



Marketing Strategy

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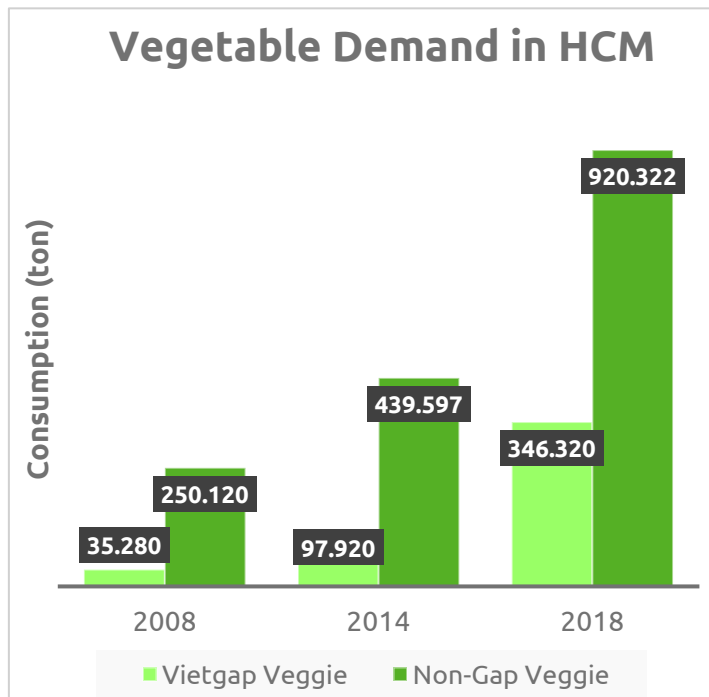
Marketing Plan




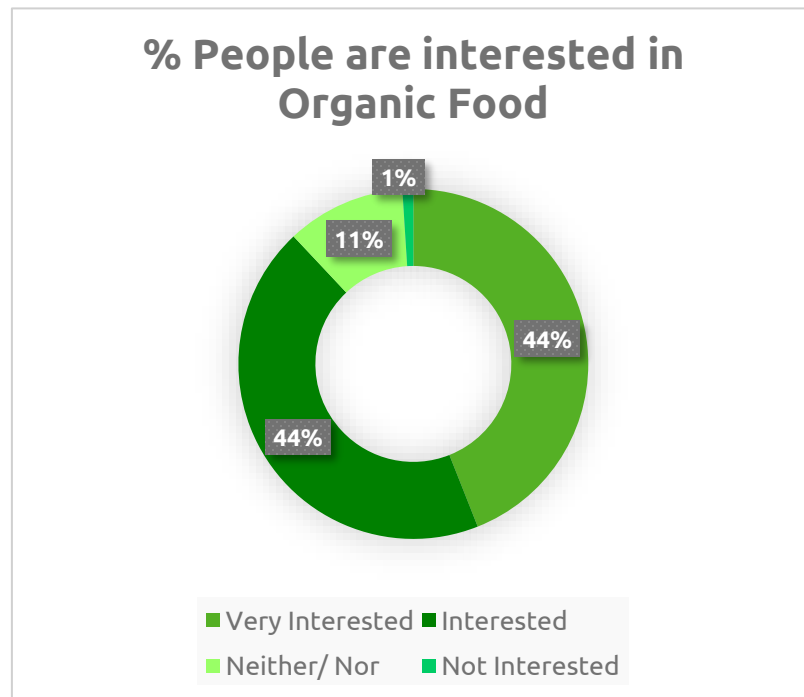
Organic Food

1. Background

Demand & Supply Ability



 VietGap Veggie Supply = 1/3 of Demand In HCM



88% people are interested in Organic Food 

Competitor

PREMIUM ORGANIC

B2C: High income expats, local people

B2B: Supermarket, mini-market, stores in D2, D7



ORGANIC

B2C: High & medium income people

B2B: Supermarket, mini-market, stores in central areas of D1, D3...



MIX



Global GAP

B2B:

- Supermarket, mini-market, stores in all districts
- Horeca: Medium & high class hotels, restaurants...



CẦU ĐẤT FARM



VIET GAP

WET MARKET

NON-GAP



2. Target Customers

Market Segment

PREMIUM ORGANIC

B2C: High income expats, local people

B2B: Supermarket, mini-market, stores in D2, D7



POPULAR ORGANIC

B2C: Medium & high income people

B2B: Supermarket, mini-market, stores in central areas of D1, D3...



MIX



Global GAP

B2B:

- Supermarket, mini-market, stores in all districts
- Horeca: High & medium class hotels, restaurants, hospitals, schools...



CẦU ĐẤT FARM



VIET GAP

WET MARKET

NON-GAP

Target Customer



HORECA



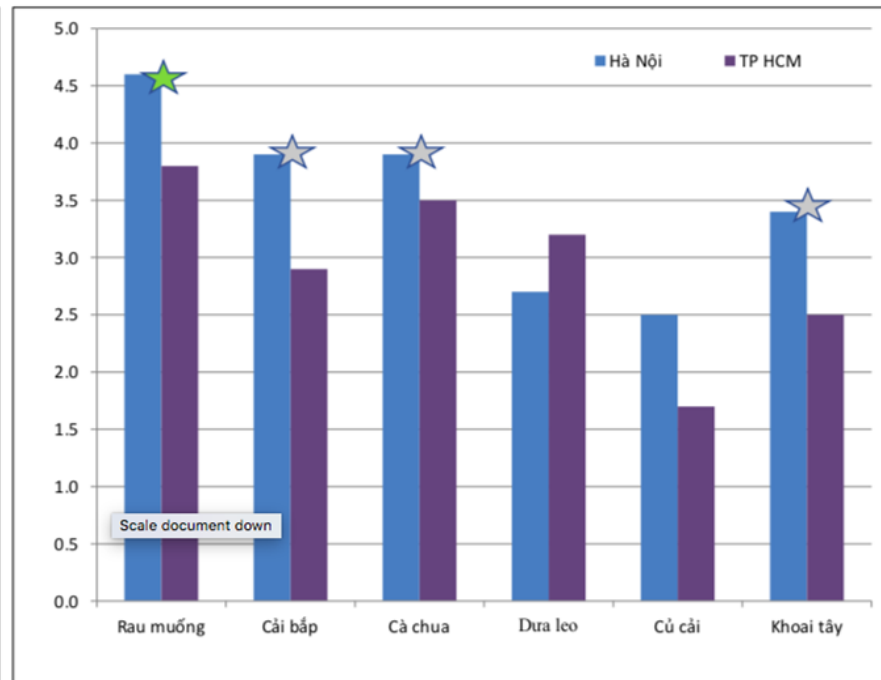
RETAILER



B2C

Organic		Super market/ Mini market/ Store in D2, D7	Expat & Local Female, Age 30+, Have kids, Income >20M
VIETGAP	Hotel 3* above Big restaurant Premium catering	Supermarket/ Mini Market in All Districts	Female, Age 25+ , Have kids, Income >14M
NON-GAP	Individual restaurant Industrial meal	Small stores near traditional market	

Product Suggestion



LIST OF MOST POPULAR VEGETABLES

- ✓ Morning Glory
- ✓ Tomato
- ✓ Cucumber
- ✓ Cabbage
- ✓ Potato
- ✓ Turnip



3. Strategy & Brand ID

Branding Strategy

DISCRIMINATOR

The high-standard veggie from No1 food brand in VN – CP with professional certificates & smart management system.

- Organic: USDA, Traceability system
 - Viet Gap, Non-gap: QA system

BRAND PERSONALITY

Healthy, Eco-friendly, Caring, Safe
Modern, Smart, Active, Professional



OBJECTIVE

- B2B:
 - Build a professional, complied, trustworthy & full service brand
 - Engage with key customers to get long-term partnership & co-branding activities
- B2C: Build a clean, fresh, healthy, high quality, origin-clear & convenient brand with diverse products & reasonable price for everyone

MEDIA CHANNELS

- B2B: Direct MKT Materials (Catalogue, Brochure, Profile...), Farm Tour, Co-branding activities....
- B2C: Website, Facebook, Youtube

Brand ID Suggestion

Brand Name

- | | |
|------------|----------------|
| 1 CP Green | 4 Green Choice |
| 2 CP Fresh | 5 True Fresh |
| 3 CP Farm | 6 EcoFarm |

Tagline

- | | |
|---|-------------------------------------|
| 1 | Grown By Trust |
| 2 | The Flavors Of Nature |
| 3 | Eat Clean, Live Healthy, Stay Happy |



Initial Logo Suggestion



Final Logo & Slogan



Main Logo



Secondary Logo

Brand Identity

FONT

Font main: Arial Rounded MT Bo

A B C D E F G H I K L M N O
P Q R S T U V X Y W

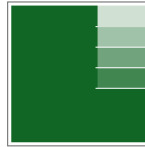
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Font slogan: UTM Helve

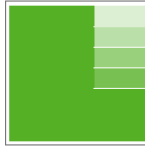
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P Q R S T U V X Y W

a b c d e f g h i k l m n o
p q r s t u v x y w
1 2 3 4 5 6 7 8 9 0

COLORING CODE



CMYK: C: 94% M: 22% Y: 100% K: 8%
RGB: R: 18 G: 102 B: 37
PANTONE: #126625



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PANTONE: #55b025



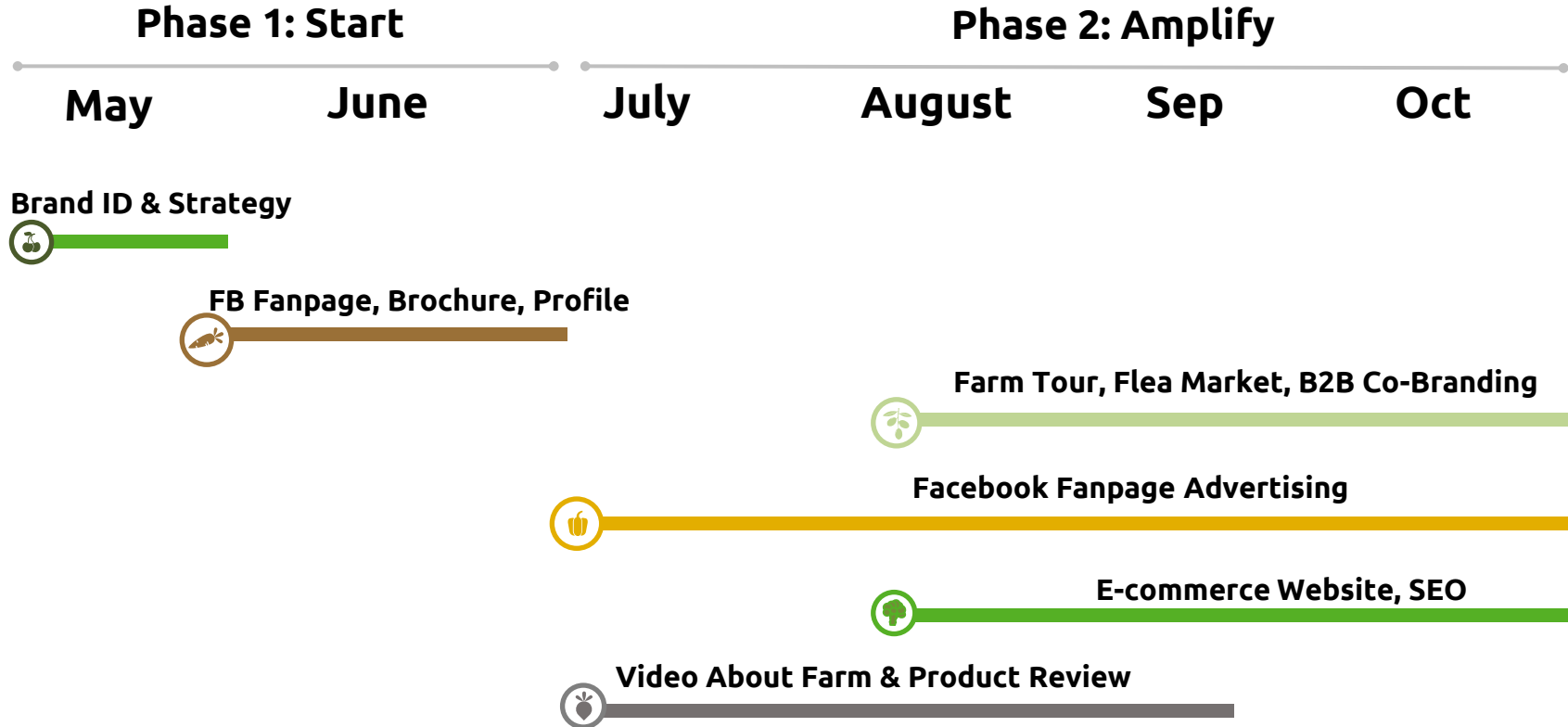
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RGB: R: 51 G: 51 B: 51
PANTONE: #333333



A large green geometric shape, resembling a stylized arrow or a corner, pointing towards the bottom-left corner of the slide.

4. Marketing Plan

6-month Plan



6-month Plan



Marketing Activities

MKT Materials : Brochure, Profiles



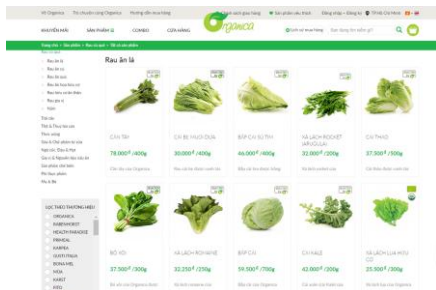
Farm Tour



Flea Market



E-com Website



Facebook



Youtube Video



Social Content Direction

Branding Content

- Brand Introduction & Inspiration
- Product's Information
- Product list update (bi-weekly?)
- Detailed info of best sellers
- Strengths/Reasons to believe: certificates, facilities (garden, freezing room, hub, logistics)
- Distributor list (?)
- Customer Feedback
- Other MKT activities

Viral Content

- Tips to choose good veggie for family
- Tips to process/cook the main dishes or desserts (smoothie/yoghurt) with veggie
- Healthy/organic & clean eating & living style

Engagement Content (For B2C)

- Minigame: Lucky Draw or quiz game in holidays like Mother's Day, Family's Day....
- Promotion: Monthly promotion for Online shopping customers
- Loyalty Program for online customers

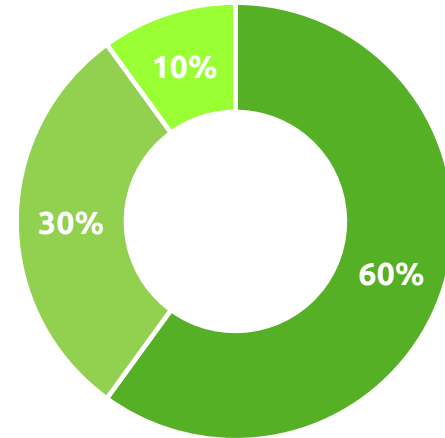
Social Content Direction

Content Collocation

Number of Posts: 13 - 20 posts/month

- Branding : 60%
- Social: 30%
- Engagement: 10%

Veggie Fanpage Collocation



■ Branding ■ Social ■ Engagement

Social Art Material

**Fresh, Friendly
& Professional
Images/videos
with Branding
posts**



Products' photos (overall, focused, flat-lay & with-packaging shot)



Farm's photos (garden, farmers, freezing warehouse, transportation, hub shots)

Social Art Material

Diverse & interesting images, infographic... with social posts



Nguyên liệu

- CẢI THÌA SẠCH 01
- NẤM ĐỒNG CỎ 200 GR
- CÀ HỒT 1 CỎ
- DẦU HẠT CHẤY HỮU CƠ SAUCECA
- BƯƠM TRẮNG 2 MƯỜNG CÀ PHÊ
- NƯỚC 200 ML
- BỚT BẮP 1 MƯỜNG CÀNH
- TÔI BẮM 2 MƯỜNG CÀNH
- HÀNH BỎA RỎ 10 GR
- DẦU MÈ 2 MƯỜNG CÀNH



CẢI THÌA XÀO

NẤM ĐỒNG CỎ ORGANIC

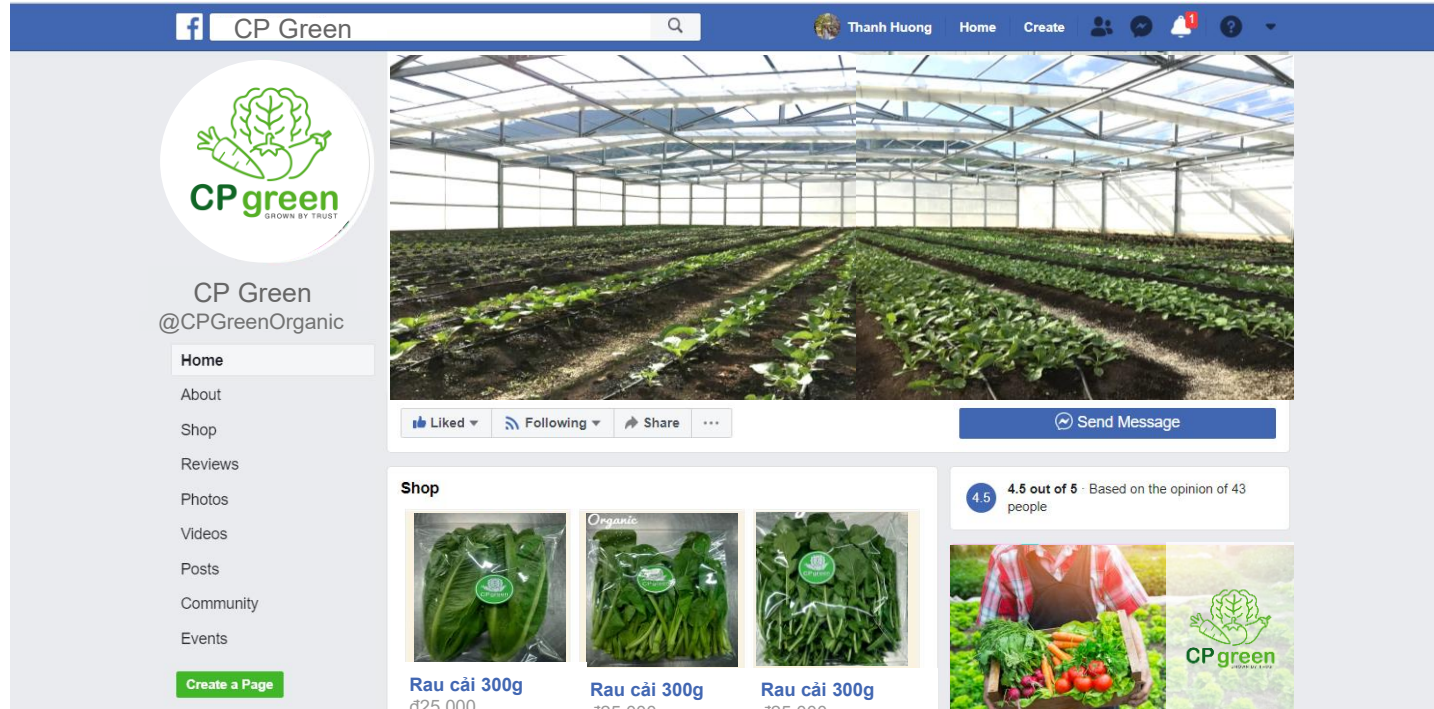
NGON "BẤT HỦ"

KHÔNG THỂ BỎ QUA

TRONG BỮA CƠM GIA ĐÌNH



Mockup Layout



How to manage Facebook Fanpage

- Tone & Voice: friendly, professional, fresh, healthy & caring
- Report: Bi-weekly report, in Monday in 1st & 3rd week each month
- Comment & Message Reply Service Package (Optional)
 - + Build auto reply message structure
 - + Reply comments/ messages within 2 hours in office hour, and within 12 hours on weekend or holidays



Budget & KPI (Estimated)

Unit: VND

	June		July		August	
	Price	KPI	Price	KPI	Price	KPI
Copy-writing	8,000,000	20 posts	5,200,000	13 posts	5,200,000	13 posts
Photo/ Video Taking	5,000,000	300 shots			15,000,000	Video
Advertising	2,000,000	1,200 Page Like	5,000,000	Reach: 90,000 Engagement: 1,000	5,000,000	Reach: 90,000 Engagement: 1,000
Comment + Inbox Reply (Optional)	3,000,000	Reply within 2 hours	3,000,000	Reply within 2 hours	3,000,000	Reply within 2 hours
Total	18,000,000		16,200,000		28,200,000	