

Faculty of Computer and Information- Cairo University (credit hours system)



Cairo University, Faculty of Computers and
Information

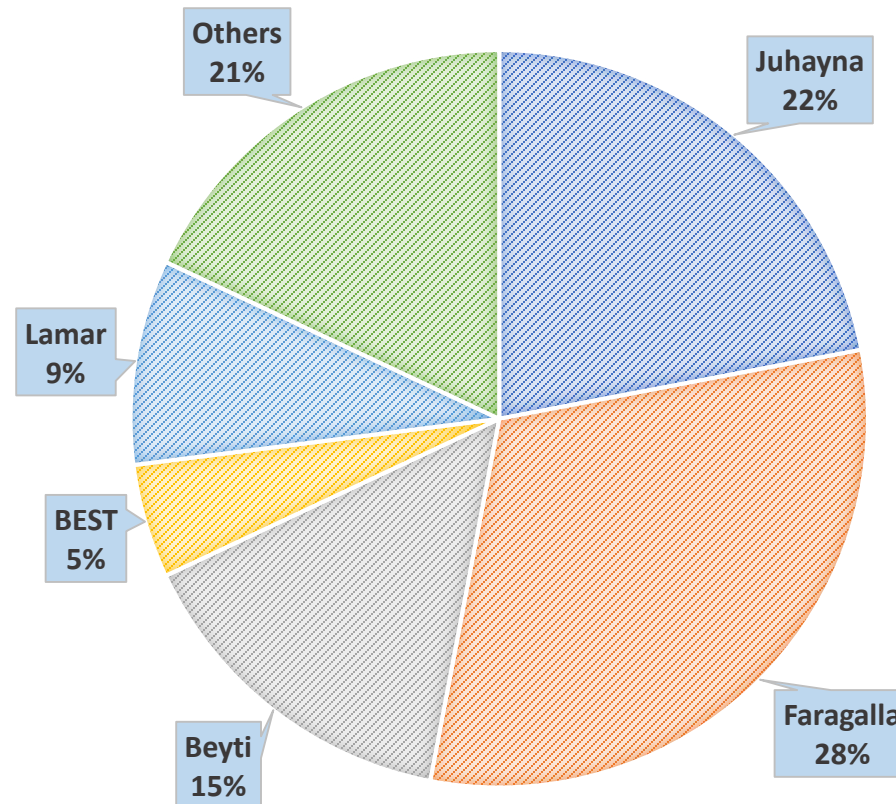
- **Name:** Mark Rofaeel Gorgy
- **ID:** 20186043
- **Subject:** Marketing and sales

Introduction

- The total sales of Juice market in Egypt is **5.5 billion EGP**.

JUICE MARKET IN EGYPT

■ Juhayna ■ Faragalla ■ Beyti ■ BEST ■ Lamar ■ Others



Introduction

- We decided to have a new product, and because the taste is the main concern we decided to make **fresh juices that expires only after 3 days.**
- Our product name is: **FRESCO**
- With the slogan اشرب فریش... اشرب فریسکو or **Drink fresh... Drink FRESCO** as FRESCO in Spanish and Italian means **fresh.**
- This is a **want** not need product
- FRESCO's consumer are mainly **B and C** classes which lives mainly in cities or rural areas (all genders and ages).

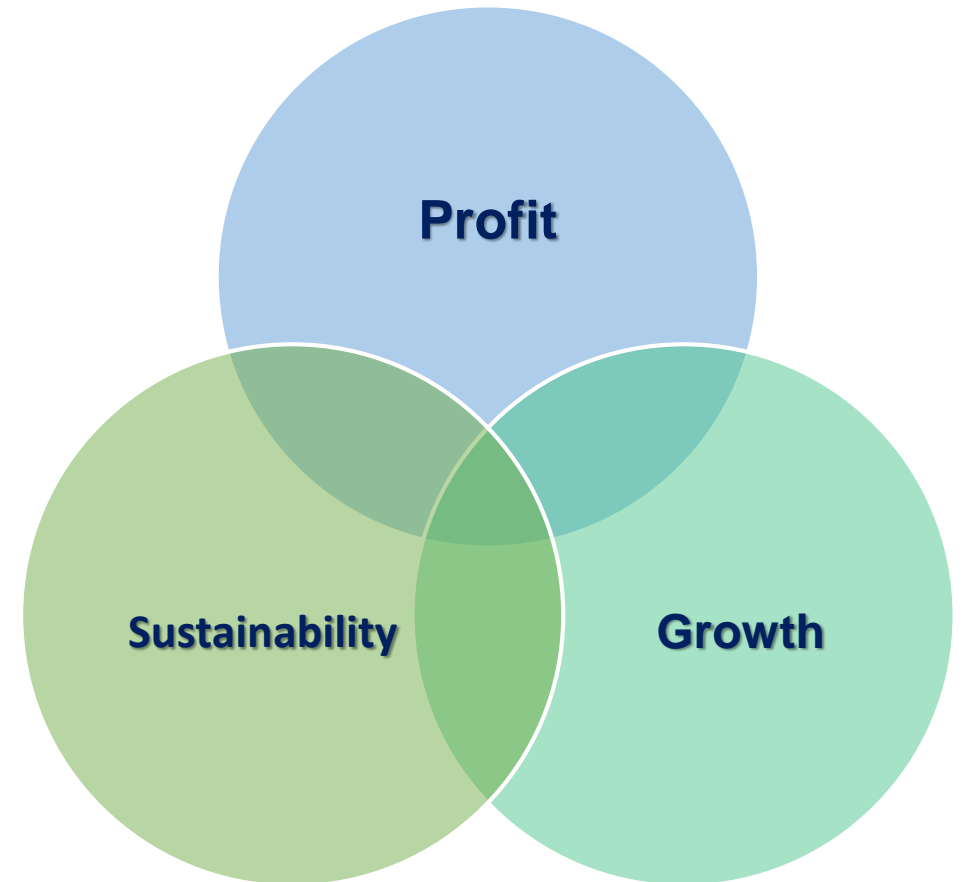
FRESCO's Mission Statement

The mission of FRESCO is to enrich the lives of others while helping them fulfill their **health** and **diet goals** with our **healthy, tasty, refreshing experience and natural fruit juices** and to achieve the company, employees and suppliers' goals while achieving an optimum sustainable **profit** return.

Our Objectives

Determining our objectives helps us as marketers to **place the objective on the right track of growth and development** to keep the organization **sustainable** and exist through a different set of high quality products.

The main three corporate objectives are :



Our Objectives

Profit

- First of all, FRESCO seeks for being one of the **pioneering companies in food and beverages field** in the Egyptian market for the short term plan.
- As a start we need to **cover our expenses** and get not less than **30%** profit by the first year and we seek annually profit growth by **5%** until we become steady in the market.

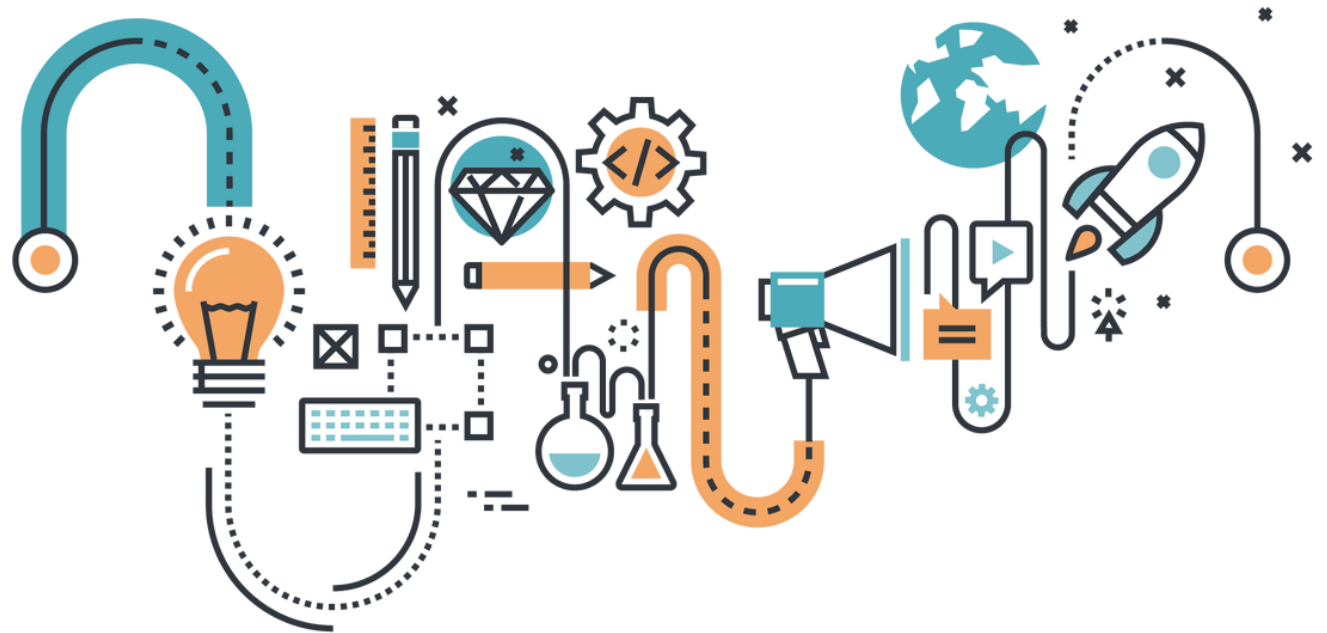
Sustainability

- Secondly, we need to work on productivity to **produce sufficient products** to be distributed Nationwide (**production concept**).
- We will be working on building a strong company structure with good benefits for the employees so that we could **decrease the employment turnover**.

Our Objectives

Growth:

To gain higher market share we will apply (**Market Penetration Pricing**) strategy :
This is the comfort zone of new products being supplied into the existing markets, to penetrate the market quickly and deeply for growth, however increasing market share selling **more products to existing customers** or **finding new customers within these existing markets**.



FRESCO's marketing mix (4Ps)

Product

- As a product we will change the **ordinary packaging carton design**.
- We decided to have a new product, and because the taste is the main concern we decided to make fresh juices that expires only **after 3 days**.

Price

- We decided that our price will be **8 L.E** to be **less than the fresh juice sold at juice selling places** and at the same time **more than our calculated price of nowadays carton juices**, as customer tends to buy **the middle price range**.

Promotion

- The advertisements were seen 51.14 % on TV, 30.68 % on billboards and 18.18 % on the internet.
- We will focus on **TV advertisements** that will show "فرسكو عصير فريش"

Place

- We believe in good distribution.
- As for the **kiosks** become the first choice, we decided to distribute more in them and change their **billboards to FRESCO's logo**.

SWOT Analysis

SWOT Analysis is a useful technique for understanding your strengths and weaknesses, and for identifying both the opportunities open to you and the threats you face.



SWOT Analysis

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> . Can scale up the production volume. . Wide variety of products. . Long- term relationship with customers. 	<ul style="list-style-type: none"> . Limited distribution network. . Poor relationship with suppliers. . Weak advertising and marketing.
EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> . Growth in food and beverage consumption. . Increasing demand for healthy food and beverage. . Growth in online retail could open up new distribution channels. 	<ul style="list-style-type: none"> . Increased competition in food and beverage industry. . Emerging shifts in customer lifestyles which may lead to reduced consumption of sugar based products.

Product Pricing



8 L.E
250 ml

Product Pricing



11 L.E
1 Liter

- The plastic bottles products will fill the gap between the **usual juice cartons** in the market and the **Fresh Juice**.
- The target audience can very much afford the price adding to this that it will be **fresh** and **available in many markets**.

Product Pricing



أشرب فريش .. أشرب فريسكو

2 EGP for small pack than makes 4 cups.
4 EGP for the large one than makes 10 cups.

- Our FRESCO concentrated plastic pouches products are made for **upper Egypt people** where they **lack the presence of refrigerators** to keep liquidated products also it would be of **afforded price to them**.

- The product will come the usual flavors: Mango, Cocktail, Guava, Apple, Pineapple, Orange.
- We will have a new product in every quarter of the year from people's opinion like Watermelon, Strawberry, Kiwi, peach and Berries for the first year.
- Also in occasions such as Ramadan we will have کرکدیه ، عناب ، دوم ، سوپیا flavors.
- Marketing offering:
 1. For each **11 packs** of the small juice the **12th will be for free**, and for each **23 packs** of the big juice the **24th will be free**.
 2. • As for the plastic bottles, if the customers bring back **50 empty bottles to us**, he will get back **10 free bottles of our juice** because we will be wanting these bottles for recycling.