

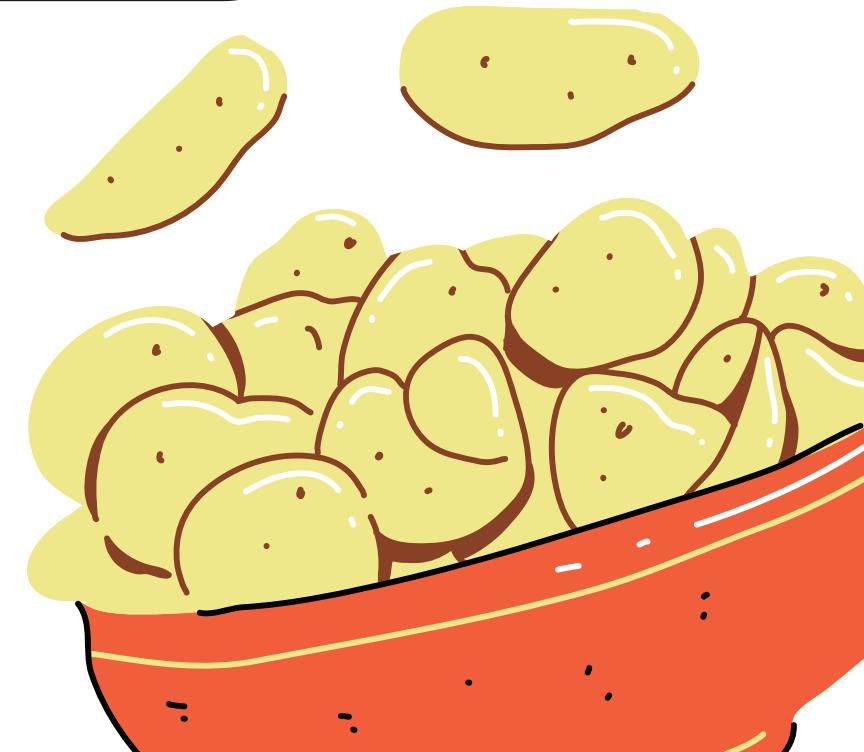
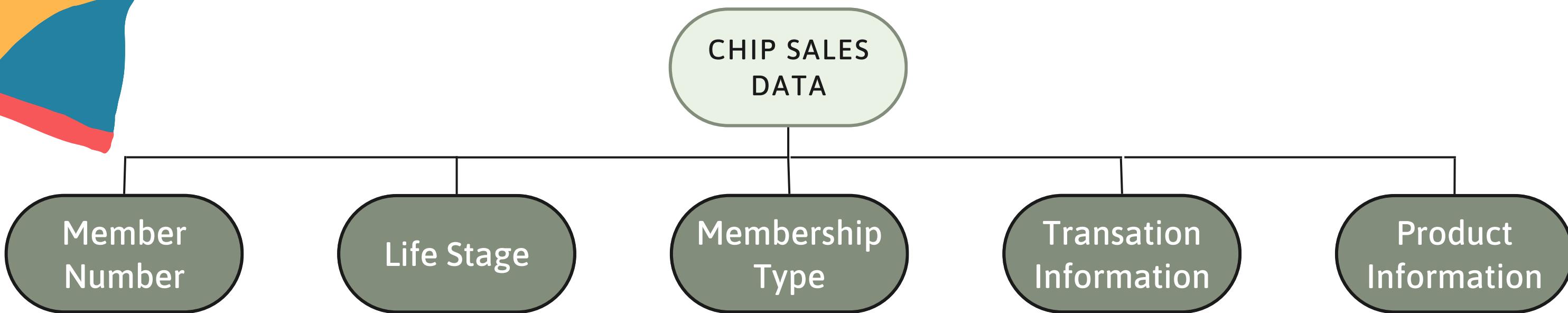
CRUNCHING NUMBERS BOOSTING SALES

Group 4: Alisa Wu, Christi Mariam, Gagandeep Singh,
Shivang Gulati, Young Ji Tuen



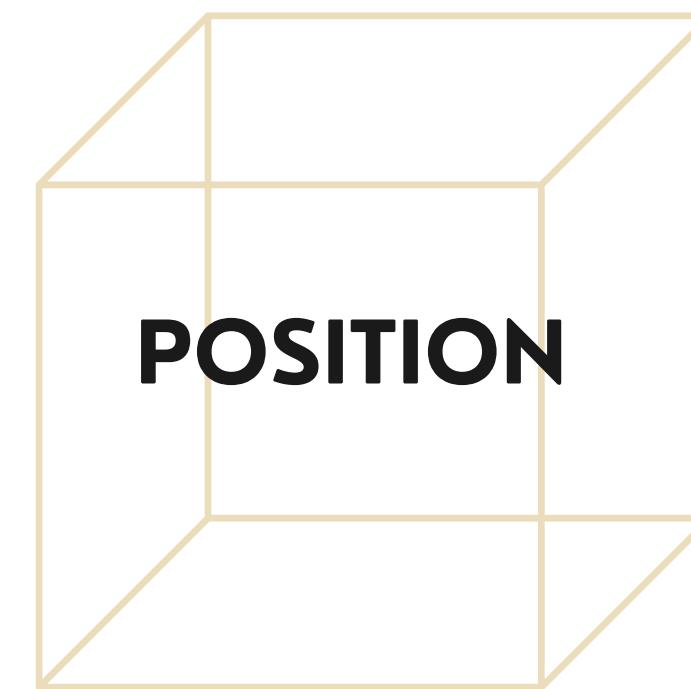


BACKGROUND



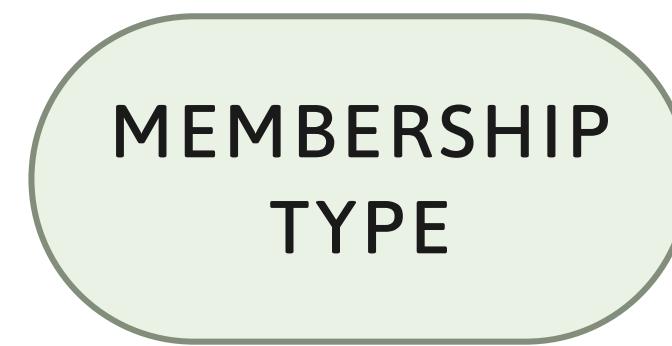
ANALYSIS APPROACH

Where can we find an opportunity to increase chip sales?



SEGMENT

Which segment should we target based on chip purchasing behaviour?

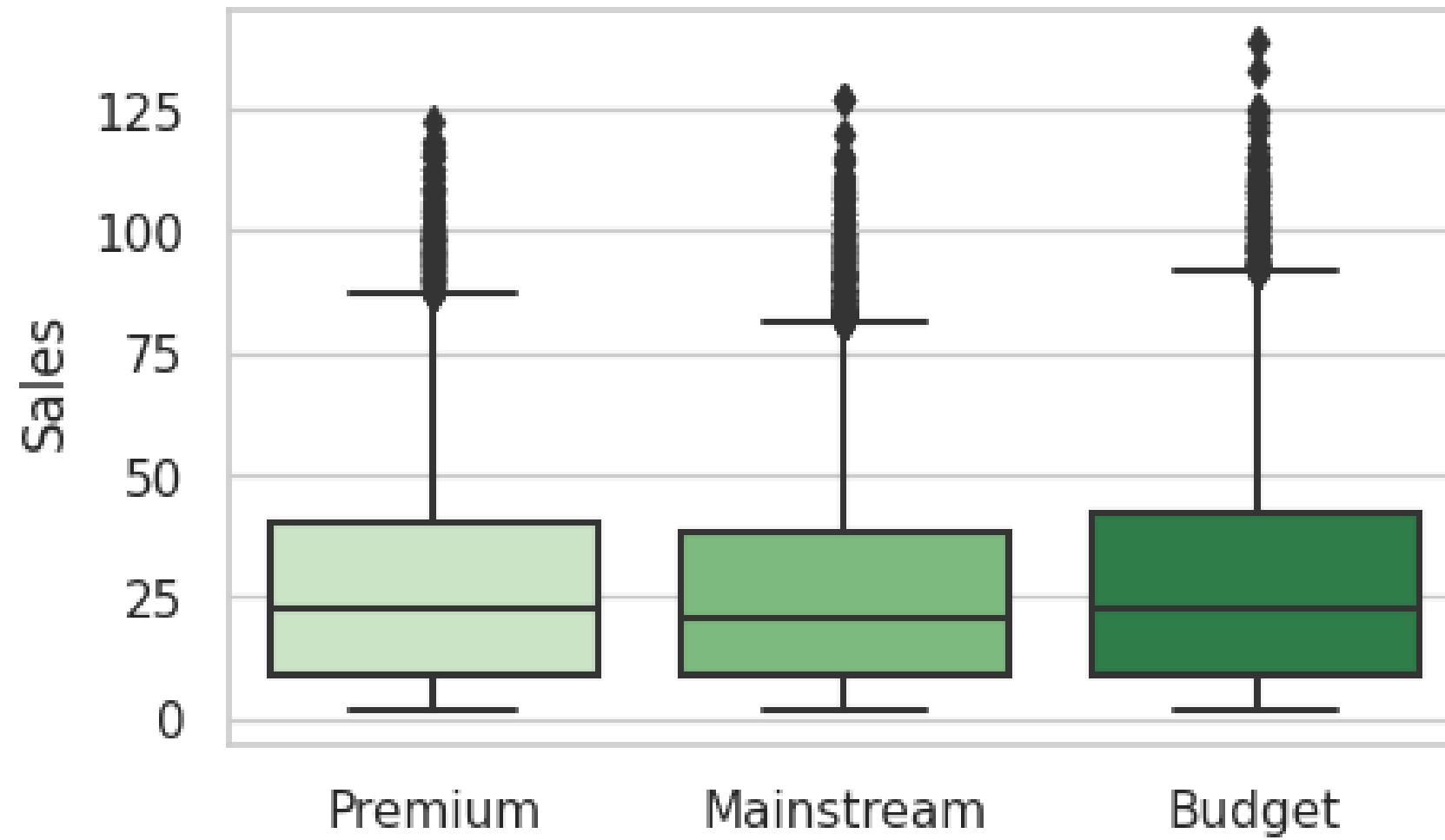


- Premium
- Mainstream
- Budget

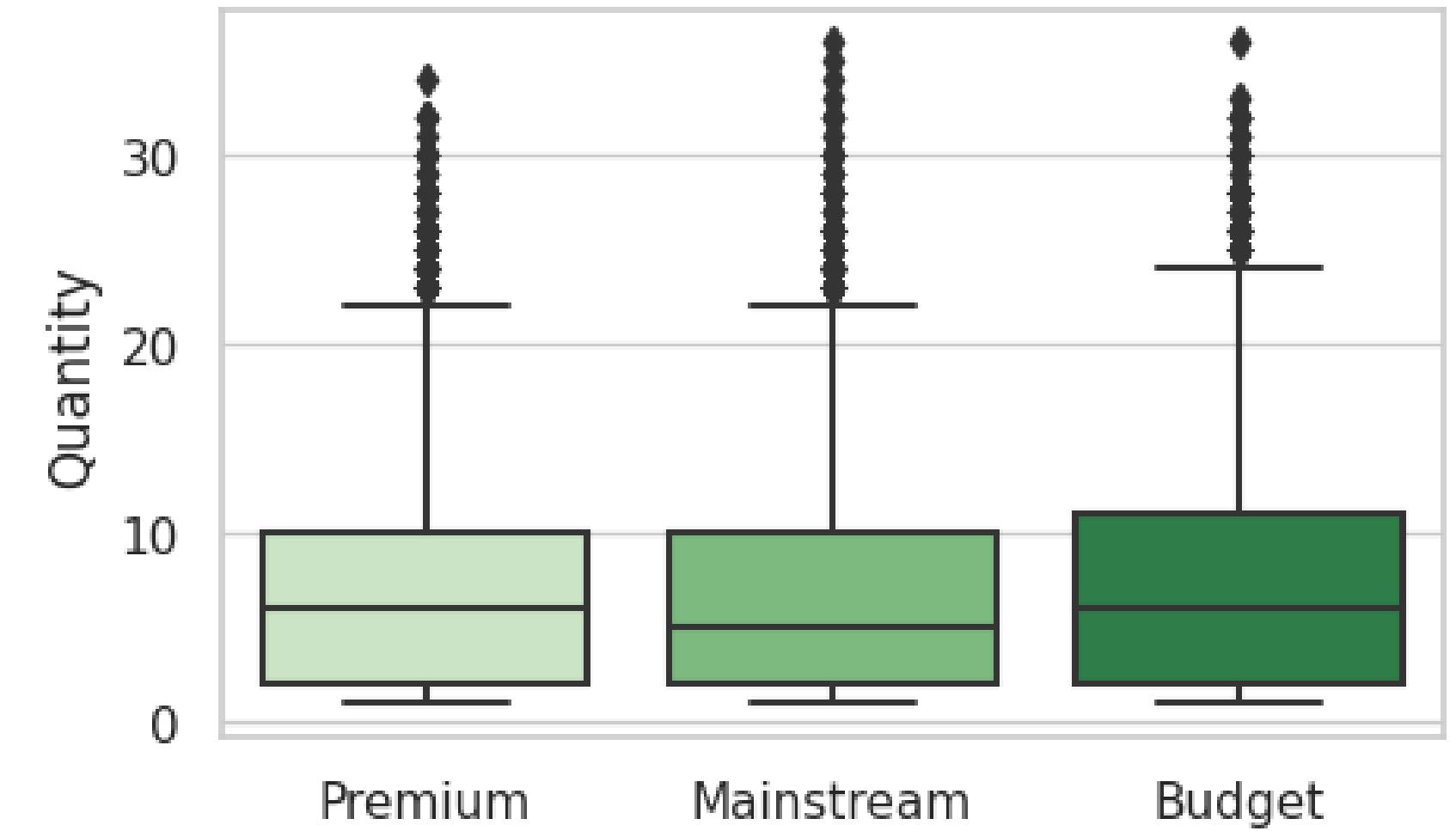


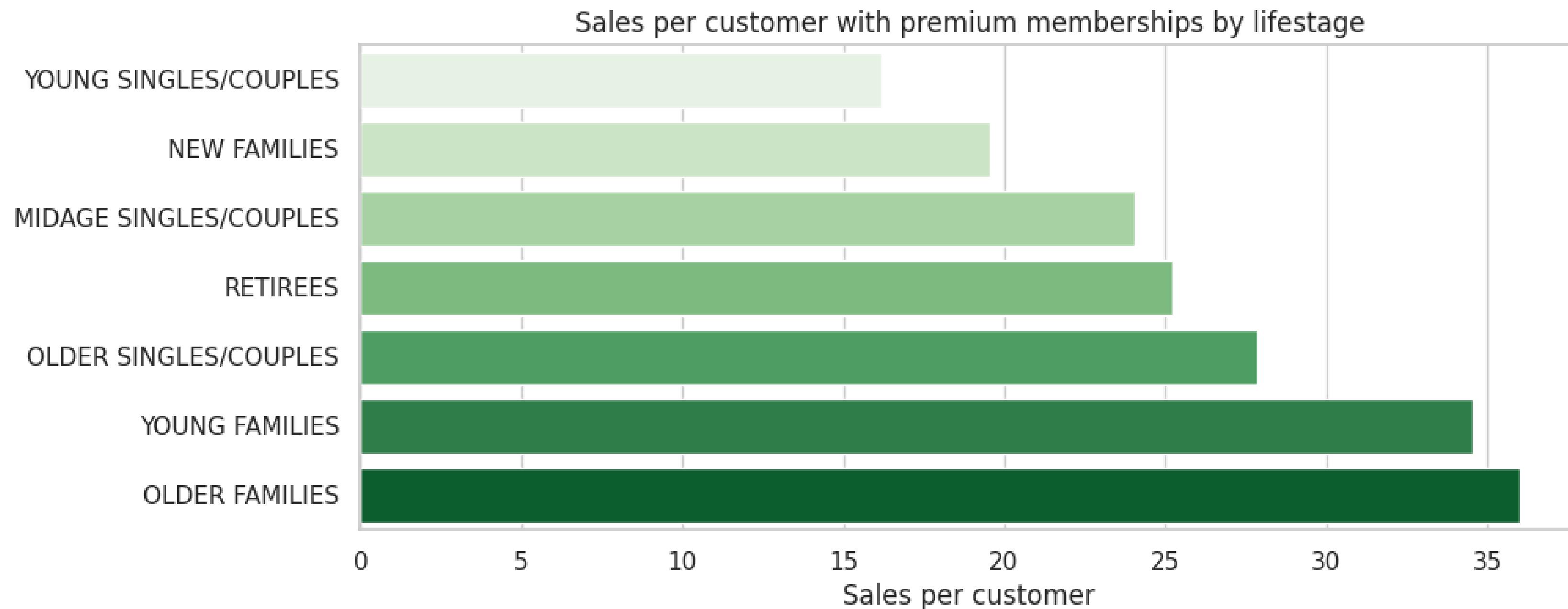
- Young singles/couples
- New families
- Young families
- Midage singles/couples
- Older singles/couples
- Older families
- Retirees

Total sales per customer by membership type



Quantity purchased per customer by membership type





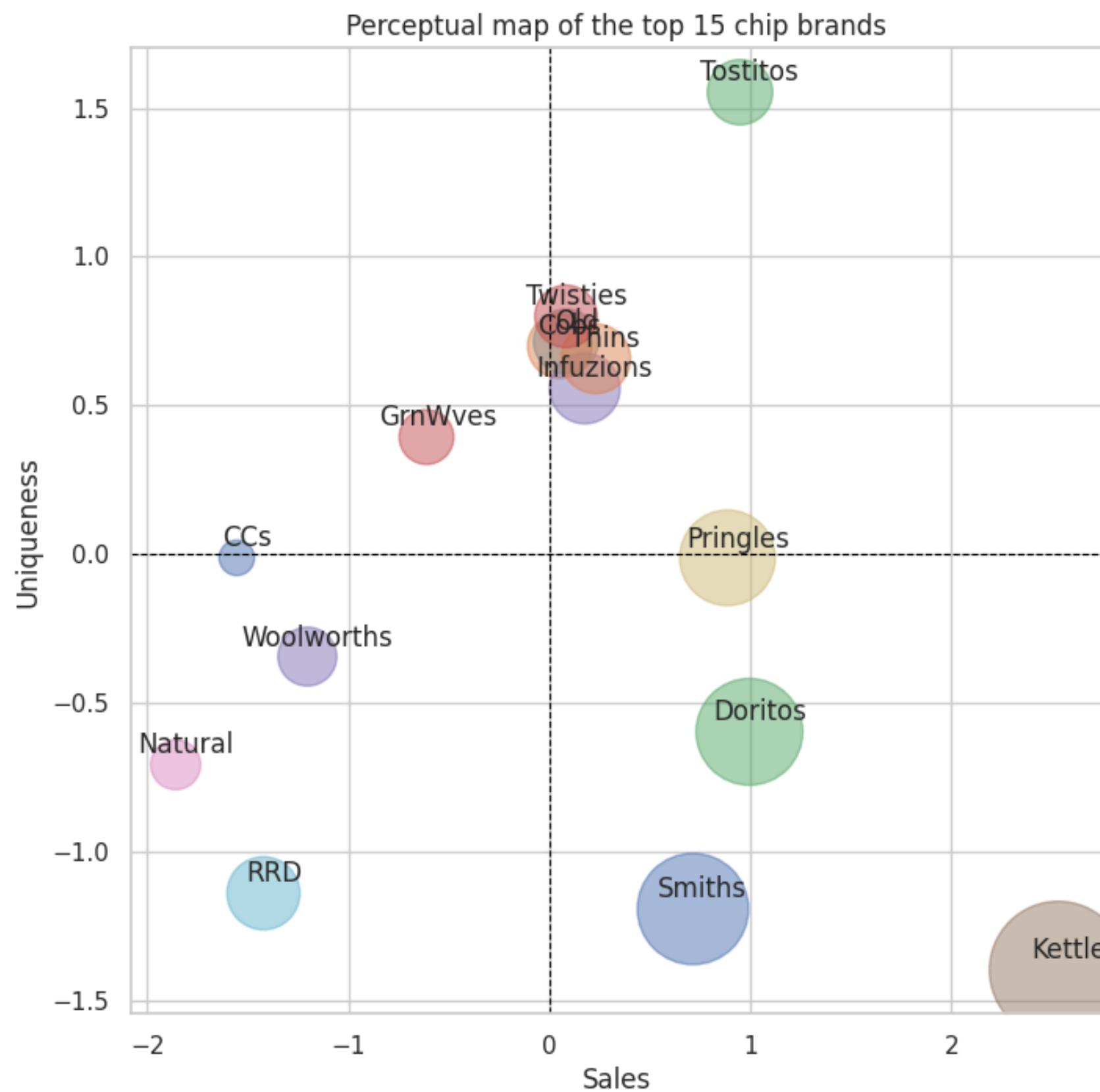
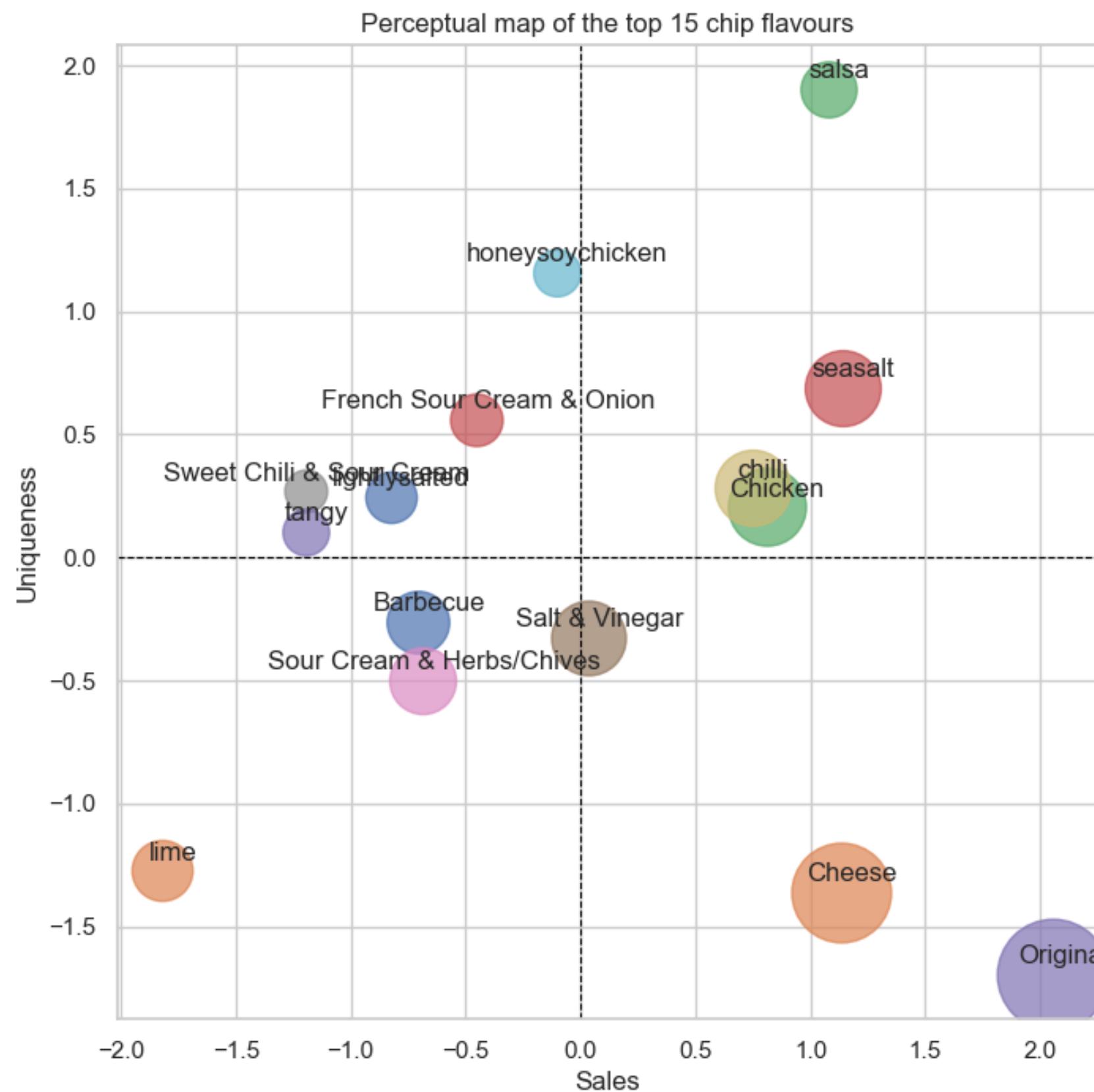
TARGET

How should we tailor our marketing strategy to target young singles/couples and new families with premium memberships?

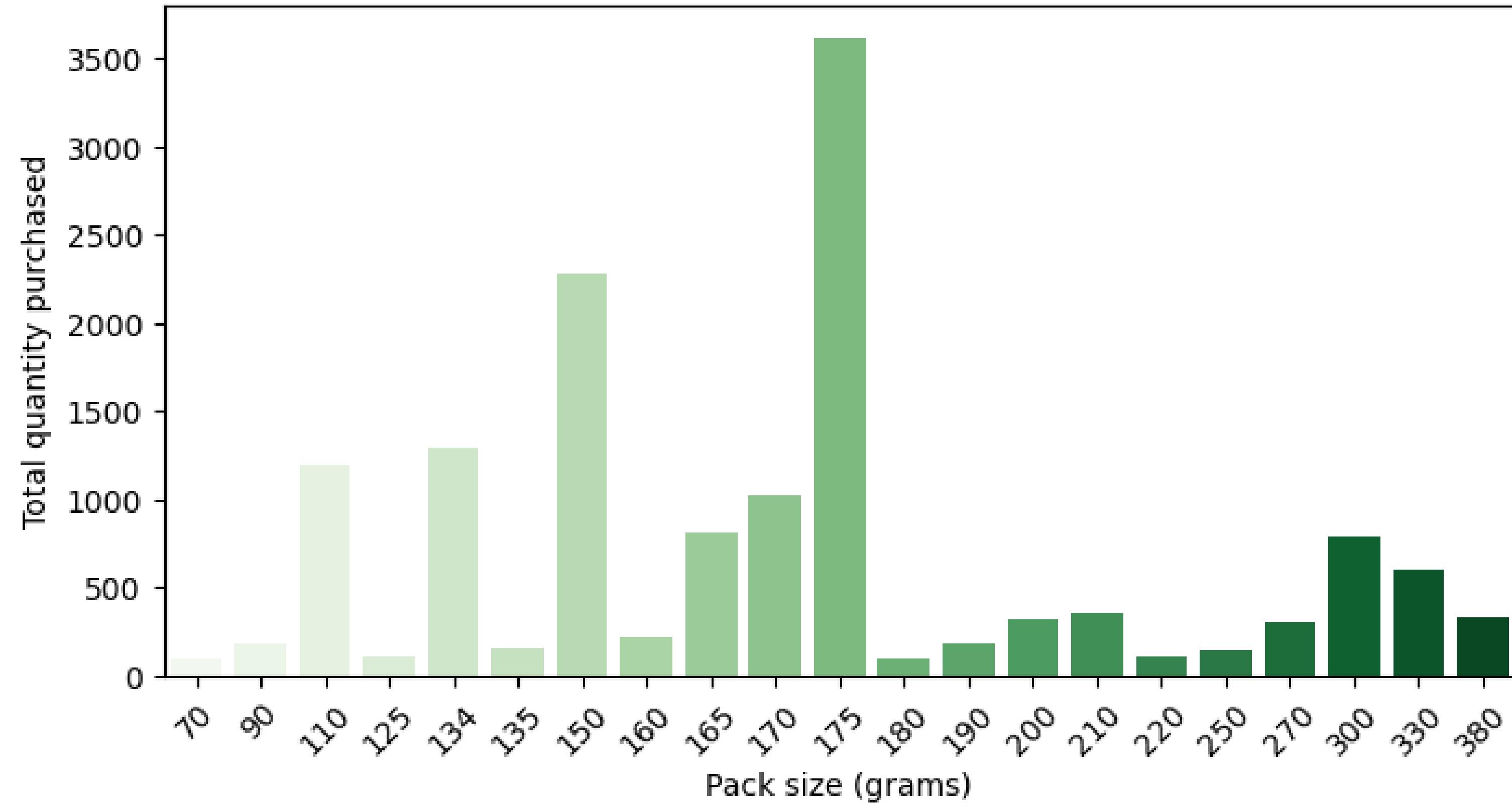
CHIP FLAVOUR

CHIP BRAND

PACK SIZE



Total quantity of pack sizes purchased by target group



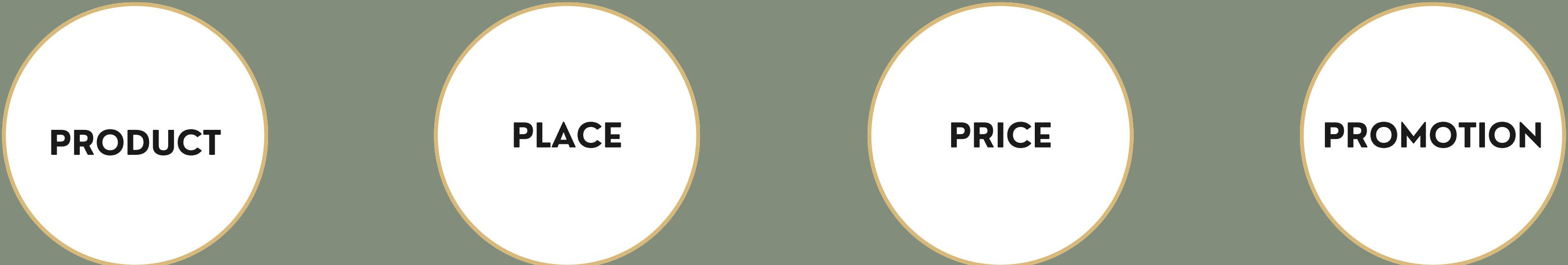
POSITION

Market to our target segment by
positioning ourselves as
the supermarket to purchase the
most preferred and unique chips.



RECOMMENDATIONS OVERVIEW

How do we increase sales of chips among our target group through a **lower funnel approach?**



- PRODUCT

- PLACE

- PRICE

- PROMOTION

PRODUCT



Expanding to various texture options



Offering an assortment of salsa dips

PLACE



Point-of-purchase placement



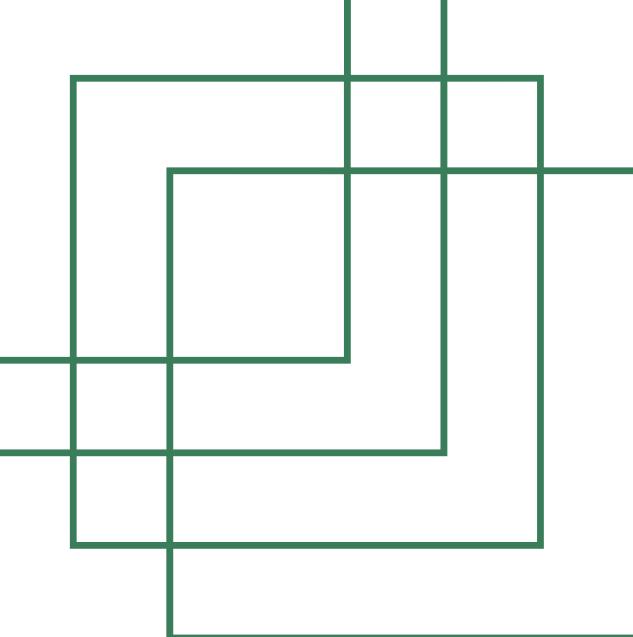
Eye level placement for flavours to promote

PRICE

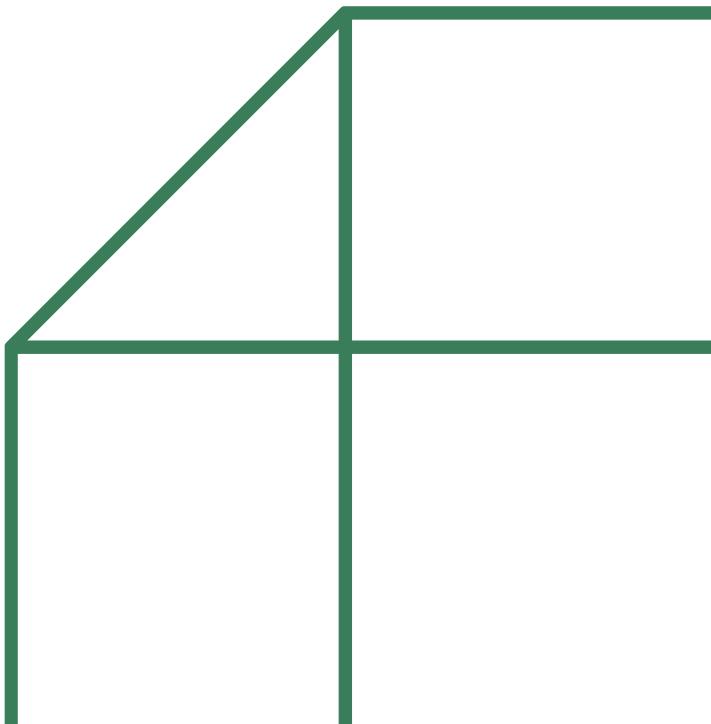


card price
2 for 850
save 1.74 each

Buy 2
Earn
1200
Points



PROMOTION

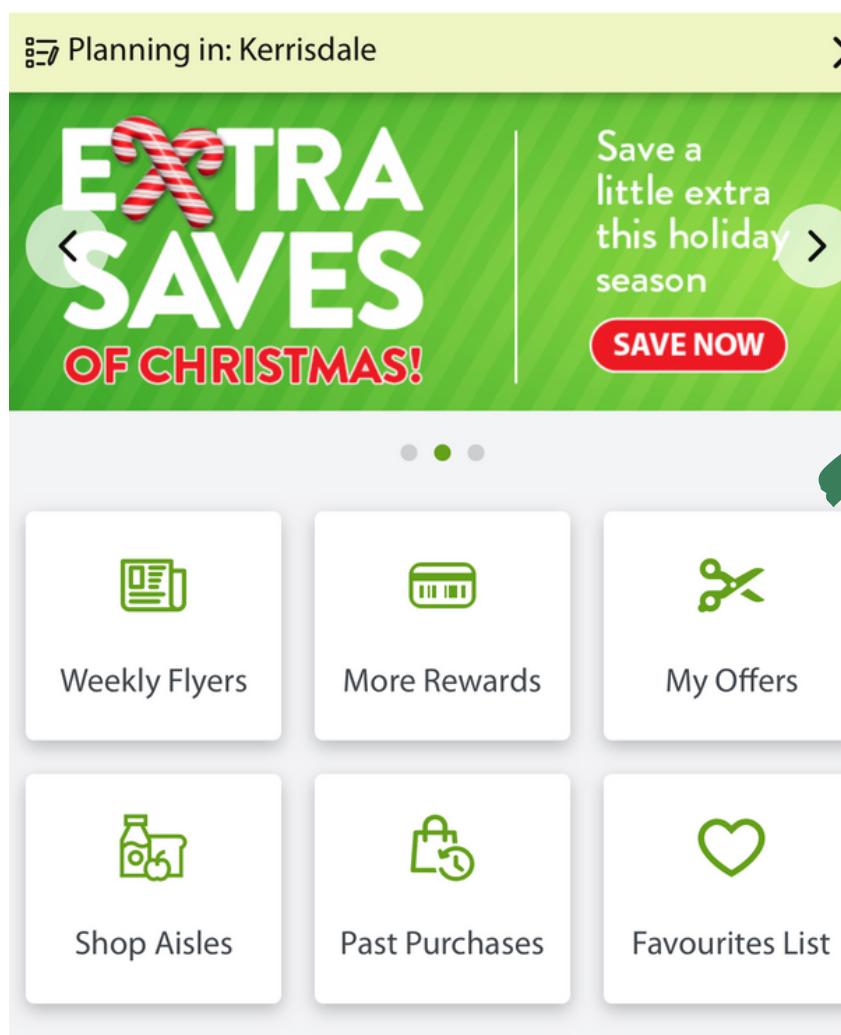








STORE APP OFFERS



The screenshot shows the "My Offers" section of the app. It features a grid of deals:

- My Mega Deal**: Earn 10500 points with \$350 spent. How it works: (1) Load to... [more >](#). [load to card](#)
- Hot Offer**: Pay \$12.99 for Pinty's Chicken Wings. Frozen, 750g-790g, First ... [more >](#). [load to card](#)
- Daily Deal**: 25% off Weighted Bulk Items. Discount applies to regul... [more >](#). [load to card](#)
- Hot Offer**: Buy 2 Get 800 Points on Kettle Chips. 156-198g, Limit 1 Promoti... [more >](#). [load to card](#)

A large green arrow points from the "My Offers" icon in the app menu to the "load to card" button for the Kettle Chips deal.

CONCLUSION

- Create dedicated shopping space for young singles/couples and new families with premium memberships
- Conduct pre- and post-marketing analysis of KPIs



**THANK YOU!
QUESTIONS?**

