TruEarth Healthy Foods Market Research for a New Product Introduction

Situation Analysis

- Increase in the demand for TruEarth's whole grain pasta encouraged the company to launch anoth healthy whole grain product

 Growing demand for quick homemade replacements, refrigerated pasta, and whole grain food options
- Sensi-prepared options sought by some consumers
- · Increased trend in the annual sales of pizza (\$538 in 2007) FruEarth has an option to faunch a new whole grain pizza and be first to market product or not launch and wait for





To launch or not launch the new Whole grain pizza product





Recommendations

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

Make 2.42 (MM) units



Thank you!



Break Even Analysis

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

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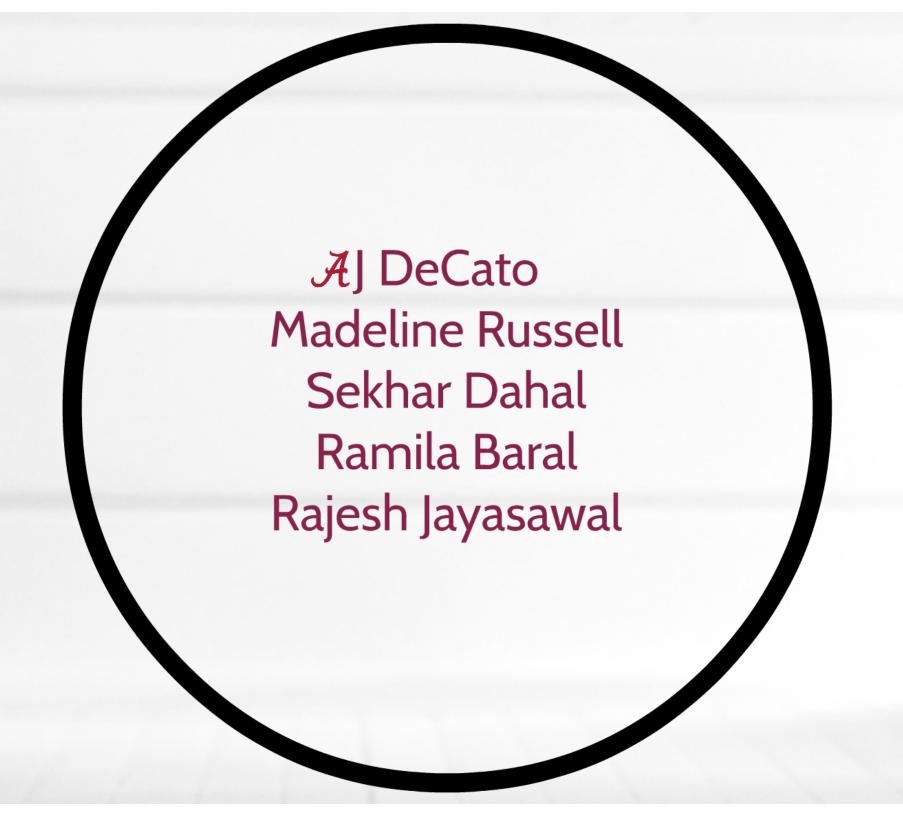
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Situation Analysis

- Increase in the demand for TruEarth's whole grain pasta encouraged the company to launch another healthy whole grain product
- Growing demand for quick homemade replacements, refrigerated pasta, 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

