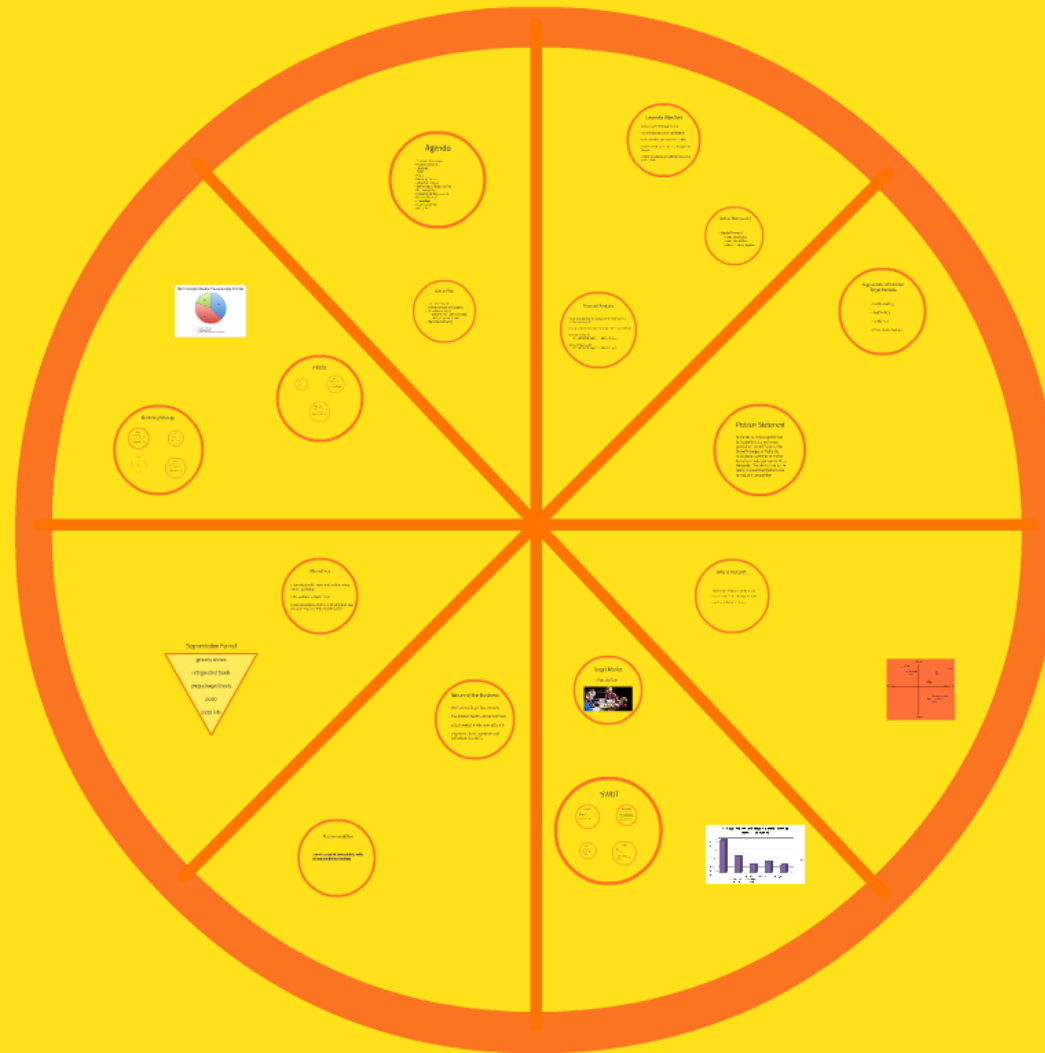
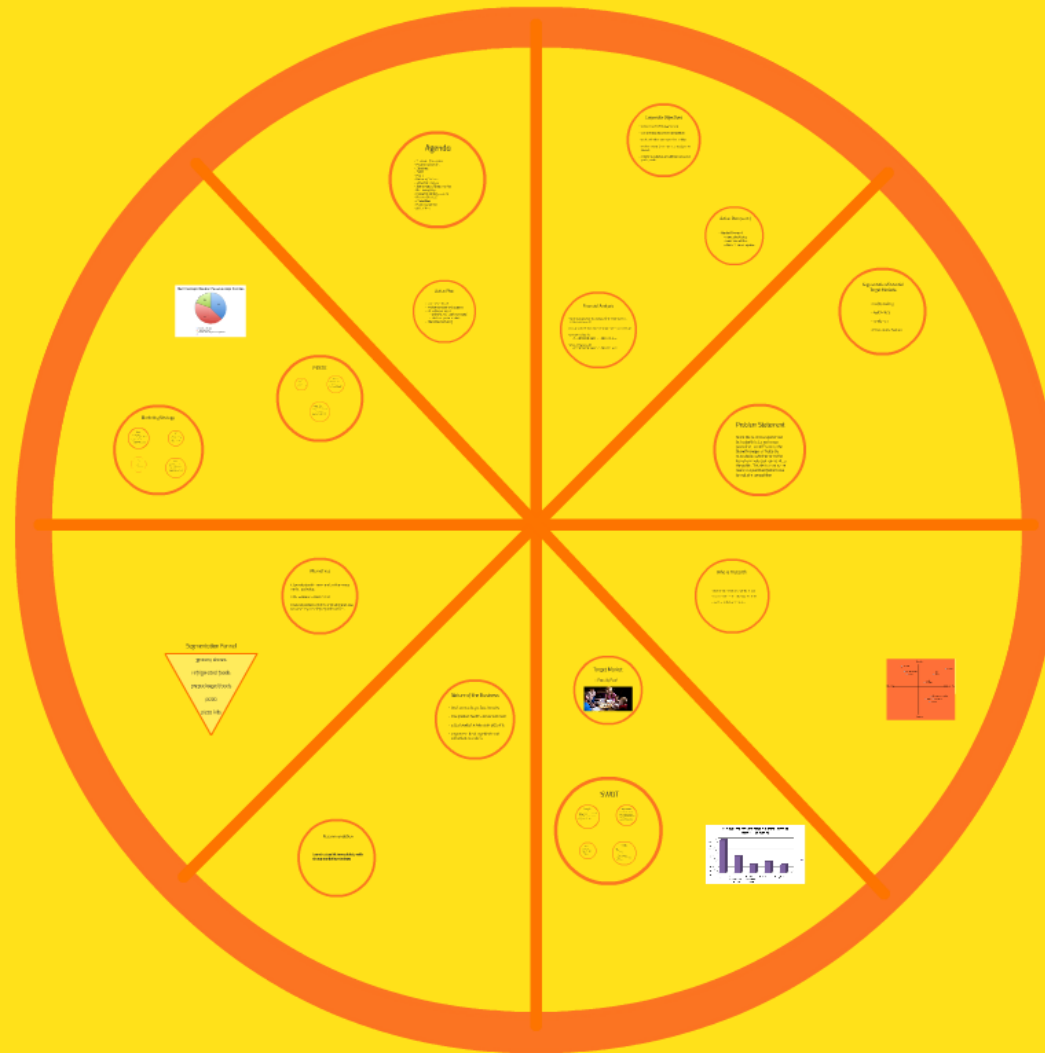


# TruEarth Healthy Foods: Market Research for a New Product Introduction



*Carlee Parisotto  
Marisa Paine  
Kayla Dumont  
Jennifer Bronicheski  
John Walmsley*

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# Agenda

- Overview of Company
- Problem Statement
- Objectives
- SWOT
- PESTE
- Nature of Business
- Consumer Analysis
- Segmentation/Target market
- Positioning Map
- Marketing Strategy—4 P's
- Financial Analysis
- Alternatives
- Recommendation
- Action Plan



Carlee Paris  
 Marisa Paine  
 Kayla Dumont  
 Jennifer Brown  
 John Walmsley

# Who is TruEarth

- gourmet food manufacturer founded in 1993
- innovator in the fresh, packaged food-industry
- specializes in whole-grain products