

CAPE GOOSEBERRIES TO CANADIANS

MARKETING MAJOR STUDENTS

INTERNATIONAL MARKETING

INTRODUCTION

CAPE GOOSEBERRIES TO CANADA

Cape Gooseberries is a very well-known fruit in the middle east especially in Egypt & also very cheap.

Gooseberry's are very cheap in Egypt, for instance the 1kg is only for two Canadian dollars
AKA 20 - 25 Egyptian pounds.

But on the other hand, Gooseberry's in Canada is known as a super food and it's very expensive 1kg of Gooseberry's can be around 50 Canadian dollars AKA 560 Egyptian Pounds.

And yet they are not available in all the supermarkets they are very hard to find & very overpriced.



THE IDEA

CAPE GOOSEBERRIES TO CANADA

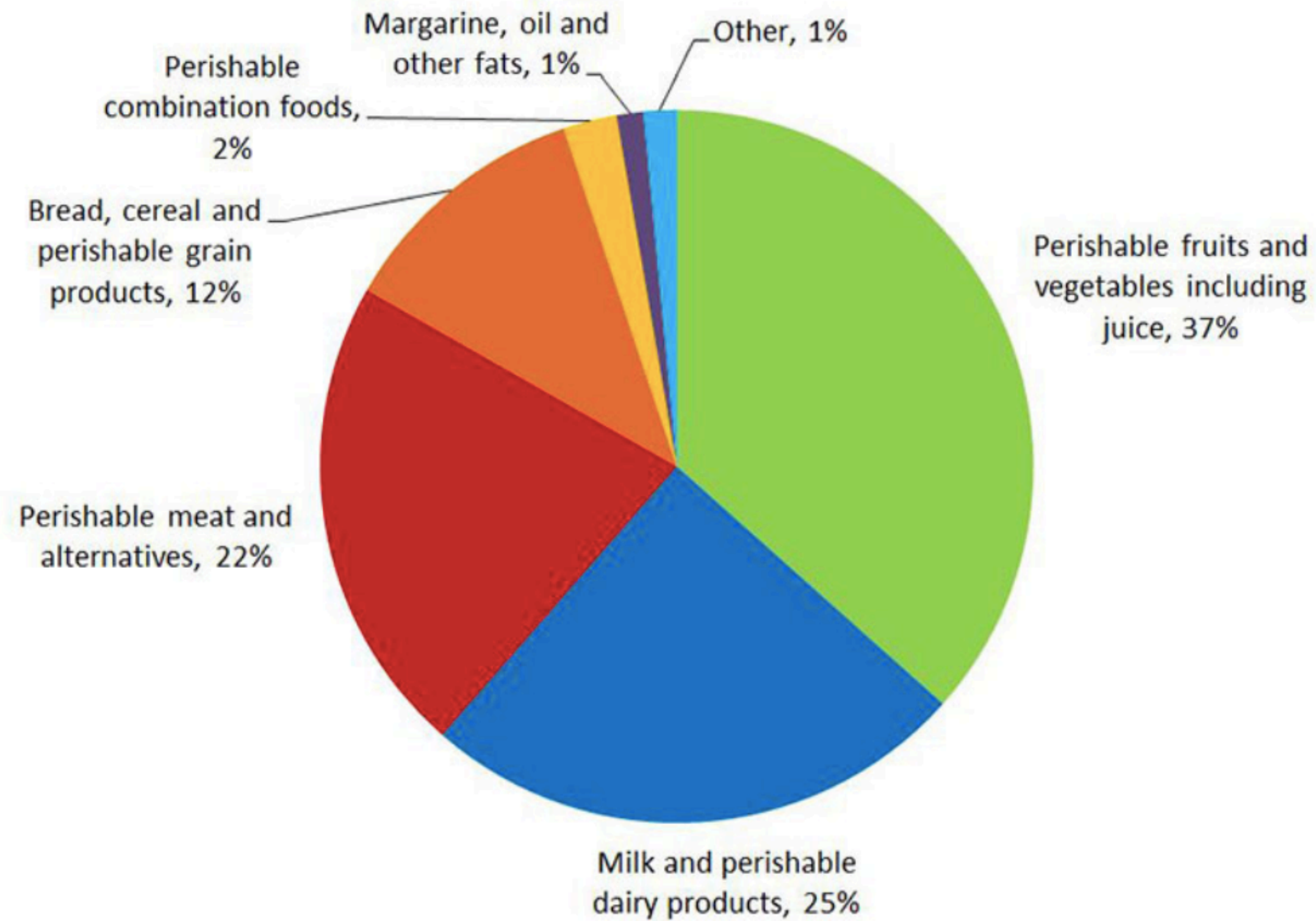
Our idea is that we manage to make high-quality product with a catchy packaging and bunch of nutrition facts and affordable prices and good distribution among the Canadian supermarkets and fruit shops.

We will dominant the Canadian market and let's not forget that the competition isn't big.

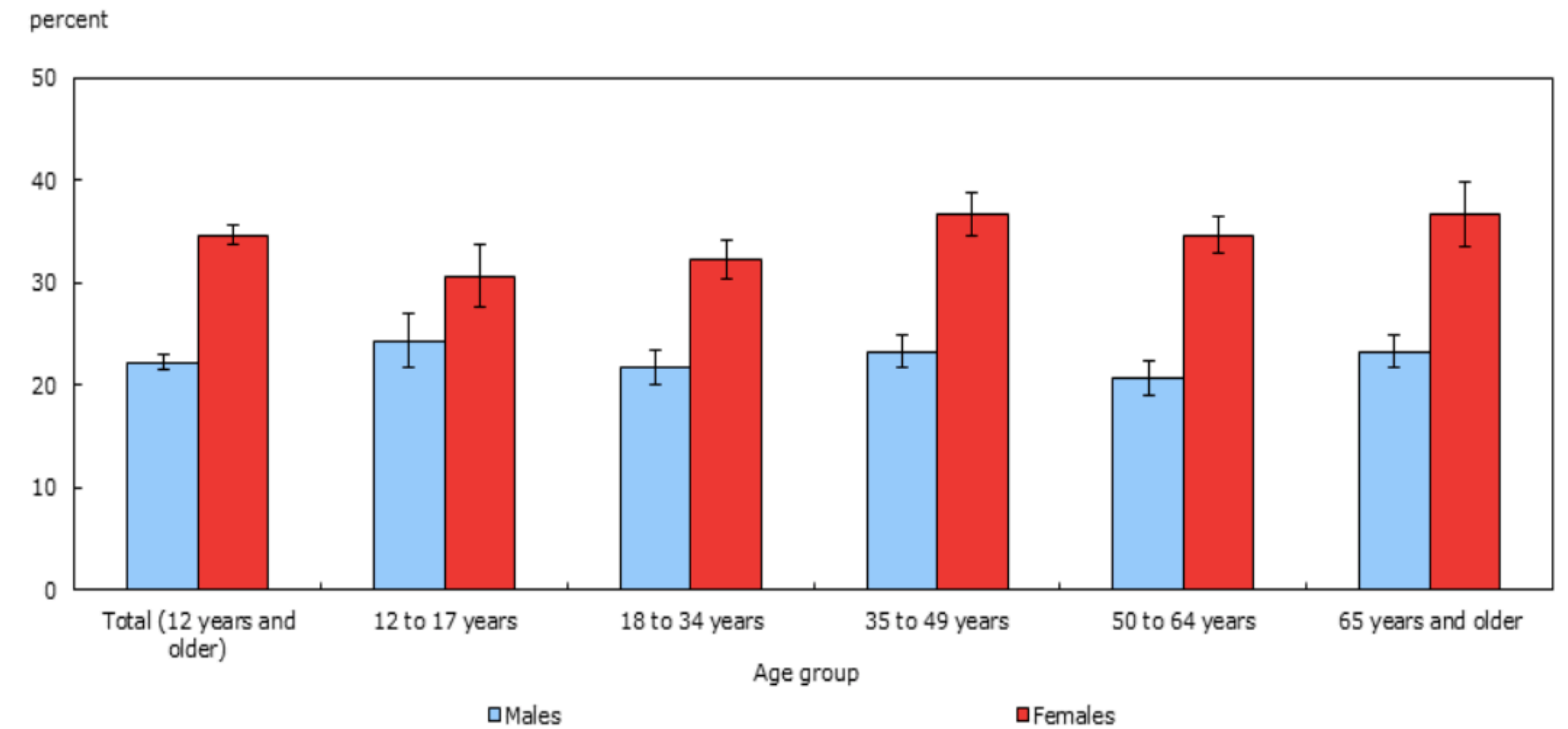


DIET & NUTRITION

CONCERNING CANADIANS



Fruit and vegetable consumption, five or more times per day, by age group and sex, population aged 12 and older, Canada, 2017



CONCLUSION

DIET & NUTRITION

Healthy food and healthy diet are critical for Canadians
Eating a balanced and nutritious diet is one of the best ways to protect
and promote good health.
Canadians usually believe their eating patterns are fine. In reality, almost
three-in-four (73 per cent) Canadians claim they consume a well-
balanced, nutritious diet or, in specific, a good diet with some holes.



MAJOR PROBLEMS AND RESISTANCE TO PRODUCT ACCEPTANCE

IN CANADA

- Egypt is a third world country.
- Egyptians never trade any kinds of food to Americans or Canadians.
- Political perspectives.
- Religion perspectives.



THE CANADIAN MARKET

GEOGRAPHICALLY

Canada's geographic regions are; The West, The Prairies, Central Canada, The Maritimes and The North. Northern and western Canada has the biggest space in Canada's geographic regions



CONSUMER BUYING HABITS IN CANADA

CAPE GOOSEBERRIES TO CANADA

About 40% of consumers consider themselves a non-loyal customer to their brands, and half of the people in Canada are willing to buy unfamiliar brands if the price is right.

Only 19% buy the same brand for each purchase, and that gives us that only 19% of Canada's consumers are loyal customers to their brands. About 80% of people like to try new products, and they are risk-takers.



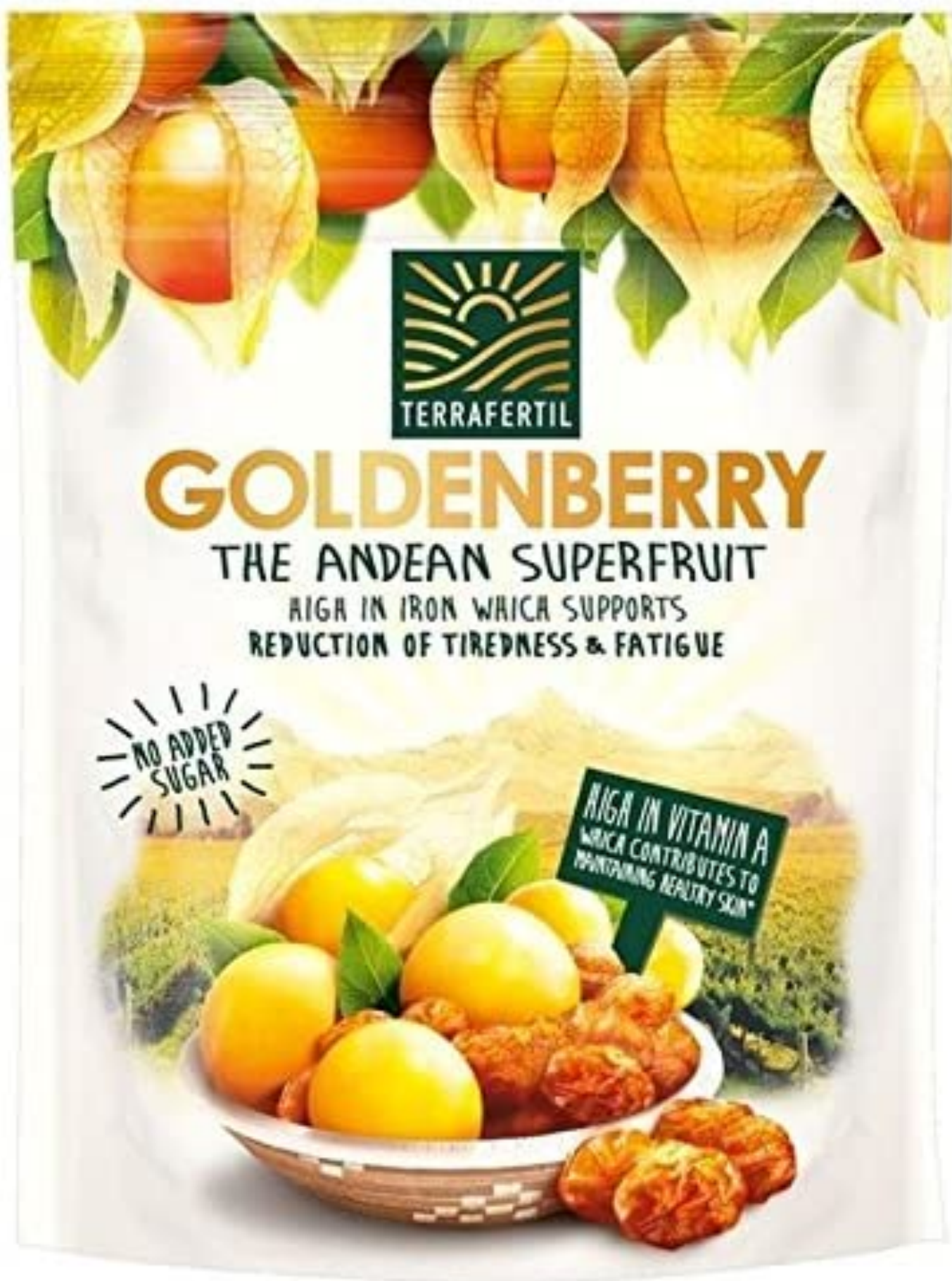
OUR PRODUCT DISTRIBUTION

CAPE GOOSEBERRIES TO CANADA

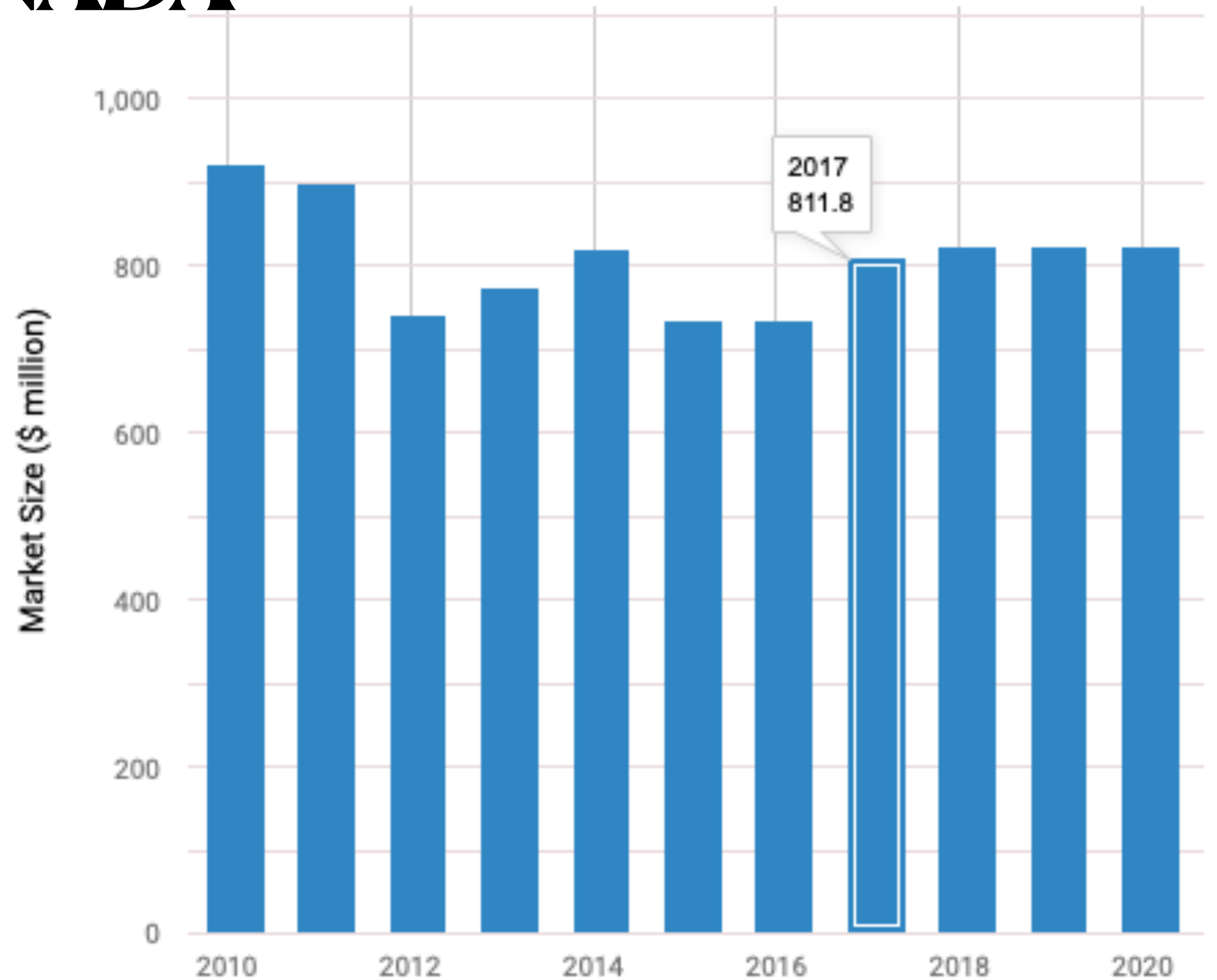
- Northern Canada
- Westren Canada



OUR COMPETITORS



MARKET SIZE OF CANADA



RULES & REGULATIONS

OF THE CANADIAN GOVERNMENT

- Knowing where our main office is located & Where we plan to operate.
- No misleading advertising and labeling
- Whether we are marketing your products by phone, mail, or online, we need to ensure that our messages are not misleading, deceptive or untruthful.
- We may only advertise about health products that have been approved for sale in Canada and our advertisement must be approved.



MARKETING OBJECTIVES

OF OUR PRODUCT

- Grow Digital Presence
- Target New Customers
- Build Brand Awareness
- Increase Sales and/or Revenue
- Encourage repeat business



ADVERTISING & PROMOTION

OF OUR PRODUCT

Raw, Organic & Sun-Dried

GOLDEN BERRIES

*Grown & harvested
from small farms*



ADVERTISING & PROMOTION

OF OUR PRODUCT

- Flyers distributed among households.
- Brochures on the walls of the streets.
- Billboards.



PERSONAL SELLING

OF OUR PRODUCT



THE TARGET MARKET

OF OUR PRODUCT

- Healthy life-styled Canadians.
- Age: targeting all ages
- Gender: targeting all genders.



DISTRIBUTION MICRO ANALYSIS

OF OUR PRODUCT



Shipped in: Shipping refrigerators with a ranging degree of 32-36



Shipped with: Coastal trading vessels

DISTRIBUTION MICRO ANALYSIS

REQUIREMENTS

The main requirements to ship the product are;

- The vehicle must be sanitized and clean; and to able to be cleaned every now and then, to prevent contamination.
- Kept in its required temperature during transportation.



PRICING STRATEGY

OF OUR PRODUCT

- Success of this invention will mainly rely on the prices. The prices we will offer are in the range of lower middle section of the society in Canada.
- 20 Canadian dollars per pack



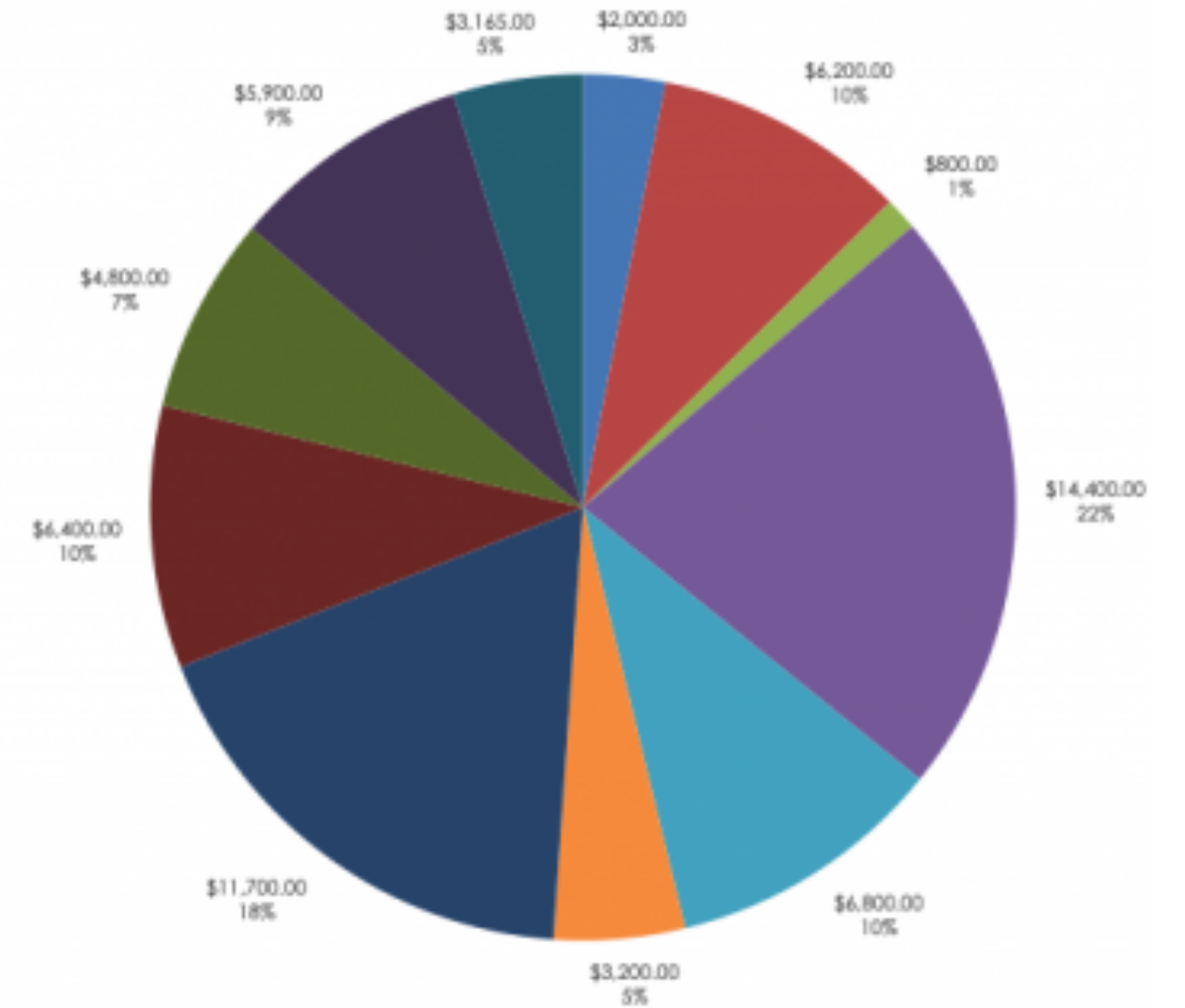
MARKETING BUDGET

OF OUR PRODUCT

= 65,365.00 \$ / 1,013,157.5 EGP

Projected Subtotal to date: \$ 65,365.00

CAMPAIGN TYPE	QTY	PROJECTED COST PER UNIT	PROJECTED SUBTOTAL	COMMENTS
National Marketing			SUBTOTAL \$ 2,000.00	
Banner Ads	4	\$ 500.00	\$ 2,000.00	
			\$ -	
			\$ -	
Local Marketing			SUBTOTAL \$ 6,200.00	
Newspaper	6	\$ 600.00	\$ 3,600.00	
In-Store Marketing	4	\$ 400.00	\$ 1,600.00	
POP	2	\$ 500.00	\$ 1,000.00	
			\$ -	
Public Relations			SUBTOTAL \$ 800.00	
Public Events			\$ -	
Sponsorships			\$ -	
Press Releases	8	\$ 100.00	\$ 800.00	
Webinars			\$ -	
Conferences			\$ -	
Client Events			\$ -	
			\$ -	
Content Marketing			SUBTOTAL \$ 14,400.00	
Sponsored Content			\$ -	
Landing Page	12	\$ 1,200.00	\$ 14,400.00	
White Papers / ebooks			\$ -	
			\$ -	
Social Media			SUBTOTAL \$ 6,800.00	
Twitter	20	\$ 100.00	\$ 2,000.00	
Facebook	20	\$ 100.00	\$ 2,000.00	
Pinterest	10	\$ 100.00	\$ 1,000.00	
Instagram	10	\$ 100.00	\$ 1,000.00	
Google+	4	\$ 100.00	\$ 400.00	
LinkedIn	4	\$ 100.00	\$ 400.00	
Online			SUBTOTAL \$ 3,200.00	



METHODS OF PAYMENT

OF OUR PRODUCT



The product will be sold in grocery stores, so the methods of payments are either cash or debit/credit cards.

THANK YOU

LAILA MOHSEN, RAWAN BASSEM, LOBNA MOHAMED, YOUSSEF EL-SEDAWY & EHAB SABRY