

# TruEarth Healthy Foods

## Market Research for a New Product Introduction

### Situation Analysis

- Increase in the demand for TruEarth's whole grain pizza encouraged the company to launch another healthy whole grain product
- Growing demand for quick homemade replacements, refrigerated pizza, and whole grain food options
- Semi-prepared options sought by some consumers
- Increased trend in the annual sales of pizza (\$53B in 2007)
- TruEarth has an option to launch a new whole grain pizza and be first to market product or not launch and wait for a better opportunity

### Recommendations

Launch whole grain pizza product with current marketing plan to gain first mover advantage over competitors

Make 2.42 (MM) units

J DeCato  
Madeline Russell  
Soham Dhal  
Ravish Bani  
Rajesh Jayaswal

### TruEarth's Problem?

To launch or not launch the new whole grain pizza product



# Thank you!

### Sensitivity Analysis



### Break Even Analysis

Exhibit:1 Breakeven Volume	
Breakeven Variable	Data
Average Retail Price	\$ 12.38
Required Retail Margin	35%
Average Wholesale Price	\$ 8.05
Break even Sales (Wholesale)	\$ 12,000,000
Break even Unit Volume (MM)	1.49

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