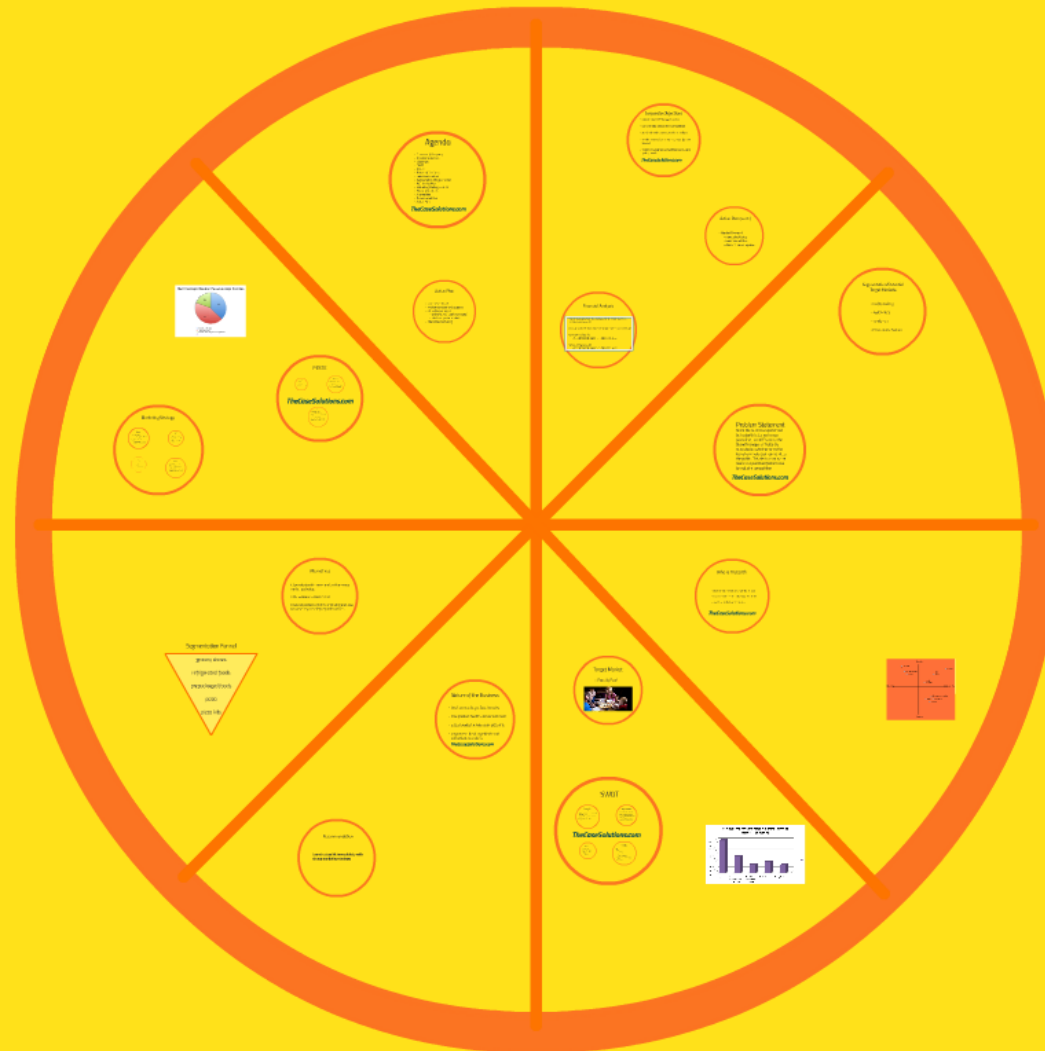


TruEarth Healthy Foods: Market Research for a New Product Introduction (Brief Case)

TheCaseSolutions.com



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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

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Who is TruEarth

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

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Problem Statement

Given the success experienced by TruEarth's Cucina Fresca pasta line, Isabel Eckstein; the Brand Manager of TruEarth, must decide whether or not to launch a whole-grain pizza kit to the public. This decision must be made in a punctual fashion due to industry competition

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Corporate Objectives

- pursue new markets aggressively
- stay one step ahead of the competition
- wholesale sales must exceed \$12 million
- market penetration between 5-10% for new product
- maintain reputation of health conscious and quality meals

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SWOT

Strengths

- one of the first companies to focus on whole-grain products
- high quality ingredients
- one of few companies to master taste in whole-grains
- time conscious meal kits
- variety of products in pasta line

Opportunities

- increasing demand for healthy alternatives
- popularity of pizza in the United States
- no major competitors in store-bought, whole-grain category
- expanded product line could yield high revenues

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Weaknesses

- initial product development process was unstructured and intuition driven
- projections vary from actual market performance
- not everyone at TruEarth believes in prospects of launching a pizza line

Threats

Direct

- Rigozzi
- Nestle:
 - DiGiorno
 - Tombstone
 - Jack's
 - California Pizza Kitchen

Indirect

- major take-out chains (Pizza Hut, Papa John's)
- local pizzerias

PESTE

Political

- packaging restrictions

Economic

- upward trends in dual income households

Environmental

- semi-prepped food contains excessive packaging
- 'throw-away society'
- overlap between health-conscious and environmentally aware individuals

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Social

- healthier eating habits
 - carb-reducing
 - whole-grain substitution
- demand for time conscious, semi-prepped meals

Technological

- packaging advances allowing for long-lasting freshness

Nature of the Business

- fresh, pre-packaged food industry
- core product: healthy, convenient meal
- actual product: whole-grain pizza kits
- augmented: fresh ingredients and customization options

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