



# SITUATIONAL ANALYSIS OF AMRITA

# ABOUT AMRITA

- **Woman-founded** and owned juice and smoothie shop
- Eating good is feeling good, and feeling good should **taste good**
- Sustainably sourced, organic, and vegan friendly
- Focused on empowerment for healthier, yet still tasty, food choices
- Reaching the world through **kindness**, sustainability, and color
- Arizona based and focused since 2015, with Phoenix headquarters
- **\$5.9 million** yearly profits
- 87 stores throughout Arizona



# THE 5C'S

01 COMPANY

02 COLLABORATORS

03 CUSTOMERS

04 COMPETITORS

05 CLIMATE

# COMPANY



PRODUCT	COMPETITIVE ADVANTAGES	GOALS
<ul style="list-style-type: none"><li>Organic/ vegan, sustainably sourced products</li><li>Specializes in a variety of smoothies and juices (23 flavors)</li><li>Grows and sells Plants</li></ul>	<ul style="list-style-type: none"><li>Empowers people to make healthier choices, without any sacrifice of taste.</li><li>23 smoothies and juices, plus custom blends</li><li>Working towards teaching others the importance of plant care.</li></ul>	<ul style="list-style-type: none"><li>25% increase in followers and engagement on Instagram, Twitter and TikTok.</li><li>40% increase of in-store sales,</li><li>To create a more sustainable, kind, and colorful world.</li><li>Offer a healthy fast food option.</li></ul>

# COLLABORATORS

## FRUITS:

**Blue Organic Sky Farms** is a family run locally (AZ) grown fruit and vegetable farm that use organic, non-gmo, untreated seeds.

**Crooked Sky Farms'** organically grown non-gmo produce

**Maya's Farms** is a small organic and sustainable organization. Dedicated to preserving and nurturing local, naturally grown farming

## PACKAGING:

(Napkins, Cups, Straws)

**Goodstart packaging** (products made from renewable plant-based materials

**Pioneer Packaging** has recyclable and biodegradable packaging options

**Bio Futura** offers sustainable alternatives that are all made from natural raw materials that are recyclable and compostable

## PLANTS:

**Urban Farm Nursery** sells fruit trees and offers plant care tips

**Whitfill Nursery** is a family-owned plant and tree a

**Dig It Gardens** is a local plant shop that has a variety of indoor and outdoor plants

## INVESTORS:

**Next Chapter Advisory Group** provides financial guidance for new businesses

**YMCA Women's Business** provides training and coaching to new women businesses

Center (WBC)

**Angel Investors** help expand local women businesses

# CUSTOMERS

## ACTIVISTS

Amrita is female owned so we can appeal to feminists and women in general. They are also eco-friendly and sustainably sourced so marketing to environmentalists may help them choose Amrita over other competitors.

## DIETARY RESTRICTIONS

People with dietary restrictions would love Amrita's menu options because they use vegan, organic, and nutritional ingredients.

## ARIZONA RESIDENTS

The people of Arizona are hot so they are looking for a fun, fruity, and refreshing drink from a local business to cool them down and give them energy.



# COMPETITORS

## STRENGTHS

- largest juice/smoothie chain in the world
- global reach and **recognizable**
- multi-million dollar company
- fast-paced work ethic
- fairly affordable

## JAMBA

## WEAKNESSES

- not local (current trend)
- declining revenue as costs for fruits, protein powder, etc. are high
- not as healthy as advertised

**lack of connection** with customers & employees



## STRENGTHS

- Marketing i.e. social media, blogs, etc.
- health conscious, somewhat smaller or local company (local is trendy)
- unique product with affordable prices
- Nektar Cleanse Program
- **diversity** as core value

## NEKTAR

## WEAKNESSES

- smaller = less reach
- pretentious health gurus/general audience
- somewhat new and **inexperienced**
- focused on establishing stores within rich, 'healthy' areas (white)



## STRENGTHS

## WHOLE FOODS

## WEAKNESSES

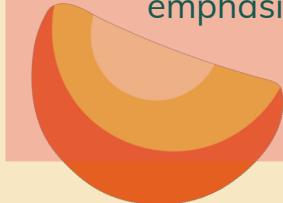
- health conscious
- nation-wide
- recognition and wealth
- establishment in the organic and natural market
- extreme **attention to detail**

- **elitist**
- extremely expensive
- gentrification & cultural appropriation of certain foods
- limited suppliers
- supporting unsustainability in the form of capitalism

# CLIMATE



As Amira aims to create a more loyal community for their brand, they increase their appearance on social media through engaging in various platforms. Their target market is plants-enthusiasm so their marketing projects are plants focused. Using green themes for every platform emphasizes the consistency of Amira's personality as a healthy, wellness brand.



# LOCAL PUBLICATIONS

## PHOENIX NEW TIMES

Reaches Arizona locals to share stories that they are interested in and new things happening in the area.

<https://www.phoenixnewtimes.com>



## GCU NEWS

Appeals to the college student crowd and provides coverage on trending locations and events.

<https://news.gcu.edu>

## PHOENIX HOME + GARDEN

Offers home and garden decor ideas, inspiration, and events for Southwest living styles.

<https://www.phgmag.com/>



# REPORTERS THAT MIGHT INTERESTED



CLARE FOGGETT

- Editor of The English Garden
- Write articles about plants and give recommendation and tips to care for plants



CHRISTINA MERINO

- Editor-and-chief of The Plant Magazine
- The Plant is for people who loves gardening and enthusiasm about plants



CANDITA CARLINI

- Publisher & editor of Healthy Living Magazine
- Amira healthy contents suitable for what is already publishing in this magazine

# 5 PIECES OF LOCAL OR NATIONAL MEDIA

## JAMBA JUICE



### MEDIA COVERAGE

#### MAN 'NAZI SALUTES' AT JAMBA WORKER

##### DESCRIPTION:

A customer started aggressively yelling for the worker to go back to their country after being denied service for not wearing a mask. Then, proceeded to do the **Nazi salute** as he left for his car. This immensely racist and **anti-semitic attack** against a Jamba Juice worker left the employee feeling immensely **unsafe and violated**.

EXCITEDLY ADDS BOBA!

To keep with the times, Jamba excitedly adds a **new addition** to their menu—**boba!** A beloved Asian invention of small tapioca balls. This an effort to reach a more **diverse audience** as this is popular in many different groups, effectively allowing for Jamba to reach more people.

# 5 PIECES OF LOCAL OR NATIONAL MEDIA

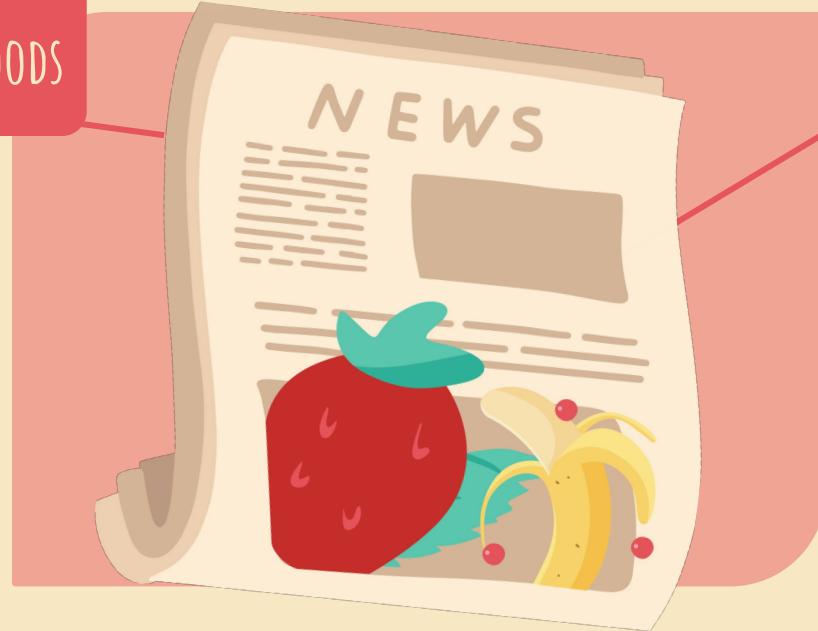
## WHOLE FOODS

### AMAZON DIGESTING WHOLE FOODS

After the initial buying of Whole Foods by Amazon in 2017, Amazon is still trying to completely 'digest' Whole Foods. They've included local goods and added a more **tech savvy** environment for a modern touch. However, they want to expand and focus on creating a bigger audience for an **increase in profits** and revenue.

### SHUTTING DOWN STORES!

With Amazon parenting currently, Whole Foods is critically looking into and evaluating the success or growth of certain stores. Thus, leading to the decision to **shut down** half a dozen stores in four states. Change in leadership leads to change in lives.



## MEDIA COVERAGE

# 5 PIECES OF LOCAL OR NATIONAL MEDIA

## NEKTAR'S SUCCESSFUL 2021!

**DESCRIPTION:** Having been created little more than a decade ago, Nektar truly is the depiction of 'that' **success story**. With nearly 225 stores throughout the US, and a 28% increase in revenue in 2021, Nektar's success can be attributed to their **undistracted focus** on creating and boosting healthy, affordable, and yummy foods. Their values for diversity and upholding diversity among their employees and for their customers.

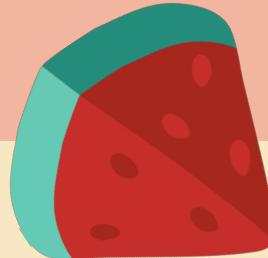
NEKTAR JUICE BAR



# LOCAL INFLUENCERS

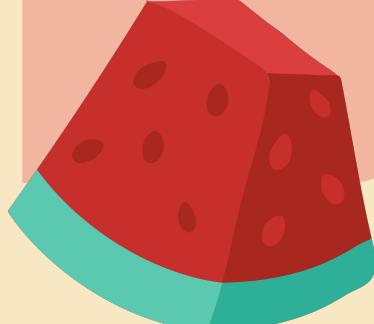
@ARIZONAPLANTGUY

- ✓ >1k followers
- ✓ Plant enthusiasm
- ✓ Potential growing within plants lovers community



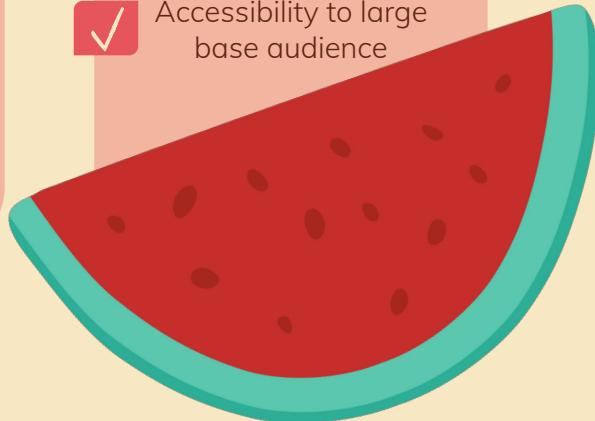
@INSTA.PLANTLADY

- ✓ >20k followers
- ✓ Plants guru
- ✓ Targeting potential plants-buyer



@WELCOMETOARIZONA

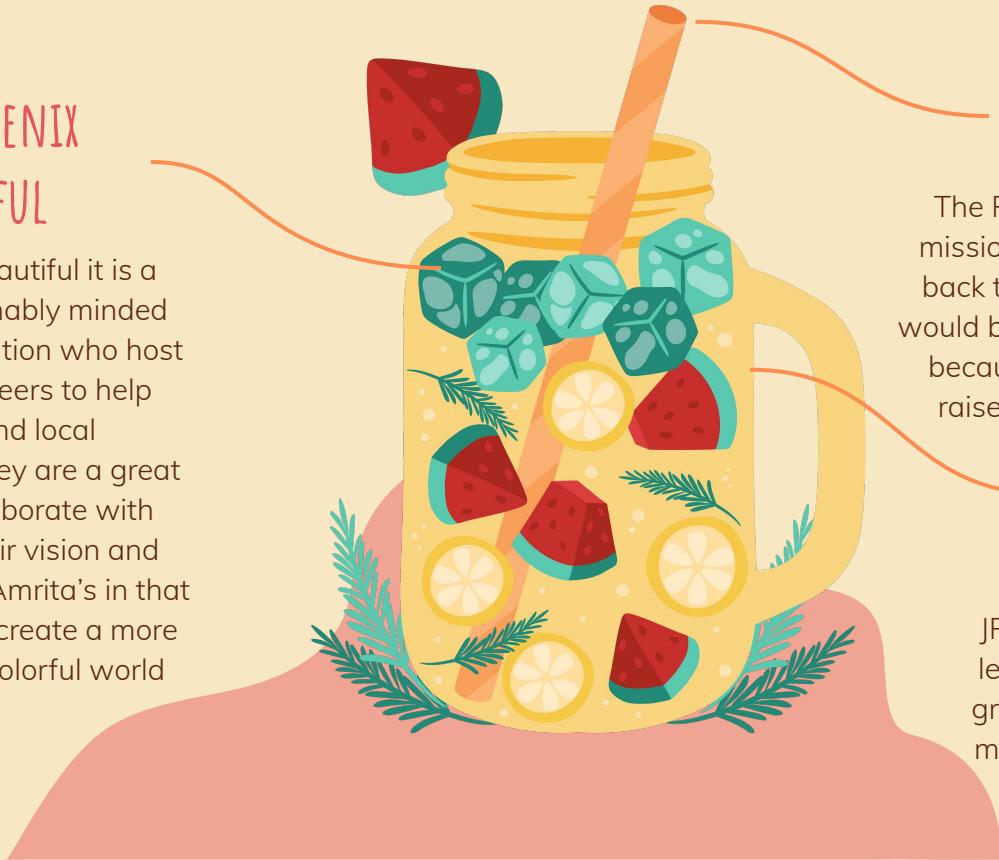
- ✓ >400k followers
- ✓ Promoting travel, culture, eat
- ✓ Accessibility to large base audience



# 3 ORGANIZATIONS TO COLLABORATE WITH

## KEEP PHOENIX BEAUTIFUL

Keep Phoenix Beautiful it is a great local sustainably minded non-profit organization who host events for volunteers to help recycle around local neighborhoods. They are a great company to collaborate with because both their vision and mission align with Amrita's in that they both want to create a more sustainable and colorful world



## PHOENIX PARKS FOUNDATION

The Phoenix Parks Foundation's mission is to restore existing parks back to their original beauty. They would be a perfect partner for Amrita because they host events to help raise environmental awareness

## JUNIOR LEAGUE OF PHOENIX

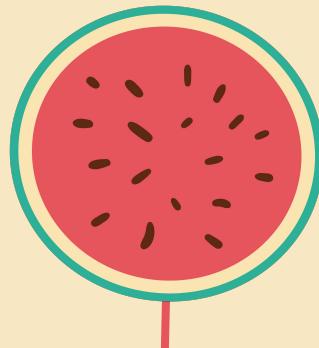
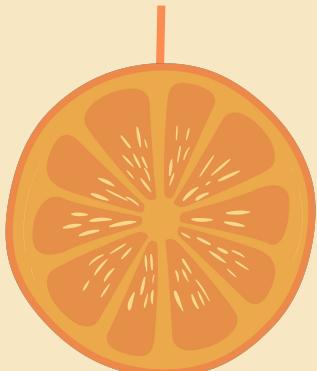
JR League of Phoenix is a women lead organization that would be a great partner for Amrita since their mission is to help empower kids to adopt healthier eating habits

# CHARITIES

\*THESE ARE A FEW EXAMPLES OF CHARITIES THAT AMRITA WOULD SUPPORT BECAUSE THEY ALL SHARE COMMON GOALS AND INTERESTS\*

## THE NATURE CONSERVANCY

AN ENVIRONMENTAL ORGANIZATION THAT STRIVES TO PROTECT AND PRESERVE THE WORLD. ONE OF THEIR PRIMARY GOALS IS, "TO CONSERVE NEARLY 10 BILLION ACRES OF OCEAN, 1.6 BILLION ACRES OF LAND, AND 620,000 MILES OF RIVERS, ALL OF WHICH CONTRIBUTE TO OUR GLOBAL FOOD REQUIREMENTS.



## THE INTERNATIONAL FOOD POLICY RESEARCH INSTITUTE

THIS ORGANIZATION'S MISSION IS TO END WORLD HUNGER AND PROVIDE RESEARCH-BASED SOLUTIONS TOWARDS SUSTAINABILITY. THEY PARTICIPATE IN AGRICULTURAL RESEARCH AND PROMOTE A HEALTHY AND NUTRITIONAL DIET.

## ONE TREE PLANTED

A NON-PROFIT FOCUSED ON GLOBAL REFORESTATION. EVERY DOLLAR DONATED IS RESPONSIBLE FOR ONE MORE TREE BEING PLANTED. THIS WILL EVENTUALLY LEAD TO THE RESTORATION OF ALL FORESTS, CREATE HABITATS FOR BIODIVERSITY, AND SAVING THE PLANET.



THANK YOU!

