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## **Marketing Plan: EcoFresh Deliveries**

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## **1. Introduction**

EcoFresh Deliveries is based in Austin, Texas and its line of business includes providing organic and sustainably sourced groceries delivered directly to customers' doors. The firm's key components include a commitment to eco-friendly packaging, a robust online ordering system, and a network of local farmers and suppliers to ensure fresh, high-quality products. The target customers for the organic fruits sold through an e-commerce site include health-aware, families, and actual good eaters. Consumers have a preference for organic fruits over conventional fruits due to the thought process that the products they are eating are grown under healthier environments and hence are healthier than conventional fruits. This marketing plan will help EcoFresh Deliveries focus on leveraging its unique value proposition, increasing brand awareness, and expanding market reach.

## **2. Mission Statement and Goals**

### **2.1. Mission Statement**

"EcoFresh Deliveries is dedicated to revolutionizing the grocery shopping experience by providing convenient access to organic, sustainable, and locally sourced products. EcoFresh Deliveries' mission is to promote healthy living and environmental stewardship through our commitment to eco-friendly practices, exceptional customer service, and community engagement."

The reason for choosing this mission statement is because it defines the company's purpose, direction, and values. It serves as a guide for decision-making and helps align the goals of employees, stakeholders, and customers. Therefore, this mission statement emphasizes the

firm commitment to health, sustainability, and community, and it resonate well with the target market's values and differentiating the firm from its competitors.

## **2.2. Goals**

### **Short-term Goal**

#### **Goal 1: Achieve a 15 percent increase in monthly users on EcoFresh Deliveries**

EcoFresh Deliveries platform has limited user traffic due to the limited marketing being done on our stores relating to sensitizing the public on ordering their product online. For this reason, Ecofresh delivery's short-term goal is to achieve a 15 percent increase in monthly users on Ecofresh deliveries. Increasing online users of the platform will require a time commitment and encouraging the customer to place their order virtually. To achieve this goal, the firm would like to engage customers in the stores encouraging them to use the site and even guiding how to navigate through the site. The marketing department has already started employing sales force tactics to engage as many customers as possible. Improving online shopping is relevant as it enables the firm to reduce stocking costs as the products can be delivered directly from the firm to the customer. To achieve 15 percent EcoFresh Deliveries website use in three months will require a robust marketing campaign that will continue through the end of the year.

#### **Goal 2: Expand delivery services to two additional cities in Texas**

EcoFresh Deliveries has been operating in one city in Texas leaving out some willing and ready customers in other Texas cities and some of those customers have requested the firm to reconsider establishing physical stores in Houston and Corpus Christi cities. As a result, the firm plans to expand its delivery services to two additional cities in Texas states which include Houston city and Corpus Christic City. Expansion will require a lot of resources but to make it

worthwhile, the firm will start by allowing customers in this city to order products online before physical stores are established later in the year. The aim is to increase the customer pool by 5 percent each month. The IT department has signed off on expanding users of the mobile and EcoFresh Deliveries website in two cities. Expanding to additional cities will be a core initiative for the firm as it enables the firm to improve its market share going forward. The success of these goals will be evaluated by the end of the second quarter in June and an increased marketing campaign will take place on major social sites and electronic media to create more awareness.

### **Long-term**

#### **Goal 1: Develop EcoFresh Deliveries Mobile App to achieve a 5% conversion rate**

Since many people visit the EcoFresh Deliveries websites from their mobile devices, the non-responsive design of the site gives customers a bad experience. The company operates both physical stores and a virtual platform. As a result, EcoFresh Deliveries plans to launch a mobile app by the end of June an activity that will require involvement from software development, design, and marketing (Puiu et al., 2022). Since the organization will need to invest a lot of resources in developing a mobile app, the goal is to install 10,000 apps and have 5% of visitors to the mobile sites convert into app user. The team that will be responsible for the development is already outsourced from India after evaluating the cost and timelines at which the mobile app will be handed over. EcoFresh Deliveries prides itself on offering superb customer experience on mobile devices which is a core initiative for the company this year (Puiu et al., 2022). The EcoFresh Deliveries mobile app will therefore be released in the second quarter and will be supported by a strong marketing effort that will run until the end of a three-year plan in order to reach 10,000 installed and 5% conversation rates by the end of the year.

**Goal 2: Increase Revenue by 10% every year for the next five years**

The Ecofresh deliveries revenue growth is still low despite the industry being more lucrative due to customer shift toward healthy diets. As a result, EcoFresh Deliveries plans to expand its product offering to meet the different needs of customers. Improve revenue stream cannot be achieved without making deliberate efforts to enter into partnership with suppliers that are growing products organically. To ensure the firm has a steady supply of the new organic products, EcoFresh Deliveries plans to enter a strategic supplier partnership to ensure the product ordered can be delivered to customers without delay. The supply chain department has already kicked off the process of advertising for tender, supplier evaluation, and prequalification. This goal is relevant as it aligns with the company's future aspiration of meeting customer needs by ensuring all organic products demanded by customers are available and can be delivered without delay. To achieve 10 percent revenue growth, there is a need to have extensive marketing for the new product and social media interaction to understand what customers need to be stocked through the first year.

**3. Competitor Analysis**

The competition in Organic Fruits market is very high because of a wide presence of conventional supermarkets who deal in Organic fruits and other items. In addition, more than one organic e-commerce delivery firm exists in my selected states, and they increase the intensity of the competitive threat to the business model and target consumer in the firm. Among the market competitors, there is Amazon Fresh which has ventured into the same business. Amazon Fresh foods are ordered online, but can also be physically purchased at grocery stores and delivered within 2 hours (McDonald et al., 2014). The firm deals with organic fruits and other products, while its services reach across the United States and other countries.

Amazon Fresh has a good reputation based on turnout time and high online presence on social media. Amazon Fresh has shared 1028 posts on Instagram all relating to food and various brands they sell, they have 98.3k followers and they are following 101. On the Facebook platform, Amazon Fresh has 76k likes and 81k followers, and the content shared is about the brands, foods, and activities relating to Amazon as a retailer. The firm still experiences negative comments from customers based on their inefficiency even though from customers outside the United States. However, the only downside of Amazon Fresh is the delivery fee which is considered high and customers must subscribe to Amazon Prime, and still the packaging is not recyclable.

Ecofresh deliveries will capitalize on Amazon Fresh's inferiority to win this market, despite the latter's greater supply capabilities and online delivery domination (McDonald et al., 2014). Furthermore, Fresh Direct is an online supermarket that delivers fresh organic produce to many states, including Texas and its environs. Fresh Direct receives Gold Metal reviews from customers for making shipping easy and less cost of shipping and meeting customer needs. In terms of social media presence has 16.1k followers, and 92496 likes on Facebook. The last post shared on Facebook was on 24 July 2024 and 1,136 posts, 33.5k followers on Instagram, and the kind of content shared are all related to foods.

#### 4. SWOT Analysis and Rationale

##### SWOT Analysis

Strengths		Weakness	
1	Strong commitment to sustainability	1	Higher operational costs
2	Local supplier partnership	2	Limited geographical reach

3	Advanced online platform	3	Dependence on third-party delivery services
<b>Opportunities</b>		<b>Threats</b>	
1	Growing demand for organic products	1	Intense competition from traditional grocery
2	Expansion into new markets	2	Fluctuating supply chain cost
3	Technological advancement in logistic	3	Regulatory changes in food safety

### **Rationale and Importance of Each Element**

Strength on commitment to Sustainability is Ecofresh deliveries differentiator in the organic grocery market, enabling the firm to appeal to environmentally conscious consumers. This promotes a positive brand image and attracts customers who prioritize eco-friendly products. Hence enhancing customer loyalty and can justify premium pricing, leading to higher margins and a loyal customer base. The strength of having local supplier partnerships ensures product freshness and supports local economies. In marketing, having local supplier partnerships stress the firm commitment for community support and delivering high-quality products, appealing to customers who value locally sourced goods which results in building trust and credibility with customers, fostering brand loyalty and differentiation from larger competitors (Nedumaran, 2020).

An advanced online platform with a user-friendly online platform enhances the shopping experience. It is important to have user user-friendly platform as it facilitates customer acquisition and retention through a seamless purchasing process which in return increases customer satisfaction and repeat purchases, driving revenue growth. The weakness associated with higher operational costs can affect pricing strategy and competitiveness and as well it may limit profit margins and necessitate efficient cost management to maintain profitability. Weakness associated with limited geographical research limits revenue growth and market share,

making expansion impacting marketing decisions (Nedumaran, 2020). The weakness associated with dependence on third-party delivery services can impact service quality.

In marketing, service inconsistencies can affect customer satisfaction and brand reputation. Service inconsistencies may lead to customer dissatisfaction and retention issues, necessitating potential investment in in-house logistics. The opportunities of growing demand for organic products may increase consumer preference for organic products presenting a significant growth opportunity. In marketing, aligning with market trends will lead to the development of targeted marketing strategies that will attract health-conscious consumers (Nedumaran, 2020). The impact of targeted marketing includes driving sales growth and market share as more consumers seek organic options. Expansion into New Markets opportunity can significantly increase the customer base, expand brand presence, and open new revenue streams.

This business opportunity will lead to business growth and diversification, enhancing long-term sustainability. Technological advancements in logistics opportunity can improve delivery efficiency reduce costs and Promote faster and more reliable service, enhancing customer satisfaction. The impact of technological advancement includes reducing operational costs and improving service quality, leading to higher customer retention and profitability. The threat of increased competition is growing and this competitive threat is addressed through differentiation strategies to maintain a competitive edge (Nedumaran, 2020). Differentiation strategy will help to attract and retain customers. Fluctuating supply chain costs was selected because supply chain disruption could impact pricing and profitability.

To hedge against this threat, the marketing department will need to implement flexible pricing strategies and efficient supply chain management. This threat affects profit margins and product pricing, necessitating proactive cost management strategies. Regulatory changes in Food



safety threats were selected because the industry kept on experiencing new regulations that required significant adjustments in operations (Nedumaran, 2020). In marketing, it is important to comply to maintain consumer trust. The impact of this threat includes incurring additional costs and operational changes, impacting profitability but ensuring long-term trust and brand integrity.

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