alexa and Google Assistant for hands-free operation.

2. Performance and Efficiency:

- Powerful Motor: Capable of handling tough mixing tasks, such as kneading dense doughs.
- Multiple Attachments: Versatility with different attachments like dough hooks, whisks, and paddles.

Weaknesses:

1. Cost:

High Price Point: Advanced technology and features make it more expensive than standard mixers, potentially limiting its market to more affluent consumers.

2. Dependence on Technology:

- Potential for Technical Issues: Reliance on sensors and connectivity means that any technical glitches or connectivity issues can affect functionality.

SWOT Analysis

Opportunities:

1. Growing Smart Home Market:

Increased Adoption: Rising interest in smart home appliances presents an opportunity to capture a larger market share.

Integration with Smart Kitchens: As more homes adopt smart kitchen setups, this mixer can become a central component.

2. Expanding Recipe Database:

Continuous Updates: Regularly adding new recipes and pre-set programs can attract and retain customers.

Customization: Offering customization options for recipes and settings to cater to individual preferences.

Threats:

1. Competition:

Market Rivals: Other brands offering smart mixers or high-end traditional mixers pose significant competition.

Innovation Pace: Rapid technological advancements may lead to newer, more advanced products from competitors.

2. Economic Factors:

Economic Downturns: In times of economic uncertainty, consumers may cut back on non-essential high-end appliances.

Directly

Competitors

Indirectly

Naomi Menendez

KitchenAid 7 Quart Bowl Lift Stand Mixer

- Priced at \$599
- 4.7 stars on Amazon
- Includes a year warranty
- Perfect for both amateur bakers and professional chefs
- Wide range of color options



Breville Bakery Chef Stand Mixer

- Priced at \$399.95
- 4.8 stars on the Breville website
- Commercial quality mixing
- 550W Heavy Duty Motor
- 1 Year Repair with 5 Year Motor Warranty



Wolf Gourmet High-Performance Stand Mixer

- Priced at 899.95
- 4.4 stars on Amazon
- Quiet operation
- 550W and 220 Volts
- Stainless steel



Pre-made and packaged baking goods

Betty Crocker Favorites Super Moist Vanilla Flavored Cake Mix, 13.25 oz

- Cheaper alternative - Priced at 1.66
- Convenient in comparison to baking from scratch, reduces the need for a mixer
- Time-saving
- Accessible to more people
- Fulfill the same end need- producing baking goods- without requiring the use of a baking mixer.



Hand Mixers

Tovolo, 11" Whip Whisk, Silver

- Lower cost, less expensive than stand mixers
- Not as powerful or versatile as stand mixers
- Portable, ease of storage
- Easy to clean, Less mess



Food processors


Hamilton Beach Electric Vegetable Chopper & Mini Food Processor - Priced at \$19.99

- Can handle various food preparation tasks such as mixing dough, chopping, slicing, grating, and pureeing.



Target Market


Demographic Variables

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- Large families with younger children or older cooks
 - Upper middle class to upper class
 - Accessible for people with disabilities such as ADHD, the visually impaired, and deaf people

Psychographic Variables

- Want to invest in one mixer for the rest of their life
- Want a powerful mixer
- Prioritise products made in USA
- For people who value convenience
- Home cooks who like to meal prep

Geographic Variables

- Drier climate as humidity might ruin the machine
 - Place with good soundproofing
 - Urban area for proximity to repair shop
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Promotion

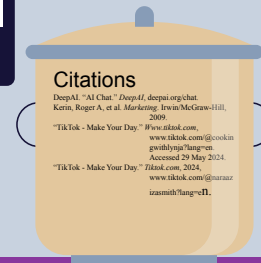
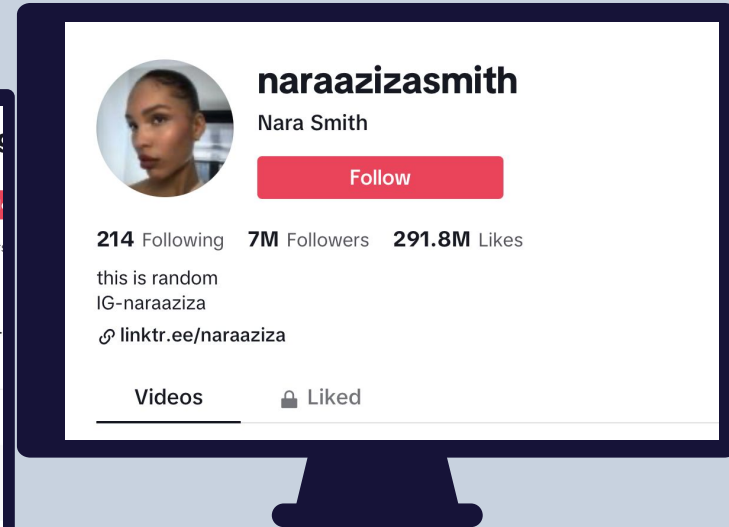
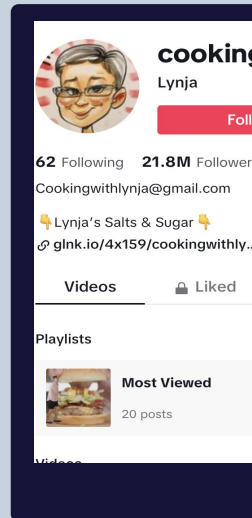
Social Media Marketing

TIK TOK:

- **Short-form content:** TIK TOK can capitalize off of consumers short attention span with short engaging content with the product.
- **Influencer marketing:** TIK TOK has a large community of creators who have built massive followings with specific interest . Influencers whose followers engage in cooking content, would be suitable consumers for a GE Kitchen appliance.
- **Sales within the app:** TIK TOK SHOP sells products within the app, and creators can easily link the product to the video, directly selling

INSTAGRAM:

- **High engagement rates:** Insta has some of the highest engagement rates among social media platforms, making it extremity effective for awareness
- **Advance targeting options :** Instagram offers advanced targeting options such as location and interest targeting.



Promotion

Traditional Advertising



→ Commercial (TV, Online)

- Focus on cooking channels frequented by target audience
- *Benefits: Large and diverse audience, visual demonstration of the mixer's features*

→ Cooking Shows

- Arrange mixer to be used by chefs/guests during the cooking show
- Ensure the GE logo and product name are prominently displayed
- Emphasize the high-quality build and powerful performance, making it a valuable addition to any serious home chef's kitchen.
- *Benefits: Attract viewers who are most likely to invest in high-quality kitchen appliances. Endorsements from respected chefs can lend credibility and appeal to the product.*

→ Catalogs

- Feature the GE Profile Smart Mixer in catalogs of high-end kitchen and home goods retailers
- *Benefits: Catalogs can be distributed to specific demographics and psychographics, ensuring they reach households most likely to be interested in the product.*



Promotion

Kayla Mayoral

Direct marketing through interactive demonstrations and cooking events

1. Advertise events through cooking books, social media, catalogs etc.
2. Highlight the product throughout the events
3. Collaborate with celebrity chefs or sponsor cooking classes
4. Travel to different locations
5. Plan recipes that use all features of product
6. Have employees collaborate with audience and assist to build relationships
7. Sell product at location
8. Obtain contact info and follow up to sell product



Citations

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