

Marketing Plan for Feni Juice

“The Healthy Bottled Food”

by

**DoViT
Bottlings Ltd**

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About Us

DoViT Bottlings Ltd. is a manufacturer and distributor of nutritional juice products located in Nigeria with plan to expand it operations to Cameroon.

The Company come into existence in **late 2021** with view to improve the nutritional value of it customers through a well package hygienic juice products. At the moment, **Feni Juice** is the only product we produce for people's consumption.

Product Overview

The end product from a Cashew Juice is called **Feni Juice**.

Cashew Juice is rich in carbohydrates, vitamins and many essential nutrients that helps to maintain healthy gums, bones & teeth. Research posited that the juice helps the circulatory system & the prevention of heart diseases and stroke, boost energy & sexual function, aid in normal sleep and menopausal disturbances.

Feni is served in three variants:

FENI Classic Juice

FENI Hi-Power

FENI Replenish

Nutritional Facts

A single serving of cashew nuts is 1 ounce—or about **28 nuts**.

One serving/bottle of **Feni Natural Juic** contains

- **547 calories**
- **>30 grams of carbohydrate.**
- A small amount of fiber (just under 3 gram)
- About 5 grams of natural sugar
- Iron, Magnesium, Potassium, Calcium



Nutrition Facts

Amount Per 100g

% Daily Value*

Calories 574 kcal 29%

Total Fat 46.0g 77%

Saturated fat 9.0g 45%

Trans fat 0g

Cholesterol 0mg 0%

Sodium 16mg 1%

Total Carbohydrates 33.0g 11%

Sugars 5.0g

Dietary fiber 3.0g 12%

Protein 15.0g 25%

Calcium 45mg

Iron 6mg

Magnesium 260mg

Potassium 565mg

* Percent Daily values are based on a 2000 calories diet. Your daily values may be higher or lower depending on your calorie needs.



Objectives/Goals

- Provide a hygienic customer focused product.
- Maintain a balanced control of cost and operation during expansion.
- To become the number one Cashew Juice brand in the Sub-Saharan Africa.
- Provide a high quality & affordable nutritional value to the people.
- Liaise with national, regional and worldwide interests to foster and achieve overall company's objectives.

Situational Analysis

- ❑ Strong presence of carbonated drinks in all the envisaged countries which provides an opportunity
- ❑ Low availability of Natural Fruit juice at commercial production quantities.
- ❑ Evident negative effects of long term consumption of drinks with high carbonated and high chemical sugar drinks. (health issues such as diabetes, HbP, obesity, etc).
- ❑ Increasing sway of consumers towards healthy lifestyle options
- ❑ Abundance of main resource (cashew fruits)

SWOT Analysis

STRENGTHS

Large Variants—DoViT Feni juice comes in two varieties: **Feni** (Sugar free) & **Feni Activ** with 3 flavors, allowing the buyer to selection.

DoViT Brand Value and Image—DoViT a trusted brand in the urban & rural communities. Young & performant brand name with a diversified product portfolio.

Pure Natural Fruit The juice's unique selling proposition is that it contains no additives and is created from real fruit combined with an equal amount of water.

Abundance of main ingredient. (fruits)

OPPORTUNITIES

Increase in Health Awareness—With rising health consciousness in society, it is a good sign to keep up the pace and entice more customers.

African Continental Free Trade Area agreement is a booster for commerce and Cross-border trade operations

Buy-out Competitors — **DoViT Bottling** is a well-established company that can acquire lesser-known brands with a smaller market share.

Large Market Potential The packaged drinks market is worth over \$ 5.8 Billion and is predicted to increase at a rate of around 13 percent per year.

Increase in Social Networking—Using the three largest social media networks with the will promote our products, engage with customers, and solicit feedback.

WEAKNESSES

• **High Pricing**—Real Fruit Juice is more expensive than aerated drinks, however, the health benefits outweigh

• **Customer Health Knowledge**: Another difficulty is that such drinks are not seen as good value for money.

• **High Investment in Packaging**—High investment in quality packaging to preserve shelf life.

Distribution Channels: it must overcome distribution channel management challenges.

• **Acquired Taste** — Customers who already eat the whole fruit may need to become used to the taste of the juice before they can enjoy it, making it an acquired taste.

THREATS

Low Entry Barrier—The fruit industry has a low entrance barrier, and competition comes in all shapes and sizes.

Competition -As there are no entrance restrictions, competition is fierce. Local and small holder producers are a threat.

Changeable Consumer's Taste— Consumer lifestyle changes may result in a decrease in demand for Feni Juice

Unstable Sub-Saharan Market: Sub-Saharan Africa faces a threat from many internal & external economic players; small negative changes can cause decline.

STP Analysis

Market Segmentation

The Feni Juice market is been segmented using these three parameters: geographic, demographic and behavioural. Below are important characteristics of each market segment:

Geographic: country, city, density, language, climate, area, population.

Demographic: age, gender, income, education, social status, occupation.

Behavioural: benefit sought, purchase, usage, intent.

STP Analysis Cont.

Market Targeting

Geographic: Friendly climatic condition in the sub-Saharan Africa during both dry and wet seasons is a good leverage, which means there wouldn't be much disparity in the rate of demand of the product between both seasons. The teeming population across the countries involved is a good figure to support the marketability of the product.

Demographic: The product is essential for people of all ages (children, teenagers and adults); there is no age barrier to it demand. It is good for people irrespective of their educational level, income or social status.

Behavioural: People sought for products that are hygienic for their wellbeing, health status can also influence the intent of purchase. For instance, the presence of very low amount of sugar and no harmful cholesterol in cashew makes them safe for diabetic patients.

STP Analysis Cont.

Product Positioning

Based on the market survey and focus group, demographic and behavioural are major market targets for the product. The following are key factors that will give this product a good positioning in the market:

1. Quality hygienic product
2. Pocket friendly price
3. Due consideration to healthy lifestyle

Marketing Strategy

1. **Product Packaging:** A unique design for targeted market (using market research & feedback)
2. **Brand Positioning:** identify, locate and appeal to target audience in a bid to reinforce market penetration through target
3. **Identify & exploit our unique selling point** of our product.
4. **Engage social media marketing & an effective online presence.**
5. **Blogging and Email Marketing**
6. **Seasonal Deals and Special Offers** to reinforce old markets and penetrate new ones
7. **Improving PR through hosting of special events**
8. **Partner with other successful brands** (with related products) to support each other and expand our market reach. (Health, sports, etc)
9. **Programmed re-evaluation & re-inventing of our brand**

Key Strategy Features

- ❑ Cover all localities where small-holder farmers of cashew nuts abound & procure nuts from small holders.
- ❑ Plant our own cashew farms so that we are not dependent on small holder farmers for main raw material within five years
- ❑ Engage strategic cross-border collaborations to establish markets in 13 more countries. This is in preparation for smooth implementation & exploitation of the **AfCFTA**.
- ❑ Promote other health and sporting brands as a means of cross-collaboration and market reach.
- ❑ Promote healthy living programs with health ministries, hospitals and health agencies/corporations

Financial Projection

Fundraising to be implemented to garner the rest of the investment costs. We will use:

- Shares
- Investors
- Gov't support programs
- Start-Up competitions

Years	2022
REVENUE SOURCES	
Bal b/f	0
Primary Investment Budget	120000
loans	75000
Donations	32000
Total Revenue	227000
INVESTMENT COSTS	
Fixed Costs	2022
Land	20,000
Construction of Processing & Bottling Plant (1000msq)	150000
Business Registration and Licence	4500
Permits/Tax/Licences	3000
Vehicles	25000
Repairs & Maintenance	30000
TOTAL FIXED COST	232500
Variable costs	2022
Logistics and Utilities	50000
Promotions Advertising & Marketing	15000
labour : Project Coordinator	20000
Labour : Farm Manager	12000
Labour : Field Workers (3)	9000
supplies	15000
Overheads	30000
TOTAL VARIABLE COSTS	151000
TOTAL INVESTMENT COSTS	383500

Implementation

Plan

- 1. Set Specific & Clearly defined objectives
- 2. Fundraise remainder of Initial Investment Costs
- 3. Finalize all aspects of to Legal, Business, Technological Stakeholders
- 4. Plant our own cashew farms
- 5. Begin HR & Assign responsibilities, Roles & allocated resources
- 6. Install plant & begin production
- 7. Roll out through our existing channels
- 8. Implement Marketing Strategy
- 9. Review actions as per Risk & contingency plans

Metrics

- Gain more than 92% of market coverage (and increased sales) in Nigeria & Cameroon within 3 years.
- Collaborate with partners in 11 other countries for exportation of finished products as a product introduction strategy and in preparation to launch in these countries by 5th year.
- Plant our cashew farms (first year) in all envisaged countries so they can be ready for processing & production in the fifth year when we undertake expansion
- Engage Massive country expansion in the accompanying deployment of the AfCFTA.
- Attain at least 75% ROI by year 3.