



اَوْنُوْرُسِيْتِي تِيْكُوْلُوْرِي مَبَارَا
UNIVERSITI
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MARA

MKT 243

MARKETING PLAN

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1.0 Introduction

1.1 Executive summary

Our company is a new company which sells a health care juice which gives many benefits towards the customer. Our company name is Care Juice Bhd. This is the summary of our marketing plan. We are concentrating in targeting the market in Sepanggar until Sulaman area. In the marketing plan, we are concentrating in the 4P's concept which was the Product, Place, Promotion and Price.

The vision of this company is to be to provide a good quality of juice that will exceeds our customer expectations and our mission is to be the best juice company ever. We are trying to provide a very beneficial product either to the customer or to the environment. Our company has set our product price based on profit oriented pricing which we use the profit maximization strategy. How price it, we look into the rival's price and we keep the status quo price of the market. We have several types of promotion strategies to our customer and distributor (wholesaler and retailer) including newspaper, mobile billboard, Facebook and websites, discounts, free sampling and loyalty programs. And our mean of distribution is through wholesaler and retailer channel. It will be placed on the several retail store and non store retailing. We have planed our budget and the total cost will be RM 103,100.

The conclusion is we are giving our best to market our product so that we can achieve our stated goal and be a successful company. "Drink For a Better Tomorrow"

1.2 BUSINESS BACKGROUND & COMPANY'S DESCRIPTION

Company Description

We named our company CareJuice Bhd.

Our company produce products that will help people to get a healthy lifestyle.

We choose this business because juicy is an easy way to virtually guarantee that customer will reach their daily target for fruits and vegetables.

The specialty of this juice is it has more absorption of nutrients, good for our organs, and suitable for people to lose weight.

Our price is based on the quality, quantity and the cost of producing this juice.

1.8 SCHEDULE OF TASK & RESPONSIBILITIES

Position	Tasks & Responsibilities
Marketing Manager	<ul style="list-style-type: none"> i. To monitor and analyze market trends. ii. To study competitors' product and services. iii. Exploring ways of improving existing products and services, and increasing profitability. iv. Identifying target markets and developing strategies to communicate with them.
Assistant Marketing Manager	<ul style="list-style-type: none"> i. Identify companies within different target markets as agreed with the Marketing Manager and perform market research as required. ii. Prepare materials for planning meetings, take meetings as required. iii. Manage e-mail distribution list including new subscriptions, out-puts and bounce backs. iv. Monitor stock levels and in conjunction with the Marketing Manager, liaise with the various Secretaries to order stock and manage any amendments.
Marketing Executive	<ul style="list-style-type: none"> i. Liaising and networking with a range of stakeholders including customers, colleagues, suppliers, and partners. ii. Communicating with target audiences and managing customer relationships. iii. Sourcing advertising opportunities and placing adverts in the press – local, regional, national and specialist publications – or on the radio, depending on the organization and campaign. iv. Managing the production of marketing materials, including leaflets, posters, flyers, newsletter, e-newsletter.

2.0 Consumer Decision Making

2.1 Routine Decision Making

In our business, which we sell a health-care juice, it falls under a routine decision making. Product which is routine is often evaluated after buying the product. Consumer is going to wonder about the quality and benefits of our product, for that reason they will buy first and then they will evaluate it later. If the consumer experience more benefit when using our product, than they will stick to our brand.

Our product requires little search and little time for the consumer to decide. It will be placed and available in the stores besides other health-care juice such as Nestle, Dutch Lady and Juice Plus. Consumer will have to make an immediate decision whether to buy the product or not. For that our product requires only little involvement in making decision whether to buy the product or not.

2.2 Marketing Management Philosophies; Product Concept.

Product concept concentrates on product which will have the most quality, performance and innovative features. The competitor for our product has had a strong name in the market. Competing without a new and fresh idea of health-care drinks would be a suicidal business strategy. For that reason, we have done our research on what combination of fruit that will give a different kind of satisfaction and benefit. In terms of packaging, minerals and vitamins, it will have more benefit to the customer.

We have a few product line which has different types of benefits. For example one of our products is rich in vitamins, anti-oxidant and important minerals which the body must need. The other product line will have a different kind of benefit towards the consumer. So, we believe that our product can compete with other competitors in the market.