



# Theodore Global On-Campus Internship Project

## Final Report

**Team Members:** Jeff Busath, Nick Engle, Seth Jensen, Nick Gallacher, Ethan Nelson

**Theodore Global Representatives:** Janet Theodore, Katey Horne, Richard Cooper

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## **I. Executive Summary**

During the fall semester of 2018, this team of interns, which includes Nick Engle, Jeff Busath, Seth Jensen, Nick Gallacher, and Ethan Nelson, have been working to assist Theodore Global, a British company that distributes Shloer, a sparkling grape juice, enter the American beverage market, starting in the state of Utah. Theodore Global's leadership has extensive experience in the UK beverage market and has enlisted our help in expanding their influence into the United States and understanding its diverse markets. We were given the specific tasks of getting people to hear about their beverage, Shloer, establishing a social media presence for Theodore Global, and finding potential stores where their products can be sold. We were also tasked with carrying out primary and secondary market research in order to help Theodore Global gain a better understanding of the beverage market in Utah as well as the rest of the United States.

As a team, we worked on a number of tasks that led to the completion of this project's overall goals. We organized a tasting event on BYU campus to both receive feedback from local consumers and instigate a "buzz" for the product on campus. We also carried out secondary market research in order to understand demographic influences of sparkling beverage purchasing, competing products, and consumer preferences in the United States. Additionally, we worked to establish Theodore Global's social media presence on Facebook, uploading high-quality content on a regular basis and creating a platform from which Theodore Global can generate more engagement online in the future. The last key deliverable we worked on was the creation of a detailed database of stores that Theodore Global might consider selling their product in as they begin entering the Utah market.

In addition to these tasks, we created a work plan using Tom's Planner to manage the completion of the project deliverables. We updated this plan throughout the semester as specific deliverables and deadlines changed according to the needs of Theodore Global and the team. This work plan outlined each key deliverable and broke it down into specific tasks with deadlines that guided us as we worked to complete the project.

We recommend, based on our primary and secondary research, that Theodore Global enter the United States market in the following order: first, sell products in independent stores in the Provo, Utah area; second, supply products through Associated Food Stores (AFS), a buying syndicate that operates in 8 states in the western United States; third, supply products to large chain stores throughout the United States. This recommended order of entry is based on our analysis of key factors involved in the supplying process, specifically the ease of entry, availability of substitutes, and market size. Independent stores are the easiest to enter; AFS then achieves a larger scale for Theodore Global, along with greater competition; and finally, large chain stores diminish competition, but are significantly more difficult to enter. By entering the market in this order, Theodore Global will be able to start selling their products quickly, while also having the opportunity to expand influence and diminish competition over time.

Along with this central recommendation, we have additional suggestions related to our other deliverables. We recommend that Theodore Global consider supplying catering firms with products, giving them access to events that attract their target market and serve as appropriate venues for people to consume Shloer. In terms of consumer preferences, we suggest that Theodore Global consider marketing Shloer as an "adult soft drink" in the U.S., communicating sustainability plans on their packaging, and implementing e-commerce as an option for consumers to access their products. As far as social media goes, we suggest continuing to post frequent content in order to generate a larger following of interested consumers.

## **II. Processes and Methodologies**

Throughout the project, a variety of processes and methodologies were employed to gather data for each of the individual tasks. Primary market research was done through Qualtrics surveys that were completed by consumers in person as well as on social media. For each of these surveys, the data was processed using Microsoft Excel in order to make it as effective as possible for our analysis. Secondary market research was carried out through general internet searches as well as through the utilization of various BYU business library databases. Through the use of these databases, useful information regarding consumer demographics, preferences, and competing products was made easily accessible to us.

Lastly, the creation of the store database was done through online research as well as over-the-phone inquiries and in-person meetings with individual store owners, whenever possible. Much of the desired information could be found on each of the stores' websites. Once this data was gathered, it was compiled onto a spreadsheet and relevant graphs were made using Microsoft Excel.

## **III. Techniques and Tools**

Many steps of this project were facilitated through the use of several tools and techniques. First, we used Qualtrics, a data analysis software, to create surveys for our primary market research efforts. This is a great tool and we recommend that Theodore Global continue to use it as they conduct future market research. Second, Microsoft Excel was extremely helpful for generating graphs and processing the data that we collected from these surveys and from secondary research. These graphs can be found in the appendix. Third, we used a number of BYU library databases to conduct secondary market research and supplement the general research that we carried out on the internet. Lastly, we used Tom's Planner, an online software, to create and update our work plan throughout the semester. In addition, Skype was used to hold meetings with Theodore Global representatives throughout the course of the project.

## **IV. Store Database**

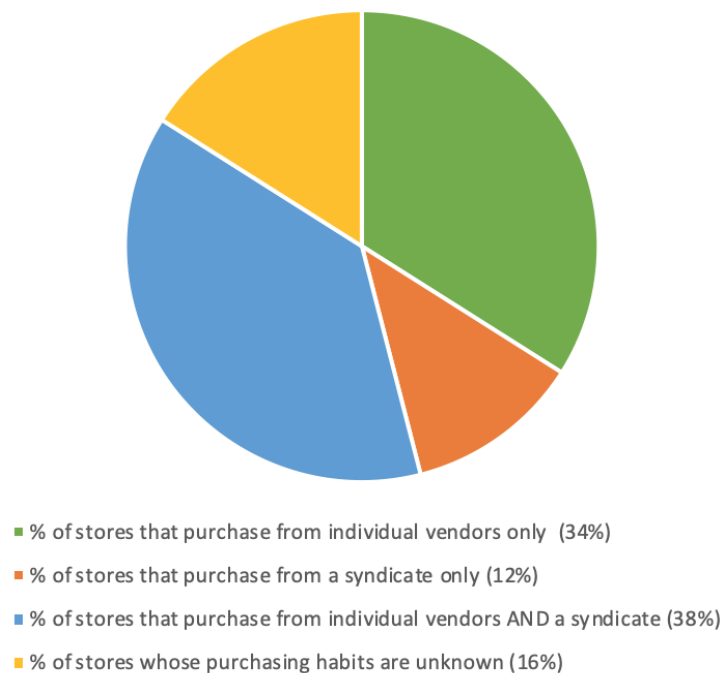
One of the main tasks that was assigned to us was to create a detailed database of local stores around the Provo, Utah area that Theodore Global might consider as potential locations to sell their products in. We were asked to gather as much information as possible regarding each of these stores' buying patterns by answering a set of questions. Do they currently sell similar products? What is the process for becoming a supplier for their store? What influences their purchasing decisions? Where do they currently purchase stock from? Are they interested in stocking Theodore Global's products?

The answers to each of these questions for every store are contained in the database spreadsheet and were found through research online as well as follow-up over the phone, wherever possible. In general, smaller/more local stores had minimal information online and had to be contacted over the phone, while many larger chain stores provided all information online and did not have available phone numbers for potential suppliers to seek additional information. The information required for becoming a supplier for each of these stores is outlined, in detail, in the database spreadsheet.

The database has been broken into three sections: Independent Stores, Associated Food Stores (AFS), and Large Chain Stores. The reasons why the stores have been sorted in this way will be explained in depth, but ultimately, this division was made based on factors that include the ease of entry, availability of substitutes, and market scale. Our recommendation for Theodore Global is to carry out the market entry in this order: independent stores, then AFS, and finally, large chain stores.

Before we discuss each group of stores in detail, an overall discussion of the purchasing behaviors of all stores in the database is in order. This information is conveyed in the figure below, entitled “Overall Behaviors of Stores in Database”. As expressed, we found that the largest portion of stores (38%) carry out their purchasing through both individual vendors and a buying syndicate, and the second-largest portion (34%) purchase from individual vendors only. The few remaining stores purchase supplies from only a buying syndicate (12%) or have purchasing habits that were unavailable to us (16%). This information is useful to Theodore Global because it tells us that they can participate in individual vendor transactions on a large scale in the short run and in the long run, will be able to access the largest group of stores by supplying through a syndicate.

Overall Behaviors of Stores in Database



First, the “Independent Stores” section primarily includes stores that have only one location and are located relatively close to Provo. After talking with a number of these store owners and comparing our findings from other stores, we think that these are the best options for Theodore Global to pursue in the near future. One reason for this is because of the fact that entry into these stores is contingent upon the decisions of solely the owners. These stores also tend to purchase their supply from individual suppliers, not a buying syndicate. So, for these two reasons, it will take significantly less time to get products on shelves in these stores than in larger chains.

By starting with these independent stores, Theodore Global can get its product in the market as quickly as possible and develop a following among local consumers before entering larger chains. Additionally, we found that the owners of independent stores were much more open to doing a collaboration/tasting event in their stores than most of the other, larger stores. We know that Theodore Global wants to get more local people to try their products, so this is a great way to make this happen.<sup>1</sup>

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<sup>1</sup> When the time comes to do more taste tests, the database spreadsheet indicates which stores have interest in doing a collaboration.

Although the quantity of products being sold in these independent stores will be much lower than in larger stores, there is certainly value in selling products in these small stores, at least in the short term.

The second section, “Associated Food Stores”, includes stores that are affiliated with Associated Food Stores (AFS), a retailer cooperative (buying syndicate) that supplies over 400 retailers in 8 states of the western U.S., including Utah.<sup>2</sup> As outlined in the database, AFS has 5 corporate-owned chains that operate in these states, but also supply a large number of stores that are privately owned and simply members of AFS. As we researched about and spoke with these private stores, the general trend that we found was that they are willing to purchase stock from individual suppliers, but prefer purchasing through AFS. We think that Theodore Global should become a supplier for AFS shortly after entering independent stores because it will allow them to enter a larger number of stores and reach a wide variety of consumers through only one application process. From what we have gathered, the process to become a supplier for AFS is fairly straightforward.<sup>3</sup>

If Theodore Global has an interest in becoming a member of AFS, they will have to complete an online application and vendor profile. From there, additional information about their products will be collected and they will be guided through the rest of the process. We have tried asking for more specifics about this procedure but were unfortunately unable to reach a representative of AFS. However, we were able to ask some store owners about AFS, and they told us that one important step in the application process for suppliers is to confirm that a certain number of AFS stores have an interest in selling your product before it becomes available through AFS. Then, once the product has been approved, it is considered a “new product” in their supply system.

A large number of stores, I discovered, participate in AFS’s “new product” program, through which they automatically receive a shipment of new products, without having to specifically look for or order them. This is great because Theodore Global will then automatically enter these stores without having to speak directly with each individual retailer.

Lastly, one owner told me that AFS is a great option for suppliers, but only if they think they will be able to sell at a large enough scale to cover the relatively high slotting fees. Overall, we think that Associated Food Stores is a great opportunity for Theodore Global to enter a large portion of the U.S. marketplace, while also avoiding the application-process hassle associated with becoming a supplier for a large number of separate stores.

Finally, “Large Chain Stores” make up the third part of the database. This portion includes retail giants that have a presence throughout the United States as well as sizable chains that are relatively local but not affiliated with AFS. We think that these stores are a great option for Theodore Global to pursue as they focus their efforts on expanding their market influence beyond Utah and into the rest of the United States. Due to the sheer size and more specific supplier standards of many of these stores, such as Costco, Walmart, and Target, becoming a supplier for them will be a longer and significantly more tedious process. For this reason, we suggest entering these stores last, after first establishing Theodore Global in independent and AFS-affiliated stores in Utah.

Beyond the distinct discussions of the entry processes for AFS and the large chain stores, a comparison of the level of competition in these two groups of stores is in order. The diagrams below display the number of competitive products available in each store for both AFS and large chain stores.

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<sup>2</sup> Information collected from [afstores.com](http://afstores.com)

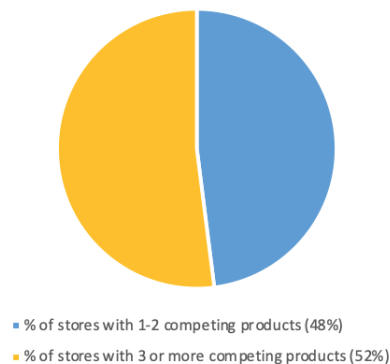
<sup>3</sup> Specifics regarding all of this information are outlined in the store database spreadsheet.

As shown, a close majority of AFS stores (52%) have 3 or more products that compete with Shloer, with the remaining minority (48%) stocking only 1 or 2 competing products. On the other hand, the majority of stores in the “Large Chain Stores” section (67%) have only 1 or 2 products that would compete with Shloer, while the remaining minority (33%) have 3 or more competing products. This information tells us that Shloer will definitely face greater competition in AFS stores than they will in large chain stores.

Despite these findings, Theodore Global should not be deterred from supplying to Associated Food Stores. We believe that the main reason for the disparity of competition between these two groups of stores is the difficulty of the entry process for large chain stores. Because large chain stores tend to be more selective about the products they stock, there are bound to be fewer available substitutes. So, while Theodore Global would face lower competition in large chain stores, the process to become a supplier for these stores is much longer and more complicated than for AFS. But, this means that the opposite is likely true for AFS: because of the availability of so many substitutes, AFS is less selective and is more open to purchasing new products than large chain stores are.

Ultimately, although Theodore Global will face more competition in AFS stores, we think they should supply to them before large chain stores, because of the relative ease and speed of entry. Then, in the longer term, we suggest that they pursue these larger stores, where they will be able to compete with fewer substitute products.

AFS: Amount of Competitive Products in Each Store



Large Chain Stores: Amount of Competitive Products in Each Store



In conclusion, our recommendation for Theodore Global as they work to enter the U.S. market is to start with local independent stores in Utah, then enter Associated Food Stores, and eventually expand into the rest of the United States through larger chain stores. By doing this, Theodore Global will be able to reach a sizable amount of consumers in a short amount of time, while also allowing room for steady growth in the future and decreasing competition against substitute products over time.

### Event Calendar

We also, as per request, began working to find events happening in Provo and Salt Lake City for the next 6-12 months and put together a detailed calendar for Theodore Global. However, after looking through many calendars, we found that, at least in Utah, events aren't planned very far in advance, making this type of event calendar very difficult to make. So, we shifted our focus in order to still add value to Theodore Global's market entry efforts in the best way that we could. As a result, we found that

catering companies, specifically those who serve food and drinks at high-end venues, provide the right setting and target audience for Shloer. In addition, we think that comedy venues might be great places to reach Theodore Global's target audiences.

As far as future taste test events are concerned, we gathered the necessary information for holding such events at Utah Valley University, University of Utah, Brigham Young University, and local stores in Utah. These venues and catering companies would provide an excellent opportunity to reach out to the people of Utah at a time and place where they will be best received. Whether at a wedding or at a business luncheon, Shloer would stand out during events that are organized by these catering companies. Comedy venues were also chosen as they usually sell food and are a fitting environment for Shloer. Lastly, collegiate venues were also included in case Theodore Global wants to conduct additional primary research on the tastes, preferences, and buying habits of consumers in the Utah market.

## **V. Market Research**

This internship project had a lot of market research that needed to be conducted in order to obtain the desired results for Theodore Global. We as a group were charged with the task of helping lay the groundwork for the launch of Shloer, Theodore Global's signature sparkling juice drink, to the United States market. Theodore Global has selected Utah as the location in which they will plan to launch the product, and with that, we have been asked to create a "buzz" around it in the local market.

Before we were able to give recommendations on how to most effectively launch Shloer into the Utah market, we had to hone in on important questions such as: Who is the target consumer? How do we most effectively advertise to him/her? What are his/her interests, pain points, needs and wants? For what prices are similar products selling in the area? Are there any local stores that can sell our product? What are consumers willing to pay for Shloer?

For the market research portion of this project, we were able to find a majority of the relevant information used from Nielsen. We specifically found some pieces of information that we feel are especially relevant and useful for Theodore Global. First, the demographic that buys the most sparkling juice drinks are in the 35- to 50-year-old age range with older children at home. However, that statistic is a national average, and may be skewed within Utah, and more specifically within our college town of Provo, for both of which we were unable to find specific demographic data on buying habits of sparkling juice drinks. Second, the average price of similar products sold in the United States is around \$3.10 for a 25.4-oz bottle.

In addition, we carried out market research in regards to consumer preferences throughout the United States.<sup>4</sup> We found that American consumers are starting to demand more products that are organic, natural, and healthy, with 69% of millennials changing their buying habits to avoid products with artificial ingredients. Tied into that, consumers are also drinking significantly less alcohol, with 75% of millennials limiting their consumption of alcohol and 59% of all consumers expressing concern about excessive alcohol consumption. Consumers also care about the sustainability of product packaging, with 70% of shoppers believing that healthy products should use healthy packaging. They also care about companies' conservation and sustainability plans and like to see these plans honestly expressed and easily accessible on the packaging. Additionally, 73% of millennials want their products to have completely recyclable packaging. Another growing trend is a demand for individual-sized packaging, for convenience and

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<sup>4</sup> The sources of all statistics shared can be found in the market research report in the appendix.



on-the-go consumption. Lastly, we found some helpful information that pertains to online grocery shopping. Currently, 76% of food and beverage companies have implemented or plan to implement e-commerce in the near future. Online shopping also presently accounts for 36% of specialty food and beverage sales, and the industry is expected to grow from \$150 billion to \$334 billion by 2022. However, online shopping tends to be significantly less popular among college students.

Based on this research, we suggest that Theodore Global consider marketing Shloer as all-natural and as an “adult soft drink” when entering the U.S. market. We also suggest that they consider communicating the sustainability plans on their packaging. Finally, we recommend implementing e-commerce as an option for consumers to access their products.

We were also able to construct, run, and gain analysis from two surveys designed to convey consumers’ preferences with regard to Shloer and other fizzy drinks. One was a survey implemented on social media and one was used during our taste testing event, providing key primary data for the company. During our taste testing event, the average score out of 5 for taste was a 4 (good), the average college student drinks 1-2 carbonated beverages per week, and most were undecided as to whether or not they would substitute Shloer for their usual soft drinks, knowing that it was healthier for them. This is discussed more in the following section. Along with that, on average, respondents noted that what they eat/drink being made with all-natural ingredients was moderately important. We also found that the fact that Shloer is from the UK did not have a profound impact on whether or not people would buy the drink or not.

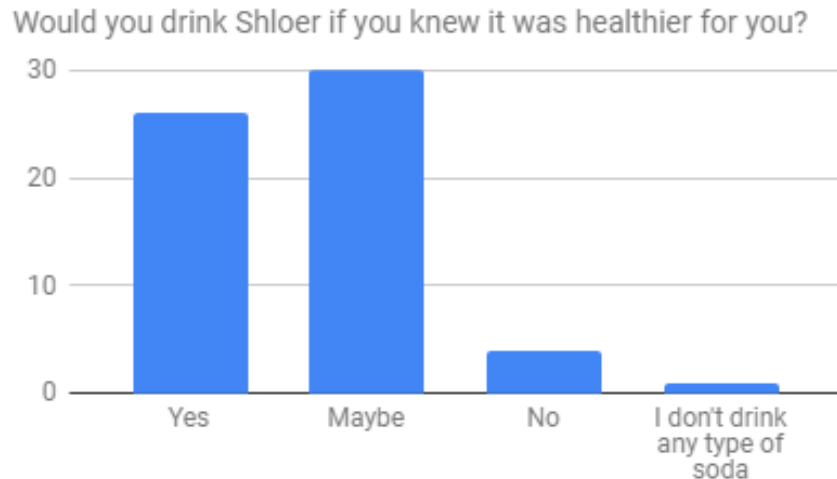
Recently, we have been focusing on Theodore Global’s Facebook presence. The page itself is still developing, having only 8 likes in total. However, we have been working to change that by finding and posting content that is engaging, uplifting, and congruent with Theodore Global’s values of family and all-natural ingredients. We are also looking to follow similar/complementary pages and public influencers that could help us to increase Theodore Global’s brand presence online.

## **VI. Taste Test and Vox Pops**

### **Taste Test**

As an intern group, we were asked to schedule and run a tasting booth event at BYU. There were a few delays in terms of getting the booth set up, but we were able to have the event on October 23rd. It took place in the Wilkinson Center, a popular location on campus. As BYU does not allow companies to advertise on campus, we were unfortunately prohibited from using the banner provided to us by Theodore Global. Instead, we had a small sign that read “BYU Marketing Research” and displayed bottles of Shloer on the table for people to see.

We had 61 people try Shloer and we were able to speak with many of them individually about the product. The data collected gave us great insight into BYU students’ preferences for sparkling grape juice, but more primary research in the future would certainly be beneficial to Theodore Global. Our data suggests that the majority enjoyed Shloer and about half would be inclined to purchase it after discovering that it was made with healthier, all-natural ingredients. We also observed that the majority of people preferred the red grape flavor over the white grape and rosé.



The graph above shows that the majority of people were unsure if it would influence their decision, whereas the next largest group was far more likely to buy it, knowing that it had increased health benefits in comparison to other soft drinks.

### Vox Pops

In coordination with our efforts to “spread the buzz” and provide ways to promote Shloer, we collected raw footage of students tasting the drink, primarily using the red grape flavor, due to its established popularity. We found, in addition to our findings at the tasting booth that we hosted, that many people enjoyed the drink, with varying levels of satisfaction (varying from extreme satisfaction to neutral satisfaction outliers). After recording 20 students, we took the footage to create a compilation video to be used for any purpose. In coordination with the video, we pulled some key quotes to be used for any purpose. The raw footage has been put in Dropbox, and the video uses music from <https://www.bensound.com>.

## **VII. Social Media Efforts**

Recently, we have been charged with the task of finding/creating, and posting on Theodore Global’s social media pages (Facebook and Instagram) in order to secure a more effective online brand presence. Previously, Theodore Global was not involved very highly on social media and was thus losing precious advertising space and customer engagement. We have been aiming to post three to five times per week in order to help promote the brand online and increase consumer awareness.

These posts don’t specifically have much to do with the Shloer drink or any individual product of Theodore Global’s in and of itself, but rather we look for uplifting and shareable content in order to simply increase the number of consumers who are aware that the brand exists and shares many of the same values: family, wholesomeness, compassion, inclusivity, and service. We feel that by continuing to post content like that of what we have been aiming towards, and perhaps in the future sponsoring those posts and/or taking out paid ads on Facebook and Instagram, Theodore Global will earn a firm spot in the consumer’s mind as a brand that not only loves what they do but love to serve their customers with the best products they can.

Additionally, during our research of other comparable companies' social media accounts, such as Martinelli's or Welch, we found that each of their posts included an image of the brand logo and/or the product. We believe that increasing the number of posts that contain product-relevant content will assist in securing higher social media engagement and helping consumers understand what Theodore Global stands for alongside their products.

### **VIII. Conclusions and Recommendations**

Throughout this project, we have been working on a number of deliverables, so we have specific recommendations for Theodore Global that pertain to each of these tasks. In this section, we will summarize the key recommendations that have been discussed in greater detail in previous sections.

In terms of our findings through the creation of the store database, we recommend that Theodore Global focus their efforts in the short term on entering local, independent stores first, because of the relative ease of entry into these stores. Managers of these local stores have stated generally that they would be willing to sell the product if a representative or salesman spoke with them directly, whether over the phone, or preferably in person, and could answer questions regarding distribution, delivery, terms of payment, and plans to make the product sustainable in the consumer market. Then, after having established themselves in the local market, grow their influence by becoming a supplier for Associated Food Stores.

Finally, in the long term, as Theodore Global looks to expand into the rest of the United States, we suggest that they enter larger chain stores that operate on a much larger scale. Through this order of market entry, Theodore Global will be able to access their target consumers as quickly as possible, while also leaving the potential for long-term growth and diminishing levels of competition. We also recommend that Theodore Global sell Shloer through catering services in order to get their products in the eyes of the public in a fitting setting.

In relation to our market research, we recommend starting out by selling the red grape flavor of Shloer. We found through our tasting booth and the Vox pops taste trials that potential consumers preferred the red grape flavor. Furthermore, based on the conducted primary research, we found that American consumers largely base purchasing decisions on taste, more than any other factor. Future marketing practices should focus on this facet of the product.

Finally, based on what we have seen in Shloer's social media presence, we recommend that future posts be focused on Theodore Global's brand image and include their products in the pictures that are posted. During our research of other comparable companies' social media accounts, we found that each and every picture posted included the brand logo and/or the product. We believe that increasing the number of posts that contain product-relevant content will increase the chances of higher social media engagement and help consumers understand what Theodore Global stands for, while also being exposed to their products. We also suggest creating some sort of banner and/or static ad for Facebook and paying to promote it on the site. This will help broaden Theodore Global's reach to more than just those who follow the page.

### **IX. Multiple Solutions**

The recommendations discussed in the previous section outline what we believe to be the best course of action for Theodore Global. We created these recommendations after carefully considering and analyzing a number of possible alternatives. In this section, we will discuss these alternative solutions so

that the representatives of Theodore Global can have the opportunity to consider these options for themselves.

In regards to entering stores in Utah and the rest of the United States, our final recommendation was to enter in three stages: independent stores, then Associated Food Stores (AFS), and finally, large chain stores. The reasons for choosing this solution as the final recommendation have been discussed in detail in previous sections. However, along the way, we considered a couple of other alternatives. One such alternative was to suggest entering AFS and large chain stores immediately, and not entering local independent stores at all. Our thinking in support of this option was that the quantity of product sold through these small stores might too small for it to be worth Theodore Global's time and effort.

Instead, we thought it might be better to go straight to AFS and large chain stores, in order to achieve a significant scale of output from the start. We eventually ruled this alternative out because we think there is also a great benefit to selling products in local independent stores, despite the expected low quantity sold. First, the process for supplying these stores is much simpler than for AFS and large chain stores, allowing Theodore Global to get products on shelves as quickly as possible. This way, Theodore Global can start generating a following for Shloer among consumers earlier, instead of waiting to start their market entry with AFS and large chain stores.

Second, we think that the potential collaboration opportunities with these independent stores will be extremely valuable for Theodore Global as they work to generate more interest among local consumers and, if necessary, conduct more market research. Another alternative solution we considered was disregarding AFS because of the high level of competition with Shloer, and going straight to large chain stores. We decided, however, that AFS would a valuable opportunity for Theodore Global to become established in Utah and the surrounding states, seeing as AFS heavily dominates grocery stores in this region of the United States. Because Utah is Theodore Global's target market entry point for the U.S., it makes sense to do all that they can to reach this group of consumers. So, although they will face more competition in AFS, there is value in selling products through this syndicate, as opposed to going straight to large chain stores.

In addition, regarding the event calendar, we had the option of spending countless hours trying to make it, even though it would be largely incomplete and unhelpful, due to the inaccessibility of event information this far in advance. However, we came across the option of using catering services as a means to get to events that were well-suited for Theodore Global's brand image. Therefore, we decided to go with this alternative because it used our time more efficiently and added a similar amount of value that an event calendar may have been able to.

## **X. Impacts and Outcomes**

We have worked throughout this fall semester and we believe that what we have delivered has provided value to Theodore Global. First, we have compiled primary and secondary research showing what America is looking for in a beverage. Through our analysis of this market research, we found that many of the important factors have already been incorporated into Theodore Global's current product, Shloer. This market research has been documented and recorded in the appendix.

Second, our team has identified about 50 stores, ranging from small, independent stores to chains that span the western United States, that Theodore Global can supply Shloer to. This list of stores is compiled in a store database, included in the appendix section of this report. Also included in the

appendix is a list of catering companies that would be able to bring Shloer to the target audience in an optimal environment. This is labeled “Events Calendar”, and also includes comedy and collegiate venues.

Third, we promoted Shloer through a tasting booth held on BYU campus and supplemented this research by videotaping the reactions of people on campus trying Shloer. Lastly, our team worked to establish Theodore Global’s social media platforms to help expand its online influence. The efforts already put forth can be built upon to grow this influence in the future. We feel we have created a valuable impact for Theodore Global that can be used as they continue to enter the U.S. market.

## **XI. Next Steps**

Moving forward, in terms of implementation of these recommendations, we would first suggest that Theodore Global begin to contact stores and catering firms about supplying them with Shloer as well as start the formal processes for becoming suppliers for AFS. If Theodore Global feels that more primary research is needed, the University of Utah, Utah Valley University, and Brigham Young University are great options for holding tasting events. We also recommend the implementation of high-quality posts on social media platforms, such as Facebook, Instagram, Twitter, etc., as well as the usage of static ads on websites and social media websites, following the guidelines brought up in the conclusions and recommendations section.

## **XII. User’s Guide**

### **Store Database Spreadsheet**

The store database we created was intended to outline all of the information that Theodore Global might need as they work to enter stores in the United States. This database has been compiled into a spreadsheet, which can be found in the appendix. It has been broken into three sections: Independent Stores, Associated Food Stores, and Large Chain Stores. These sections go along with the order of market entry that we have recommended to Theodore Global. As such, the stores we think Theodore Global should enter first are contained in the first section, then the second group of stores that should be entered are contained in the second section, and so on. When Theodore Global begins the process of supplying products to the stores in the database, the contact information, buying processes, purchasing influences, interest levels, etc. of each store is easily accessible. This spreadsheet can be edited or added to as new information comes to light or additional store opportunities present themselves.

### **Event Calendar**

The event calendar is more similar to the store database than a calendar of events. As described earlier in the report, the calendar changed from being focused on specific events and evolved to focusing on ways to get into events that are not usually publicly advertised but are a better fit for Shloer. The spreadsheet focuses on caterers with inclusions of comedy and collegiate venues. The location listed is where the catering firm is based out of or is the location of their main venue. The phone number and the website are for general use. The included email is specifically for asking questions and does not represent a personal email. The comedy venues’ addresses are where the venues are located. However, we could not find contact information for some of these venues and would encourage personal visits to them. Otherwise, the contact information should be used to ask the necessary questions. Lastly, collegiate information refers to general information found on the schools’ websites. Be aware that Brigham Young

University has a strict policy regarding advertising and the other two schools on the spreadsheet request a booking fee for events such as tasting booths.

### **XIII. Appendix**

The appendix contains the following resources:

1. Store database spreadsheet (20-26)
2. Graphs displaying store database analysis (27-29)
3. Catering information (30)
4. Market research report for consumer preferences (31-36)
5. Midterm report presentation (i.e. tasting booth survey questions/results) (37-55)
6. Raw data from tasting booth survey (56-57)
7. Updated work Plan (58)