

Truvia Marketing Plan for the Australian Consumer Market

Introduction

In the following research the marketing plan of Truvia, calorie-free sweetener, will be introduced. The following plan will include the description of the brand, its strong and weak points. Also the general overview of the market where Truvia will be introduced will be made. Speaking further about the aspects of the marketing plan, it will include the SWOT analysis of the company, where the strengths, weaknesses, opportunities and threats of the product will be discussed, followed by the objectives and issues analysis, which will take into consideration such aspects as the key objectives of the marketing campaign.

After the research and preparation is made, the marketing strategy for Truvia will be created. Different possible marketing strategies will be taken into consideration, and after that the most effective of them will be chosen and adapted to the needs of the brand. The chosen strategy will be followed by the action plan which will underline the exact steps which will be taken for the plan execution.

In the following research various sources will be used including articles in magazines and newspapers and materials from various web-sites. Also the opinions of the experts in the area of artificial sweeteners and business will be taken into consideration.



Truvia Marketing Plan For The Australian Consumer Market

Yasir Farabi

A decorative graphic element consisting of a light blue horizontal bar with a rounded right end, and a red circular shape with a white center, partially overlapping the bar.

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Marketing Plan of Virgin Australia Yasir Farabi, 2012-07-06 Seminar paper from the year 2012 in the subject Business economics Company formation Business Plans University of New England course Marketing Management language English abstract The purpose of the report is to develop a marketing plan for Virgin Australia based on the business analysis report prepared before by creating ideas for how the company can best conduct their marketing activities Virgin can undertake market penetration strategy by a combination of competitive pricing strategies advertising promotion and perhaps more resources dedicated to personal selling It can also expand its destinations to tap Qantas market share and can introduce new service dedicated to business travellers To achieve its objective Virgin could improve in flight services introduce frequent flyer miles programme and tailor packages for young families adventurers and students Peak and off peak pricing student discounts stand by fares early booking discounts could also be introduced as part of its pricing strategy Advertising activity could include direct mail TV press magazines outdoor posters etc A customer connection database can be used to information to send birthday greetings or information about the quality of customer service Virgin has to extend its operations two fold if it wants to compete with Qantas High quality first class private lounges with premium class private suite could be introduced for business customers To position itself in the mind of business customers it has to develop a two brand strategy targeting both the segments of leisure and business customer market Attributes which may not be so important for leisure travellers have to given top priority to attract business customers In order to facilitate an integrated approach for managing marketing resources different softwares could be used organization wide such as Enterprise Resource Planning ERP Material Requirements Planning MRP and Efficient Consumer Response ECR systems etc Integrated marketing communications IMC approach can be used to estimate the value of marketing mix executions based on the changes in customer behaviour these executions generate The marketing strategy has to be divided into bits and pieces so that it could be handled easily Communication channels have to be open to discuss new ideas issues challenges and opportunities Additionally any achievement has to be rewarded while repetitive failures have to be penalized Marketing Plan for Virgin Blue 2 Hakime Isik-Vanelli, 2004-07-05 Seminar paper from the year 2004 in the subject Business economics Offline Marketing and Online Marketing grade High Distinction Bond University Australia language English abstract This marketing plan is prepared for Virgin Blue with the sole aim to increase their profit A brief history of the company describes their quick success in the aviation industry Followed by the current market situation and the appropriate PEST Analysis The SWOT and Issue Analysis are showing the two main Australian domestic market companies such as Qantas and Virgin Blue s major facts in detail Afterwards the contents of the Marketing and Financial Objectives of Virgin Blue will highlight the key issues The Marketing Strategy along with recommended Action Programmes will outline how to introduce and to begin with the Project The explanatory statement of the project shows that this project can start as soon as desired The last section is Controls it shows

how the project can be controlled Marketing in Australia Philip Kotler,1989 **Australian Marketing Management** Philip Kotler,Peter Trevor Fitzroy,Robin Shaw,1980 *Analysis of Marketing Environment of Virgin Australia* Yasir Farabi,2012-07-06 Seminar paper from the year 2012 in the subject Business economics Offline Marketing and Online Marketing University of New England course Marketing Management language English abstract The purpose of this report is to analyse the current market environment of Australian airline industry in which Virgin Australia operates Throughout the last decade the domestic airline industry in Australia is characterised by relatively flat growth low profit margins and financial pressure and stiff competition High entry barrier exists in the industry with soaring competition among the existing players Even though the threat of substitutes is low the overall situation is further worsened by high buyer and supplier bargaining power Qantas Jetstar and Tiger Airways are the three major players of the industry with Virgin Australia being the second largest domestic airline While Qantas focuses its strategy towards high end business class and corporate customers Jetstar and Virgin compete for the rest of the market segments Except Tiger Airways all three companies have shown positive financial performance over their operating cycles Virgin Australia has strong brand value and image because of its innovative ideas and creative thinking It operates a rapidly growing fleet primarily consists of Boeings and Airbuses The low average fleet age helps the company to reduce maintenance cost of the aircrafts Financial performance of the company was not so promising in the year 2011 because of rising fuel price high value of Australian dollar and environmental disaster However the company has been successful over the past years and future outlook is promising However the company has failed to attract corporate customers because of over reliance on leisure market Moreover because of fuel market volatility high exchange rate of Australian dollar and environmental disaster the company has not been financially thriving in the past years With intensified competition in an unfavourable environment characterized by high fuel price rising environmental concerns and high bargaining power of the suppliers Virgin Australia will find it hard to keep their game faces on in the days to come With the recovery of economy the company s financial performance is expected to improve in the years to come and with the opportunities that present itself within the operating environment there is a sign of light at the end of the tunnel

Wine Marketing Colin Michael Hall,Richard Mitchell,2008 This is a practical guide to the specific issues that affect the marketing of wine at an international level The author covers theory and the results of research but the focus is on the nuts and bolts of marketing based on case studies **Marketing Planning for Wine** Tony Spawton,1991 Tourism Marketing in Australia Brian King,Geoff Hyde,1989 *Business and Marketing Plan* Australian Capital Tourism,2004

Marketing Planning Product Plan Check List Western Australian Government Railways. Marketing Branch,1982 This check list has been developed to aid those responsible for the preparation of product plans and should provide the basis for structured analysis of the market and the determination of plans which will improve Westrail s position in that market

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web aug 21 2023 besides bags and wallets leather is a popular materials for shoes too as an organic material leather shoes soften and stretch over time it adapts to our feet and gait providing a more comfortable fit savelli specializes in producing leather shoes for men with dress shoes boots moccasins and sneakers in their range