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## DIGITAL ASSIGNMENT – 2

### **Q1) Marketing strategy for Local Stocks**

#### ➤ Additional Incentives Strategy

More people will be attracted and continue to use this service if we could manage to provide additional incentives to the existing customers by providing them annual/seasonal offers and discounts, deliver loyalty cards to appreciate their trust with the service and arrange monthly special offers to increase sales and continue to use the service. Extra coupons can be provided to customers for registering other family members or friends to use our service who indirectly help in increasing our reach.

#### ➤ Traditional Newspaper Ads

Daily and weekly newspaper ads will allow us to target specific geographic neighbourhoods and help in letting people know about the outlets in their location. Attaching an incentive, such as a coupon and mentioning the offers to the ad can help us judge its effectiveness.

#### ➤ Targeted Radio Advertising

A catchy jingle and quick tag line can enhance a radio ads effectiveness. Matching the station, we choose with our target demographic will help us reach out to adults aged 35 to 64. An alternative or urban station is good to reach youth aged 18 to 24.

#### ➤ Free Service

Giving away the service for free can be an excellent low-cost marketing strategy. It can work well with both low and high-cost services.

#### ➤ Local or National Television Advertising

Television ads on local stations might require time and effort to produce, but can be effective if we sell a product with a high price point. A national TV ad can cost little, though the price can vary widely based on market.

#### ➤ Door Hangers and Flyers

Placing flyers in mailboxes or hanging ads on doorknobs can be a good way to target a specific area and to make sure the potential customers have seen the information. Even if most homeowners will discard it, gaining a handful of clients may be enough for a positive return on the marketing campaign investment.

➤ Targeted Radio Advertising

A catchy jingle and quick tag line can enhance a radio ads effectiveness. Matching the station we choose with our target demographic will help us reach out to adults aged 35 to 64. An alternative or urban station is good to reach youth aged 18 to 24.

➤ Direct Mail

It can be an inexpensive strategy for targeting specific geographic markets. The cost is minimal and a 2 to 3 percent response rate can cover the entire cost of the campaign.

➤ Public Speaking Events

Public speaking can be a great advertisement. It can offer the services to organizations that could benefit from one of our workshops.

➤ Social Media Marketing

Social media platforms are an attractive marketing tool for new businesses as they involve minimum to no monetary cost. Paid promotions with celebrities and influencers can help in increasing the reach of our service at an early stage.

➤ Free Lunches

Inviting potential customers to a free luncheon can work well. With a minimum amount of money potential buyers can be introduced to our service.

**2. Interview five prospective customers and analyse the feedback and write down a plan of action.**

Interviewing a person on a Diet:

**a) How long are you on a diet and will continue using our website?**

Ya, so I've been on a diet for 3 months so I really found your website focusing on the healthy side, I will surely continue for the next 3 months and even after that because health is my first priority.

**b) What is your thought on the organic food and what are various varieties you're looking for?**

Organic food is grown without the use of synthetic chemicals, such as human-made pesticides and fertilizers so obviously it is far more healthier and beneficial than the normal ones. Talking about the varieties, I'm just looking for healthy food at an affordable price.

**c) Will you be telling other people to use our service too?**

Of Course, you guys are doing a great job by encouraging healthy foods and the efforts of the farmers I will surely encourage people to visit you.

**d) Do organic food and products really boost up disease resistance in humans?**

Organic food doesn't mean healthy food or having extra health benefits. We have to focus on plant health also, only healthy plants can give healthy food.

**e) Does organic food help you lose weight?**

Consuming more fresh produce, organic or conventional, such as fruits and vegetables has been a consistent link to weight-loss because they are high in fibre and nutrients, which can help control appetite.

**f) What do you think are the other ways to keep organic food in your budget?**

I think we can:

- a) Shop at Farmers Market
- b) Join a food co-op: A natural foods co-op, or cooperative grocery store typically offers lower prices to members, who pay an annual fee to belong
- c) Join a Community Supported Agriculture (CSA) farm, in which individuals and families join up to purchase “shares” of produce in bulk, directly from a local farm. Local and organic!

**Interviewing a Supermarket chain owner:**

**a) What is the importance of healthy and fresh food in your life and will you continue to use our website?**

We are always so busy with day-to-day business that we often forget to value our health. It is very much essential to eat healthy, organic & nutritious foods as it helps us to maintain the proper balance of our body. Yes, we will be using your website since it helps us to find fresh food directly from the farm itself and at a very reasonable price.

**b) What is your thought on organic food and what are the various varieties you're looking for?**

Organic food is the new trend in the food industry. It's full of nutrition and there is a very negligible amount of harmful content like pesticides, chemicals, etc. Since we are among the upper-class business family, we expect the best food for the price we pay. We look for healthy, nutritious, and organic produce straight from the farmers without the involvement of any sort of middlemen, long storage durations, etc. since such types of food products are currently in demand among the people.

**c) Will you be telling other people to use our service too?**

Yes, definitely! We are often on the lookout for fresh and healthy produce straight from the farm and which has a value of money also. Your services make that possible and help us support the farmers by paying them the right price for their yield. I would definitely recommend your services to my counterparts.

**d) Do organic food and products really boost up disease resistance in humans?**

No, I don't think so. Organic food means free from all sorts of chemicals. It's actually the diet of the person that ultimately determines his fitness levels, healthiness and disease resistance.

**e) 4. What do you think about the price of organic food products in the market?**

Honestly, the middlemen charge a hefty amount from us sellers for the organic produce which they buy from the farmers at a price roughly one-fifth of what we pay to them. This ultimately leads to a hike in the prices of organic food products. We would love to have these middlemen removed from the entire organic food business cycle so that people can buy these food products at a reasonable price and farmers can get their deserved share of profits for their hard work.

**f) What do you think are the other ways to keep organic food in your budget?**

We can implement the following ways:

(a) Elimination of middlemen in the buying & selling cycle of these food products.

(b) Formation of Produce Markets where big and small sellers can purchase the fresh produce from the farm directly and at a price which is mutually beneficial for the sellers and the farmers.

Interviewing a person going to gym:

**a) How long are you working out and will continue using our website?**

Yes, so I've been maintaining my body for 1 year so I really found your website focusing on healthy food. I will surely continue for the next 3 months and even after that because they are much better than using artificial supplements.

**b) What is your thought on the organic food and what are various varieties you're looking for?**

Organic food is developed using natural compost manure and other methods, but not using artificial pesticides. Talking about the varieties, I'm just looking for protein supplements as they are useful for me.

**c) Will you be telling other people to use our service too?**

Of Course, I will. It is a good initiative by you people and farmers are directly getting profit. I encourage people to visit you.

**d) Do organic food and products really boost up disease resistance in humans?**

Yes, I think so because they are not grown with artificial inputs. So, there will be so many benefits and I think this is one of them.

**e) Does organic food help you to build muscles?**

Consuming more fresh produce, organic or conventional, such as spinach and other protein rich leaves has been a consistent link to build muscles.

**f) What do you think are the other ways to keep organic food in your budget?**

I think we can:

- a) Shop at Farmers Market
- b) Elimination of middlemen in the buying & selling cycle of these food products.

#### Interviewing a homemaker:

**1) What is the importance of healthy and fresh food in your life and will you continue to use our website?**

I am the one who takes care of the health of my family. It is very much essential to eat healthy, organic & nutritious foods as it helps us to maintain the proper balance of our body. Yes, we will be using your website since it helps us to find fresh food directly from the farm itself and at a very reasonable price.

**2) What is your thought on organic food and what are the various varieties you're looking for?**

I don't know much science behind it. I think it is food produced naturally. We look for healthy, nutritious, and organic produce straight from the farmers.

**3) Will you be telling other people to use our service too?**

Yes, definitely! We are often on the lookout for fresh and healthy produce straight from the farm and which has a value of money also. Your services make that possible and help us support the farmers.

**4) Do organic food and products really boost up disease resistance in humans?**

I believe in it because natural food has all the nutrients in it and eating them would boost our immune system.

**5) What do you think about the price of organic food products in the market?**

They are a bit high than the normal food products as they are produced naturally and had a good demand.

**6) What do you think are the other ways to keep organic food in your budget**

We can implement the following ways:

(a) Formation of farmer Markets where big and small sellers can purchase the fresh produce from the farm directly.

#### Interviewing an old age person

**1) What type of product are you looking on our website?**

We at this age mostly search for food which are easy to digest and do not cause any harm to our body as our body is more prone to disease. We want fresh vegetable and other things at affordable price.

**2) Is the website easy to use?**

Old people mostly don't know about how to use a website. What I suggest you to pls make your website portal as easy as possible so that less educated and old people can use it easily.

**3) What is your thought on organic food?**

Organic food has come in market now only but when we are young all the food and vegetable use to come fresh and were cheap also.

#### **4) What do you think organic food helps in maintaining good health?**

In recent time where all around we get the vegetable which is grown with the help of fertilizers and the packed food we get is full of adulterant so it is nice to go with organic vegetable and fruits.

#### **5) Do you have any better idea for our website?**

You can add each and every farmer with your website and make a call center where each person can contact and get their issue resolved.

You can make a committee of people who will go village to village to make people know about your website and also learn how to use it.

Please make the delivery as fast as possible.

Please try to employ the local people of that place.

### **PLAN OF ACTION**

After scrutinizing the feedback we have received from the prospective customers, we have considered factors like organizing, planning, controlling, and directing an organization's resources in order to achieve the objectives that is beneficial and friendly to the farmers and to our customers to have a continued service with us, the following have been noted down:

- Setting up local stores in the heart of the streets and places close to gyms, huge apartment complexes where people belonging to different category can buy stocks directly brought from the farms. Opening various shopping centers where all the raw material will be collected from the nearby villages and will be sold to the consumers.
- Working on an online application or a mobile application where people can order food directly and integrated with within a day door to door delivery system, where there will be the different channels of the distribution outlet. Most of the distributions will be done through the shopping points and the online home deliveries.
- Maintenance of good quality food as assured to the customers. Not only this, we must keep the products budget friendly. If we deliver a good quality of service then people tend to continue using our products more often. Our platform should be reliable and interact with the demands of the customers in a very positive way.
- We can organize gatherings of big as well as small sellers and farmers in the form of Produce Markets whose management can be ensured by our start-up. This ensures that there are no middlemen to eat up the profit of the hard-working farmers. This also ensures healthy farmer to seller interaction and farmers get the right price for their produce.
- The price of various products will be decided by a committee which will include a few farmers and the sales team of our company and a few local citizens. So that price should not be unfair for anyone in the deal.
- This will be a direct platform for the poor farmers and the needy consumers, who will be dealing among themselves to have all the satisfactions. There will be no commanding factor of government and any kind of trust. The prices will be low and the quality of product will be best and pure among all.

- Share your messaging with everyone. To start with individuals who may be a little more forgiving and honest before presenting to executives. Using every meeting to pitch people and ask questions. You want to gather as much info as possible here and root out any confusing or bad messages.
- Take the time to get the market ready. Careful observation regarding the SEO purposes and to establish our company as experts in the market. It'll also give you a chance to see what kind of content resonates prior to the launch, as well as help you surface any issues.
- Identify our goals and financial projections. Projections about income statements, balance sheets, cash flow reports, other accounting documents have to be managed and maintained. Making sure they are reasonable as well.

