

# Marketing Management – Marketing Plan

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Marketing Plan for  
RAZON'S OF GUAGUA  
BM501P

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Mojados, Joyce Ann  
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# I. Executive Summary

## II. Current Market Situation

III. Opportunity and Issue Analysis

A. Issue Analysis  
The issue of "Healthy Food Choices" is a complex, multi-faceted problem that requires a comprehensive analysis of the market, the industry, and the company's internal capabilities.

B. Opportunity Analysis  
The market for healthy food is growing rapidly, driven by increasing consumer awareness of the benefits of a healthy diet and the need for convenient, nutritious options.

C. Issue Analysis  
The primary issue is the lack of a clear, consistent brand identity for healthy food choices, which makes it difficult for consumers to identify and trust the products.

## VII. CONTROLS

## IV. OBJECTIVES

- To create more useful options for vegetable dishes that do not compete with the existing menu and food consumption, the company will focus on:
- To open new markets for the product outside of its current market.
- To increase the brand's visibility, expand the distribution network, and increase the number of people who are aware of the company's products.
- To open new channels of distribution to increase the company's reach and visibility.

## V. MARKETING STRATEGY

## VI. ACTION PROGRAMS