



Yoba probiotic yoghurt

MARKETING PLAN

Market research

- Why?
 - ▣ Who are my costumers?
 - ▣ What do they like?
 - ▣ How do they respond to price?

- How?
 - ▣ Plan
 - ▣ Collect data
 - ▣ Analyze
 - ▣ Suggest changes



Market research - Questionnaire

Age		Education	
Gender		Tribe	
Occupation		Location	
Income		Distance to yoghurt shop	
How did you know that yoghurt is sold here?			
How often do you buy yoghurt			
Time of year		All year round / only in the dry season / other:	
For who do you buy yoghurt		Myself / my children / other family members / friends	
Reason to buy		Easy to take / I enjoy / it is cheap / it is healthy / it is locally made	
What is your favourite flavour		Strawberry / Vanilla / Plain / Other:	
How much sugar do you like?		Sugar is good / should be more / should be less	
Do you like the packaging? Do you have suggestions for improvement?			
If the yoghurt was more expensive, would you buy it? What would be your maximum?			
If the yoghurt was cheaper, would you buy it more often? How often?			
If the yoghurt was available in more shops, would you buy it more often? How often?			
Any other suggestions for improvement?			



Market segments

Segment	Boda driver	School kids
Age	18-40	12-18
Gender	Male	Both
Occupation	Boda driver	Student
Income	Low	Low
Education	Low	Secondary
Tribe		
Location	Town	School
Distance		
How often	2x per wk	1x in 14 days
Time of year	All year	Dry season
Buy for who	Self	Self
Reason to buy		
Easy to take	X	
Enjoyment		x
Cheap food	X	x
Healthy		
Local made		



Reaching your market segment

Place	Market segment	Product	Price	Promotion	Place	Predicted effectiveness
<i>Village</i>	<i>School children</i>	<i>Kavera 250 ml</i>	<i>500 UGX</i>	<i>Poster at school</i>	<i>School canteen</i>	<i>20 packets per week</i>
<i>Kampala</i>	<i>Working class</i>	<i>Bottle 500 ml</i>	<i>2500 UGX</i>	<i>Direct promotion by sales assistant</i>	<i>5 Local supermarkets</i>	<i>30 bottles per week</i>



Goals and tactics



- SMART goals - no conclusions in advance
- SWOT analysis

Goal: To sell 500 kavera's of 250 ml in the month of April in Ibanda district				
Strengts	Build on them		Weaknesses	Minimize them
Opportunities	Seize them		Threats	Counteract them

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Goal: To sell 500 kavera's of 250 ml in the month of April in Ibanda district			
Strengts	Build on them	Weaknesses	Minimize them
We can always get milk cheaply		My kavera does not look very nice	
Our yoghurt is of good quality		We are only 2 people	
Opportunities	Seize them	Threats	Counteract them
There are many shops with fridges in Ibanda town		There are many other yoghurt producers	
We can make sugar – free, others dont have that one		Rainy season is coming, consumption goes down	

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Strengts	Build on them	Weaknesses	Minimize them
We can always get milk cheaply	Sell yoghurt cheaply	My kavera does not look very nice	Pack with care
Our yoghurt is of good quality	Do free tasting	We are only 2 people	Look for more people
Opportunities	Seize them	Threats	Counteract them
There are many shops with fridges in Ibanda town	Visit them all and ask	There are many other yoghurt producers	People should know ours is better
We can make sugar – free, others dont have that one	Test if people can buy it	Rainy season is coming, consumption goes down	Make sure to establish market

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Goal: To sell 500 kavera's of 250 ml in the month of April in Ibanda district					
	Strengts	Build on them		Weaknesses	Minimize them
1	We can always get milk cheaply	Sell yoghurt cheaply	2	My kavera does not look very nice	Pack with care
2	Our yoghurt is of good quality	Do free tasting	1	We are only 2 people	Look for more people
	Opportunities	Seize them		Threats	Counteract them
1	There are many shops with fridges in Ibanda town	Visit them all and ask	2	There are many other yoghurt producers	People should know ours is better
2	We can make sugar – free, others dont have that one	Test if people can buy it	1	Rainy season is coming, consumption goes down	Make sure to establish market

Compare to competitors

You

Competitor



Vs



Competitors	
Strengths	Weaknesses
Opportunities	Threats

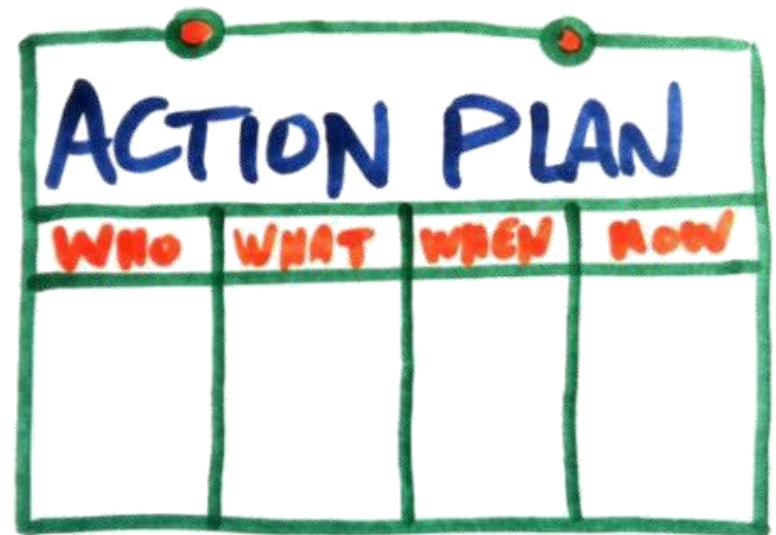
Action plan

- Improving current product and practices

What?	How?	Who?	When?	Budget

- Launching a new product

- Is it needed?
- What is the risk?
- Compare to competitor
- Ask for feedback
- Analyze profit
- Incorporate all feedback



What?	How?	Who?	When?	Budget