

Green Sahara Strategic Marketing Plan



Group #6





TABLE OF CONTENTS

1. Working Mission Statement
2. Operating Charter
3. Primary Research
4. Secondary Research
5. Segmentation Analysis
6. Target Audience Buyer Persona's
7. Three-Circle Analysis
8. Brand Positioning
9. Brand Platform
10. Micro Moments Map
11. On-Page SEO
12. Paid Search Keywords
13. Content Marketing
14. Consumer Marketing
15. Social Media Promotions
16. Cause-related Sponsorship
17. Public Relations Event
18. Annual Marketing Calendar
19. Breakeven Analysis

WORKING MISSION STATEMENT

Green Sahara will provide unique chip flavors and recipes from different cultures that satisfy and nurture customers' "homesick" sentiment.





OPERATING CHARTER



SCOPE

Within our online store footprint shipping to customers globally, marketed specifically at university students and families

PRIMARY OBJECTIVES

- Provide chips with spice blends found and similar to those from the African continent
- Ensure customer satisfaction through quicker shipping
- Maintain sizable inventory to prevent stockouts
- Create “customer testimonials” section on the website so customers can compare their experiences using Green Sahara’s chip blends with their own knowledge of spice and flavor blends from African continent

SECONDARY OBJECTIVES

- Expand number of chip flavors offered to six
- Add “notify me when back in stock” button for products offered

ASPIRATIONS

- Aspire to be one of the best African style chip companies
- Increase company’s social media presence

QUANTIFIABLE MEASURES OF SUCCESS

- Increase online sales by 10% within the first two months of implementing a new marketing plan
- Decrease shipping times to 3 – 5 business day.

CONSTRAINTS

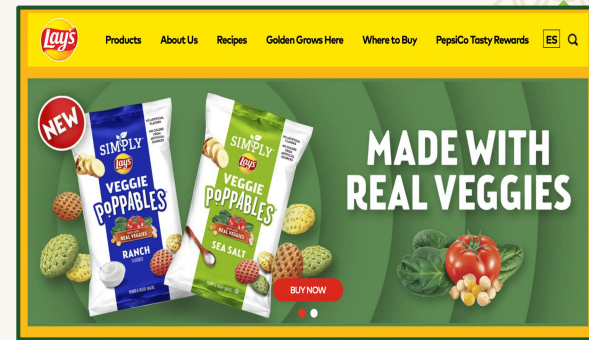
- Increased competition from other well-known, established chip brands
- Larger technological cost due to expanded online presence and new features/products added to website
- Customer complaints that the chips “don’t taste good” or “aren’t accurate flavors” representative of the country they are meant to represent

PRIMARY RESEARCH



GOTTA-DO'S

- Easily accessible purchase locations
- Packaging with high-definition colors and visuals to attract customers
- Competitive pricing
- BOPP/VMCPP foil structure
- Simple and recognizable ingredients



West African Sweet Peanut Potato
Chips (3 Pack) - 3-Pack

\$12.99 x 1

Total:

\$12.99

Taxes and shipping calculated at checkout

CHECK OUT



\$4.33



\$4.89

Ingredients: Potatoes, Vegetable Oil (C...
the following: Corn, Cottonseed, Sunflower
Seasoning: Spices, Paprika, Garlic, and H...
honey)
Manufactured on equipment that proces...
dairy, wheat, soy, sesame seed



SMART-TO-DO'S

- Region-specific flavors
- Different chip variations (e.g. crinkle cut, crisps, bite size)
- Rewards program
- Packaging in a variety of sizes (e.g. single serving bags, party size, and variety pack)
- Seasonal flavors



Access Coupons, Sweepstakes & More!

Email

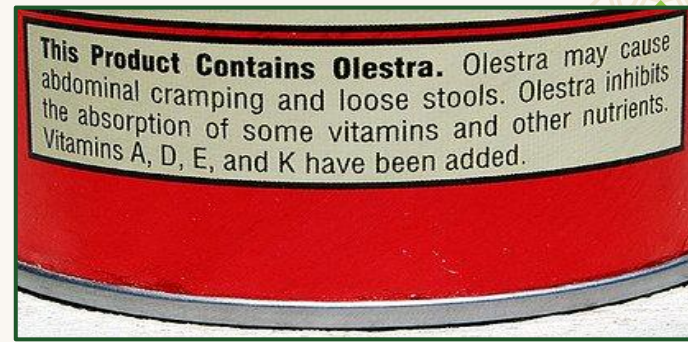
- Yes! Sign me up to receive email from PepsiCo Tasty Rewards, PepsiCo and its brands so I never miss out on exciting updates, offers or sweepstakes.

Continue to Sign-Up



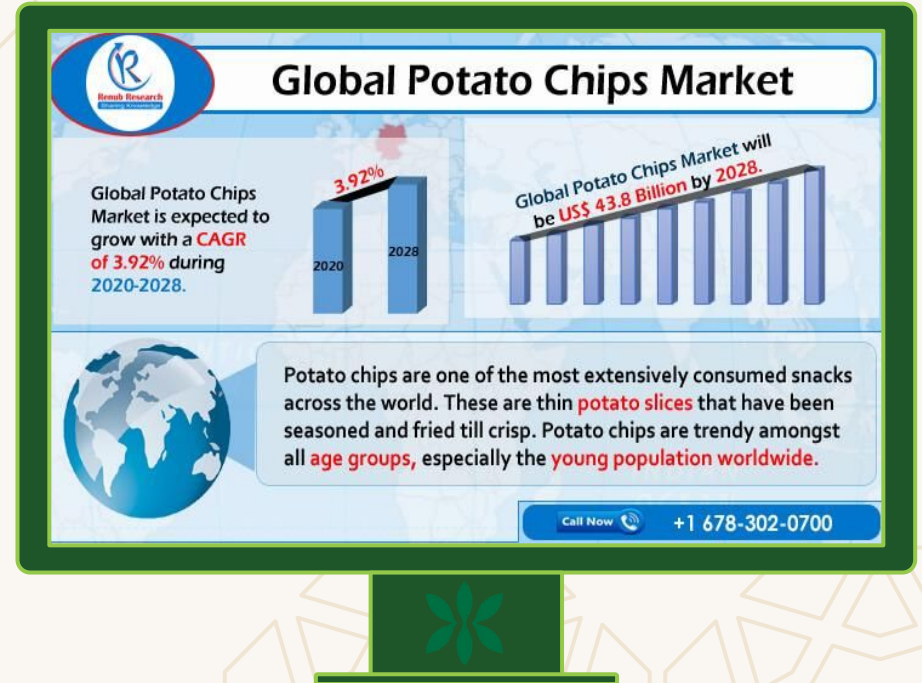
DUMBS-TO-DO'S

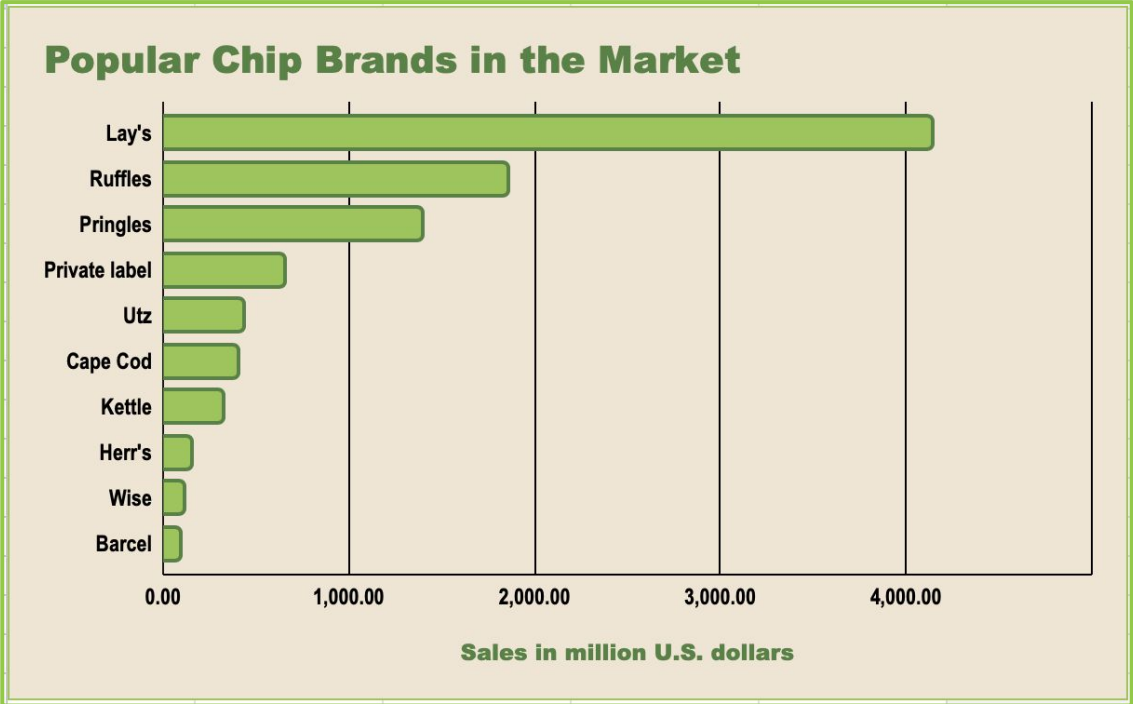
- Niche flavors
- Cutting costs when it comes to packaging
- Using ingredients that has the potential for obvious negative side effects (e.g. olestra)
- Too basic or broad flavors
- Frequent packaging changes



SECONDARY RESEARCH

A small overview of the potato chip market in the following years:
This research shows an increment in potato chip consumption over the years and how it is expected to increase by the year 2028.

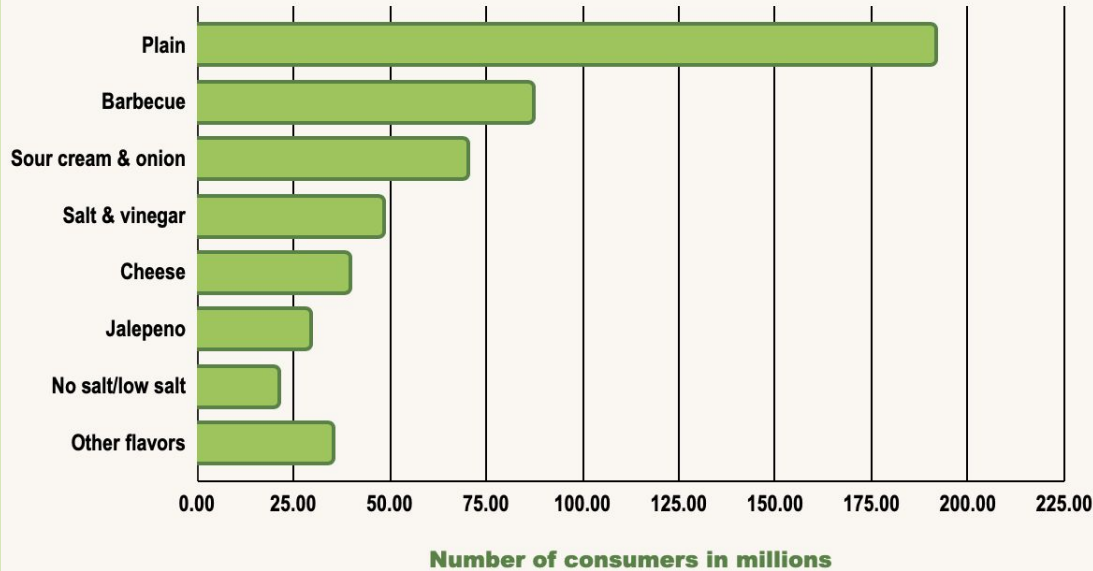




These are the most popular potato chip brands in the market. This research helps to develop Green Sahara's position in the potato chip market, improve our marketing assets, and identify areas for possible business expansion.

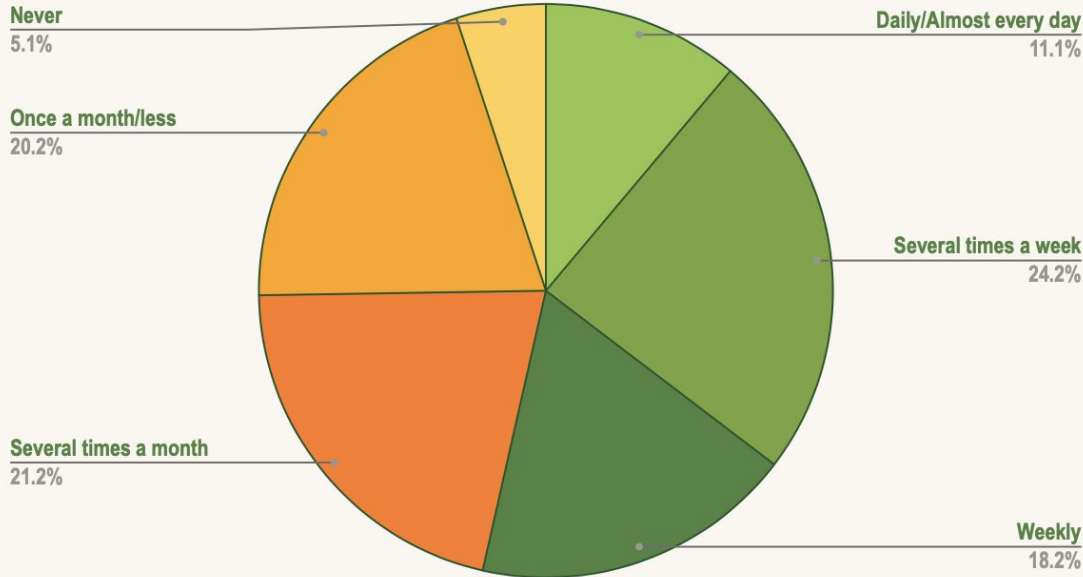


Popular Potato Chip Flavors



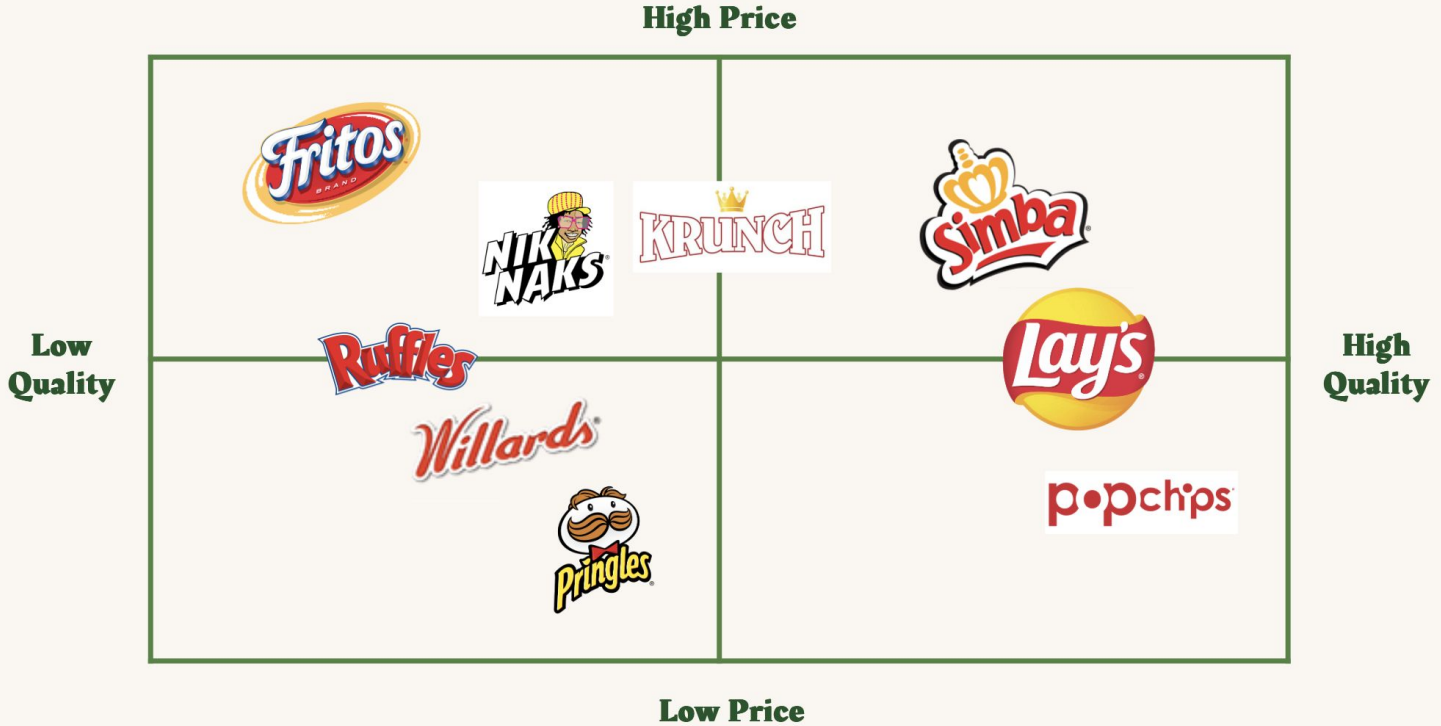
This graph depicts a number of the most popular flavors of potato chips in the market. This research helps Green Sahara get an idea of what new flavors to introduce to consumers and how well they will perform in the potato chip market.

How frequently do you purchase potato chip?



Knowing how often consumers purchase potato chips is essential to build a successful business for Green Sahara. Improvements and additions can be to our products by knowing what consumers really want so that we can fulfill their needs.

SEGMENTATION ANALYSIS





TARGET AUDIENCE BUYER PERSONAS

- College Students
- Homesick Families

COLLEGE STUDENTS

Profile: Due to their inability to have full-time jobs and the fact that some do not have adequate student funding to meet all of their costs, the majority of college students do not have secure financial situations. This leads them to buy quick and inexpensive meals or snacks.

Needs: Nutritious snacks that are affordable for their low incomes, quick and simple to purchase, and sustain them as they go from classes to meetings and other events throughout the day.

Background: Ages 18–24, likely to have part-time, low income jobs

Attributes: College students with hectic schedules who are searching for affordable yet tasty snacks, staying up late doing homework or studying, packing snacks for parties or get-togethers. Students who are studying abroad or in a different country from their hometown, and students who enjoy trying out different cuisines from different cultures.

Key Marketing Channels: Campus food stores and Social media (Instagram, TikTok, and Snapchat)



HOMESICK FAMILIES/INDIVIDUALS

Profile: Those who experience emotional distress/discomfort when they are away from home and in a new and unfamiliar environment. These individuals may not have the opportunity to visit their home country often.

Needs: Traditional flavors that comfort them and reduce homesickness as well as quick and delicious on-the-go snacks that bring them closer to home

Background: ages 25–60, individuals that need convenient snacking at affordable price points and looking for traditional flavors reminiscent of their cultures

Attributes: Immigrants and families that may have children, multicultural individuals that enjoy snacking and trying new foods from different cultures

Key Marketing Channels: Grocery stores, Gas Stations, Social media (Instagram and Facebook), and TV Ads



THREE-CIRCLE ANALYSIS

Green Sahara

- Unique flavors
- Online site with ordering option
- Premium all natural ingredients
- Sold in stores
- Simple packaging
- Recipes
- Variety packs

Winning Zone

- Unique flavor variety
- Convenient
- Affordable
- Reminiscent flavors

Consumer Wants

- Basic ingredients
- Crispy/crunchy
- Affordable prices
- Good taste/flavor
- Convenience
- Online ordering
- Recognizable packaging

Losing Zone

- Global presence
- Strong distribution network
- Customer loyalty

Competition

- Wide flavor varieties
- Global presence
- Sold in all major supermarkets
- Availability
- Brand loyalty
- Attractive packaging
- Rewards program

BRAND POSITIONING STATEMENT

- **Target Audience:** Homesick families and young adults in college looking for convenient and affordable snacks that are nutritious, flavorful, and reminiscent of their country.
- **Benefit:** Green Sahara provides a variety of unique chip flavors and recipes at affordable prices that help alleviate homesickness and allow consumers to reminisce about their country of origin.
- **Reason Why:** That's because Green Sahara's saory potato chips offer great flavor, crunch, and new experiences from North, West and East Africa.



BRAND PLATFORM

- **Core Values:** Uniqueness, conveniency, community, ethicalness and passion
- **Brand Promise:** We promise to provide our customers with savory and unique flavors
- **Brand Essence:** The Taste Adventure
- **Brand Personality:** African continent, flavorful, sense of home of community, Taste Adventure





MICRO-MOMENTS MAP

I Want To Know

- Information on african flavors on each region
- Recipe combinations that incorporate chips
- Health benefits of the products
- Are there any careers offered by these companies?
- What's the story of the company?

I Want To Go

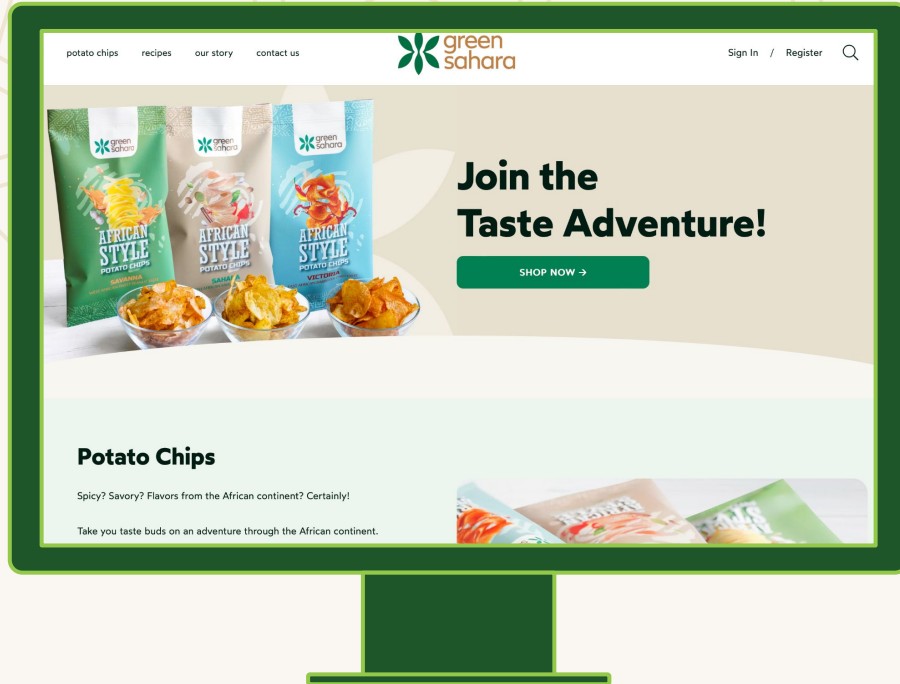
- Website always available for online ordering
- Retail store locations
- Special showcasing events
- School vending machines
- Tours inside company headquarters

I Want To Do

- Increase selection of flavors
- Environmentally friendly packaging
- User friendly website experience
- Push and promote rewards program

I Want To Buy

- Bulk items for parties
- Buy online with different ways of payment options
- Have more in person places to purchase like gas stations or a local grocery store
- More African style flavored products



ON-PAGE SEO

Recommended Keywords to add to the Green Sahara website that will enhance the organic search results:

- Cheap South African chips
- African chips
- African banana chips
- South African chips
- South African potato chips

PAID SEARCH

Recommended Paid Search Terms:

- Potato chips
- Potato chips near me
- Affordable chips
- Cheap snacks
- South African chips
- South African chips near me
- South African chips for sale near me
- African chips sold in USA
- African style potato chips



CONTENT MARKETING STORY



Green Sahara takes your taste buds on an adventure through the African continent. With a rich and powerful flavor infused with the highly sought-after variety of spices in that region, our North African Savory potato chips invite you to discover the spice markets of Morocco, Tunisia, and Egypt. Savor the sweet peanut flavor of our West African Sweet Peanut chips as you travel through nations such as Ghana, Cameroon, and Nigeria. Indulge in the flavors of Ethiopia, Kenya, and Uganda by biting into our Barbecue Chili chips that have a great BBQ cayenne crunch thanks to its award-winning seasoning. To create our spice mixes and season our chips, we use a variety of premium, all-natural ingredients. Strong antioxidants and immunity-boosting spices such as ginger, cinnamon, and turmeric are just a few of our ingredients. Green Sahara will take you on a taste adventure that you won't forget!

CONSUMER SALES PROMOTIONS



Africa Day Celebration

- May 25th–June 1
 - Buy one, get one half off on all large size bags of chips
 - Budget: \$150

Day of Reconciliation Celebration

- December 16–December 23
 - Buy one, get one free on all large size bags of chips
 - Budget: \$150

SOCIAL MEDIA PROMOTIONS



State Fair

- First 15 visitors each day receive free bag of our signature potato chips
- Budget: \$100



Foodie Meet & Greet

- Collaboration with local foodie influencers
- Opportunity to gain publicity
- Budget: \$315



Thanksgiving Special

- Get 20% off all potato chip flavors for the whole week of Thanksgiving
- Budget: \$100



Chip Wars

- Win a month of 50% off all potato chip flavors
- Budget: \$190





CAUSE-RELATED SPONSORSHIP

Water Wells for Africa

Green Sahara will run a charity event every year in the month of September, where 15% of all profits are donated to a non-profit organization, Water Wells for Africa, to help build access to clean water in Africa

Budget: \$195

PUBLIC RELATIONS EVENT

Africa Day Celebration!

Every year on May 25th, Green Sahara Chips will host a celebration for Africa Day

- Fun-filled celebration with ethnic music, games, and food
- Green Sahara's chips will be featured main snack
- "Africa Day x Green Sahara Chips" photo opp sign with props
- **Post photo online with #GreenSaharaChips to be entered in a drawing for a \$100 gift card, plus a free basket of Green Sahara's chips**

Budget: \$300



MARKETING PLAN CALENDAR

Green Sahara Annual Marketing Plan Calendar													
	January	February	March	April	May	June	July	August	September	October	November	December	Budget
Consumer Sales Promotions													
Africa Day Celebration					150								150
Day of Reconciliation Celebration												150	150
Thanksgiving Special											100		100
The Chip Wars												190	190
													590
Social Media Sales Promotions													
Green Sahara Takes on the State Fair											100		100
Foodie Meet and Greet													
Influencer Meet and Greet		315											315
Public Relations Event													
Africa Day Celebration					300								300
Cause-Related Sponsorship													
Water Wells for Africa											195		195
Digital Marketing													
Website	27	27	27	27	27	27	27	27	27	27	27	27	324
Monthly Expenditures	27	342	27	27	477	27	27	27	222	127	127	367	1824
	January	February	March	April	May	June	July	August	September	October	November	December	Budget
Green Sahara Profit Estimator													
Number of Daily Customers		15											
Profit Per Customer		11,34											
# of Days Open (Annually)		365											
Total Estimated Annual Profit @33%	20.488,55\$												
Marketing Plan Cost		1824											
% of Annual Profit		8,90%											

BREAKEVEN ANALYSIS

Breakeven Analysis

of Extra Customers Needed Annually to Breakeven

Marketing Costs

1824

Divided by 365 Days Open

(Extra # Needed Per Day over the current 15 customers per day)

5,00



**THANK
YOU!**

