

Easy Peasy



Market Research Plan
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On The Edge Advertising

Introduction

About Easy Peasy

Started in New Hampshire

By Jim and Jennifer Thomas

Started selling in farmers market

Planning to expand into other markets

Currently have one product

Vegan, non-GMO, organic

3 flavours available

To help parents provide simple, healthy
snack



About The Plan

Research about potential to expand into other areas

Using primary and secondary research method

Review target consumer's reaction towards the products

Provide analysis about research results

Recommendation for the company

Data Collection Plan

Problem Statement

Demographic's needs about the product

Product awareness

Market price

Expansion requirement (cost, product type, etc)

Current situation of the company

Current Market Conditions

Demographic

47.2% Male

Median age 38.4 years old

Median income \$62,808

Unemployment 3.5%

Races

White alone 74.5%

Hispanic 12%

Asian alone 8.4%

Current Market Conditions

Psychographic

Election results

54% Democratic

44% Romney

Religious beliefs

Catholic 31.2%

Evangelical Protestant 4.4%

Health & Nutrition

Diabetes 6.9%

PEST Analysis

Political

To be able to use the USDA's organic seal, the product must be at least 95% organic.

Economical

Organic food sales increased by 4.2 billion dollars.

Social

26% parents learn new product from their children.

Technological

Research is being done to increase production from farming.

The Research

Secondary Research

Customer purchase intention

Reason for unhealthy eating

Dietary patterns of parents and children

Adolescent's perspective and food choice behaviour

Factors effective on the buying behaviour of organic product

Social media for organic products promotion

Primary Research - Survey

Using survey allows the researcher to find out about any aspects of the marketing mix including the price, product, place and promotion, as well as customers.

10 questions

Product placement

Consumer needs

Advertising

Targeting young parents

Results

Limitation

Participants that are not in the target market.

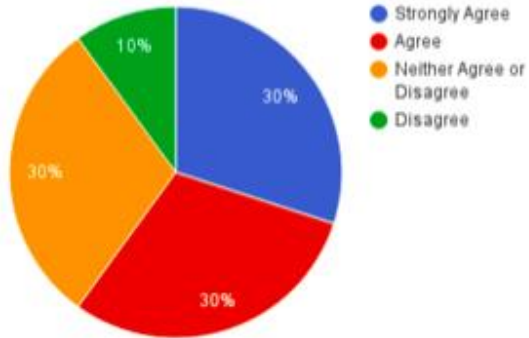
Delimitation

Areas

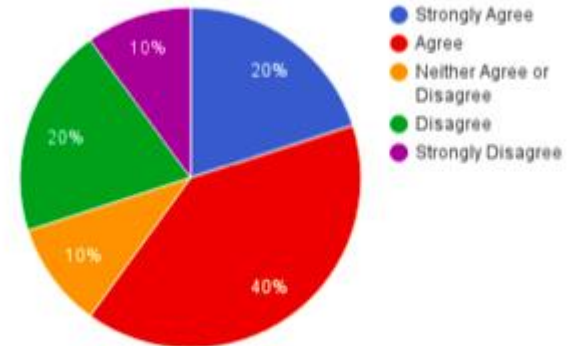
Younger participants

Charts

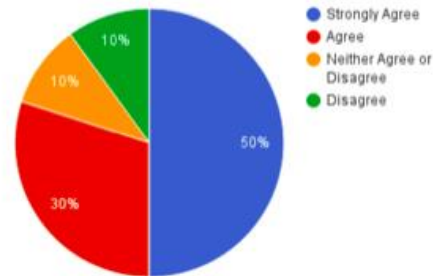
Q2: It is important for me to support and buy from local companies.



Q4: I am willing to pay more for organic, non-GMO produced food.

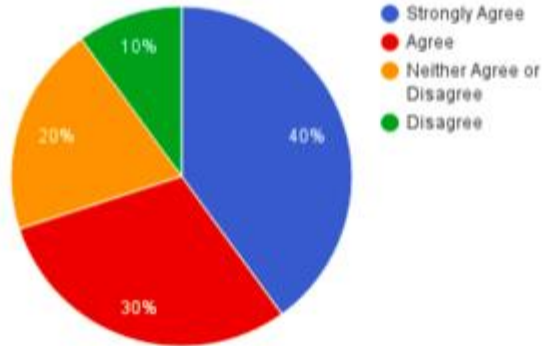


Q6: I want to know more about how my food is produced?

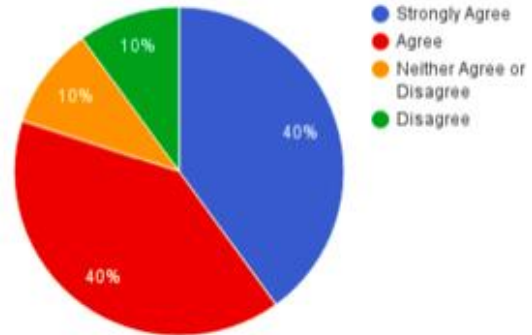


Charts

Q1: I wish there is more convenient choices to help me pack my child's lunch.

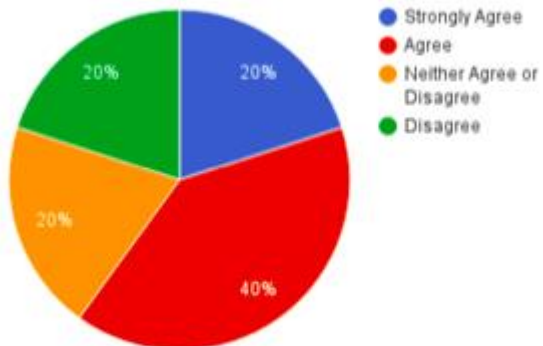


Q3: I am willing to pay more for healthier option for my children.

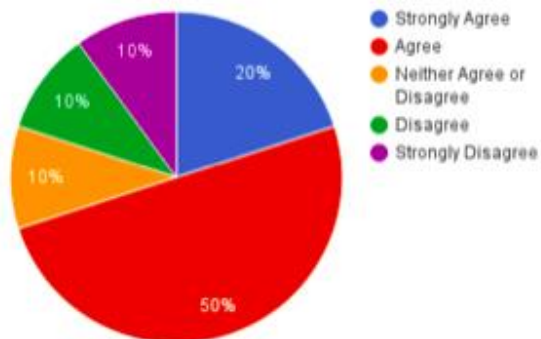


Charts

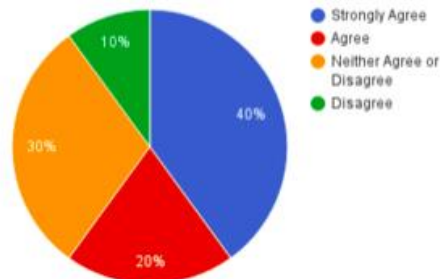
Q9: I will try new product upon my child's request.



Q5: I often shop at local farmers market.

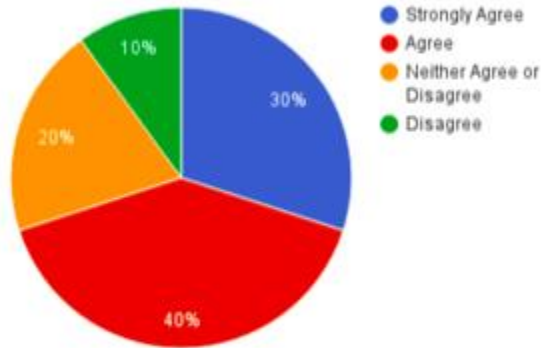


Q8: I tend to buy the product if I receive some form of coupon, deal or discount.

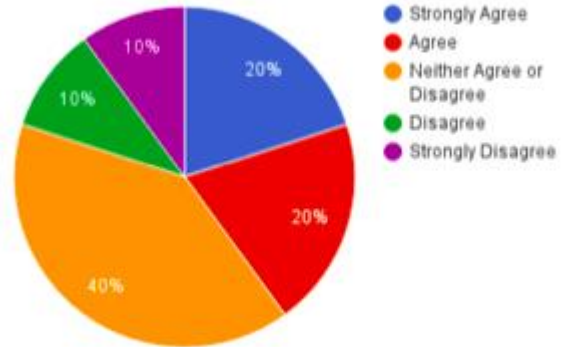


Charts

Q7: I spend a lot of time receiving information from social media everyday.



Q10: I get persuade more by online advertising than offline advertising.



Conclusion

Summary

New target market is highly interested in the product.

Recommendation

Children under age 12 should be considered during ad placement.

Online and offline ads should both be made.

Future research should includes new products for adult customers.

Thank you.