

# **PHINMA UPANG COLLEGE URDANETA**

Nancayasan, Urdaneta City

Accountancy Business and Management

**12 ABM 2**

## **MARKETING PLAN**

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Presented as Partial Fulfillment of the Requirement for

**ABM 006: PRINCIPLES OF MARKETING**

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First Semester

Academic Year 2021-2022

# ACKNOWLEDGMENTS

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*Researcher would like to acknowledge with profound gratitude and sincere appreciation the following people who, in one way or another, shared their utmost personal professional assistance and untiring services that made this book report a priceless reality.*

*Above all, to the **LORD ALMIGHTY**, for giving the researcher patience when he is about to give up, strength and wisdom which kept him going and moving forward, and love that filled his passion which made him hold on,*

*Sir **Arnel Z. Bauzon**, faculty member of Graduate School and adviser in this book report who kindly and patiently lent a hand to the researcher, with her untiring effort in guiding us and for giving us encouragement long before the making of this book report. Undeniably, we learned so much from her,*

***Co-researcher**, for the valuable efforts she has done to complete this book report,*

***ABM Classmates**, for sharing ideas to researcher on how to make a nice book report.*

*To all, thank you so much*

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## **Executive Summary**

### **Deli-shi by Deli-shi Corporation**

*Quarantreat* is the word people get most excited about. Let's admit it: Food is one of the things that made our quarantine lives more bearable. And among these are sushi which has been widely popular these days so we thought of a product that is loved by many but still signifies our culture.

Kakanin is the ultimate Filipino merienda, where anything rice turns into a wonderful snack that every Pinoy will definitely want to eat. It represents a lot of things, our culture, tradition, way of life and our cuisine. We elevated kakanin and reconstructed sushi with our product named Deli-shi. These are sticky rice rolls that look like Japanese sushi. The rice roll is sweet sticky rice cooked in coconut milk and filled with a selection of feelings such as sweetened banana and coconut. We also offer a salty flavor, the adobo sushi with garlic topping.

Deli-shi offers a delicious and friendly local product that will surely satisfy you and will bring you back to your childhood. Our consumers and customers will taste the goodness of our product at a very affordable price that is good for the soul. Deli-shi will provide a combination of excellent quality and nutritious ingredients. It is the answer to the increasing demand for craving Japanese cuisine with a Filipino style twist. We don't only want a high profit but we want everyone to taste and give you a unique experience that is both comforting and exciting to your plate.

“As far as the deli-shi is concerned, it's all been pretty delicious.”

## **Products and Services**

Deli-shi Corporation will offer Japanese cuisine with a Filipino style twist that will surely satisfy our customers and consumer's taste. It is a sweet sticky rice cooked in coconut milk and filled with sweetened banana and coconut. For perfection, we also have a salty flavor, the adobo sushi with garlic topping. We assure you that we will offer the best sushi dishes made from the highest quality product.

Deli-shi ensures to use only the best ingredients, fresh, and guaranteed quality. In order to create a good customer relationship, we offer a friendly, fast and consistent service to our customers. We make sure that our product is delicious and festive.

Our product name is Deli-shi. It is a product inspired by Japanese sushi. Deli-shi comes from different flavors: Adobo sushi will give a great balance to your taste, it is sweet, salty and crunchy because of the fried garlic topping. Banana fruit will be sweetened as well as the Coconut. These ingredients are rolled, sliced and will be packed. Deli-shi will be our *quarantreat* that can help us cope up during this pandemic.

Deli-shi can withstand a pandemic. The ingredients are not seasonal, can easily be found and very affordable which we find as our strength. We already adopt some of the cultures of the Japanese, especially their food. But some aren't because of the rawness of sushi so we made this product. We also consider the health of our customers, that's why bananas and coconut are added. We strongly believe that Deli-shi Corporation and its finest sushi dishes will attract customers and make them want to come back for more because we care about their health and taste.

### **Mission**

To provide our customers with an unforgettable experience to their plate through an exquisite, consistently fresh, innovative, healthy sushi using only the finest ingredients.

### **Vision**

To have a strong, solid, well-managed, fast-growing, exciting, innovative company with high business ethics and an excellent reputation. Also, developing relationships with our new and loyal customers through their stomach.

### Logo



We came up with this logo because it's simple yet very attractive. We created and conceived this logo ourselves. We use the shape circle because it represents unity, commitment and love. The red is a powerful and energetic color so we used it. The red circle also symbolizes the flag of Japan where sushi is originated.

### Tagline



Our tagline is “A roll of happiness is here”. It has a special meaning because now we are facing so many challenges in our life, the pandemic was devastating. But we have something for everyone to make their life bearable in this time. We are offering a roll that was made with smile and passion. You're not dreaming. Just follow your heart and it will lead to us. Try it and you're going to be happy.

## Marketing Materials

### Flyers

Flyers are an easy and effective way to spread and tell people about our product. It is a cost-effective way. And not all of us are using social media. Even if they are online, they may take more notice of a flyer that is handed to them rather than scrolling through their news feed.

The picture and information of our product is indicated in flyers. It's a high impact so through flyers, they can easily reach us or contact us.





## Mug

The mug with our logo will also help to promote our product. We choose to give a mug to our customers because mugs stay out in open where all eyes can see them. It helps us to advertise our business easily.



## Business cards

Business cards are extremely effective marketing materials because it helps increase sales due to the power of personal networking. It contains pictures and information. At the back of the card, we also have a deal. “Buy 10 and the 11<sup>th</sup> is on us” will offer customers extra value and may encourage them to buy more. It is affective in advertising because it will make them want to come back for more.



**DELI-SHI**

A ROLL OF HAPPINESS IS HERE!



### Facemask



We came up with facemask with our logo because it is also an effective way to promote our product especially in this time. It is made of cotton fabric so it is reusable. We chose facemask as our pre benefit order for our customer and also to promote our product in a safest way in this time of pandemic.

### Tarpaulin



We use tarpaulin for our marketing material because it is weather-proof and durable, thus, it's great for outdoor advertising. It can last for months, even for years. It can help our product to reach out people and places while we are just starting a business.

## **Customer**

Deli-shi has a wide range of customers. They vary in different ages, races and gender.

Some of them are the following.

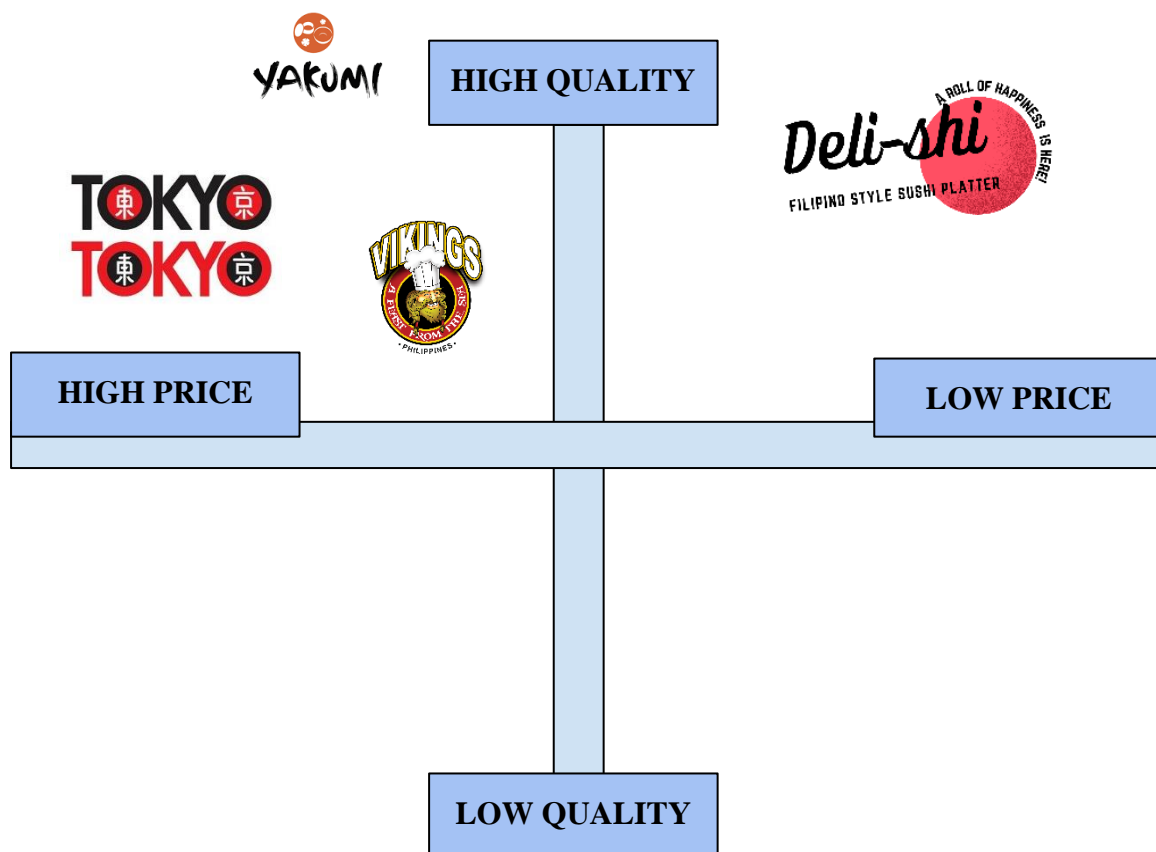
1. Everybody who like Japanese food
2. Health-oriented consumers and small eaters
3. People who have trendsetter lifestyle
4. People who love Filipino *merienda* or snacks and dish



Kind of customer	Why they purchased Deli-shi?
<b>1. Everybody who likes Japanese food.</b>	<p>If you like Japanese food you can be a probable customer of Deli-shi. It is because you'll instantly fell in love with the genuine taste of the Japanese culture and you can either use a chopstick to make you feel more cultured. Deli-shi was a carefully designed balance of pleasing presentation and exquisite flavor that will make you say, "Oishi".</p>
<b>2. Health-oriented consumers and small eaters</b>	<p>Deli-shi is stocked with just about everything your body needs. It is no exception, as it contains nutrients, vitamins and powerful antioxidants. Deli-shi is a food that is not an assault on your waistline. It gives you a sense of comfort serving because it's relatively served in a small portion of rice. Good for your heart, good for your taste buds and good for your life.</p>
<b>3. People who have trendsetter lifestyle</b>	<p>If you have a trendsetter lifestyle surely this will lead you to purchase deli-shi. As well, you are more willing to accept new things and different cultures, since deli-shi can be considered a fad or exotic food or it presents the right blend of familiarity and exoticism.</p>

<p><b>4. Customers who love Filipino merienda or snacks and dish</b></p>	<p>If you are craving for a Filipino merienda like kakanin and a dish like adobo, here is Deli-shi. It will surely satisfy you by its enjoyable and unique flavors brought by Special delicacies of Pinoy.</p>
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## Market Positioning

Market positioning is how you will shape the mind-set of the customers towards your product. Yakumi, Vikings, Tokyo Tokyo, and Deli-Shi, the four largest brands in terms of sushi, did a great job in terms of doing market positioning.



DELI-SHI COMPETITOR ANALYSIS	
Competitor	Product They offer Versus Deli-shi
1. Tokyo Tokyo	<p>Tokyo Sushi versus Deli-shi Sushi</p>  

<b><u>DELI-SHI SWOT ANALYSIS</u></b>
<b><u>STRENGTHS</u></b>
<ol style="list-style-type: none"> <li>1. High-quality and healthy product in Affordable Price  Deli-shi offer an organic and natural ingredient that is good for your health and can strengthen your immune system. It is a high quality <i>merienda</i> or snack in a competitive price that can afford and within the budget.</li> <li>2. Deli-shi provide a wide variety of Flavors  Deli-shi have three flavors, the adobo flavor, sweetened banana and bukayo or sweetened coconut which is not just like other that it's all the same. It offers a unique flavor that is both comforting and exciting to your plate.</li> <li>3. Well-trained staff  Deli-shi will have a highly recommended and well-trained owner and an approachable staff.</li> </ol>
<b><u>WEAKNESSES</u></b>
<ol style="list-style-type: none"> <li>1. Lack of Consumer because of new business  Deli-shi is new in the business world and it's not a well-known business yet. So, consumers and customers wouldn't trust it and it's hard for them to try a new one. It became weakness because they think that it's better to buy to their <i>suki</i> or to the business which are well-known already.</li> <li>2. Life span of the product  Deli-shi is a sticky rice cooked with coconut milk so you can only keep it in one or two days. However, you can freeze sticky rice and can last up to one month.</li> </ol>



### **OPPORTUNITIES**

#### 1. Growth of Japanese Food Trend

Japanese food has been making waves across the country and no doubt that locals love it and embracing it enthusiastically.

#### 2. Giving Special Offer and Discounts

Deli-shi offer a “Buy 10 platter of deli-shi and 11<sup>th</sup> one is on us” special treat for beloved customers.

#### 3. Growing Market

Since demand tends to be stronger than supply, new business-like Deli-shi is a good opportunity for profit. Deli-shi will enter the market to try and capture those profits, resulting in a market with competition based more on product differentiation than price.

### **THREATS**

#### 1. COVID Outbreak

Covid19 had cause massive economic disruption. Many businesses globally and Deli-shi is being profoundly affected by the pandemic. A lot were temporarily closed and experience decreased productivity and morale that led to financial losses.

#### 2. Competitors with top notch Japanese Restaurant

## **TOKYO TOKYO**

### **Deli-shi VERSUS Tokyo Tokyo**

Tokyo Tokyo is one of the Philippines' most popular Japanese-style restaurants. They've got ramen, sushi, bento boxes, wagyu burgers, and plenty more tasty options. In 1985, when the concept of "fast food" was rapidly entering the country, Tokyo Tokyo saw the opportunity of bringing Japanese cuisine to the Philippines.

The very first Tokyo Tokyo restaurant opened on April 22, 1985. Located at the Quad Car Park (now Glorietta), Tokyo Tokyo built an incredibly dedicated following with its combination of quality, value, and abundance. It was the only Japanese restaurant that offered unlimited rice with its dishes, which grew to be some of the Filipino diners' most popular cravings. While other Japanese restaurants at the time focused on delivering more traditional experiences, Tokyo Tokyo strove to give its customers a modern, mainstream approach to Japanese cuisine. It has been in the industry for a long time so when it comes to production, they already know on how they are going to improve their product and keep up with the trend.

On the other hand, the marketing strategy and advertising management of Deli-shi enable them to keep up with Tokyo Tokyo and can even surpass it. More reason why Deli-shi is more competitive than Tokyo Tokyo sushi are the following

- Deli-shi has ingredients that Tokyo Tokyo don't have. It is an elevated *kakanin* and reconstructed sushi that no one ever did it before. It has a lot of flavors that customers can choose, they can choose salty or sweet according to their mood. Once a consumer tasted Deli-shi and Tokyo Tokyo sushi, you will identify the difference of these two when it comes to flavorful and sweetness. Deli-shi is more dominant than Tokyo Tokyo because of the out of this world taste and uniqueness of the product. Deli-shi is leading and better when it comes to price, packaging, production and taste.
- Deli-shi is assuring that it has highly recommended and well-trained staff that can create a high-quality product that is truly deserve by the customers. And an owner who acquire an intimate knowledge about the business and knows the fundamentals of economics. The business is not using artificial ingredients, instead, it used only the organic and natural ingredients because Deli-shi care about your health.
- Deli-shi offers a competitive price that everyone can afford. Deli-shi sells 8 slices of sushi in one platter for only P98 pesos while Tokyo Tokyo sells 8 slices of California Maki for P120 pesos. The pricing and quantity of a product greatly affects the customer's decision. A lot of people mostly depend on where they will buy a great quantity and quality with the consequence of spending lower price and Deli-shi has an advantage for this.

## **PESTEL ANALYSIS**

### **Political Factor**

It is necessary to consider whether the politics are stable or not in the target market, because of the stable political environment provides a guarantee for the normal development of the economy. Policies such as taxation, import and export, foreign investments, economic wealth which affect purchasing power are all function of government and its agenda.

Trends affect the food industry. Fast food restaurants are adding “healthier options” on their menus as public health policies are pushing for foods with lower sodium and sugar intakes.

Current policies push for the public to be more conscious when buying foods. A change like this could affect purchases of foods and the importing/exporting of ingredients for their country.

### **Economic Factor**

The state of the country and unemployment rates can affect the food industry. Healthier alternatives to foods are pricier compared to fast food or easy-to-make meals.

Not only that, but the convenience of readily made food — despite the unhealthiness — can outweigh the trial and error of cooking food from scratch. This has allowed greater expansion of fast-food restaurants over the last decade.

But they're working against each other. Food interest rates, taxation, and consumer spending affect the options and opportunities presented in the food industry. Although there is a slowdown in sales, fast food is a convenience and a necessity to many still.

Inflation rate directly impact on the economic performance of Deli-shi. If the inflation rate increases in the economy, it will affect the prices of the ingredients. Therefore, the price of the product will rise and most of the customers specially the low-income customers will avoid purchasing the product. In addition, it would affect the purchasing power of a consumer and change demand/supply models for that economy.

### **Social Factor**

The reason why consider about the population of Pangasinan is because of the population determines the size of the target market and the number of potential consumers.

Most of the buyers of Deli-shi are teenagers, children and adults who love Japanese food and kakanin or sticky rice. With the development of population in the Philippines especially in Pangasinan, we have more and more consumer. And with the increase of customers, the business will be able to make innovative sushi with higher quality. Over time, the business further expands their workshop and their product. Also, because of the pandemic we are experiencing right now, there are already 1888 total COVID cases here in Pangasinan as of October 8, 2021, and to do our part, we are producing product that can be boost our immune system so that we have the possibility to flatten the curve.

### **Technological Factor**

Information and computer technology are gaining grounds by the days, with automation, advanced technology making it possible for the business to achieve different objectives such as cost reduction, process simplification and connecting to people at the speed of light. Deli-shi inclusive has functional website which help to connect customers easily, while most now operate food delivery system and most order are placed online. The information technology through social media engagement has also promoted visibility of many businesses.

Deli-shi offers to market and retail of our products online with the use of technologies nowadays. With the growing popularity of the online selling especially now at this time of pandemic, online retailing and marketing is the easiest and most convenient way to reach customers, to avoid them from going out of their houses.

### **Environmental Factor**

We are living in the century of the technological progress, people go straight in development, all they think about is making their life more convenient for themselves. This is we have forgotten one of the most valuable things- the environment.

Every environmental impact is crucial for business expansion and a loyal customer base that is why Deli-shi considers the environmental factors that may affect the business.

Deli-shi is environmentally conscious so to preserve natural resources, the business uses a reusable container as a packaging.

Consumers can use the container as a receptacle for their own purpose. The production staff also make sure that we are able to recycle as much material in creation. Deli-shi only uses organic and natural ingredients so we are able to help the environment reduce the risk of negative chemical substances.

### **Legal Factor**

Deli -shi follows the RA No. 10611 also known as the “Food Safety Act of 2013”. This law aims for a high level of food safety, protection of human life and health in the production and consumption of food. Deli-shi tends to protect the public from illness especially now in a mid of pandemic by providing a healthy and high-quality snack. It guarantees that the health of the people is valued and the distribution of products in the market is aided.

Employees are all given their benefits and a proper raise to combat yearly inflation. Heavily remind proper waste disposal-use recycled materials

### **STDP Marketing Strategy**

Deli-shi Corporation, the top-ranking company who creates, develops, designs and deliver nutritious product, deli-shi through online and offline services. The company is known for its no exception when it comes to its high brand loyalty and large customer base. Deli-shi Corporation need to have the best marketing strategy to stay and lead in the competition. Company's goal is to develop relationships with new and loyal customer through their stomach with an excellent reputation

### **Segmentation**

Deli-shi Corporation offers a Japanese cuisine with a Filipino Style twist in order to gratify different customers. Segmentation is useful for the company as it helps us identify the most valuable types of customer, and then develop products and marketing messages that ideally suit them. This allows us to engage with each group better, personalize our messages, and sell much more of our product. See the table below.

Type of Segmentation	Deli-shi Prodct	Customer	Remarks
Demographic - it is the most popular type of segmentation. It is the collection	Deli-shi	Customer depends on the following: <ul style="list-style-type: none"><li>- Age</li><li>- Gender</li><li>- Occupation</li></ul>	Example of Demographics: <ul style="list-style-type: none"><li>1. A 17-year old grade 12 student</li></ul>



and analysis of broad characteristics about groups of people and populations.		<ul style="list-style-type: none"> <li>- Income</li> <li>- Health</li> <li>- Cultural Familiarity</li> </ul>	<p>purchased a platter of deli-shi.</p> <p>2. A billionaire business man bought deli-shi.</p>
Geographic – it is a strategy when you serve customer in a particular area, or when your broad target audience has different preferences based on where they are located.	Will depend on the location.	<p>Customers depend on the following:</p> <ul style="list-style-type: none"> <li>- ZIP Code</li> <li>- Country</li> <li>- City</li> <li>- Urban or Rural</li> <li>- Climate</li> <li>- Radius around certain location</li> </ul>	<p>Example of Geographics:</p> <p>1. Students bought deli-shi in Deli-shi Corporation located at Urdaneta City, Pangasinan.</p> <p>2. A Japanese purchased a dozen platter of deli-shi in Japan.</p>
Psychographic – it is a strategy that leverages customer data and, with a	It will frequently depend on the personal basis	<p>Customer depends on the following:</p> <ul style="list-style-type: none"> <li>- Personality Traits</li> <li>- Social status</li> </ul>	<p>Example of Psychographics:</p> <p>1. A health-oriented influencer who buys deli-shi for its</p>

foundation in psychology, uses data to create customer segments based on psychological characteristics.	of the customer.	<ul style="list-style-type: none"> <li>- Opinions</li> <li>- Interests</li> <li>- Lifestyle</li> <li>- Values</li> <li>- Subconscious and Conscious beliefs</li> <li>- Attitudes</li> <li>- Motivations</li> <li>- Priorities</li> </ul>	<p>high quality with an affordable price.</p> <p>2. An accountant who keep and interpret financial records tends to buy deli-shi than the usual sushi.</p>
Behavioral – it is a form of marketing segmentation that divides people into different groups who have a specific behavioral pattern in common.	It is centered on customer's actions.	<p>Customers depend on the following:</p> <ul style="list-style-type: none"> <li>- Purchasing habits</li> <li>- Benefits needed</li> <li>- Spending Habits</li> <li>- Interactions</li> <li>- Consumer's status</li> <li>- Brand loyalty</li> </ul>	<p>Example of Behavioral:</p> <p>1. Marites buys deli-shi because she can get packed of nutrients which is very helpful to fight Covid-19.</p> <p>2. Father Juswa only buys deli-shi for he believes that it is the best sushi for his health.</p>

## **Targeting**

Deli-shi Corporation focuses on Psychographic Segmentation in order to cater majority of the market. We enter this segment to generate customer value over time and makes our product multi-dimensional and as a result of this, we can attract different types of users and expand our customer base. Below are the instances when Deli-shi Corporation used psychographic segmentation.

### ✓ Lifestyles

We all have different lifestyle patterns that reflect many factors, including our stage of life. So, customers consider how product fits into their lifestyle choices before making a purchasing decision. Our activities, interest and opinions dictate on what we are going to buy. We can sell our product, Deli-shi, to them on the basis that it will enhance their lifestyle because it is a nutritious product that can make them even more healthy.

### ✓ Priority

While lifestyle is a good indication of what people actually prioritize, understanding what people are motivated to prioritize is equally as important. If we can paint a picture for our customers that aligns with their priorities, it will likely trigger a desired action. Many people buy products based on their priorities. The priorities of individuals intersect with what they understand to be true regarding food and health to produce decisions about what to eat. Deli-shi is a food that contains a lot of benefits for health and intelligence. Because of that our product can be consumed by everyone.

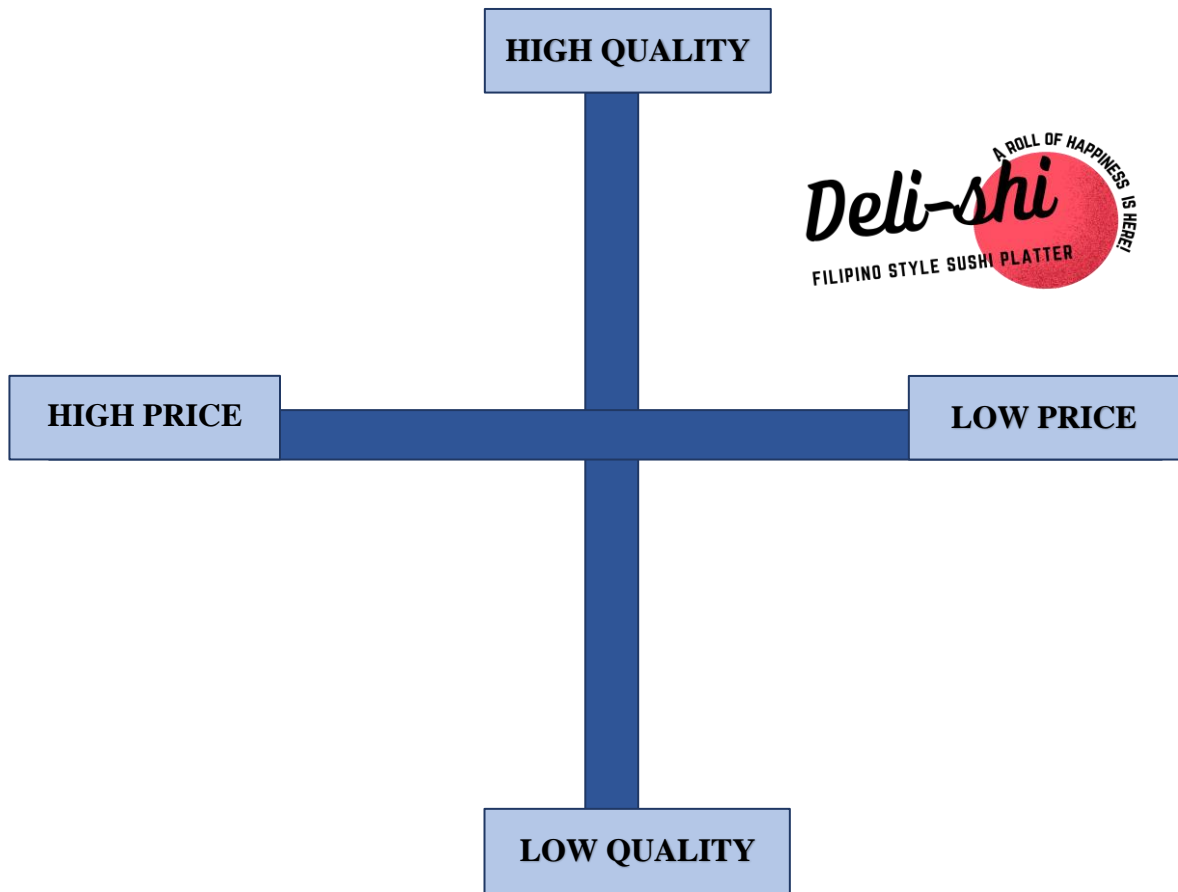
### ✓ Personality Traits

Personality traits play a big role when it comes to the choices of target market. This is because consumers are less likely to purchase items that do not align with their personalities and vice versa. So, products and brands can also be aimed at particular personalities. Consumers purchase products to reflect their personality. We developed our product, the Deli-shi because one of our target markets are those people who have a trendsetter lifestyle for, they are more willing to accept different cultures. Our product is affordable and have a high quality at the same time as our mission is to serves Japanese food with a high-quality ingredients. They can buy product at such an affordable price that can surely benefit them.

## **Differentiation**

Since Japanese and Korean fast food is booming lately, it's a great time to put a business with the same concept as Japanese and Korean cuisine but very far on the ingredients and flavor they could expect because deli-shi only use authentic Filipino ingredients and spices that are locally farmed here in the Philippines. Deli-shi is unique on its own, it is the very first reconstructed sushi and elevated kakanin. Also, Deli-shi company assure that its products are not only made to satisfy your cravings but for the health benefit of the consumers. Deli-shi is rich vitamins and nutritious snack which makes it distinct to others. It goes through the process of adding meaningful and valued differences to distinguish the product from the competition.

### Product Positioning



Deli-shi Corporation placed itself as a low price but has a high quality in the market. It is strong enough to create and deliver superior customer value in order to achieve the desired position in customers' mind. Deli-shi Corp. values every peso and health of the customers and gives what is best for their health benefit especially in this time of pandemic. As a result, customers and consumers will be attracted by the quality of the product and how worthy it is to purchase.

## **Marketing Objectives**

### **1. Know your business inside and out**

If we know our business inside out, we will find it far easier to manage and to make it a success. Going deep, getting beneath the surface and getting to grips with what keeps the wheels turning. It's also important to keep abreast of our business so we can identify and rectify any problems that might come up. So, when we know our product backward and forward, that fact comes through.

### **2. Customer Satisfaction and Loyalty**

Our current customers have a lot of power. They can provide us with valuable word-of-mouth marketing and help us increase our sales by buying more of what we're offering. One of the main objectives of our company is to ensure customer satisfaction which is one of the most important indicators of consumer purchase intentions and loyalty, and build a repeat-customer base. It includes enticing regular customers to come back more often as well as introducing our product to new customers. With our fast, friendly and consistent customer service and high-quality product, we can win our customers' hearts that can makes us more recognizable and known within our target group. Getting good reputation and positive reviews from our loyal customers due to their satisfaction, experiences, and the overall impression to our product can have a large impact to our business. Customer satisfaction and loyalty usually costs less to keep a current customer than gain a new one, so this objective can also help us accomplish any goal that is focused on the budget.

### 3. Grow and Build Brand Awareness

We're looking to get our brand in front of new customers, recapture lost leads, increase customer loyalty, and grow our business overall, then there's no better option than increasing our brand awareness. In building brand awareness, it is not only the company that will benefit but also the consumers who can get many benefits from the product. It will embed itself into consumer lifestyles and purchase habits so that they don't have to think twice before becoming a customer — time and time again. Brand awareness is the key for driving online searches of our brand name. It also plays a big role in the purchase decisions consumers make in a wider marketplace, when confronted with multiple choices.

### 4. Keeping your Marketing and Product simple

Simplicity is a strategy. It alludes to the fact that simplicity isn't easy, and it isn't cheap ... but it's priceless. Having a simple marketing and product tells a powerful story. It says we know who we are and what we do, and we know who are our customers are, and we know what is important to them. It also illustrates our own confidence that we can deliver the goods, and inspires confidence in others. Deli-shi Corporation uses simple keywords such as healthy, tasty and affordable but good enough to let our customers know what we are offering or selling to them. Our company believe that in a world crowded with complexity, simple experiences stand out. Simplicity brings clarity instead of confusion, and decision instead of doubt.



## **Deli-shi's Marketing Mix**

Deli-shi Corporation is known for its healthy snacks and high quality in an affordable price in the market. Below are some of the reasons why.

### **Product**

Deli-shi Corporation manufactured a product that is unique and distinct from other sushi which is Deli-shi. Our product, Deli-shi, comes from different flavors with a perfection of sweet and salty: the sweetened banana and coconut, and the Adobo sushi that will give a great balance to your taste. The adobo flavor will give crunch because of the fried garlic topping. Banana fruit will be sweetened as well as the Coconut but not in a common way called “bukayo”. These ingredients are rolled, sliced and will be packed. Deli-shi will be our *quarantreat* that can help us cope up during this pandemic. By this, the company assures that Deli-shi can reach their satisfaction because of its nutrients, tastiness and affordable price.

### **Price**

Our business come up with a price that is attractive to consumers while still turning an acceptable profit for the company. Deli-shi is very affordable and surely it is within your budget. It is usually packed in small sizes so, you would now be able to enjoy our *quarantreat* which have countless positive effects, nutrients, and minerals. Since we are new in the business world, Deli-shi Corporation will use the market penetration pricing scheme to attract customers and capture the market share. Wherein, we will offer a lower price during initial offering.

The lower price helps our product penetrate the market and attract customers away from competitors. Our goal is to entice customers to try our product and build market share with the hope of keeping the new customers once prices rise back to normal levels.

### **Place**

Deli-shi Corporation's physical store is located in CB Mall Urdaneta City, Pangasinan. We secure that our product is allocated and made handily available for the buyer at the right time. Our company also has intermediaries' distributors, and it is open for retailers who want to sell our product. The amenities within the place are considered to be satisfactory and complete.

### **Promotion**

Promotion is all about communication. Deli-shi Corporation promotes its products through marketing materials, focusing and portraying how different it is from other sushi. Customized mug, tarpaulin, business card and customized mask which is very useful in this time with our logo that is mainly attractive and environmentally friendly are some of the ways to get potential customers interested. Also, flyers which contain key features of Deli-shi can also be given to people for them to have a prior information about what will they expect in our product, where can they locate us and how they will contact us. With that, our product can surely reach a wide range of customers available in the market.