

CONTENTS

EXECUTIVE SUMMARY

PURPOSE MISSION AND VISSION SITUATIONAL ANALYSIS

- *PRODUCT MARKET ANALYSIS*
- *DISTRIBUTION ANALYSIS*
- *COMPETITOR ANALYSIS*
- *OTHERS ANALYSIS*

STRATEGY AND OBJECTIVE

- *MARKETING STRATEGY*
- *MARKETING OBJECTIVES*

TECHNICAL PROGRAMMED

- *MARKET*
- *PRODUCT*
- *PROMOTION*
- *DISTRIBUTION*
- *PRICING*
- *OTHER*

BUDGET PERFORMANCE ANALYSIS IMPLEMENTATION

- *BUDGET AND ANALYSIS*
- *IMPLEMENTATION*

EXECUTIVE SUMMARY



The report explains the marketing plan for launching a Falooda named Zawas. This product has been introduced by Zawas (Pvt ltd) and is improved by the ministry of health. At the beginning of the report, we have explained the mission and vision of the ZAWAS (Pvt) Limited Company. It will be introduced in the market with the help of various promotional display advertisements by using social media and distribution of free samples to the general public and financial institutions. This report examines that this product is initially launched in Karachi. The study included both primary and secondary research. The primary study focused on a survey of the competitors and the liking and disliking of the people. Through this

strategy, the company can penetrate more into the market and can attract bulk customers. For this purpose, we have conducted a SWOT analysis of the company to see the company's strengths, weaknesses, opportunities, and threats. Then we have explained the purpose, benefits, and objectives of the product. Then we made a marketing mix strategy for our product. We have divided the market into different segments and decided to target customers of all ages. We have also paid special attention to the packaging color and price of the product. We have decided to place the product in all the markets of Karachi, especially from our outlets. We will promote our product through various means of advertisement. We shall also conduct a market survey using social media, e.g., Facebook. On Facebook, we have our business page to know the public's opinion about our product and develop our product accordingly.

THE ZAWAS COMPANY



Vision:

To sell good quality Falooda at a fair price to meet the customer's demand.

Mission:

To delight and serve our customers with the finest quality all-natural Falooda in a wide variety of innovative flavors.

THE ZAWAS IN KARACHI



The Zawas will commence its operation in Karachi in November 2022. The factory has been founded on 1000 GAAZ Area of land in the industrial area of Korangi Karachi. The factory is expected to match the demand for our product. We have ensured the installation of modern sophisticated and efficient equipment conforming to the latest standard of very Good Manufacturing Practices.

INTRODUCTION TO ZAWAS

People love Falooda because it is a mixture of ice cream and shakes. It is cold and sweet at the same time. The sales of Falooda increase in summer. However, there

is still a majority of people who would love to eat it even in winter. So, any change in temperature won't affect sales at all. The best thing about the Falooda is that it's refreshing and delicious.

Generally speaking, everyone is fond of eating Falooda. From a kid to an elder person, Falooda has been a favorite dessert of all but Falooda is more famous among teenagers and the young generation. So, the plan specifically targets teenagers and the young generation.

There are many flavors of Falooda. Different people like different flavors. However, the most liked one is Mango Falooda · Orange & Strawberry Falooda · Phirni Falooda. So, the plan is to have these flavors in according abundance.

SLOGAN:

Share the happiness

INGREDIENTS:

Sweet basil seeds

Vermicelli

Rose syrup

Milk

Ice cream

Sugar

Dry fruits

Flavoring Agents

OBJECTIVES:

To increase the sale

To increase the length of the product line

To increase profit

To satisfy customers

CURRENT MARKET SITUATIONS

Zawas is a desert company specialty in Falooda products that is going introduce in Karachi. We are focusing on the young generation. The price of Falooda is moderate price because it is for the young generation and students.

MARKET SEGMENTATIONS:

The consumer of Zawas consists of the followings:

GEOGRAPHIC:

CITY:

Karachi

DEMOGRAPHIC:

Our target market is middle-class

Man and woman

Ages lies between 15 to 25

OUR COMPETITORS:

The Zawas is currently facing a very competitive environment. Because already in the market following competitors are:

Student Gola & Ice Cream Falooda

Peshawari ice cream & falooda

Al Habib Ice cream & Falooda

PRODUCT REVIEW:

The Zawas are provided in glasses in different flavors:

Dry Fruit

Rose Falooda

Mango

Pista

Chocolate

The competitors of Zawas are more than five. Student Gola & Ice Cream Falooda and Peshawari ice cream & falooda are the leading markets right now and other companies also have a great image in the market. Peshawari ice cream & falooda and Al Habib Ice cream & Falooda have loyal customers all over Karachi because both are capturing the market for so many years in the market. Our aim is to compete with our all competitors in a short period of time.

Our main competitors are Student Gola & Ice Cream Falooda and Peshawari ice cream & falooda,

Competitor's Qualities:

Good distributions channel

So many flavors

Standard and attractive packing

Large production and market coverage

Availability in various weights packaging

SWOT ANALYSIS OF BLUE BUNNY

S Strengths	W Weaknesses	O Opportunities	T Threats
What are your personal internal strengths that you can lean on to help you achieve your goals?	What are your personal internal weaknesses that you need to work on to achieve your goals?	What external opportunities such as resources, people, or training can you take advantage of to help you to achieve your goals?	What external threats such as upcoming obstacles or contextual factors can you predict and mitigate to ensure you reach your goals?

STRENGTH:

Capabilities
Competitive Advantages
Resources assist people
Experience knowledge and data
Financial reserve
Marketing research
Innovation
Location geography
Price value quality

WEAKNESS:

Lacks capabilities
Financial
Cash flow
Continuity supply chain

Effect on core activities
Reliability data of plan and project
Management cover and succession

Opportunity:

Market development
Industry or lifestyle trends
Innovation or technological development
Target market
Geographical import, export
Product development

THREATS:

Political and economical effects.
Legislative effects
Environmental effects
Competitive advantages
Market ideas
Loss of resources
New contracts and partners
Poor management strategies

MARKETING STRATEGY AND OBJECTIVES

The marketing strategy is based on the positioning of the product in the mind of

consumers.

Providing good quality Falooda to the customers. We will distribute our product on a mass level so that we can maximize profitability.

POSITIONING STRATEGIES:

We want to put our image in the consumer's mind as compared to the competitor's product. We want to target ages lies between 18 to 25.

SEGMENTATION:

We made the market segmentation on the following basis.

Geographic

Demographic

Product

Distributors Channel

GEOGRAPHIC SEGMENTATION:

All over Karachi.

DEMOGRAPHIC SEGMENTATION:

Ages of 15 to 25.

PRODUCT SEGMENTATION:

Impulse

Take home

Artisanal

DISTRIBUTORS CHANNEL SEGMENTATION:

Our outlets in different areas of Karachi

TARGETING:

We will target the teenagers and young generation.

MARKETING MIX



PRODUCTS:

Develop The Long Term Relationship With Customers

Give Values To The Customers To Delighting Them

Do Whatever It Tasks Not Satisfy The Customers But Retain Our Customers

PRODUCT VERITY:

Our product would be available in the following flavors

Dry Fruits

Mango

Pista

Chocolate

Vanilla

BRAND NAME:

The name of our product is “ZAWAS”

FEATURES:

Excellent in taste.

Provide vitamins.

Provide for sugary

QUALITY:

Implementing high-quality standards
Total quality management
Acquisition of high-quality raw mat

PACKAGING:

Product units are packed in different sizes and shapes

SIZES:

Our Falooda is available in 20 ml glass and 50 ml glasses.

PRICES:

Our price includes custom services and other expenses. Passage through its life cycle changes its price strategy. To attain large market share prices should be at a moderate level to seek attraction of a large number of consumers.

PRICING IN PAKISTAN RUPEES:

Production cost Rs 25/-
Miscellaneous RS 10/-
Retailer margin RS 5/-
Profit RS 10/-
Total Price 50 /-

PROMOTION:

Actually promotion is the first step when we are launching a product. But we make its strategy in last because we want our good image in the mind of our customers.

CRITERIA FOR PROMOTION:

Awareness
Knowledge
Liking
Preference
Purchasing

CORE SOURCES OF PROMOTION:

Electronic media

Print media

Cable network

Billboards

Hoardings

E-ELECTRONICS:

www.facebook.com/zawas

www.instagram.com/zawas

www.twitter.com/zawas

BUDGETING:

<u>S.No</u>	<u>DESCRIPTION</u>	<u>AMOUNT</u>
1	Cost of land (rental)	50,000/-
2	Plant and machinery	10,00,000/-
3	Raw material	100,000/-
4	Stationary	20,000/-
5	Office expenses	50,000/-
6	Furniture	100,000/-
7	Staff salaries	150,000/-
8	Freight charges	30,000/-
9	Repair and maintenance	60,000/-
10	Research development	200,000/-
11	Marketing expenses	300,000/-

	Total	20,20,000/-
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CONTROLLING:

This is the main and last element of the marketing planning by using this we can check the standard of our product for the purpose of correcting any error if occurs. There are three main functions are performed under this element of planning.

Measuring
Comparing
Correcting

MEASURING:

We can check marketing conditions through meaning in which different types of tasks may be performed like in order to learn whether people would like to buy our product, we have decided to conduct a market survey in future so that we can assure that people like our product or not.

COMPARING:

In the controlling process we compare our product with our standards.

CORRECTING:

If any problem occurs then correcting process will take place in which we found that from where the problem will arise.

MARKETING ORGANIZATION:

Zawas chief marketing officer, Hold overall responsibility for all the company's marketing activities so. There are other subordinates with him to help with the sales campaigns, trade and consumer sales promotion, and public relations efforts.