

# Marketing Plan

**CUPS2GO – IES Huelin**

## **PLANTILLA PARA LA REALIZACIÓN DE UN PLAN DE MARKETING.**

This project is founded by the European Union  
under the ERASMUS+.

It is thought of by the students of IES Huelin.

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## **MARKETING PLAN 2015-2017**

# **1- Analysis of our Situation**

## **1. Analysis of our situation**

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### **1.1. Enterprise, Brand and position.**

Our Enterprise is based on selling fruit in our high school. We will be selling it sliced and mixed together on little plastic cups, to our school mates.

Our main objective is to make teens aware of the importance of fruit, so they adopt a better way of eating and include fruit in their diets.

Also we want to promote recycling and biodegradable products.

### **1.2. Clients.**

Our main clients or market sector would be students of our high school, from 1°ESO (first year), to 2°Bach (last year). Although we hope all of the courses buy our fruit, it is thought that mainly students from the first years will buy them.

#### **1.2.1. Clients' characteristics.**

Our clients are teenagers and pre-teens. They stand between the ages of 11 and 18 years old. Most of them will depend on their parents and family for buying our product.

### **1.3. Competition.**

Our main competition would be our school cafeteria; which sells the opposite of what we do, sweets, chips, etc and a very low price. Putting us on a disadvantage at trying to encourage kids to eat fruit.

Also, supermarkets and bringing fruit from home is a very strong competitor; given than our students will prefer to bring their own fruit and spend less money.

### **1.4. S.W.O.T. Analysis (*strengths, weaknesses, opportunities, and threats*)**

**Strengths:** we have teachers specialised on this matter (economics and finance), and we are financed by the ERASMUS+ project, meaning that we will have no problem with money. Also we are innovating in our school, people will be curious to buy our fruit.

**Weaknesses:** Most kids can think that this is “uncool”, our fruit is not as cheap as the cafeteria food, or as the supermarket fruit. We have almost no experience on this.

**Opportunities:** A lot of kids don't eat fruit because they are too lazy to cut it and bring it to school, by putting our stand in the recess, they won't have to do that work.

**Threats:** fruit is always the second option, teens prefer to eat trash food (generally), and candy. Potential clients like first graders, can be influenced by older kids that think it's uncool and not buy our fruit because they're afraid of not being accepted.

**MARKETING PLAN 2015-2017**

## **2- Marketing Strategies**

## 2. Marketing strategies.

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On the 17 March 2016 Erasmus+ students went to most classes asking students if they were interested in buying our products: fruit pieces.

This is the number of students interested:

1º ESO C: 12  
1º ESO D: 5  
1º ESO E: 10  
2º ESO A: 10  
2º ESO B: 17  
2º ESO C: 10  
2º ESO D: 5  
3º ESO E: 8  
4º ESO E: 11  
1º Bach B: 17  
1º Bach C: 6  
2º Bach D: 10

Total: 121

### 2.1. Market orientated pricing strategies.

First of all, put out a questionnaire asking students of our high school several questions that we could use in our selling fruit process.

We asked:

-Do you like fruit?

-How many pieces of fruit do you eat each day?

-Are you aware of the benefits of fruit?

-Would you add fruit to your daily lunch?

-How much would you pay for a plastic cup of sliced fruit?

#### ERASMUS+ I.E.S Huelin. Creación de una miniempresa.

¡Hola! Somos un grupo de alumnos del I.E.S Huelin y estamos haciendo un proyecto de creación de una miniempresa, y necesitamos recopilar datos estadísticos sobre el consumo de fruta. En esta encuesta te pedimos que respondas a una serie de preguntas relacionadas con el consumo de fruta, no te llevará más de 1 minuto de tu tiempo, y nos sería de gran ayuda para avanzar en el proyecto.  
¡Gracias!

\* Required

This was the questionnaire:

¿Te gusta la fruta? \*

- Sí
- No

¿Cuántas piezas de fruta sueles comer al día? \*

- 1
- 2
- 3
- 4
- 5

¿Conoces los beneficios de la fruta? \*

- Sí
- No

¿Añadirías fruta al almuerzo del recreo? \*

- Sí
- No

¿Cuánto pagarías por un vaso de fruta cortada? \*

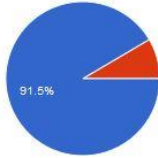
- 0.50€
- 0.50€ - 1€
- 1€ - 1.50€
- 1.50€ - 2€



These were the results:

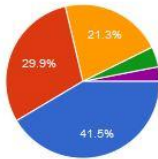
## Summary

¿Te gusta la fruta?



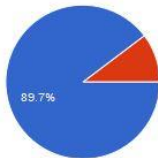
Sí	151	91.5%
No	14	8.5%

¿Cuántas piezas de fruta sueles comer al día?



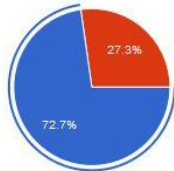
1	68	41.5%
2	49	29.9%
3	35	21.3%
4	7	4.3%
5	5	3%

¿Conoces los beneficios de la fruta?



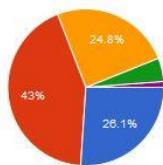
Sí	148	89.7%
No	17	10.3%

¿Añadirías fruta al almuerzo del recreo?



Sí	120	72.7%
No	45	27.3%

¿Cuánto pagarías por un vaso de fruta cortada?



-0.50€	43	26.1%
0.50€ - 1€	71	43%
1€ - 1.50€	41	24.8%
1.50€ - 2€	8	4.8%
+2€	2	1.2%

## Number of daily responses



## 2.2. Advertisement Strategies.

After interpreting the results of our questionnaire, we had enough information on how to advertise our product and on what price to set for it. We were ready to start our advertisement. First we made some signs which we hanged in classrooms for people to know about us. These were some of them:



Apart from the signs, we also went from classroom to classroom with a presentation about the benefits of fruit and why each of them is good for you.



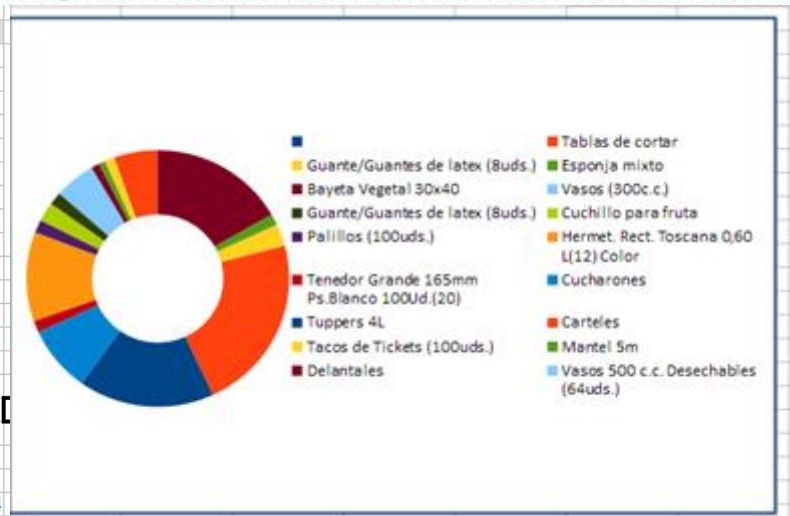
Lastly we made an Instagram account for our enterprise in which we posted when and where we were going to sell:



## 2.3. Sale Strategies.

We made a recount of how much it would cost us to make the entire product so we could set a price.

ARTÍCULO	UDS.	PRECIO (€)	SUBTOTAL
<b>Tablas de cortar</b>	2	2	3,88
Guante/Guantes de latex (8uds.)	1	0,9	0,87
Esponja mixto	1	0,6	0,58
Bayeta Vegetal 30x40	1	0,75	0,73
<b>Vasos (300c.c.)</b>	100	0,0375	3,64
Guante/Guantes de latex (8uds.)	2	0,6	1,164
Cuchillo para fruta	2	0,9	1,75
Palillos (100uds.)	2	0,6	1,164
<b>Hermet. Rect. Toscana 0,60 L(12) Color</b>	18	0,45	8,1
Tenedor Grande 165mm Ps.Blanco 100Ud.(20)	1	1,066	1,066
Cucharones	8	0,75	6
Tuppers 4L	8	1,5	12
Carteles	2	8	16
Tacos de Tickets (100uds.)	4	0,5	2
Mantel 5m	1	1	1
Delantales	4	3	12
Vasos 500 c.c. Desechables (64uds.)	2	4'67	9'34
<b>TOTAL:</b>			71,944
			~71'95€



Finally, we started to sell. We made our sign for the stand and started selling on the 27<sup>th</sup> and 28<sup>th</sup> of October.

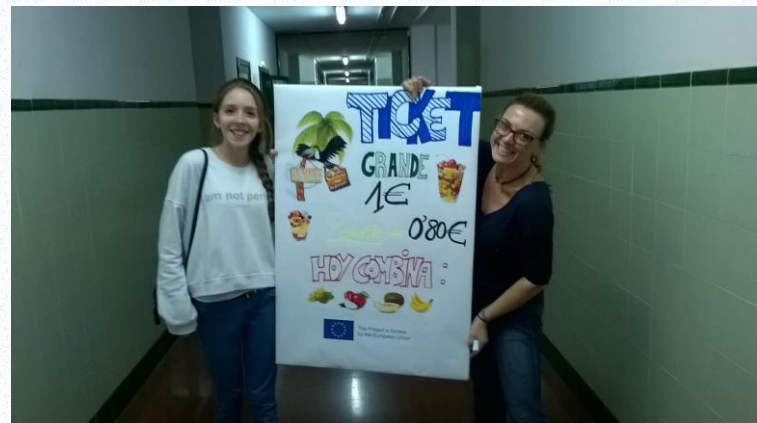
# TICKETS

**GRANDE**

**PEQUEÑO**

**HOY COMBINA:**

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THE END.

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