**A research study on new marketing opportunities for**





**Supervisor: Mr. Kuijpers**

**The Hague, August 30, 2012**

**The Hague School of European Studies**

**The Hague University of Applied Sciences**

# Executive summary

The research consists of a marketing plan for Eosta, a company that sells and exports organic fruits and vegetables. The company seeks the proper marketing strategy in order to attract as many customers as possible, and to strengthen the brand image of its products. The problem is to find a good strategic implementation, in order to attract more consumers and increase the awareness of organic fruits and vegetables.

The main research question is: ‘What  marketing techniques  should Eosta implement in its corporate strategy (and how), in order to strengthen its Nature & More brand image , and gain more profit?’

In order to answer this question, an extensive analysis had to be conducted. The first part of the plan focuses on the current strategy of the company. By means of a SWOT-analysis, strengths/weaknesses/ opportunities/threats are being appointed and discussed. Supported by market (desk) research, this analysis is the basis for deciding what strategies need to be implemented.

A way to reach people all over the world, is using the Internet. And more specifically: social media. The company wants its brand to become more known, and sees social media as the ideal way to achieve this goal. The strategies are ‘spread over’ two sub questions; one focusing on the use of social media, and the other on how other marketing opportunities could be used. Such an opportunity involves the improvement of product information. Improving the information on product packaging – including a link to Facebook – is part of this strategic measure.

Because the company has a huge commitment to the natural and social environment, concrete information on the packaging on the buyer’s contribution (1 cent to this project), is another measure that could be used. This way the consumer can be convinced more easily about the company’s great Corporate Social Responsibility, and this improves the transparency of the business (one of the company’s primary values), and also the popularity. Because interaction with consumers is very important nowadays, this could be linked with the social media aspect.

Another strategic implementation concerns ‘physically’ reaching new groups of consumers, which would require Eosta to not only be present at organic food fairs, but also non-organic fairs. This way the consumer base is being widened and expanded, which in turn should lead to a higher turnover and more brand awareness.

# Table of contents Page

# 1. Introduction 3

#

# 2. Method 5

#

# 3. Company information

3.1 Company Description 7

3.2 Structure 8

3.3 Vision/Mission/Goal 9

3.4 Product positioning 10

4. Internal analysis:

4.1 7 P’s Analysis 11

4.2 Strengths and Weaknesses 15

5. Sub question I: ‘Does the current marketing strategy pay off?’ 18

6. External analysis

6.1Customer/target group analysis 21

 6.2 Industry/branch analysis 22

 6.3 Situational analysis 23

 6.4 Opportunities and Threats 24

 6.5 Confrontation Matrix 25

7. Strategic choices 27

8. Sub question II:

‘How can social media contribute to more awareness (of organic fruits and vegetables)?’

 8.1 Framework and background 29

 8.2 Viral information 31

 8.3 Information on N&M’s uniqueness 31

9. Sub question III:

‘What other marketing opportunities are there that the company could seize,

 in order to improve its image and turnover?’

 9.1 Direct solution 33 9.2 Fairs 34 9.3 Large-scale campaigning/marketing investment 35

 9.4 The role of the government 35

10. Recommendations

 10.1 Primary recommendations 36

 10.2 Secondary recommendations 37

11. Conclusion 38

12. References 39