

This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



MARKETING PLAN

Market analysis

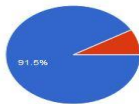
-We found a gap in the market in our school: the canteen didn't offer fruit, so we realized that we could not satisfy healthy eating habits among the students and therefore had to find a means of making fresh fruit available to all members of the school.

-As our target market was the students themselves, we sent students to different classes and year groups and they noted down the number of potential consumers of pieces of fruit during break.

-Students created a questionnaire to give to students and teachers. The questionnaire with a Google form, which helped the students to assess fruit consumption habits. It was also used to gather statistical information with regards to our target market and to develop a pricing strategy grounded in market research:

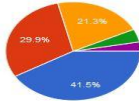
Summary

¿Te gusta la fruta?



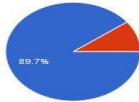
Sí **151** 91.5%
No **14** 8.5%

¿Cuántas piezas de fruta sueles comer al día?



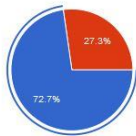
1 **68** 41.5%
2 **49** 29.9%
3 **35** 21.3%
4 **7** 4.3%
5 **5** 3%

¿Conoces los beneficios de la fruta?



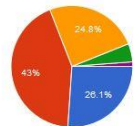
Sí **148** 89.7%
No **17** 10.3%

¿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



Market Strategy

-Students created an attractive logo and put up advertising posters around various rooms in order to attract the attention of the potential consumers. Below is an example:

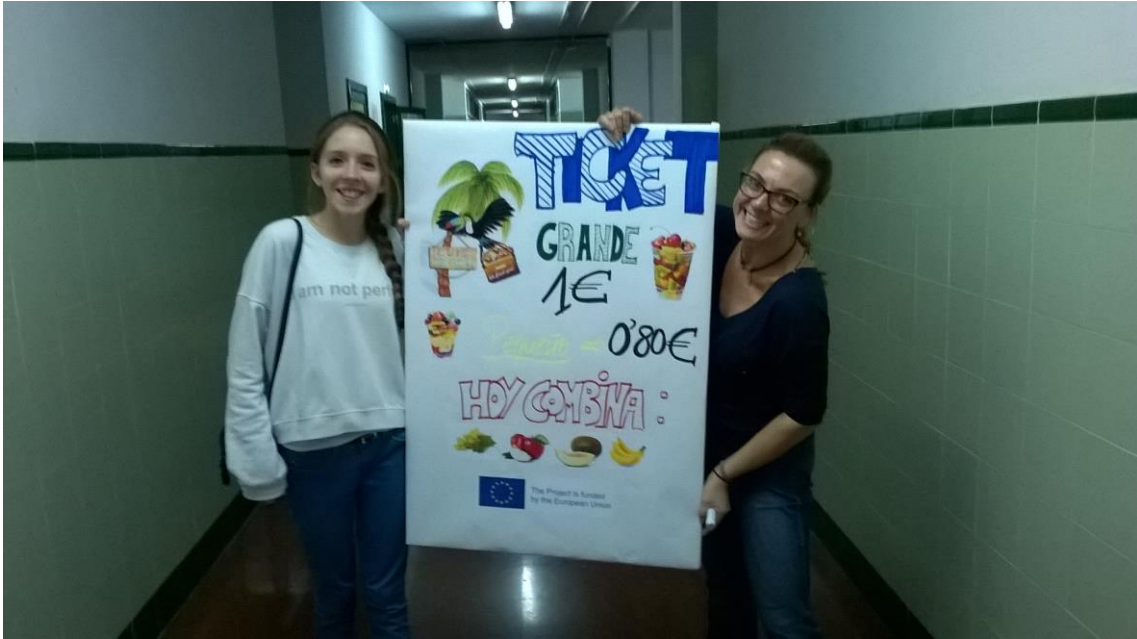


-Students made a presentation which they delivered to other students to raise awareness and promote the health benefits of fruit, and the importance of throwing plastic glasses into the yellow recycle bin. The fruit awareness presentation is added at the bottom of this document.



Sales strategies and fix the selling price

-We weighed the quantity of fruit that fitted into two sizes of glasses, and compared it with the cost of buying the fruit, so we had a moderate profit margin whilst being able to fix a selling price much lower than the current market price. We decided to sell bananas from the Canary Islands, grapes, apples and melons and we then calculated the average price of the four kinds of fruit. The 300 ml (0,3 l) small glass with 2 fruits would cost 0,80 cents and the 500 ml (0,5 l) big glass with 3 fruits 1 €.



Customer service department

-The customer service department has been created to resolve any customer complaints, or to extend the range of fruit items on offer, to fruits such as orange, kiwi or strawberry, new products, such as orange juice, and toppings such as sugar, cream, caramel sauce or nuts.

-We have created an advance booking service for teachers. On the first day, we forgot to keep two bookings and so we gave those two teachers a free fruit glass and a present as compensation.



Quality service control

Quality service control

-On the first day we noticed that bananas from the Canary Islands, like apples, had to be opened and cut almost immediately before selling the cups, as they turn brown and look unappetising very quickly.

-A local businessman visited us and gave us feedback on how well we were doing.

Fruit awareness presentation

Fruta, ¿para qué?

OMS → 400g
→ 2-4 piezas (variadas)

¿TODAS LAS FRUTAS SON IGUALES?
La respuesta es **NO**. Diferenciamos el estado de maduración (la variedad) escogida o las propiedades que contengan.

MANZANA

- **Deporte:**
 - + Antes (asimila azúcar lento → +E +t)
- **Perder peso:**
 - + Fuente fibra
 - + Baja el colesterol "malo"
- **Memoria:**
 - + Protección enfermedades neurodegenerativas

MELÓN

- **Deporte:**
 - + Antes (asimila azúcar lento → +E +t)
 - + Relajar músculos
 - + Rehidratación + cicatrizar heridas

PLÁTANO

- **Deporte:**
 - Después ó 'entremedio' (asimilación azúcar rápida → recuperación + hidratación)

NO APTA PARA DIABÉTICOS

Riesgos de no comer fruta

FRUTA → Dieta saludable
→ Prevención enfermedades

Consumo insuficiente

Riesgo de mortalidad

31% cardiopatías

11% accidentes vasculares cerebrales.

19% cánceres gastrointestinales

UVAS

- **Deporte:**
 - + Antes (asimila azúcar lento → +E +t)
 - + Favorece tolerancia al esfuerzo
- **Perder peso:**
 - + Eliminar exceso de líquidos
 - + Disminuir apetito
 - + Laxante natural

Fruta, ¿para qué?

OMS → 400g
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(variadas)

¿TODAS LAS FRUTAS SON IGUALES?

La respuesta es **NO**. Diferencias: el estado de maduración, la variedad escogida, o los pigmentos que contengan.

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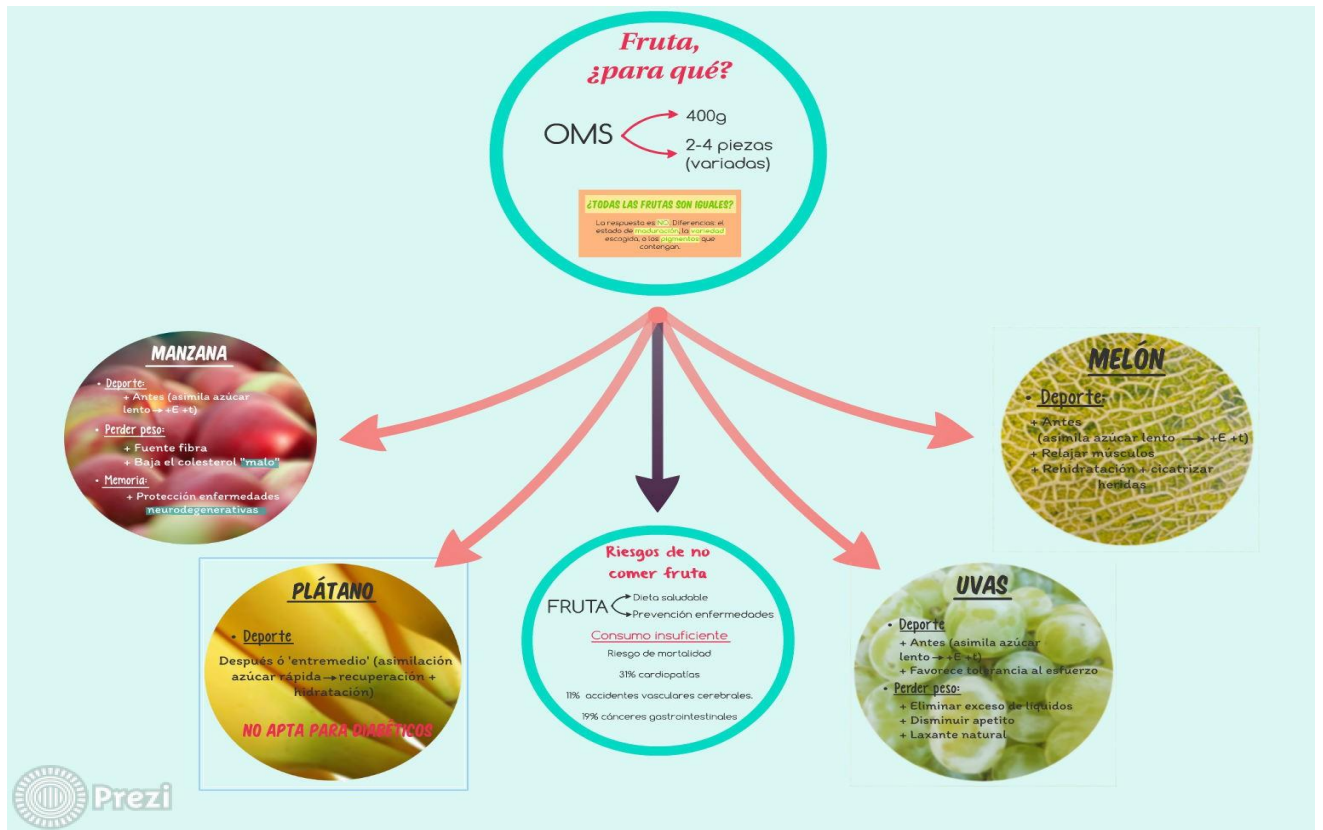
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