Marketing Plan

Marketing our product

Our product is a compost.

**Company Name : FOWE (Food and organic waste Exchange )**

**-Create compost centres in town**

**- people (citizens or farmers) bring organic waste to these centres (they collect points)**

**- the compost is used by local farmers for free**

**- farmers and people exchange waste with organic products (using collected points)**

**Sales Techniques**

Our customers are all the people who produce the organic wastes that we collect .

Citizens who bring us organic wastes, will be given our point card thanks to which they can receive a discount on biological products. Among these citizens there are farmers who use the compost we make to cultivate bio food. So, essentially there is a direct relation between those people who collect organic wastes and our company marketing section.

**Marketing**

We will inform people through

* BLOG: Our school created one which has the purpose to spread information
* FACEBOOK: We will create a Facebook page about FOWE
* YOUTUBE: Our idea is to insert advertisements before the video starts
* INSTAGRAM: We will make new hashtags (#FOWE #organicwaste #instacompost)
* LOGO: a particular sign of our products will be shown in vegan restaurants’ menus.

The product (compost) is presented in biological packaging made of bonded amino acids or of cellulose (organic compound and biopolymer) 