

MARKETING PLANS

THE FOUR P's

NSW SYLLABUS LINKS

FOOD TECHNOLOGY STAGE 6 SYLLABUS (2013)

Marketing plans

- Product planning
- Price structure
- Place and distribution system
- Promotional program



MARKETING PLANS

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THE FOUR P's

ACTIVITY

1. **Identify** the four P's of marketing.

- _____
- _____
- _____
- _____

IDENTIFY

Recognise
and name

2. Using your knowledge of the four P's and the scaffold below plan suitable strategies for the following product scenario below.

Pepsi is planning to team up with **Haribo** to create a *Gummy Bear* flavoured drink. They are aiming to increase their market share by targeting adolescents and young adults. This brand extension's goal is to raise company profitability and regenerate a loyal consumer base towards both brands (Pepsi and Haribo).

Product Planning:

3. Brainstorm ideas for the product creation.



pepsi



Gummy Bear
Flavoured Pepsi

**IDENTIFY**

Recognise and name

4. **Identify** the target market of the product (e.g. adolescents).

5. Research the target market and **identify** three product qualities that would make the product appealing to this demographic of consumers.

6. **Identify** the location of the product in the store and the reasons why it is located in this position.

7. **Identify** the physical qualities of the new food product, then draw it in the box below.

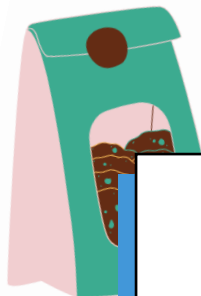
Taste _____

Texture _____

Shape _____

Size _____





8. **Identify** the physical qualities of the packaging below (e.g. sustainable, size, material) and why this is suited to both the brands (Pepsi and HARIBO).

IDENTIFY

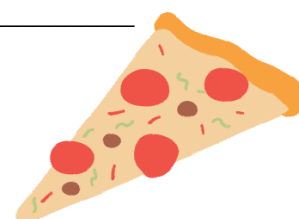
Recognise and name

Price structure

9. **Identify** two potential pricing strategies appropriate to the new food product. **Justify** your reasons with examples.

JUSTIFY

Support an argument or conclusion

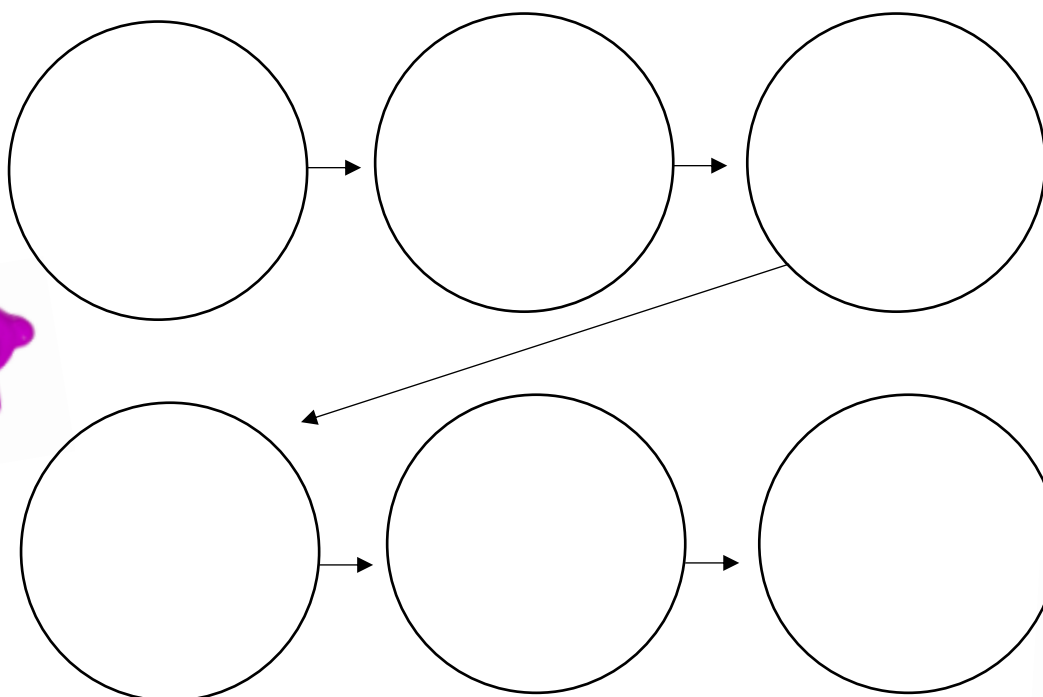


Place and distribution system

10. **Identify** the place of production and distribution system by completing the diagram below.

IDENTIFY

Recognise and name



DESCRIBE

Provide characteristics and features

11. **Describe** the most appropriate distribution channel (e.g. exclusive distribution).



IDENTIFYRecognise
and name

Promotional program

12. **Identify** an appropriate advertising campaign based on your target audience. (E.g. *Algorithm targeted social media campaigns might be more suitable for young adults. TV commercials might be more suitable to older consumers based on the time of day.*) Sketch an advertisement in the box below.



Using your knowledge of the four P's and the scaffold below plan suitable strategies for the following product scenario below.

Doritos are teaming up with **Ingham's**. They are going to create a Doritos flavoured chicken nugget. They would prefer to sell this as a frozen product as this is a trending market due to convenience and the rising popularity of bulk storage. Therefore, this must be stored and distributed in the frozen section.

Product Planning:

a. Brainstorm ideas for the product creation.

**Doritos Flavoured
Chicken Nuggets**



IDENTIFY

Recognise
and name

b. **Identify** the target market of the product (e.g. *adolescents*).

c. Research the target market and **identify** three product qualities that would make the product appealing to this demographic of consumers.

d. **Identify** the location of the product in the store and the reasons why it is located in this position.

IDENTIFY

Recognise and name

e. **Describe** the physical qualities of the new food product below.

DESCRIBE

Provide characteristics and features

Taste

Texture

Shape

Size

f. **Identify** the physical qualities of the packaging below (e. g. sustainable, size, material) and why this is suited to both the brands (Doritos and Ingham's).



Price structure

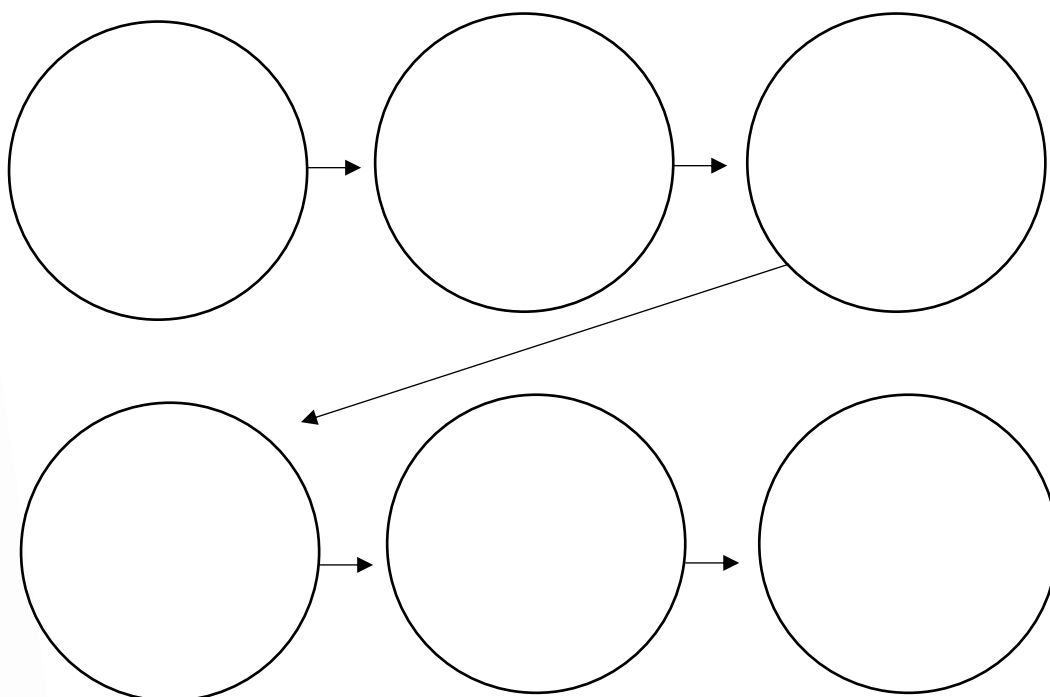
g. **Identify** two potential pricing strategies appropriate to the new food product. **Justify** your reasons with examples.

JUSTIFY

Support an argument or conclusion

Place and distribution system

h. **Identify** the place of production and distribution system by completing the diagram below.



IDENTIFY

Recognise
and name



DESCRIBE

Provide
characteristics
and features

i. **Describe** the most appropriate distribution channel
(e.g. *exclusive distribution*).

IDENTIFYRecognise
and namePromotional program

j. **Identify** an appropriate advertising campaign based on your target audience. (E.g. Algorithm targeted social media campaigns might be more suitable for young adults. TV commercials might be more suitable to older consumers based on the time of day.) Then draw an advertisement in the box below.

