

**BADM520: FINAL REPORT
MARKETING PLAN
TEAM 27**

Tupperware®



Team Member Contribution

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1. Executive Summary

Tupperware provides various home-related products, including kitchenware, food containers, water bottles, for household or busy working professionals who want to preserve their food in a high-quality and convenient way.

In the changing consumer environment, Tupperware faces serious challenges. Shares of the company's once-iconic storage container have fallen a staggering 90% in the past year. Tupperware is grappling with the conundrum of attracting younger consumers and retaining its network of sellers.

Our proposal solution is changing the distribution strategy so that younger consumers are exposed to Tupperware products more. Need to focus on frequently used social media platforms, E-commerce, and large retail stores to attract more customers.

Tupperware's marketing mix (4ps) approach comprises expanding its product line with containers that are airtight, safe for use in microwave and dishwasher, freezer-safe, leak-proof and durable, all while maintaining an emphasis on quality and innovation. They intend to keep a presence in a variety of retail channels, such as large grocery stores, retail stores, and wholesalers, in order to capitalize on the premium image that they have established for themselves. In terms of marketing, Tupperware will connect with customers through social media platforms and word-of-mouth by developing material that is visually appealing and encouraging customer advocacy.

Implementation plan will consist of five parts, including initiation, preparation, execution, evaluation, and conclusion. During the planning stage, cross-functional teams are put together to look over poll results and make detailed plans. During the most important phase, "execution," people work together to start marketing campaigns, open up more channels of distribution, and improve teamwork. Evaluation and control are done all the way through the execution phase to keep an eye on progress and make any changes that are needed. The plan ends with a full analysis of the results, feedback, and future development possibilities. This is done to figure out how effective the plan was in improving Tupperware's market position and performance.

By combining Implementation and Marketing Mix, our marketing plan objective is to increase online revenue by 20%, 25% in the second year and 30% in the third year. The offline sales strategy is to cooperate with some supermarkets, and we plan to increase offline sales by 10% in the first year and Increase by 5% per year thereafter.

2. Introduction

The history of Tupperware is characterized by a significant degree of innovation. In 1946, Earl Tupper, a chemist, introduced a groundbreaking innovation in the form of plastic containers that were both lightweight and possessed an effective airtight seal. This invention had a profound impact on the field of food storage, leading to a significant transformation in this domain. Tupperware parties emerged as a venue for showcasing the practicality of the containers, however the rate of customer adoption was initially sluggish. In April 2023, the corporation disclosed a significant revelation, indicating that its continued operation was at risk due to questions around its ability to sustain itself as a "going concern" without additional financial support. The significant decline of 90% in share value over the past year served as a stark illustration of the severity of the issues at hand. The current trend among consumers indicates a reduction in their expenditure on household items, posing a challenge

for Tupperware in terms of attracting a younger demographic while simultaneously maintaining its existing sales network.

3. Analysis

3a. Situation Analysis

Company

Tupperware, a globally renowned brand, has established itself as a leader in the household industry via its pioneering advancements in kitchenware that are in line with a steadfast commitment to sustainability, convenience, and preservation of freshness. The renowned brand has effectively established its standing by employing a comprehensive approach that not only acknowledges its historical roots but also demonstrates flexibility in response to changing market dynamics.

The core of Tupperware's achievement lies in its strong capabilities, which are supported by its production proficiency and a streamlined supply chain. This capability allows the company to offer a wide range of products, encompassing both traditional and long-lasting kitchenware that has been present in households for many years, as well as contemporary food containers designed to meet the needs of current lives.

Tupperware's business model is founded upon the establishment of well-defined and purposeful objectives that are characterized by clarity and strategic intent. These objectives involve not only the attainment of financial growth and income production, but also the pursuit of an increased market share and a long-term dedication to sustainability. Through the consistent achievement of these objectives, Tupperware ensures its customers that their trust will be consistently reciprocated with goods that prioritize freshness, quality, and convenience.

The long-lasting impact of Tupperware is a demonstration of its adaptability and progressive mindset. As it undergoes ongoing development and adjustment in response to the dynamic terrain of consumer demands, it remains a reliable ally for clients in search of inventive food storage solutions. Tupperware's steadfast dedication to delivering fresh, top-notch, and practical solutions is influencing the trajectory of kitchenware and food storage, guaranteeing its enduring status as a cherished home brand for future generations.

Customers

It is essential to our study that we have a solid understanding of Tupperware's client base. Our core demographic of our target audience consists of individuals between the ages of 21 and 35. This group includes students, working professionals with busy schedules, and homemakers and housewives who place a high value on the quality and convenience of kitchenware products. In addition, our target audience is individuals who are interested in purchasing our products online. These discerning customers are actively looking for benefits such as the maintenance of the food's freshness and the ease of transportation. The market for food storage containers is already rather sizable, and there are encouraging possibilities for its continued growth, particularly among customers who are ecologically conscious and who belong to the Gen-Z cohort. This customer demographic displays a desire to devote a greater proportion of their financial resources to purchasing environmentally friendly goods. Customers constantly indicate their choice for Tupperware items by their purchase behavior, which

demonstrates that preference. Depending on the characteristics of the product, the decision-making process could include input from both the people who actually use the goods and the household members who make the decisions. Information is obtained by our clientele from a variety of sources, including online reviews, verbal endorsements, and product exhibitions. The frequency with which customers make purchases can vary; despite this, our major goal is to foster customer retention through the use of complimentary memberships, targeted follow-up, and promotional activities. In response to the ever-shifting preferences of customers, the preferred distribution channels for retailers now include both traditional retail locations like brick-and-mortar stores and online platforms.

Competitors

Competitor analysis is critical in understanding the external environment in which the firm operates. This analysis involves knowing the competitors' strengths, weaknesses, positioning, products, market share, and upcoming initiatives. This should be done for actual and potential competitors.

Amongst the huge market of household products, here are few competitors of Tupperware that have come to light:

Rubbermaid:

Rubbermaid is known for its vast product portfolio and is a leading manufacturer of household products, including storage containers, food preparation tools, and outdoor furniture. The company is known for its durable, high-quality products that are designed to make people's lives easier. Rubbermaid comes with a diverse range of benefits including its strong brand reputation known for high quality and durable products. It also offers a wide range of products catering to different needs, from storage containers to food preparation tools to outdoor furniture. It has a vast global reach with products being sold in over 100 countries around the world. Rubbermaid is constantly innovating and developing new products to meet the ever evolving needs of its customers. However it faces a backlash in areas like being heavily priced and having a limited product selection in some categories.

Pyrex:

Pyrex is a brand of borosilicate glass that is known for its durability, heat resistance, and chemical resistance. It is commonly used for kitchenware, such as baking dishes, measuring cups, and storage containers. Pyrex has also expanded in laboratory glassware and other industrial applications. Pyrex also has some weaknesses, price being one of them, Pyrex products are often more expensive than similar products made from other materials, such as plastic or tempered glass. Second would be weight, Pyrex is a heavier material than plastic or tempered glass, this can make it difficult to handle. It is being observed that Pyrex is susceptible to thermal shock, which can occur when a hot dish is suddenly cooled or a cold dish is suddenly heated. This susceptibility raises concerns about the durability and safety of Pyrex products.

Pampered Chef:

Pampered Chef is one of the emerging competitors of Tupperware. Pampered Chef is a direct sales company that sells kitchen tools and food products. Pampered Chef products are designed to make cooking easier and more enjoyable, and the company's cooking demonstrations are a fun way to learn new recipes and cooking techniques. Pampered Chef consultants host in-home cooking demonstrations where they teach customers how to use Pampered Chef products and prepare new

recipes. This is a great way for customers to learn new cooking skills and to try out Pampered Chef products before they buy them. The complete home-focus model of Pampered Chef can be a drawback for customers who are not actively willing to host or attend home parties.

Collaborator

Collaborators are the external stakeholders who team up with the organization in a mutually beneficial partnership. Agencies, suppliers, distributors, and business partners are typical collaborators. It is important to understand their capabilities, performances, and issues to identify business problems better.

Tupperware's strategic collaborations with both retail giants and wholesalers present a potent avenue for expanding its market reach and appealing to a broader demographic. Partnering with renowned retailers provides Tupperware access to a diverse customer base, broadening its market presence significantly. Additionally, collaboration with wholesalers facilitates bulk sales, contributing to increased revenue generation. In line with this expansion strategy, Tupperware should actively seek out retailers that resonate with a younger audience, further diversifying its customer base and catering to evolving consumer preferences.

A noteworthy example of Tupperware's collaboration strategy is its partnership with Vera Bradley, a renowned brand recognized for its vibrant, quilted cotton luggage, handbags, and backpacks. This limited collaboration resulted in the creation of an exclusive collection comprising on-the-go, reusable food and beverage products. The collection introduced two new patterns in food and drinkware containers, showcasing the brand's commitment to innovation and unique consumer experiences. Such limited-edition collaborations not only drive brand engagement but also foster lasting impressions on consumers, reflecting Tupperware's dedication to staying relevant and memorable in a dynamic market landscape.

Collaborating with electronics companies can be a lucrative venture for Tupperware, especially given the current preference among younger consumers for tech-savvy electronic products. This strategic partnership opens up possibilities for innovative offerings such as electronic tiffins, smart water bottles, and other connected kitchenware. These additions not only cater to the evolving needs of the younger demographic but also have the potential to significantly enhance their kitchen experiences, making meal preparation and storage more convenient and efficient. In doing so, Tupperware can further solidify its relevance and competitiveness in a market where technology and convenience resonate strongly with the younger consumer base.

Context

As technology advancement continues to grow in time, methods and strategies need to ride along with the change in order to sustain. Back in 1950's and 1960's, post World War II, the Tupperware Parties helped mainly women who are mostly homemakers and housewives to have a "job" through the direct selling multi level marketing strategy (Blakemore, 2019). However, that strategy started to become stagnant in the 1980's and 1990's and Tupperware did not move away from that method which started its downfall (Kavilanz, 2023). Currently, a huge percentage of women are employed to work "outside" of their house and this has a major impact on the direct selling strategy as more people are not staying at home most of the time.

Technology advancement contributed majorly in innovating a more effective and efficient business strategy as 93% of the United States adults are using the internet (McCain, 2023). By utilizing the current platforms that the Millennials and Generation Z are mostly on, Tupperware will potentially be able regain its strong position in the market by targeting that younger market segment. However, technology could also impact the business negatively such as counterfeiting products issues which could cause the brand image and value to erode.

The political and economic factors which are closely interconnected with each other affects the business in multiple aspects. Due to Tupperware's nature of a multinational company, the foreign exchange currency fluctuations and inflations cause an unstable stream of revenue. Generally, as inflation rises, the unemployment rate goes lower (DePersio, 2020). However, prices of products tend to increase leading to lower purchasing power and lower needs of spending on unnecessary shopping products such as premium food containers. Hence, tying this back to the technological aspect, there is an immense benefit from adapting with the up-to-date technology and utilizing various online platforms to attract and engage with potential younger consumers and achieve the business's revenue goals.

PESTEL Analysis

Political

Tupperware is a multinational company based in the U.S. Based on the data provided by D. Tighe in *Tupperware brands brands: Net Sales by The Region*, a large share of their revenue comes from Asia, Europe as well as South America compared to the United States. The currency fluctuations and inflations make a huge impact on the company's revenue as it is converted to local currency, U.S dollars. The instability of the exchange rate could potentially affect future projections of the proposed strategy, making the products prices higher in the smaller currency countries in order to "balance" out with the cost of production.

Economic

The pandemic has impacted the economy in various aspects and one of the biggest impacts is on the unemployment rate which impedes consumers purchasing power. The latest data on unemployment rate is at 3.8% in August 2023 (Statista Research Department , 2023). According to the same data, while it has declined tremendously towards the end of 2021, it has started to become very unstable from mid 2022 until this year. The Congressional Budget Office has also predicted that it will continue to increase up to 5.1% at the end of 2023. Since Tupperware products are categorized as shopping goods and not a need- products that are not required to be purchased regularly, it may impact consumers purchasing decisions especially when the the products are higher on average compared to other brands.

Social

The Tupperware brand started through independent sellers that connected mostly to housewives and homemakers who were largely women. To this date, they are still focusing on the direct selling method which has gradually been difficult as a lot of them have aged and the percentage of women working outside of the house has increased. Additionally, 100 % of women ages 25 to 54 are employed in February 2020 (Almeida & Salas-Betsch, 2023). This data shows that a lot more people are not at home for the direct sellers to approach and hold their Tupperware Parties.

Technological

The rate of technological advancement is increasing exponentially, doubling every one year and a half to two years due to technology innovations that are highly cost efficient for businesses (McCain, 2023). At this rate, companies need to quickly adopt the latest technology and platforms that are used by their potential consumers in order to sustain themselves. On top of that, according to Anna Baluch, 91% of the people who own smartphones made their purchases online. This change in technology advances has driven more businesses to step into the e-commerce platform and made the market's competition more aggressive. Tupperware's current direct-selling method will not be able to catch up with the competition fast enough without utilizing the platforms that are being used by their potential consumers in the current time.

Environmental

Tupperware makes its products through a circular polymer process to create their products using recycled plastic (Tupperware Brands, n.d). While it is a safe food-grade plastic and encourages sustainability through the Reuse, Reduce, Recycle program, it doesn't change the fact that it is still made out of non-biodegradable materials which a lot of consumers are finding alternatives to a better sustainable solution. Based on a finding by Sustainable Brand Staffs, 80% of the people ages 18 to 34 in the United States are willing to invest more on sustainable products compared to the more. Additionally, 69% of consumers take into consideration of the product's sustainability aspect when making purchase decisions (Sustainable Brands Staff, 2022).

Legal

Counterfeit products often happen to a lot of brands and Tupperware is one of the victims. The company will need to contract legal teams to solve their product's counterfeiting issues. Given the high quality brand name and products, Tupperware has faced a lot of losses due to people counterfeiting their products which potentially tarnished their brand image and value (Watson, 2012). These issues are immense in a lot of the Asian countries and reported to be at an estimated scale of 5% to 40% of the total market (UK Intellectual Property Office & Foreign and Commonwealth Office, 2015). This is a crucial issue that needs to be resolved in order to gain consumers confidence in their brand value and diminish the misconceptions of the counterfeit products' quality.

You should not see these factors as independent factors. They are all interdependent. For example, technological advances can affect the economy in different markets.

3b. SWOT Analysis

Tupperware enables customers with busy schedules and lifestyles to better preserve their food with various options of choices. Our company, Tupperware, provides high-quality, easy-to-use, durable, safe household products to customers and allows them to feel secure and ecstatic when placing food into our container.

Strengths

Our company's strengths include a diverse product range, global presence, strong brand recognition, product features, and promoting women's empowerment. Tupperware has a variety of products that are related to household usage, such as kitchenware, water bottles, straws, food containers, bowls, etc. By providing a wide range of products, customers are able to choose the most suitable option for their family and utilize it in a more convenient way. Sometimes, customers will choose a combination of different products from Tupperware to complement each other, which provides a more efficient way for them to buy all the household products from the same brand. In addition, Tupperware is available in many different countries, and its product is not only famous in North America but also popular in the world. People can easily access Tupperware products in their home countries. Furthermore, Tupperware has a significantly strong brand recognition or brand name. As long as it mentions food containers, many people will immediately think about Tupperware. Tupperware is a very early brand that created lightweight, non-breakable plastic containers. The products were so innovative in the early times that they made people stunning and unforgettable. Also, products of Tupperware provide customers with a high level of safety, as their products are microwave-safe, freeze-safe, and dishwasher-safe. With durable and lightweight features, Tupperware products are favored by many households. Lastly, Tupperware promotes women's empowerment by helping women save time and money, reduce waste, and live healthier lives. Women can feel empowered because they can make positive changes at home and in the community through utilizing Tupperware products.

Weakness

The absence of a modern marketing channel or distribution method could be considered the biggest weakness of Tupperware. Tupperware originally sold its products through direct selling methods, well known as Tupperware parties, in which they sell products door by door with demonstration. However, due to customers changing behavior, this type of marketing is not effective. Furthermore, their products are not available in many E-commerce stores, retail stores, or grocery stores, which does not allow customers to have easy access to the products. Following, Tupperware designs are not innovative enough in the current market, as their products still maintain the basic design and functionality. They are not attractive to the younger customers segment because younger people tend to like fashionable, unique, and trendy products. Even though Tupperware products were innovative in the early period by producing lightweight and unbreakable plastic containers, all the containers in the current period have the same essential features, which can't make Tupperware unique anymore. Furthermore, environmental concerns are becoming more and more important in today's society, and

many people insist on only using eco-friendly products. But Tupperware products are all made of plastic material, which is not recyclable; this becomes another significant weakness of Tupperware products. Finally, the price of Tupperware is a little bit more expensive than average food container products. As more and more competition rises, the average price of food containers in local grocery stores has a much more substantial price than Tupperware.

Opportunities

The most important opportunity for Tupperware is to expand its market channel or distribution methods. Tupperware needs to make its products available in major and local grocery stores, big chain Supermarkets, wholesale stores, and online platforms. By providing more availability and accessibility of Tupperware products, consumers had a larger chance to get exposed to the products and shop on them. The second opportunity for Tupperware is to collaborate with other companies, including but not limited to technology, fashion, and design companies. Collaboration can better make Tupperware products widely available and well-known, and generally, collaborating with famous brands can generate a significant positive impact on both companies. Putting different companies' uniqueness together will typically create a trend in the field, such as collaborating with well-known fashion designers. In addition, Tupperware can invest more in R&D to make its products have more trendy designs, such as patterns and colors that are favored by the younger customers segment. Lastly, the market expansion is another opportunity; Tupperware can expand its selling method, such as the Business to Business(B2B) selling method. They can directly sell products to businesses that have cafeterias, dining halls, or food processing facilities, such as schools, companies, restaurants, etc.

Threats

There are many threats that exist in the Tupperware situation, including competition, raw materials cost, government regulations, technology development and innovation, and Eco-friendly awareness. The competition for food containers or kitchenware companies is fierce. There are many new food container brands emerging. For example, many local grocery stores have their own brand of food containers, like HEB Texas Tough. Rubbermaid and Pyrex are the two major competitive brands of Tupperware that dominate the major part of the food container market. In addition, raw material costs are one of the significant threats to Tupperware. Because of the Covid pandemic, transportation fees, tariffs, and supply chain management have become huge issues, which lead to the raw material cost having a substantial increase. Following this, government regulations, such as Intellectual Property Protection, Product Safety Protection, and Environmental Regulation, are posing challenges to Tupperware, leading the company to invest more time and money to mitigate the governmental requirements. As discussed previously, technology development and innovation can provide opportunities for Tupperware but can also be threats. With scientific and technological innovation, technological development will greatly increase competitiveness and, at the same time, make it easier for more merchants to enter the market, especially e-commerce and online sales, without significant cost. On the other hand, Food preservation technologies allow customers to do vacuum sealing and refrigeration, which reduces the need for food containers. Lastly, with rising Eco-friendly awareness, people now tend to use less plastic products and shift to using glass material products. This shift in consumer preference will lead to a decrease in demand for Tupperware products.

Summary

Tupperware needs to focus on strengths and opportunities and try to convert the current weaknesses and threats into strengths and opportunities. Based on the SWOT analysis, Tupperware had to expand its market channel and distribution method in a broader way to attract more customers. By catching the opportunity section of Tupperware, they can collaborate with other companies and expand marketing and selling methods to get more exposure in the younger customer sector. Tupperware also needs to pay attention to competitive brands, trying to create innovative products or doing attractive marketing promotions or campaigns that make the brand stand out and unique from other brands. Finally, need to consider how to deal with environmental issues, such as choosing materials.

3c. Target Markets

The majority of current customers of Tupperware are females(74%) aged 35-64, and males dominate only 26% of the total customer segment(SimilarWeb, n.d.). Female customers tend to be involved in more household management, including cooking, cleaning, and caring. Male customers usually consume the product of water bottles instead of food containers (Zulkifli, 2018).

According to Similar Web, the United States, Canada, and Mexico are the top 3 countries that shop the most in the world. With the increasing trend of Canadian customers, the amount of customers in the United States has decreased slightly.

In addition, one of the most important psychographic factors of Tupperware customers is lifestyle. Tupperware is for people who have a good, healthy, and regular lifestyle. They usually value cooking, home-made foods, and love to preserve leftover food as non wasteful action. In addition, people who are worried about environmental issues will be more likely to purchase Tupperware products as a way to reduce, reuse, and recycle wastes(Zulkifli, 2018).

Lastly, the product usage characteristics of Tupperware are frequency of use, wide range of product options, distinct product features. Tupperware products are designed to be used daily, such as food preparation, leftover storage or food carryout, as long as they involve cooking or food, Tupperware products are needed. Wide range of product types are also offered from Tupperware, by providing different functionality and appearance of household products, customers can easily choose the best type of products for their family.

The current need of Tupperware target market is to provide durable, high-quality food containers that keep the food fresh, reduce the waste and help customers to well-organize the kitchen. The anticipated changes might be that the customer wants to have more technology integration, customization, or health guidelines, such as the amount of the food in the container can be tracked. Tupperware actually is doing a good job to keep aligned with current customer needs, but they also can improve their product by addressing the anticipated needs through innovation, market expansion, etc.

4. Strategic Recommendations and Objectives

Strategic Recommendations

With the rise of online shopping, how to integrate online and offline sales channels to attract young consumers has become a major issue for many Tupperware. Target market is the younger age group of 18 to 35 years old.

Social media is gradually becoming the main place for young people to exchange ideas and share their daily lives, and it can even influence people's consumption and values. Worldwide, 4.8 billion individuals are active on social media, accounting for 59.9% of the entire global populace and encompassing 92.7% of all internet users (Nyst, 2023).

For Tupperware, social media is not only a platform for information dissemination, but also an important bridge for brands to connect and interact with consumers.

Currently, 91.93% of Social Network Distribution is focused on facebook. The second place is Reddit with only 6.66% (*Challenge Validation*, n.d.). However, as young people gradually turn to emerging social platforms such as TikTok and Instagram. Tupperware should gradually expand and shift its focus to publicize its promotional platforms. The influence of social media personalities highlights a distinct contrast between Gen X and the younger cohorts. Only 14% of Gen X favor learning about new products via influencers, whereas this preference jumps to 25% for Gen Z and 28% for Millennials. (Iskiev, 2022b)

Social media sites have played a key role in the success of e-commerce, changing the way people interact with each other, with many online opinion leaders acting as brand ambassadors and influencers for products and services (Lin et al., 2018). We can partner with some influencers. Utilize their followers to make a pitch to the brand.

In order to appeal more broadly to younger consumers and maintain the brand's modern image, Tupperware should consider a multi-channel campaign that utilizes the unique features and audience characteristics of various social media platforms to develop a more diverse and innovative marketing strategy.

Tupperware should actively work with online sales platforms to increase their web advertising, such as websites and Amazon (where many young people buy their products. In the current digital age, consumers are increasingly relying on online channels to access information and purchase products. A survey indicates that worldwide consumers frequently engage in online shopping: 22% do so weekly, 27% every two weeks, and 29% once a month(Brophy & Aviso, 2023). By increasing the display of web advertisements, Tupperware not only increases brand awareness and exposure, but also reaches its target customer base more effectively, further driving sales and strengthening its market position. In order to keep pace with the growing online consumer market, expanding online advertising is a crucial strategy. This provides Tupperware with a closer, real-time communication channel with consumers, helping the brand better meet the expectations and needs of modern consumers.

Wholesalers with stable demand are crucial for brands. For Tupperware, wholesalers with stable demand are an important support for its supply chain stability and marketing strategy. We can cooperate with Walmart, target.

First, by working with Wholesaler distributors, Tupperware can ensure that its products have better display positions on store shelves, thereby increasing product exposure. Second, Tupperware can work with supermarkets on promotional activities and marketing strategies, such as discount promotions, gift bundles or seasonal promotions, which can help stimulate sales and attract new customers. In addition, in-depth cooperation with distributors can also provide Tupperware with first-hand market feedback and consumer data, helping it to better understand consumer needs and purchasing behaviors, so that it can more accurately carry out product development and market positioning.

Both Walmart and Target are the public's preferred places for daily shopping, with their huge traffic and rich variety of products. Tupperware's products can meet consumers in such scenarios, which greatly enhances the brand's exposure. A retail partnership is when two businesses with similar customers team up to reach more people without competing against each other(Valles, 2023). In addition, through our cooperation with these two major supermarkets, we are also able to get a more intuitive grasp of market feedback and learn which products have been well received by consumers and which ones need further optimization. In terms of shelf layout, we pay special attention to the presentation and display of our products to ensure that they stand out from the crowd and attract consumers' attention. Cooperation with supermarkets can be a solid foundation for the brand's position and visibility in the market.

The promotion strategy is to attract young consumers and stabilize old customers. When using electronic sales and web platforms, we are also faced with the transfer of the right to describe and position products to influencers. Meanwhile, in the trend of Tupperware's declining turnover and plummeting share price. The high costs associated with technological advances related to improving the online store are also a huge challenge. Despite these challenges, it is still our desire to promote good products to a wider group of people so that they can use high-end products.

Marketing Objectives

Tupperware is a renowned appliance brand traditionally favored by older generations, yet its appeal seems to be diminishing among the younger demographic. The main marketing objective is to widen its distribution channels so that more young people know and use its products.

Key long-term metric: In the first year, we would like to increase online revenue by 20%, 25% in the second year and 30% in the third year. The offline sales strategy is to cooperate with some supermarkets, and we plan to increase offline sales by 10% in the first year and Increase by 5% per year thereafter.

Influencer marketing:

Influencer Partnership:

Hire 10 contract homemakers influencers within 12 months to promote products

through content creations.

Video Views:

Use the advertised product in Influencer's life and reach a total of 1,000,000 video views.

Social Media:

Achieved at least 100,000 followers within a year cumulatively across different social media platforms including TikTok, Instagram. Increase of 120,000 followers in the second year.

Increase website Traffic:

Amplify our advertising efforts on Amazon and Google. Develop a streamlined site index to enhance user navigation and enable visitors to access specific information effortlessly. Aim for 1.5 million clicks per month .

Customer Retention:

Discount and Loyalty Program:

Customers can join for free to get discounts and free products.

Improved methodology:

Send the emails to collect feedback. Goal is to increase membership by 20%.

Offline:

Cooperate with supermarkets

10% increase in offline sales in the first year.

Mission Statement

Empowering lives through innovative solutions that conserve time, money, and resources, Tupperware is dedicated to benefiting both individuals and the planet.

5. Value Proposition

Tupperware has built its brand image on several unique selling propositions (USPs) over the years. Product Innovation provides us with our competitive advantage where Tupperware consistently

introduces new products and innovations to meet the evolving needs of consumers, whether it's specialized containers for meal prep or eco-friendly alternatives. When it comes to benefits, Tupperware delivers convenience due to its attributes including modular and stackable design, airtight seal, microwave, and dishwasher safe, etc. Durability is another benefit as Tupperware products are made from high-quality materials that are designed to withstand years of use, reducing the need for frequent replacements. Most importantly, 'party sales model' of Tupperware is known for its direct sales model, where independent consultants host Tupperware parties to showcase and sell products. This approach allows customers to see the products in action and receive personalized recommendations, which is unique to any other company.

Our products are positioned to target a younger consumer base who have a busy lifestyle and are looking for options that saves them time in organizing their food, kitchen, and pantry, but not trading off with quality and access. The positioning statement reads as follows:

"Among the busy, young consumers aged 21 to 35, Tupperware, is the brand of kitchenware and food containers that provides accessibility and reliability, making consumers feel confident and satisfied because of its availability in a lot of places."

6. Big Idea

We are aiming at expanding Tupperware's distribution by marking its presence on social media and online purchase platforms, and to also exploit wholesale distribution channels in order to ensure availability and access to all of our products by the targeted younger consumer base.

7. Target Customer Segment

Tupperware's target consumer will be both males and females from ages 21 - 35 with household income of under \$49,999 annually who have a generally busy lifestyle. Based on the problem analysis, this segment will definitely fit into the solutions of our new distribution strategy.

Target Market Insights

- **Age group 21 - 35**

Consumers within this age group consist of people in the mid- Gen Z (ages 11 - 26 years old) and mid-Millennials (ages 27 - 42). Millennials have currently topped as the largest U.S population who mostly have settled with a stable career, house and families which generally shows income stability (Netzer, 2020). On the other hand, Generation Z has been deemed to soon-to-be the largest consumer among other generations (Meola, 2023).

- **Social Media Influence**

According to our survey, over 70% of this age group spent at least 4 hours on social media. In another study, this age group is also very receptive towards mobile ads (Tode, n.d.). Additionally, from our survey, in respect to their preferred sources of information, around

30% chose social media and about 20% of them chose word-of-mouth through friends and family recommendation. This shows that hopping on the online platforms will have high potential to attract more younger consumers.

- **Shopping platforms and habits**

As we posed the question of their preferred stores (online or physical stores), 69% of them chose both which indicates that we should take into consideration expanding the distribution channel towards both types of stores. Digging deeper, the top four preferred purchasing platforms by the age group are large grocery stores, online stores, retail stores, and wholesale stores with around 63%, 62%, 55%, and 43% votes respectively. In the aspect of shopping habits, we have found that around 31% shop online at least once biweekly, around 20% shop online once a month, and almost 18% shop once a week.

Target Market Driver

- **Busy but healthier lifestyle**

Consumers who use food container products are correlated to the desire of living a healthier lifestyle (Murphy, 2023). Millennials generally are the most health-conscious group and are called the “wellness generation” (*Millennial Health: Lifestyle and Outlook 2023*). Overall, both Generation Z and Millennials think more about their health (Kapperman, 2022). In another study, 45% of Generation Z and 51% of Millennials choose to plan healthy meals weekly (Ross, 2021). These studies prove that they are more inclined in building healthier lifestyles through meal prepping despite their busy schedule and they utilize food container products to batch their daily meals.

8. Marketing Mix

Product:

Tupperware, a well-known household name celebrated for its inventive and long-lasting food storage solutions, has been confronted with concerns about its product quality in recent times. To address these issues and uphold our reputation for providing exceptional food storage containers, we are dedicated to elevating our product range while maintaining the key features most valued by consumers.

- **Product Features:**

Based on survey results, we grasp that consumers prioritize specific attributes when acquiring food storage containers. Our forthcoming Tupperware products will embody the following characteristics:

Airtight Seal: We understand the crucial role of an airtight seal in preserving food freshness and flavor. Our containers will incorporate advanced sealing mechanisms to ensure an airtight lock, thereby keeping your food fresh for longer.

Microwave & Dishwasher Safe: Convenience is of utmost importance. Our containers will be designed to be safe for use in both the microwave and dishwasher, ensuring ease of use and cleaning.

Freezer Safe: Tupperware containers will maintain their exceptional ability to withstand freezing temperatures. This allows you to confidently store leftovers or prepared meals for extended periods without compromising quality.

Spill-Proof: Recognizing the frustration caused by leaks and spills, our containers will feature innovative, spill-proof designs to minimize mess and waste.

Easy-to-Open Lids: Tupperware remains dedicated to user-friendly designs, equipping our containers with lids that are easy to open and close, ensuring hassle-free usage.

Durable: In response to concerns about product quality, we commit to maintaining and enhancing the durability of Tupperware products. Our containers will be constructed from robust materials built to endure the test of time.

- **Product Design:**

Tupperware has always been a frontrunner in product design, and this commitment will persist. Our containers will not only meet functional requirements but will also showcase modern, aesthetically pleasing designs. We are resolute in the pursuit of marrying form and function to offer containers that enhance the appearance of your kitchen while fulfilling their primary purpose.

- **Quality Assurance:**

A report revealed that "The company's disclosure controls and procedures were not effective as of March 26, 2022; June 25, 2022; Sept. 24, 2022; and Dec. 31, 2022." To address concerns about product quality, we intend to implement strict quality control measures throughout the manufacturing process. These measures will include rigorous testing of materials and production methods, ensuring that our products maintain the highest quality standards.

- **Future Tupperware Product:**

A prospective Tupperware product could incorporate all the features consumers desire while also addressing concerns that have emerged about Tupperware product quality in recent years.

One method to enhance Tupperware product quality involves the use of advanced and more durable materials. For instance, Tupperware could explore a novel plastic type known for its resilience and resistance to wear and tear. Additionally, Tupperware could employ new manufacturing processes to boost product quality and consistency.

Another approach to elevate Tupperware product quality revolves around innovation. Tupperware could introduce novel features and designs aimed at making its products even more user-friendly and convenient. For example, Tupperware could develop a fresh type of lid that simplifies opening and closing. Moreover, Tupperware could introduce various container shapes and sizes to cater to diverse consumer needs.

Here are specific examples of features that might be integrated into a future Tupperware product:

1. An improved airtight seal for superior food freshness preservation.

2. The use of a more durable and wear-resistant material.
3. Innovative lid designs for easier operation.
4. Diverse container shapes and sizes to cater to a wide range of consumers.
5. A built-in date tracker to help consumers monitor food storage duration.
6. A smart lid with the ability to detect food spoilage and send alerts to the user's smartphone.

By concentrating on quality, innovation, and meeting consumer demands, Tupperware can maintain its position as the premier brand of food storage containers for years to come.

Place:

Based on our research into the shopping preferences of Tupperware customers, we've discovered a wide array of shopping options. Large grocery stores have emerged as the most favored choice, with 62.79% of respondents showing a preference for them. Online stores closely follow, with 61.63% of respondents favoring this mode of shopping. Retail stores maintain a robust presence with a preference rate of 54.65%, whereas wholesale stores have a slightly lower preference rate of 43.02%.

Large grocery stores and retail outlets remain strong contenders in the physical retail sector, while the surge in online shopping highlights the convenience of e-commerce. Our commitment is to maintain a well-rounded presence across all these channels, ensuring that we can reach a broad customer base. This approach underscores our adaptability and responsiveness to changing consumer behaviors and preferences, thereby improving our accessibility and availability to a wide-ranging audience.

To tap into additional potential and explore untapped markets, we will also emphasize the role of wholesale outlets in our distribution strategy. By promoting Tupperware more extensively in wholesale stores, we aim to extend our reach and appeal to customers who may not have encountered our products in other retail settings.

The diverse shopping preferences of Tupperware customers underscore the importance of the company's omni-channel strategy, designed to cater to the diverse needs of various customer segments. This approach presents a significant opportunity for business growth if Tupperware is further promoted in wholesale outlets.

Tupperware's omni-channel strategy has seen notable success in recent years. In 2022, Tupperware reported a 20% growth in e-commerce sales. This growth is attributed to the rising popularity of online shopping and Tupperware's investments in its e-commerce platform.

In summary, Tupperware's future Places strategy is thoughtfully aligned with the varied shopping habits of our customer base. It revolves around an omni-channel approach, encompassing physical retail, online shopping, and the potential for expansion in wholesale outlets. Our dedication to adapt and expand within these different retail environments ensures that Tupperware products remain readily accessible to cater to the diverse preferences of our cherished customers.

Price:

The results of our survey unequivocally underline that Tupperware products are commonly perceived to occupy a premium price point, with 38% of respondents considering them slightly more expensive. However, the intrigue behind this pricing structure lies in the fact that a significant percentage of our

customer base not only accepts it but expresses contentment with it. This revelation signifies that Tupperware has successfully crafted a robust value proposition, primarily attributed to our well-earned reputation for producing items of superior quality that endure rigorous and repeated usage. Customers are willing to make a slightly higher financial investment in Tupperware products, recognizing their durability and dependability.

As a direct consequence, Tupperware stands poised to leverage its premium image by strategically introducing more high-end products that cater to customers prioritizing longevity and product quality over pricing concerns. This strategic move will not only honor the trust and loyalty of our existing customer base but will also enable Tupperware to diversify its product range. In doing so, we aim to not only maintain but to further enhance our market position and offerings, keeping in line with the values of excellence and longevity that define Tupperware.

In addition to our overarching pricing strategy, Tupperware recognizes the potential of implementing a Bundle Pricing Strategy to cater to a broader spectrum of customer needs and preferences. Our survey results have shown that customers value both quality and versatility in their food storage solutions. By introducing bundled product offerings, we can address this need effectively.

In summary, Tupperware's pricing strategy remains rooted in its premium positioning, anchored by the recognition that customers value quality and longevity. By capitalizing on this reputation, we will expand our product line with a broader array of premium offerings, allowing us to continue delivering value to customers who prioritize quality and durability over price considerations.

Promotion:

Based on an extensive consumer survey, we've gained valuable insights into the primary information sources preferred by our Tupperware customers. The results clearly indicate that 60% of our customer base is significantly drawn to social media platforms like TikTok, YouTube, Instagram, Facebook, and Twitter, along with the influential impact of word-of-mouth recommendations.

With this valuable data in mind, our upcoming Tupperware marketing strategies will be carefully tailored to harness the influence of these platforms. We will actively engage in targeted and dynamic social media marketing campaigns, capitalizing on the extensive reach and engagement potential provided by TikTok, YouTube, Instagram, Facebook, and Twitter. As Elinor Steele, Vice President for Global Communications and Public Relations at Tupperware Brands, succinctly states, "Our goal is to shift from merely building brand awareness to empowering individuals to become brand advocates." We will achieve this by creating visually appealing and informative content, such as product demonstrations, user testimonials, and kitchen organization tips, to connect with our audience on the platforms they frequently use to seek information.

Furthermore, recognizing the potent influence of word-of-mouth recommendations, we will actively encourage and facilitate organic conversations about Tupperware. We will enhance the customer experience to encourage positive reviews and recommendations among friends and family. Additionally, we will implement referral programs and user-generated content campaigns to nurture a sense of community and trust, motivating customers to endorse our products.

In this way, our upcoming marketing strategies are thoughtfully designed to align with our customers' preferences, ensuring that Tupperware's presence is maximized on the platforms where they seek

information, and effectively harnessing the power of peer recommendations to cultivate an active and engaged community of Tupperware enthusiasts.

9. Financial Projections

Tupperware's fiscal year begins in January and ends in December. The execution of the strategy is targeted to begin by December of 2023. The projected revenue will be observable throughout the quarters in 2024 and gain continuous growth of the revenue onwards. The financial projections are described as follows.

The global food container market is valued at \$145.6 billion in 2020 and its compound annual growth rate (CAGR) from 2021 to 2028 is reported to be 4.2% (*Global Food Container Market Size Report, 2021-2028*, n.d.). From this, it is deducted that Tupperware's average yearly market growth rate is expected to be 0.6%. The yearly growth rate is derived as shown in Figure 9.1. Tupperware's market share in Quarter 3 of 2022 is 5.81% (CSIMarket, n.d.) and in 2022, Tupperware is valued at \$8.4 billion.

Diving into the online channel, the average annual growth of e-commerce is 17% from 2013 to 2022 (Y, 2023). With a realistic growth rate projection of e-commerce channels at 10% annually, Tupperware estimated the market share to grow up to 7% in the food container market industry by the end of 2024, around \$10.2 billion.

With an estimated average of 20% increase in sales from online platforms and 10% increase in other channels (combined) annually, the projected revenue is approximately \$1,475.3 million in 2024. Note that the projected revenue is derived based on Tupperware's sales in 2022, \$1,305.6 million, from the latest official financial report.

The revenue streams of Tupperware will be generated through different distribution channels: e-commerce platforms (60%) which are Amazon, website, social media marketplace, large retail stores (20%), wholesale stores (10%), and retail stores (10%). The projected revenue breakdown is shown in Figure 9.2.

Tupperware will approach this strategy aggressively in terms of sales and marketing within the first year of initiating it. Initially, the costs will be higher, approximately 20% to 25% of the total business's cost, allocated towards hiring contract influencers for social media, hiring skilled social media marketing team, creating advertisements on Google, Amazon, and social media platforms, as well as entering into partnerships with large retail stores, wholesale stores, and medium-sized retail stores. The marketing costs will still be relatively lower compared to Television Advertisement, Radio Advertisement and other mediums of that nature. By the second year, the costs of sales and marketing will gradually go lower with a fixed budget allocation of 15% mostly for advertisements and social media campaigns to maintain attracting the potential customers.

Figure 9.1: Calculation of Annual Growth Rate from CAGR

$$\text{Yearly growth rate} = (1 + \text{CAGR})^{\frac{1}{\text{number of years}}} - 1$$

$$\text{Yearly growth rate} = (1 + 0.042)^{\frac{1}{7}} - 1$$

Yearly growth rate ≈ 0.005976

Yearly growth rate $\approx 0.6\%$

Figure 9.2: Projected growth from different channels for fiscal year 2024 - 2026

| Fiscal Year | 2024 (in millions) | 2025 (in millions) | 2026 (in millions) |
|----------------------------------|--------------------------------|---|-----------------------|
| Projected sales growth | 30% increase from 2022 revenue | 20% on e-commerce and 10% on other channels combined from previous year's revenue | |
| E-commerce (60%) | \$ 885.18 | \$1062.2 | \$1274.7 |
| Large Retail Stores (20%) | \$295.06 | \$324.6 | \$356.02 |
| Wholesale Stores (10%) | \$147.53 | \$162.3 | \$178.5 |
| Retail Stores (10%) | \$147.53 | \$162.3 | \$178.5 |
| Revenues | \$1,475.3 | \$1,711.4 | \$1,987.7 |

10. Implementation

The marketing plan for Tupperware will be implementing in the following steps, with Gantt chart attached.

1. Initiation

The first stage of our market plan is to gather group meetings and do marketing research including primary and secondary research. In the group meeting, we will brainstorm ideas and future plans towards the current Tupperware issue, discuss and then make an agreed final version about our solution. During marketing research, we need to focus on analyzing Tupperware's current situation, and align with our planned proposal or solution, to research information on our planned future target market. We need to gather data from our new target market, so we plan to do a survey in public to see whether our direction is correct or not.

2. Preparation

In the preparation stage, various functional teams will be created, such as financial teams, product management teams, engineering teams, supply chain management teams, marketing teams, etc. What's more, the most important thing is to analyze our primary research data which is our survey to strengthen our ideas. Utilizing our survey result, the cross-functional team will have a better sense of direction of the market plan and what they should do according to the real data. Each team will develop a concise but convincing plan and go over with the project owner.

3. Execution/Implementation

The execution part is the most important stage among all. We will start doing collaboration, expanding distribution channels, and marketing campaigns. Beginning with negotiating with our ideal collaborative company, such as Costco, Target, to see how we should work together to place Tupperware into their stores in the most attractive way. And then we will implement distribution channels online and in physical retailers. Lastly, we will launch several marketing campaigns on various holidays or special seasons to let more people see our brand and products, and we will be majorly focusing on social media advertising, online shopping platforms, and email connection. We planned to launch at the end of December which will be the Christmas season and New Year holiday.

4. Evaluation and Control

This stage will happen during the stage of execution, to monitor any improvement we can make or revise any ineffective plan. We will track the status of campaigns, revenue, order amount, feedback, collaborator's suggestion, website traffic, social media content and followers, etc. In addition, our marketing objectives(KPIs) will also be tracked, if we do not meet the KPIs, we need to find an alternative option to correct the current issue.

5. Conclusion

Final stage of our marketing plan will be concluded. We will conclude all the stages, analyze any result, feedback, improvement or opportunity for further development. Lastly, we will write a complete and formal report to see how well the plan actually worked and whether our solution created a significant improvement or not.

Tupperware

| Primary Column | Q4 | | | | | | Q1 | | |
|--|-----|-----|-----|-----|-----|-----|-----------------------------------|--|--|
| | Oct | Nov | Dec | Jan | Feb | Mar | | | |
| 1 Initiation | | | | | | | | | |
| 2 Group Brainstorming | | | | | | | Group Brainstorming | | |
| 3 Secondary Marketing Research | | | | | | | Secondary Marketing Research | | |
| 4 Generate New Target Market Survey | | | | | | | Generate New Target Market Survey | | |
| 5 Preparation | | | | | | | | | |
| 6 Form Cross-Functional Team | | | | | | | Form Cross-Functional Team | | |
| 7 Analyze Survey Results and Data | | | | | | | Analyze Survey Results and Data | | |
| 8 Each Team Create Action Plan | | | | | | | Each Team Create Action Plan | | |
| 9 Execution | | | | | | | | | |
| 10 Collaboration and Form Partnership(Retailer, Online Shopping Platform, Grocery Store) | | | | | | | Collaboration and For | | |
| 11 Public Relation | | | | | | | Public Relation | | |
| 12 Start Social Media Campaigns | | | | | | | Start Social Media Ca | | |
| 13 Increase Website Traffic | | | | | | | Increase Website Traffic | | |
| 14 Reach Out Customer | | | | | | | Reach Out Customer | | |
| 15 Promotion | | | | | | | Promotion | | |
| 16 Evaluation and Control | | | | | | | | | |
| 17 Track the Status of Campaigns, KPIs, Revenue | | | | | | | Track the Status of Ca | | |
| 18 Look at Feedback, Quality of Content | | | | | | | Look at Feedback, Ql | | |
| 19 Improve any Issues or Ineffective Action | | | | | | | Improve any Issues o | | |
| 20 Conclusion | | | | | | | | | |
| 21 Analyze Results, Feedback, Improvement | | | | | | | Analyze Results, Fe | | |
| 22 Generate Formal Report | | | | | | | Generate Formal R | | |
| 23 Identify New Opportunities | | | | | | | Identify New Oppor | | |

11. Evaluation and Control

Key long-term metric: In the first year, we would like to increase online revenue by 20%, 25% in the second year and 30% in the third year. The offline sales strategy is to cooperate with some supermarkets, and we plan to increase offline sales by 10% in the first year and Increase by 5% per year thereafter.

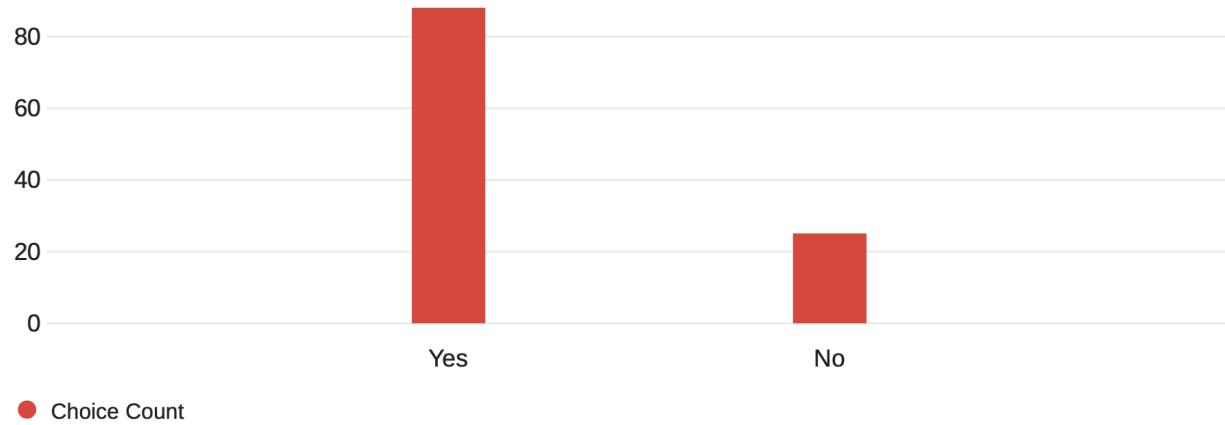
| Marketing Plan Objective | Target | Corrective Action |
|-----------------------------|------------------------------------|---|
| Influencer Marketing | | |
| Influencer Partnership | 10 contract homemakers influencers | Finding influencers with a large number of followers. |
| Video Views | 1,000,000 video views | Produce video content of interest to young people. |

| Social Media | | |
|--|--|--|
| Consumers share their consumption experience | 500 good product reviews | Social media campaigns to encourage consumers to share user experiences. |
| Followers | At least 100,000 followers | More social media promotion |
| Setting up an official account | Publishing some information about the company. | Hire people managing accounts |
| Increase website Traffic | | |
| Amplify our advertising efforts | In the first year, online sales increased by 20% | Designing more competitive products. |
| Website Viewing | 1.5 million clicks per month . | Hire a professional web designer |
| Search Engine Optimization | Search Google for "food containers" and show up on the first page | Provide more attractive phrases and prominent buttons. |
| Customer Retention | | |
| Improved methodology | Email to collect feedback. 15% open rate and 5% submission rate | Designing better email content. |
| Official website online service | <5 minutes during business | Increase in the number of customer service agents. |
| Consumer preference survey (website) | 10% open rate and 5% completion rate | Add a coupon for completing the questionnaire. |
| Offline | | |
| Cooperate with supermarkets | 10% increase in offline sales in the first year. | Rethink product position and pricing measures. |
| Discount and Loyalty Program | Increase membership by 20% | Change of preferences by questionnaire. |

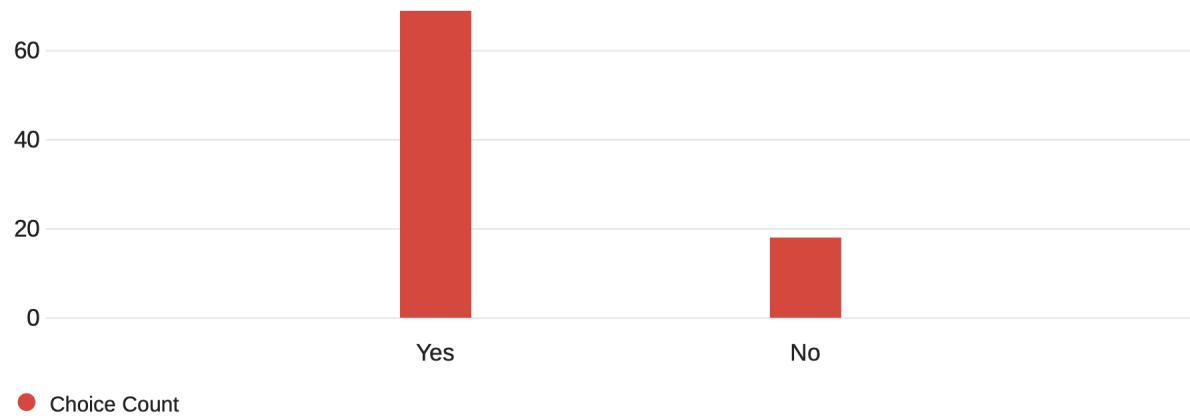
12. Appendices

Appendix 1: Primary Research Survey Questions and Results

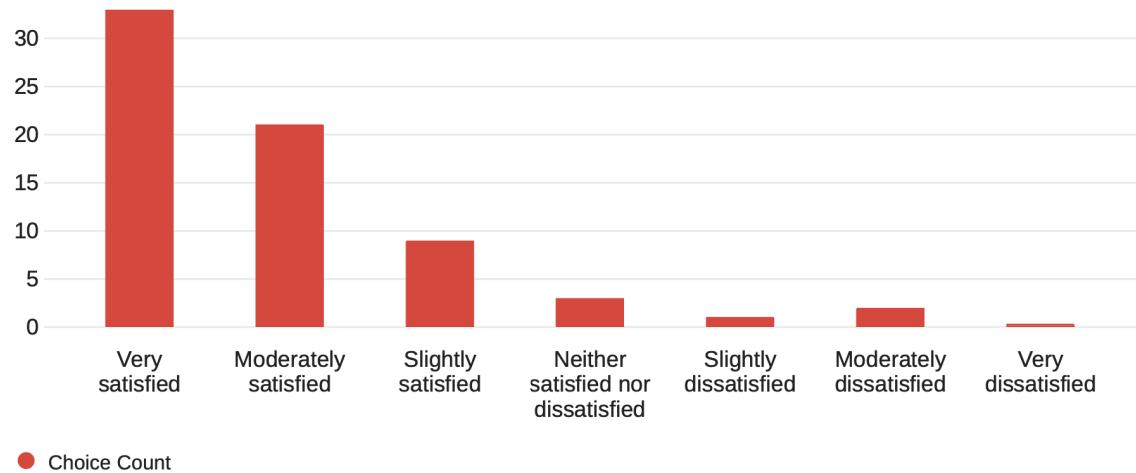
Have you ever heard about the brand Tupperware?



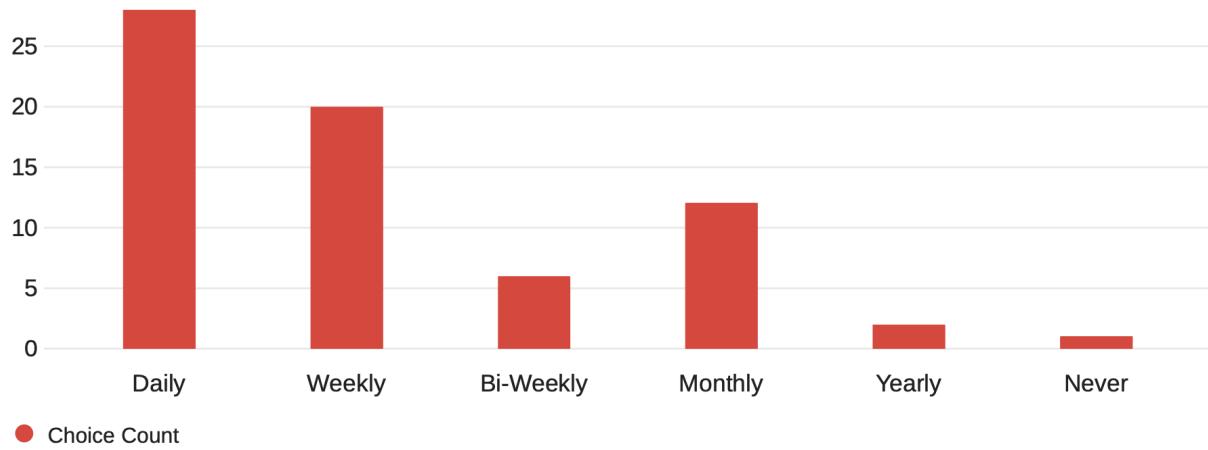
Have you ever used Tupperware's products?



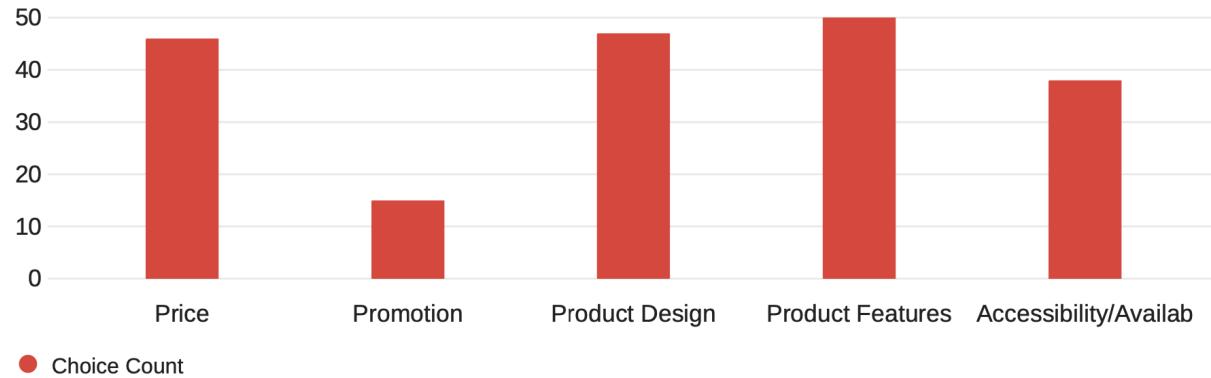
How satisfied are you with Tupperware products?



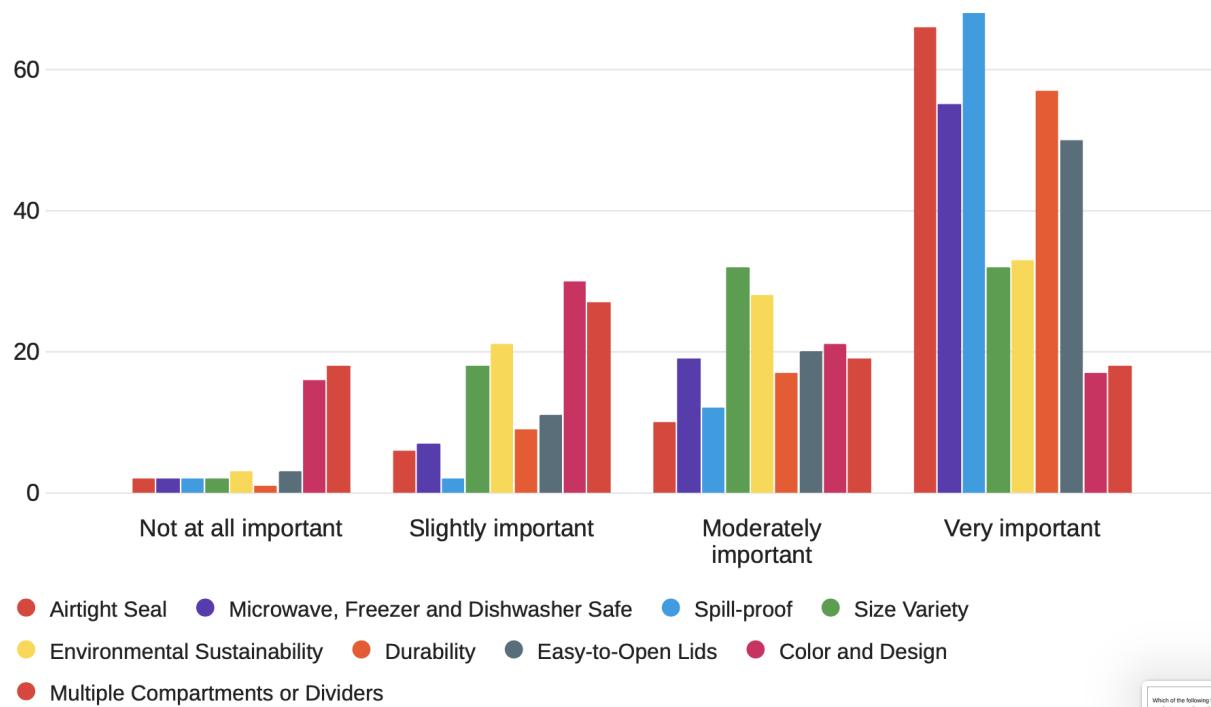
How often do you use Tupperware products?



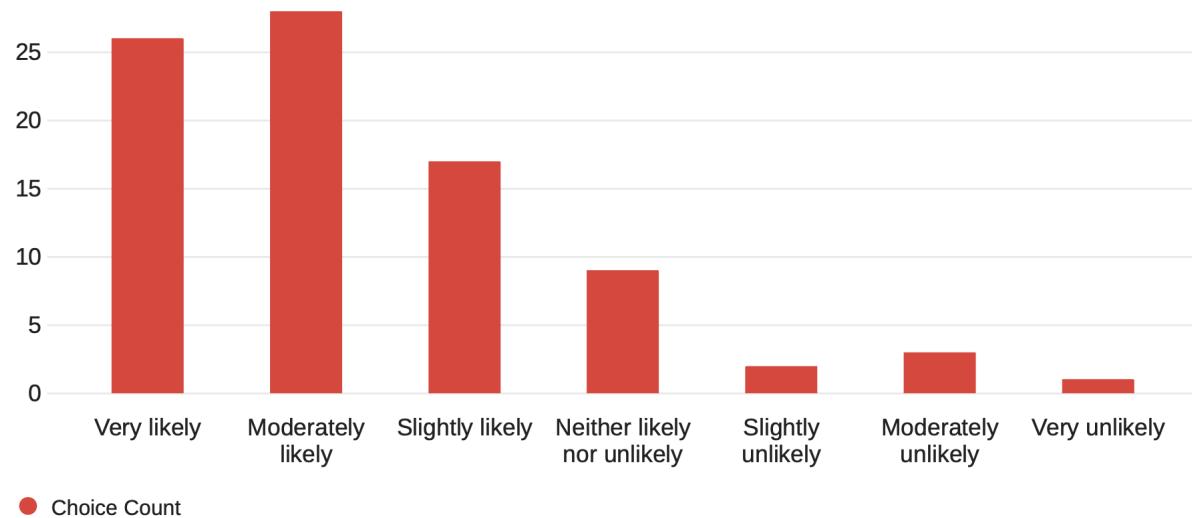
Which of the following factors influence your decision to use Tupperware products over alternative storage solutions? (you may choose multiple answers).



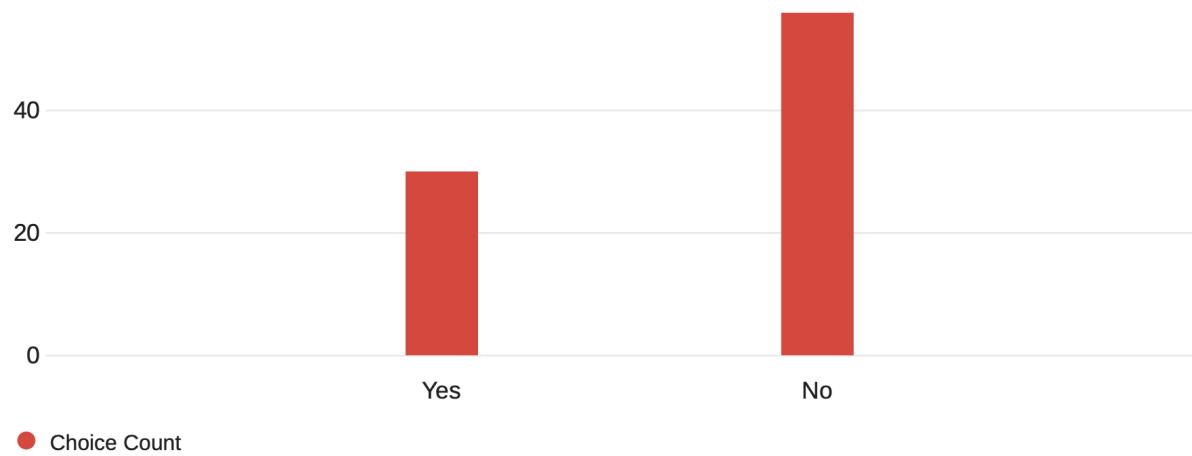
Q7 - How important are the following features to you for a food container produc...



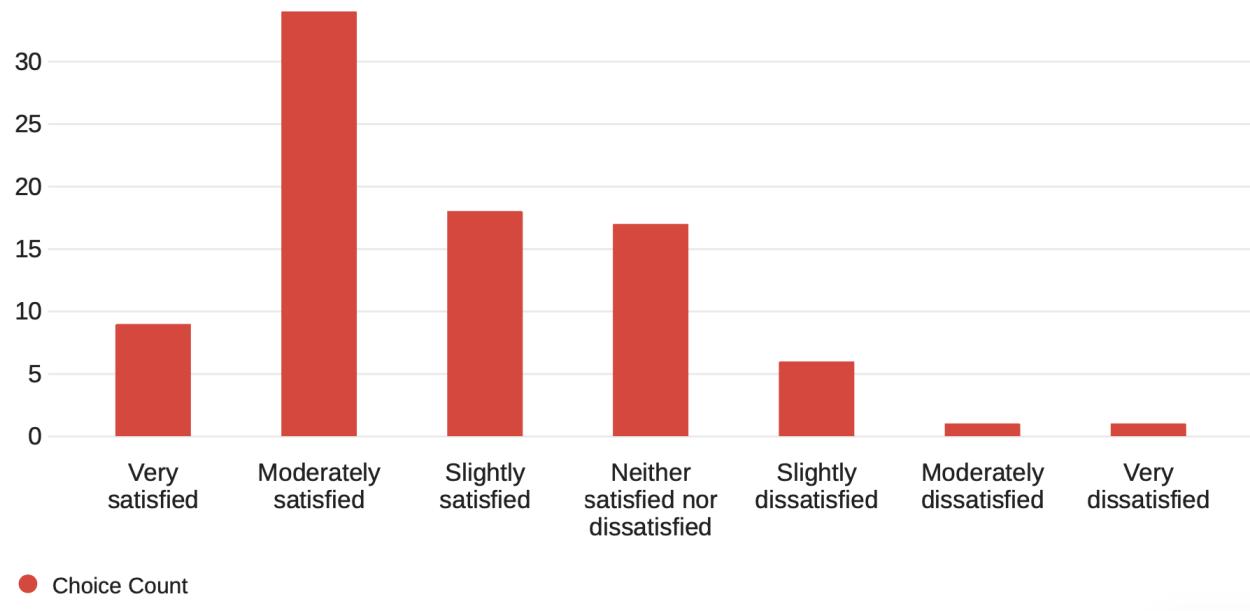
How likely are you going to buy Tupperware products if it is sold at your local grocery store, supermarket, or convenience store?



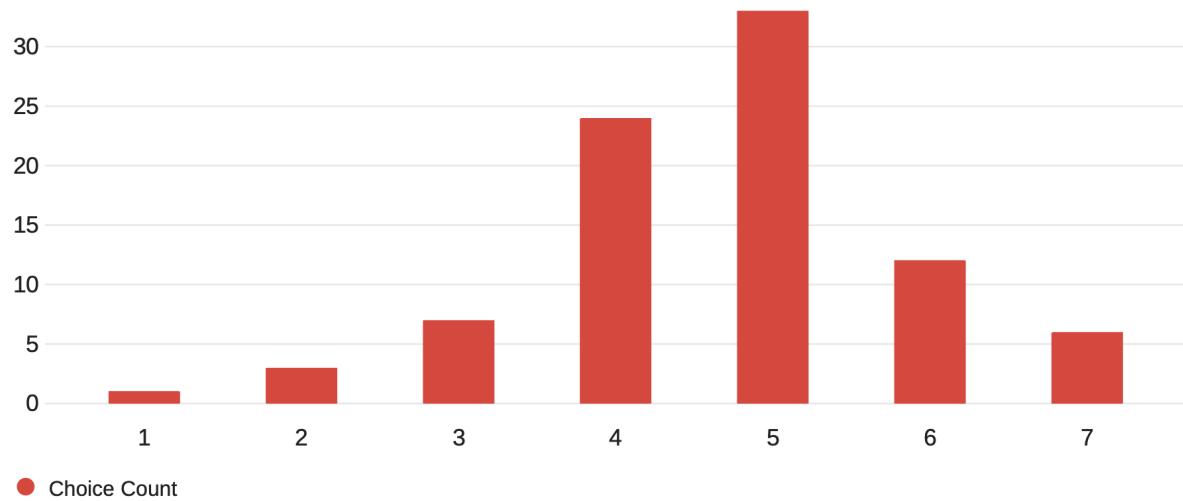
Have you shopped at the Tupperware online store or another E-commerce website that sells Tupperware products?



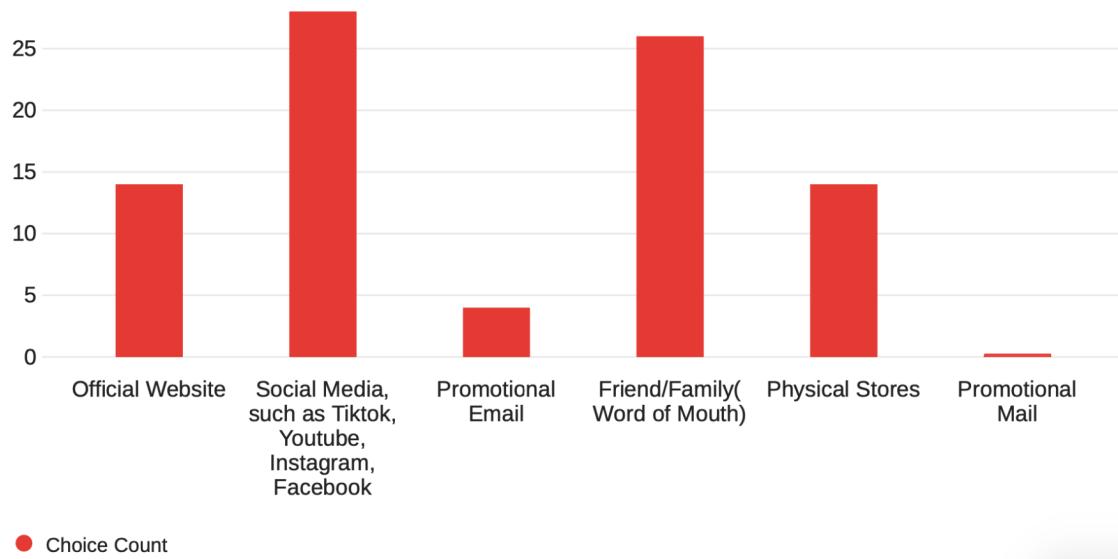
Are you satisfied with the current price of Tupperware products?



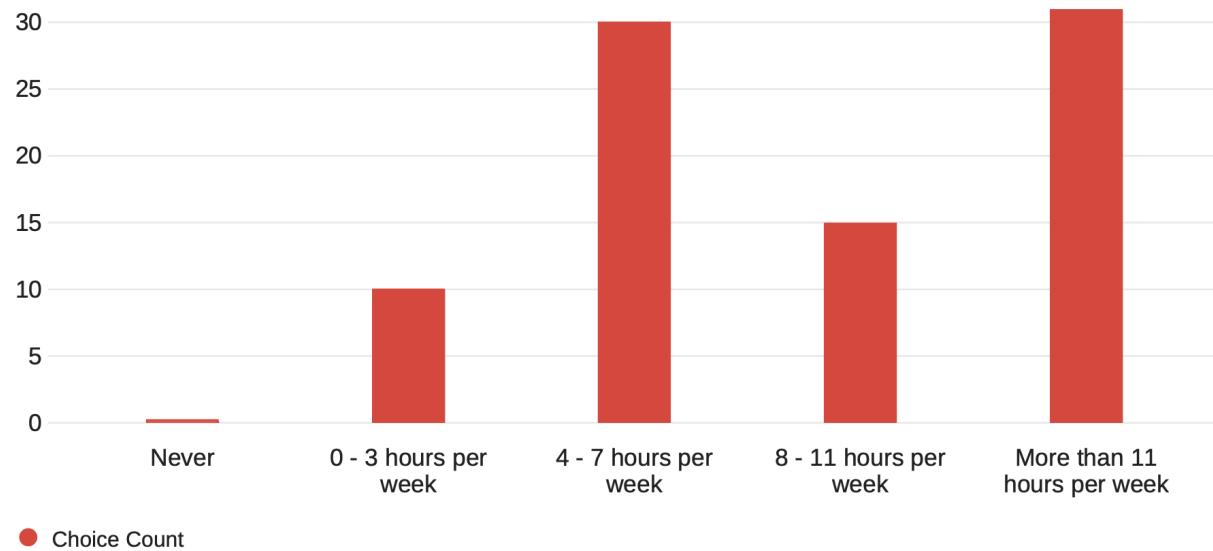
On a scale of 1 - 7, how expensive do you think Tupperware products are? (1, being the least expensive to 7, being the most expensive)



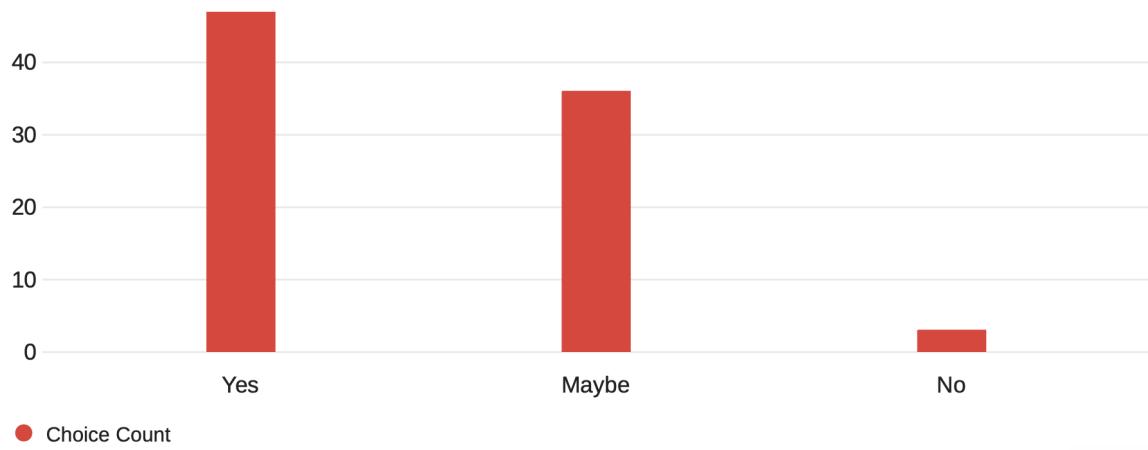
Which of the following sources are you likely to use to get information about Tupperware?



How often do you use social media?



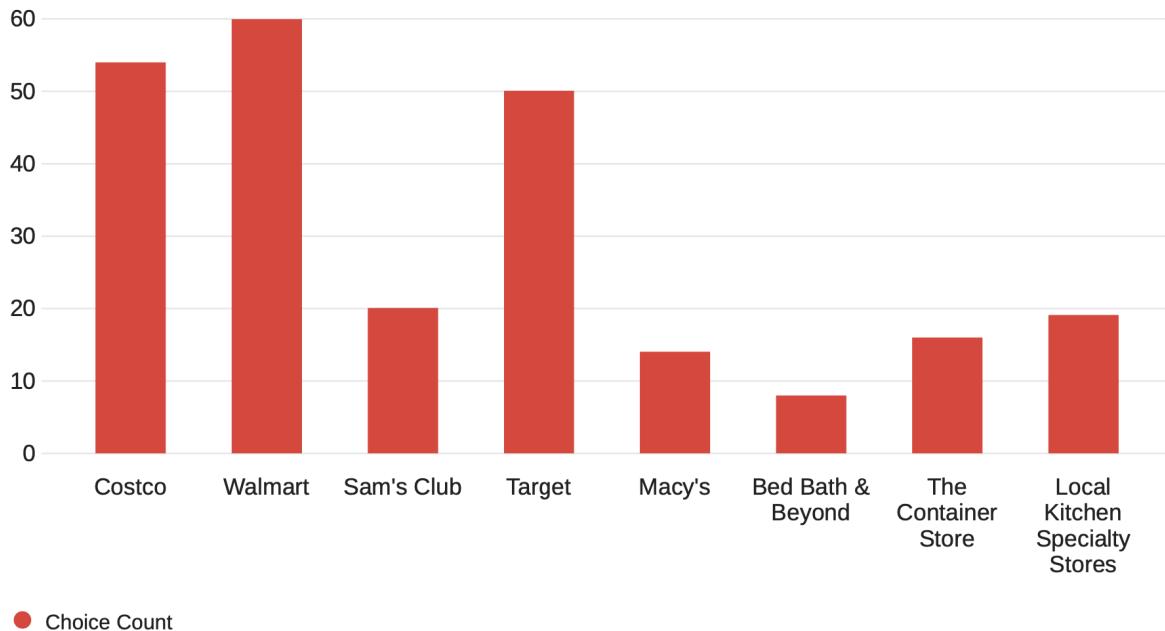
If there are price discounts available in certain retailers, will you buy the product?

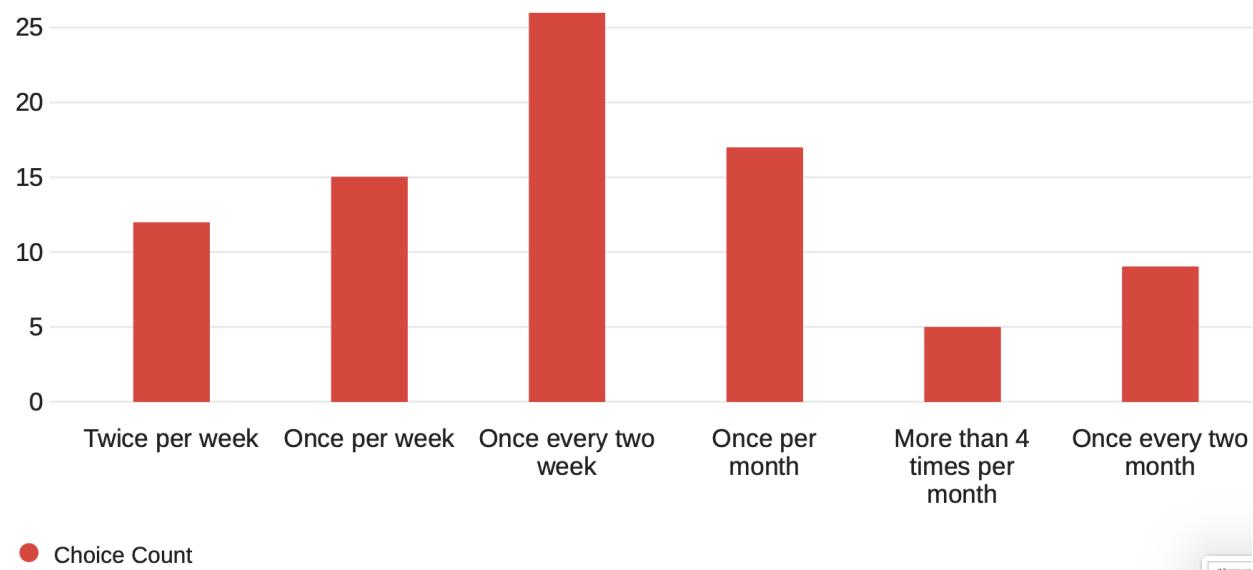
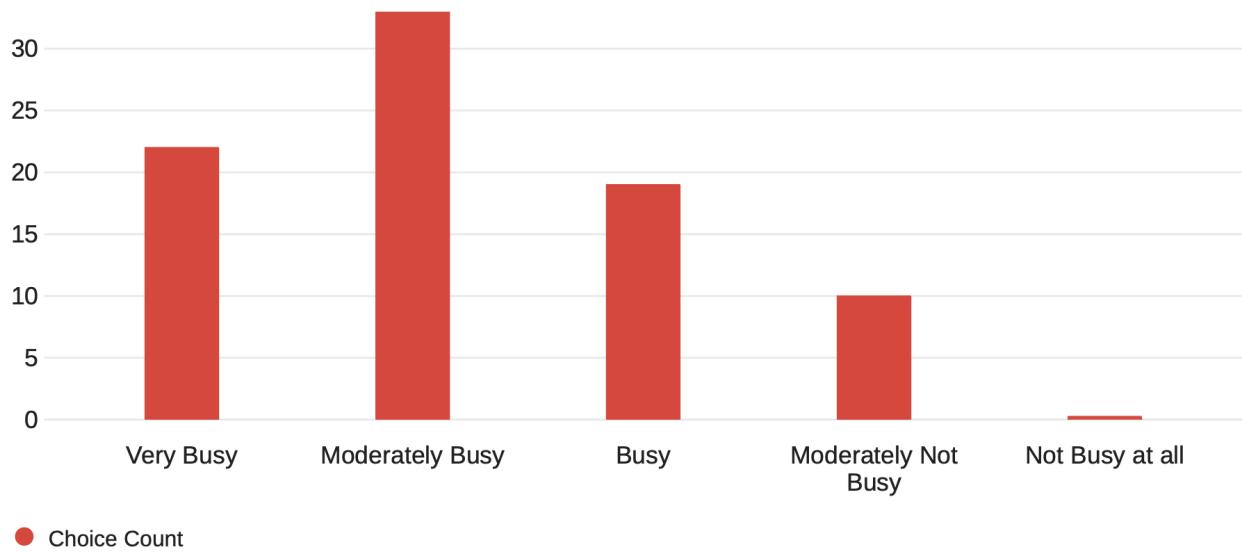


Which of the following types of retailers would you choose to buy your product from?

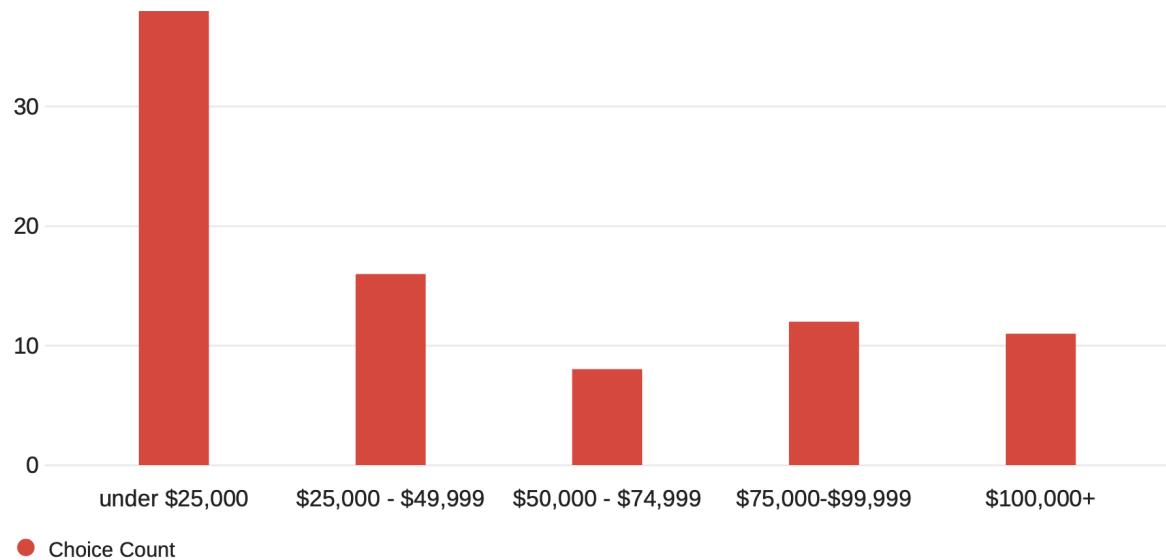


If Tupperware products were available at a physical retail store, which of the following retailers would you choose to buy the product from? (You may choose multiple answers).

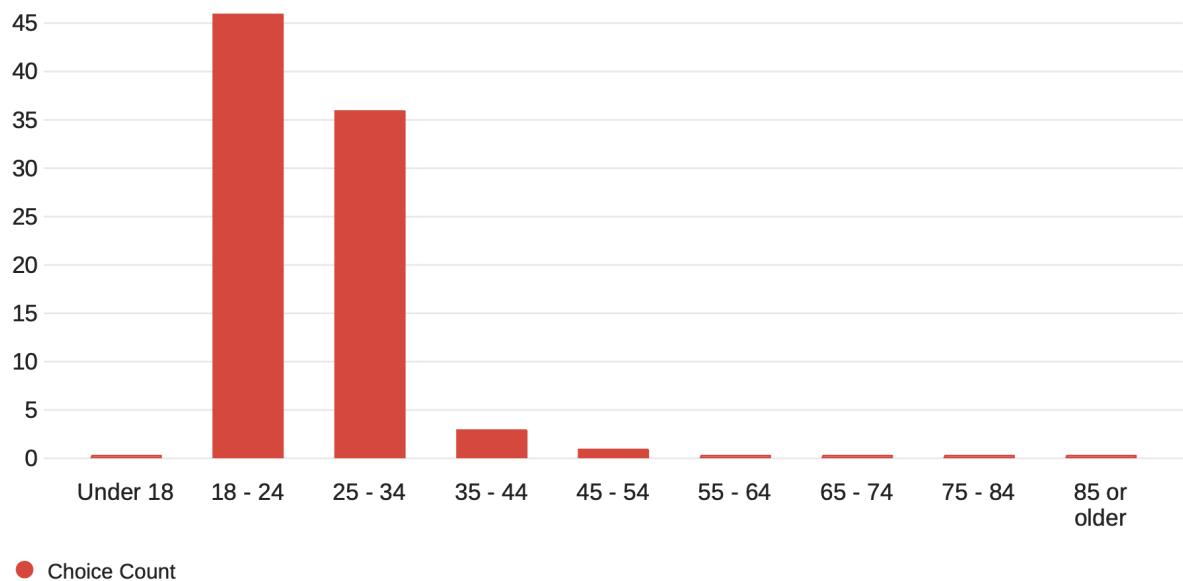


Q22 - How often do you shop online**What is your lifestyle?**

Which of these categories describes your annual household income?

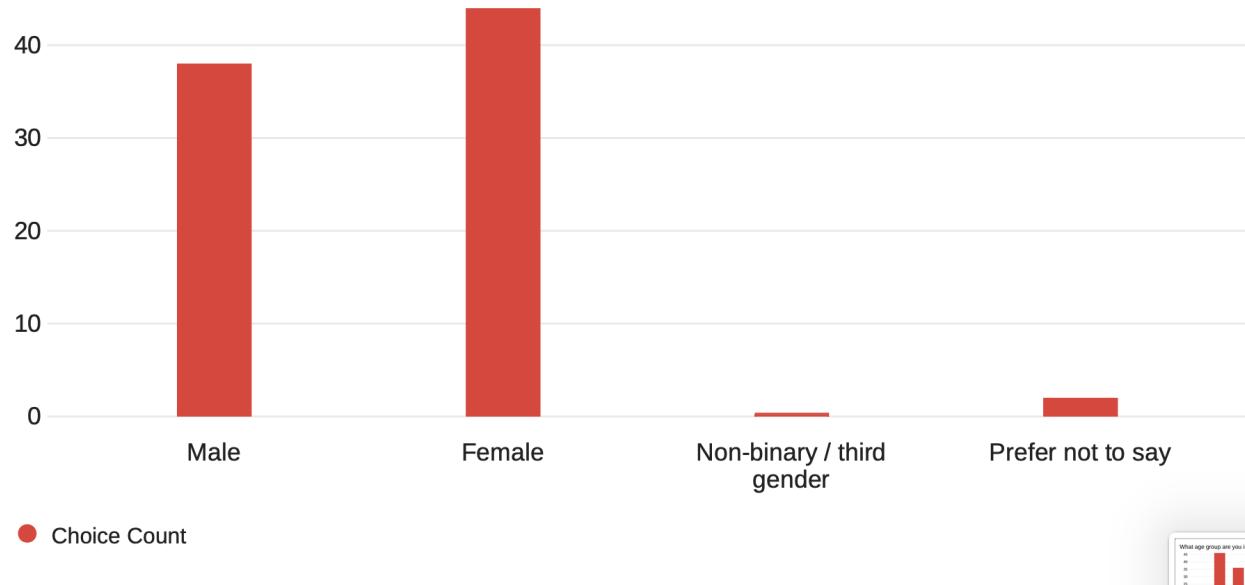


What age group are you in?



Q22 - How often do you shop online

What gender do you identify as?



Appendix 2: Marketing Strategy Presentation Slides

Marketing Strategy for **Tupperware®**



BADM 520
September 27, 2023

TEAM #27:
Chandana K S, Ivy Feng, Nupur Shah, Nurin Silahuddin,
Prisha Sharma, Ying Xie

Tupperware® Proposal

PROBLEM:

Change of consumer behavior causes the current distribution method to be ineffective of attracting the younger consumers.

CHALLENGE:

Distribution Strategy

<https://www.businessinsider.com/tupperware-brand-history-parties-plastic-containers-earl-tupper-brownie-wise-2023-4>
<https://www.cnn.com/2023/08/04/investing/tupperware-stock/index.html>

Tupperware® 5Cs Framework

| <u>Company</u> | <u>Customer</u> | <u>Competitors</u> | <u>Collaborators</u> |
|---|--|--|---|
| <ul style="list-style-type: none"> Strong brand recognition Distribution network Use Tupperware Party- direct selling methods Kitchenware product, food container | <ul style="list-style-type: none"> 21-35 years old, students and working professionals who have busy lifestyle Homemakers, housewives Want to keep food fresh and easy to carry | <ul style="list-style-type: none"> Rubbermaid Pyrex Pampered Chef | <ul style="list-style-type: none"> Collaborate with retailers, such as Target, Walmart Collaborate with wholesaler, such as Costco Work with Tech Electronic Company E-Commerce |

Context / PESTEL(E) Analysis

| | | | |
|------------|---|----------|--|
| P | POLITICAL Foreign-currency fluctuations & currency translations ¹ | T | TECHNOLOGY Keeping up with the technological features of marketing & distribution |
| E | ECONOMIC Unemployment rate projected to increase up to 5.1% by the end of 2023 ² | E | ENVIRONMENTAL Sustainability of using plasticwares. 90% Gen-Z willing to pay more for green. ⁴ |
| S | SOCIO-CULTURAL 2019: 56% of women prefer to work ³ | L | LEGAL Intellectual Property Protection on counterfeit products |
| (E) | | | ETHICAL Product exchange program on Tupperware vintage products |

¹ Jean-francois monier/Agence France-Presse/Getty. "Tupperware Plunges as Consumer Challenges Linger." *The Wall Street Journal*, Dow Jones & Company, 30 Oct. 2019, www.wsj.com/articles/tupperware-tumbles-as-consumer-challenges-linger-11572456067.

² "The Economic Outlook for 2023 to 2033 in 16 Charts." *The Economic Outlook for 2023 to 2033*, Congressional Budget Office, Feb. 2023, www.cbo.gov/publication/58957#~text=the%20coming%20years.-Unemployment%202023%20as%20a%20whole

³ Brennan, Megan. "Record-High 56% of U.S. Women Prefer Working to Homemaking." *Record High 56% of U.S. Women Prefer Working to Homemaking*, Gallup, 24 Oct. 2019, news.gallup.com/poll/267737/record-high-women-prefer-working-homemaking.aspx.

⁴ Trivium Packaging. "New Data Reveals Consumers Increasingly Choose Products in Sustainable Packaging Globally, despite Rising Prices." *NEW DATA REVEALS CONSUMERS INCREASINGLY CHOOSE PRODUCTS IN SUSTAINABLE PACKAGING GLOBALLY, DESPITE RISING PRICES*, 24 Apr. 2023, www.prnewswire.com/news-releases/new-data-reveals-consumers-increasingly-choose-products-in-sustainable-packaging-globally-despite-rising-prices-301804273.html#:~:text=Younger%20consumers%20(18%20%80%9324%20year,consumers%20consider%20th

Tupperware® S.W.O.T Analysis

| S Strengths | W Weaknesses | O Opportunities | T Threats |
|--|--|--|--|
| <ul style="list-style-type: none"> • Diverse product range • Available in many different countries • Safety • Strong brand name • Promoting women empowerment • Product features: Lightweight, durable | <ul style="list-style-type: none"> • Marketing channel: not available in many e-commerce platforms and grocery store • Designs are not innovative • Environmental concerns: plastic • Price | <ul style="list-style-type: none"> • Collaborations • Marketing Channels • More trendy designs • Market expansion: direct sell to business (B2B) • Invest more eco-friendly kitchenware product | <ul style="list-style-type: none"> • Competition • Raw material cost • Government regulations • Technology Development • Eco-friendly awareness |

So we need to focus more on Marketing Channel, Competition and Environmental Issue

<https://www.marketing91.com/swot-analysis-tupperware/>
<https://www.swotandpestle.com/tupperware-brands-corporation/>
<https://www.247caseanalysis.com/essay/13507-Tupperware-Brands-Swot-Analysis>

Strategic Recommendations

Improve Distribution Strategy

Social Media Platforms

59.9% of the global population

Online Purchase Platforms

Age group 25 - 34 is the biggest online shoppers

Wholesaler Distribution

Target market:
18 - 29 years old

Drawbacks:

Loss of Control: Once the product is in the hands of influencers, the company has limited control over how it is portrayed or used.

High costs: Companies need to face the high costs associated with technology advancement related to improved online stores.

<https://www.nasdaq.com/articles/how-millennials-and-gen-z-are-driving-growth-behind-esg>
<https://blog.hubspot.com/marketing/how-each-generation-shops-differently>
<https://itsmallbusiness.com/online-shopping-statistics/#:~:text=Most%20online%20shoppers%20are%2025.36.5%20million%2035%E2%80%9344%20years>
<https://www.searchenginejournal.com/social-media-statistics/480507/#close>

Marketing Objectives

Influencer marketing

- Hire 10 contract homemakers influencers within 12 months to promote products through content creations.
- Target more young people.

Social Media

- Platforms: TikTok, Instagram, and Youtube.
- At least 100,000 followers within a year.

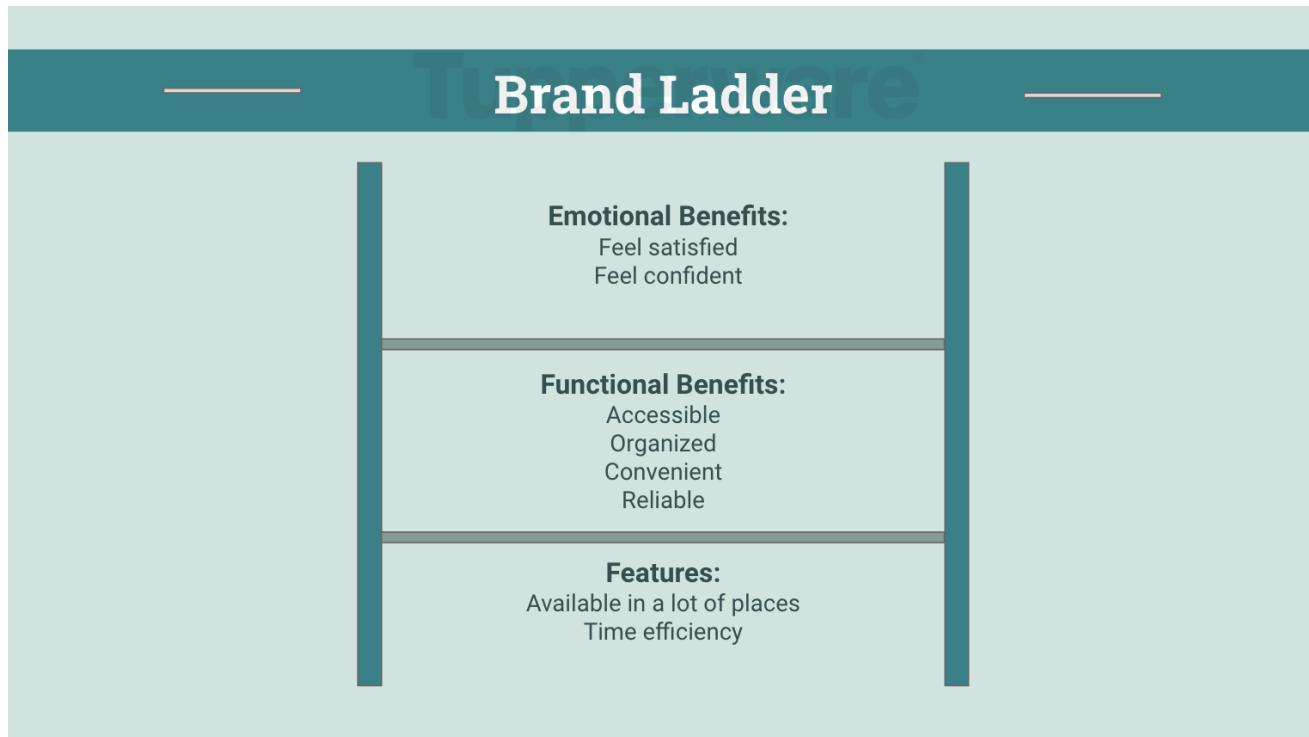
Increase website Traffic

- Paid advertisement.
- Achieving 1.5 million pageviews per month.

Customer Retention

- Subscribe to free memberships for discounts and free products.
- Collect feedback, personalize follow up/promotion email.

<https://www.similarweb.com/website/tupperware.com/#traffic>



Tupperware®

Positioning Statement

"Among the *busy, young consumers aged 21 to 35*, Tupperware, is the brand of *kitchenware and food containers* that *provides accessibility and reliability, making consumers feel satisfied and confident* because *of its availability in a lot of places.*"

Tupperware® Big Idea

To expand the distribution by marking Tupperware's presence on social media and online purchase platform to ensure availability and accessibility of products by the targeted younger consumer base.

Demographic and Psychographic



Fits our target age 21 - 35

53.5% Ages 18 - 24
41.9% Ages 25 - 34



Target both genders

53.7% Female | **43.6%** Male



Household Income of low - mid

44.7% Under \$25k
18.8% \$25k - \$49.9k



Busy lifestyle

88.4% Moderately Busy to Busy
11.9% Moderately Not Busy

Online Media and Shopping Habits



Hours spent on social media

36% 11 hours > | **34.9%** 4 - 7 hours



Sources of information

32.6% from Social Media
30.2% from Word-of-Mouth



Preferred channel for purchases

62.8% from Large Grocery Stores
54.7% from Online Stores



Frequency of online purchases

31% once every fortnight
20.2% once a month

Marketing Mix(4Ps)

PRODUCT

Features

Airtight seal

Microwave & dishwasher, freezer safe

Spill-proof

Easy to open lids

Durable

PLACE

Physical Stores

Partnership with:

Walmart, Costco, Target, Sam's Club

Online Platforms

Official Website, Social Media Marketplace, Amazon

PRICE

Premium Pricing

Bundle Pricing Strategy

PROMOTION

Social Media (Instagram, TikTok, Facebook)

Word of Mouth

Drawback 1: Premium Pricing - our target market is low-mid income → purchasing decision

Drawback 2: Product features are not exclusive → high competition

Implementation

Tupperware

smartsheet

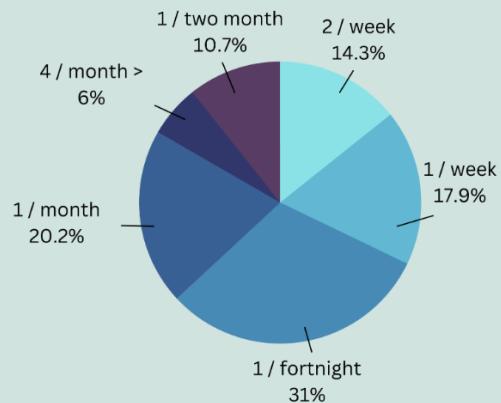
| Primary Column | Q4 | | | Q1 | | |
|--|-----|-----|-----|-----------------------------------|-----|-----|
| | Oct | Nov | Dec | Jan | Feb | Mar |
| 1 Initiation | | | | | | |
| 2 Group Brainstorming | | | | Group Brainstorming | | |
| 3 Secondary Marketing Research | | | | Secondary Marketing Research | | |
| 4 Generate New Target Market Survey | | | | Generate New Target Market Survey | | |
| 5 Preparation | | | | | | |
| 6 Form Cross-Functional Team | | | | Form Cross-Functional Team | | |
| 7 Analyze Survey Results and Data | | | | Analyze Survey Results and Data | | |
| 8 Each Team Create Action Plan | | | | Each Team Create Action Plan | | |
| 9 Execution | | | | | | |
| 10 Collaboration and Form Partnership(Retailer, Online Shopping Platform, Grocery Store) | | | | Collaboration and For | | |
| 11 Public Relation | | | | Public Relation | | |
| 12 Start Social Media Campaigns | | | | Start Social Media Ca | | |
| 13 Increase Website Traffic | | | | Increase Website Tra | | |
| 14 Reach Out Customer | | | | Reach Out Customer | | |
| 15 Promotion | | | | Promotion | | |
| 16 Evaluation and Control | | | | | | |
| 17 Track the Status of Campaigns, KPIs, Revenue | | | | Track the Status of Ci | | |
| 18 Look at Feedback, Quality of Content | | | | Look at Feedback, Qu | | |
| 19 Improve any Issues or Ineffective Action | | | | Improve any Issues o | | |
| 20 Conclusion | | | | | | |
| 21 Analyze Results, Feedback, Improvement | | | | Analyze Results, Fe | | |
| 22 Generate Formal Report | | | | Generate Formal R | | |
| 23 Identify New Opportunities | | | | Identify New Oppor | | |

Evaluation and Control

| Marketing Objective | KPI | Corrective Action |
|--|---|---|
| Influencer Marketing: Video Views | 1,000,000 video views | Produce video content of interest to young people. |
| Social Media: Followers and consumers share their consumption experience | At least 100,000 followers and 500 good product reviews | Social media campaigns to encourage consumers to share user experiences. |
| Website Traffic: Website Viewing | 1.5 million clicks per month . | Hire a professional web designer. |
| Amplify our advertising efforts | In the first year, online sales increased by 20%. | Designing more competitive products. |
| Improved methodology and online service | Email to collect feedback. 15% open rate and 5% submission rate. | Designing better email content. Increase in the number of customer service agents. |
| Customer Retention: Discount and Loyalty Program | Increase membership by 20% | Change of preferences by questionnaire. |
| Cooperate with supermarkets | 10% increase in offline sales in the first year. | Re-evaluate pricing strategies |

APPENDIX 2: Primary Research Survey Results

Online shopping frequency

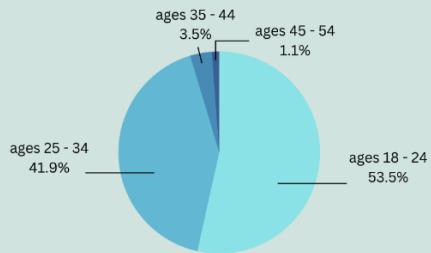


Preferred shopping places

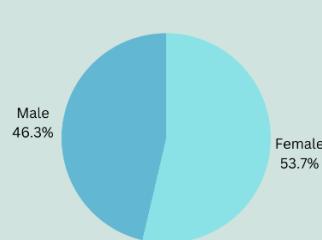


APPENDIX 1: Primary Research Survey Results

Age group



Gender



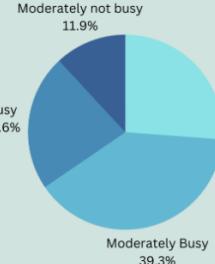
Income



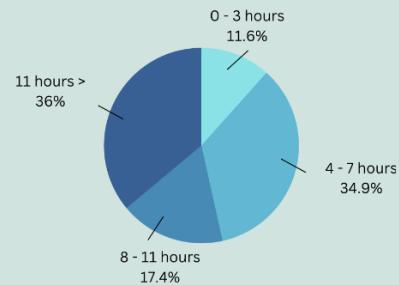
Preferred Source of Info



Busy Lifestyle



Hours Spent on Social Media



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