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rotimatic.
Designed by Zimplistic



MARKETING PROJECT

CREATING A MARKETING STRATEGY BASED ON ANALYSIS
OF CURRENT MARKET TRENDS

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MARKETING PROJECT

PROJECT COMMUNICATION DOCUMENTS

The purpose of the project will focus on creating a high-quality marketing architecture around the recently created innovative product “**Rotimatic**” that should help in a sustainable and profitable distribution campaign to the target market.

This document will provide a solid foundation on the key aspects required to create a successful marketing analysis document that may help me acquire in-depth knowledge on the Singaporean Market and design a holistic architecture around creating an niche demand.

PROJECT COMMUNICATION TABLE

Document	Recipients	Responsibilities
Executive Summary	Assoc. Prof. Hooi Den Huan	This report comprises of a comprehensive overview of the project to be executed.
Positioning Strategy	Assoc. Prof. Hooi Den Huan	Focusing on how we want to position ourselves in the market, this document will focus on research techniques to acquire a niche target market.

EXECUTIVE SUMMARY

PROJECT STRUCTURE

The structure of the project will encompass the analysis of a product that already exists in the public eye but has not been released in the market yet. Based on projected forecasts, potential customers have the option of pre-ordering the product through online kiosks. Since there is no specific target market yet our first step would be to create a market definition for ourselves through the Positioning Strategy.

After our position is defined, the next step would be to create a marketing campaign to target our niche market. Finally, we would need to provide a basic recommendation on how to execute such a campaign with financial statistics.

PROJECT GOALS

The goals of this project will be divided into various aspects, focusing on the following angles:

- From the value-awareness angle that would focus on marketing the benefits of using Rotimatic to our potential customers.
- From the marketing implementation plan that should help Zimplistic® in creating a brand awareness of the product and in turn of their brand name to the general public.
- Finally, from the financial plan that would be formulated to successfully implement a marketing plan within a designed budget focusing on the strategic segments of the project.

TASK ASSIGNMENTS

This project will be focusing on the following tasks to reach a valid conclusion. To structure the steps, the following table will be used to divide our work logic into individual tasks

Task Name	Task goals	Task Resources
Creating Strategic Value	<p>Strategic Analysis- Create a market definition and segment the market using our Unique Selling Points (USP)</p> <p>Segmentation Strategy- Segmenting the entire market into niche segments that we may be able to enter</p> <p>Targeting Strategy- Selecting 1(or more) niche markets after careful analysis and consideration to target</p> <p>Positioning Strategy- Creating a value proposition for our brand and our product to the targeted segment</p>	<p>Book: Rethinking Marketing, 2nd Edition By Philip Kotler</p> <p>Online: Market Analysis <i>Consumer Ready Pulse</i> Products: www.agriculture.gov.sk.ca/Default.aspx?DN=3ccacd6e-e538-4e03</p> <p>ONLINE: STATISTICS SINGAPORE - SINGAPORE IN FIGURES, 2014</p>

**CREATING
STRATEGIC
VALUE**

POSITIONING STRATEGY

STRATEGIC ANALYSIS

PRE-REQUISITE FINDINGS

What is our Market Definition?

Rotimatic is simply a flatbread

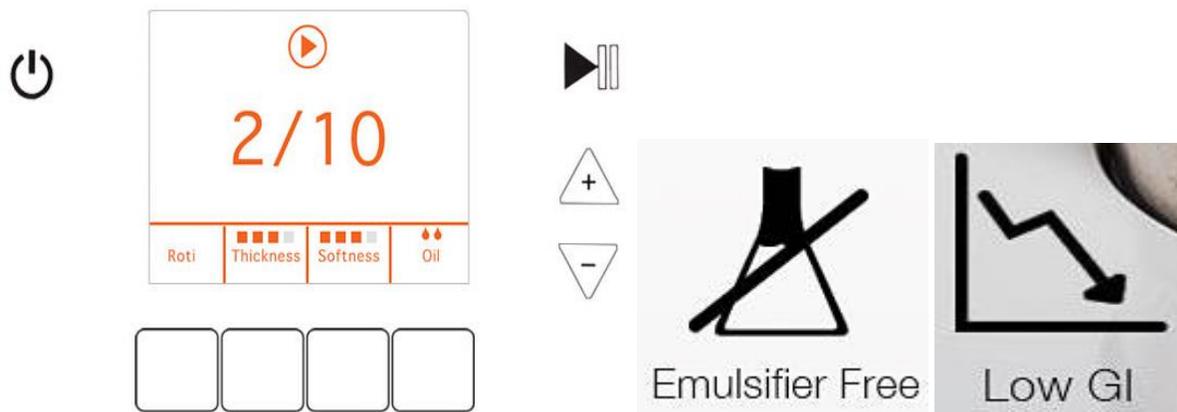
creating invention. There have been lots of similar products before us and there will be lots of similar products after us. We are **defining** ourselves as the “healthy, one-touch roti maker”. Our core competency lies in the design as well as the ease-of-use that our competitors just cannot recreate.

Producing 20 roti in one go at a rate of one roti per minute; The Rotimatic is a consumer-targeted product and probably does not have the speed required to be present in a commercial establishment.

The product has various different and unique selling points that will help us reach our target customer:

- Uses hotplates to cook → Healthy and no emissions
- Can be customized i.e. thickness and roast level → User-centric Results
- Uses any type of cooking oil and whole-wheat flours → Inexpensive side products.
- Can add custom flavorings → User-centric Results

It's safe to say that there are no other products like this in the Singapore and US market as of now and therefore, we have the first mover advantage.



SEGMENTATION STRATEGY

How do we segment the market?

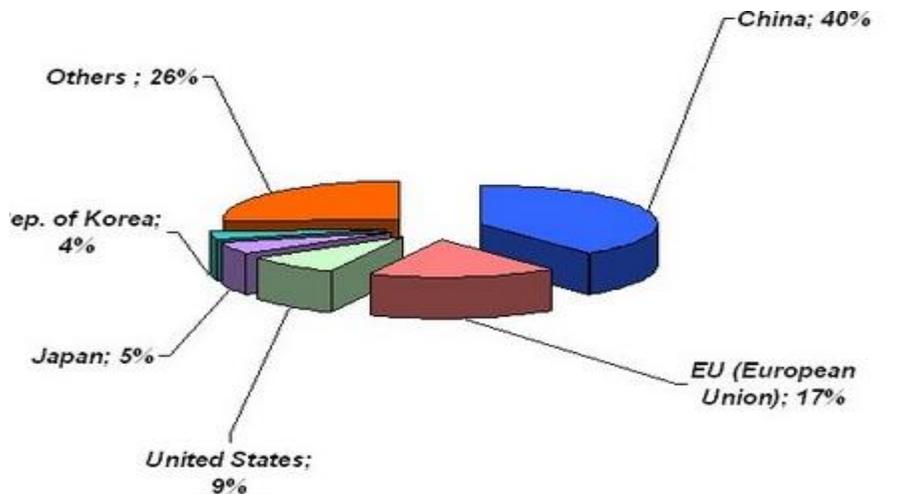
To successfully market Rotimatic to our customers, we need to identify who they are and how do we entice them towards our product. But first, we need to fragment the entire market into certain segments. As per a research finding of 2002, a total of 71% of adult Singaporeans have food outside and their main reason would be the “lack of time”. Upon interviewing select few of them on their food preferences were the “ones that are fastest to eat”.

So, we should segment the market based on the following factors:

- *Convenience*
- *Healthy Alternatives*
- *Fast completion*
- *Roti Lovers*

MARKET SEGMENTATION - GEOGRAPHY

According to UNCTAD¹, the total wheat consumption can be focused on the Chinese, American and European populations as the primary consumers across the world as per the following pie chart.



Now, we would need to focus on geographical locations that house at least 2 of these cultures in one concentrated area for our product to be focused on.

MARKET SEGMENTATION - DEMOGRAPHY

Since we have a product that is priced at a mid to high level price point as compared to conventional home appliances. We have decided to target consumers of take-out food who have the money to buy our product as well as the lack of time to make rotis and wraps for themselves.

¹ http://www.unctad.info/en/Infocomm/Agricultural_Products/Wheat/Marche/Consommation

The following graph is a representation of the various age groups who would eat out and no make their own food as per the survey results conducted by Science and Technology Education Programme at NTU²

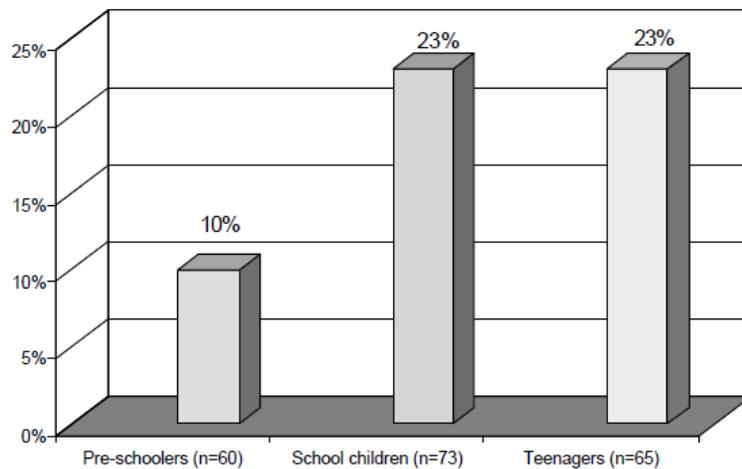


Figure 2. Percentage of each surveyed group that eats out 5 to 7 times a week

As per our results, we can see that the crux of our consumers would be school children and teenagers as well as working adults.

Therefore, we should target our product towards the “**customers’ customer**” i.e. the parents of our customers.

So, now we need to come up with ideas that would reel in parents and working adults to buy our product for them and their kids.

² Refer to Appendix 1

TARGETING STRATEGY

Who is our target customer?

Our target customers will be the ones who are most inclined to fall into all the factors mentioned in the above segmentation. In essence, we are focusing on the niche market of roti lovers who have at least a mid-range income level.

TARGET SEGMENT

Based on the above analysis, we can isolate the following target segments and focus all our marketing efforts on them to yield the most results:

Elderly Couples:

Ideally, they have less burden of work at this stage in their life and they focus on the convenient aspect of their life. They are also cost-efficient with their hard-earned money and based on my research roti outside is about 8 cents VS Roti via **Rotimatic** should cost the consumer 0.2 cents based on continuous usage. To keep a healthy lifestyle, whole-wheat products would entice them further as well as the usage of any brand of oil to save on money as well.

Trendy Families:

Looking to merge convenience with individualism, they would be interested in the customized output of the rotis based on settings to suit their individual tastes. The reviews from “Moms” on the product videos would help bolster the image of home-made food as well as a step towards healthier lifestyles due to the ingredients used.

Working Adults:

Seeking convenient and fast meals from their products, Rotimatic would be a godsend to them since the product test revealed outputs of the following:

- 1 Roti/Min
- 20 Roti in one go

In addition to that, the automated operation concept would be a time-saver as well. Since these customers have the money to spend, as long as their requirements are fulfilled they would be willing to pay a premium price for it.

POSITIONING STRATEGY

The positioning strategy can be broken down into two tasks as following:

- Pranoti’s(Founder) Position
- Product’s Position

PRANOTI NAGARKAR ISRANI

This person is not only the co-creator of Rotimatic but one of its key spokesperson too. Falling into the same customer segment as the one we are targeting, we should market her along with the product to make it seem more relatable.



Her technical know-how and connections in Singapore as well as US are a key asset to help her enter these markets and her network of NUS Alumni will be of great use from an experiential as well as educational perspective.

ROTIMATIC

We need to position the product such that we can leverage on the following facets:

- The NEED? :

We are the first mover in this target segment and our competition are bulky products that are not optimized for domestic use.

So, our position should be focused on “healthy, easy and home” key points

- The AWARENESS? :

As of now, the product has been picked up by famous and reputable information centers such as FOX, Mashable, Gizmodo but these sites are praising the product as an innovative idea. The target audience for these sites are different than ours by a bit. We need to position ourselves in high-end shopping channels and websites to provide the air of “exclusivity”.

In summary, our positioning should be “Premium Pricing” for those who can afford it since we are the first movers and the fact that our pre-orders are fully sold out depicts a need that only we can fulfil.

RECOMMENDATIONS

Based on our current findings, we can safely assume that if marketed right and fast, in lieu of future knock-off products, we can gain great profit margins from our product. The most important factor here are as follows:

- Brand and Product awareness in our target customer segment *through alliances with targeted shopping channels*
- Create demonstration points in busy locations to prove product efficiency *in the “right” locations such as uptown shopping malls*
- Provide promotional offers *such as “Buy Rotimatic and get a 5kg of Whole-wheat for free”* to entice prospective client who may not be in our target segment yet.
- Spend R&D time on creating rotis and wraps with alternative source ingredients *like maize and flour*

APPENDIX

APPENDIX 1.1: NTU SURVEY ON FOOD CONSUMPTION

Reasons	Sample Surveyed		
	% Pre-schoolers (with accompanied adults) (n=60)	% School children (n=73)	% Teenagers (n=65)
No time to cook	16.7		
Convenience	48.3	12.3	41.5
Change of environment	28.3		
Greater variety of foods	28.3	23.3	9.2
Food cravings	3.0	1.4	
Tastier food			10.7
Family outing	1.7		
Nobody cooks at home		42.5	32.3
Tired of home cooked food		12.3	
Peer pressure		5.5	
Air conditioned environment		8.2	1.5
Friend's company			3.1
Do not know		2.8	1.5

Source: *An Exploratory Research on Eating Patterns in Singapore*

(www.nsse.nie.edu.sg/faculty/docs/klang_2002hm.pdf)

APPENDIX 1.2: POPULAR CUISINES AT DINNER TABLE, U.S.A

Type of Cuisine	Percent
Chinese	69
Italian	55
Mexican	53
Japanese	11
Soul Food	9
Cajun/Creole	7
Latin American	7
Mediterranean	6
Greek	6
German	6
Thai	5
Indian	5
Pan Asian	5
Middle Eastern	3
Spanish	2
French	2
Vietnamese	2
Caribbean	1
Scandinavian	1
Korean	0.5
Brazilian/Argentinean	0.5

Source: Strategy Research Corporation

APPENDIX 1.3: SURVEY RESULTS ON GOOD PRODUCT FACTORS

Ranking Given by Respondents	Product Characteristic
1	Taste
2	Texture
3	Price
4	Availability
5	Ease of Use
6	Product Support
7	Convenience
8	Ease of Incorporation into Traditional Recipes
9	Packaging
10	Purity

Source: Strategy Research Corporation