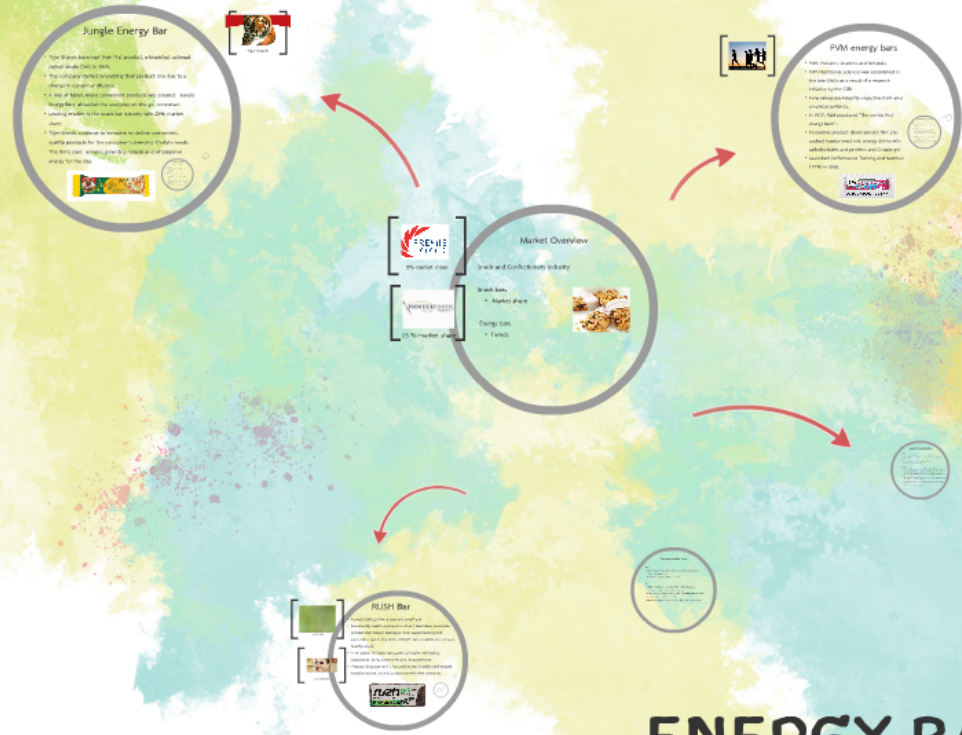
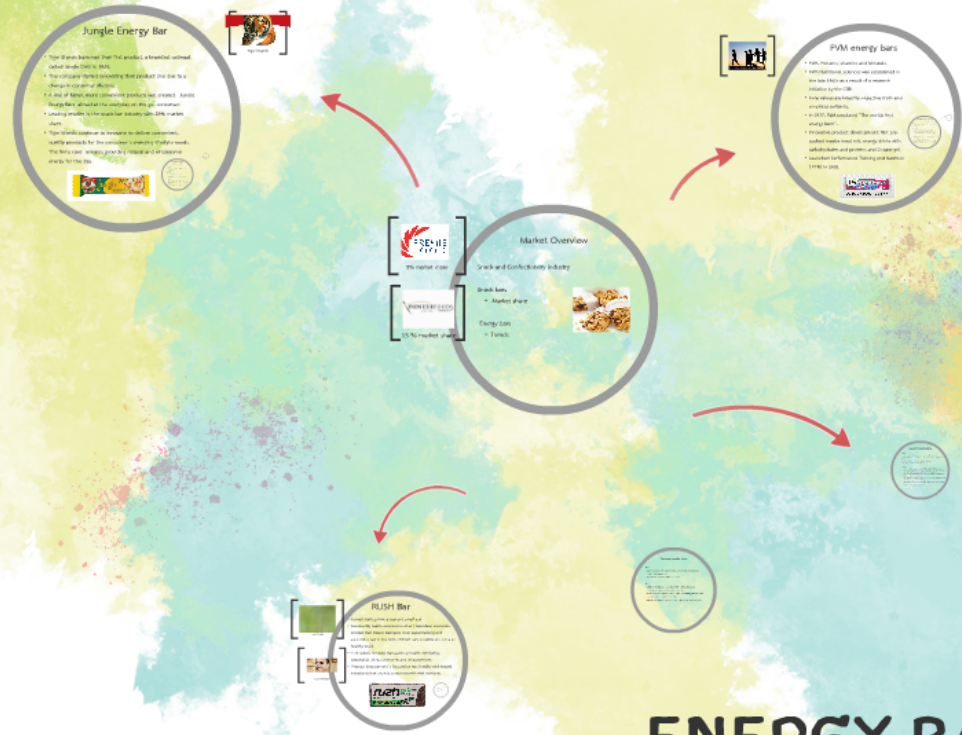


ENERGY BARS



ENERGY BARS



ENERGY BARS



% market share

Market Overview

Snack and Confectionery industry

Snack bars

- Market share



Energy bars

- Trends



% market share

RUSH Bar

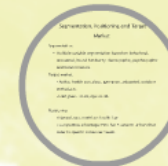


Lara Mare

- A small start up firm, a year and a half old.
- Founded By health conscious mother (Lara Mare) and a like minded chef (Gavin Memper). Their experimenting and exploration led to the birth of RUSH bars, a nutritious on the go healthy snack.
- Core values: honesty, transparency, health, well being, sustainable living, community and empowerment.
- Product development is focused on raw, healthy and natural ingredients that provide consumers with vital nutrients.



Gavin Memper



Segmentation, Positioning and Target Market

Segmentation

- Multiple variable segmentation based on behavioral, occasional, brand familiarity demographic, psychographic and benefit factors.

Target market

- Active, health conscious, gym-goers ,educated, outdoor enthusiasts.
- LSM group : 8-10, Age: 21-40.

Positioning

- Natural, raw, nutritious health bar
- Competitive advantage: Firm has 5 variants of bars that cater to specific consumer needs.

Marketing Strategy

Product

- 50 g, 5 variants (Preggie, Endurance, Training, Monkey, Berry burst).
- Use raw natural ingredients.

Price

- Introductory phase - profit orientated (target return on investment).
- Relatively expensive, R 20 per bar.

Place

- Available in Western Cape Dis-chems and health stores.
- Available online.

Promotion

- Word of mouth.
- Magazine advertisements in health magazines.
- Social media.
- Fitness related events.

Jungle Energy Bar

- Tiger Brands launched their first product, a breakfast oatmeal called Jungle Oats in 1920.
- The company started innovating their product line due to a change in consumer lifestyle.
- A line of faster, more convenient products was created. Jungle Energy Bars aimed at the everyday on the go consumer.
- Leading retailer in the snack bar industry with 29% market share.
- Tiger Brands continue to innovate to deliver convenient, quality products for the consumer's changing lifestyle needs. The firm's core remains providing natural and wholesome energy for the day.

