**MEMORANDUM**

To: Dr. Erika Paterson, Technical Writing Professor

From: Lea Ang Salamanca, English 301 Student

Date: October 15, 2021

Subject: Proposal for Creating a Marketing Analysis and Comparative Analysis Report of Vegetable Packaging Options for Glacier Greens Farms

**Background information and information about the reader of the report:**

Jessica Fung is a pediatric occupational therapist and the owner of Glacier Greens Farms (GGF). Ms. Fung has been assisting neurodiverse children for seventeen years and noticed that most capable neurodiverse children grew up having difficulties getting and keeping employment as adults. In 2017 Ms. Fung started working on GGF to educate, prepare and employ neurodiverse individuals. GGF is beginning production on December 2021 and plans to sell its products by January 15, 2022. I decided to help Ms. Fung start her farm because I support GGF’s goal of providing work experience for neurodiverse children. As a nutrition student, I am also interested in learning how hydroponic farms operate. Since I have a background in running a food business and have experience making business reports, I volunteered to create a marketing analysis report and research vegetable packing options for GGF.

**Introduction**

Glacier Greens Farms (GGF) is an urban organic farm established by pediatric occupational therapist Jessica Fung. It plans to start growing vegetables in a forty-foot containerized hydroponic facility in its first location in the North Vancouver School District on December 15, 2021. It plans to produce 3000 heads of butterhead lettuce, tatsui and kale, and 120 pounds of arugula, basil, and radish per month. The company plans to sell its products directly to consumers through its website and farm location. As a first-time business owner, Jessica Fung is seeking assistance in creating a company marketing analysis and researching various packaging options for the farm's products which will be available for purchase by January 15, 2022. For more information about the company, please visit the farm's website at [http://glaciergreensfarms.com](http://glaciergreensfarms.com/).

**Statement of Problem**

GGF’s pricing strategy currently depends on the hydroponic manufacturer’s recommended pricing and suggested product mix. The company is also relying solely on retail sales to generate revenue. Determining the right product mix, the correct prices for the farm’s products and identifying other sales channels for GGF’s products are essential in achieving the company’s target sales goals.

Product protection and promoting the business brand are two main functions of product packaging. Fresh produce packaging plays an essential role in preventing food wastage by protecting the product from contaminants. Now, farm retail businesses also use product packaging to build brand recognition and attract loyal customers. The suitable packaging will help customers distinguish GGF' products from other farm producers in the competitive fresh vegetable market. With these essential functions of product packaging, Jessica Fung, GGF's owner, needs a formal report about vegetable packaging products available in the market which will assist her in choosing the right packaging for her farm’s needs.

**Proposed Solutions**

This marketing analysis report aims to assist Jessica Fung in determining the right price for GGF’s products and identifying the right product mix by conducting research directly with potential customers. The research will also be undertaken on GGF’s competitors and will include determining other farms’ sales channels. This report aims to make recommendations on GGF’s product mix and pricing and suggest other sales channels that will help GGF to maximize its revenue.

Creating a comparative analysis report that includes a table of various packaging company's contact information, cost of initial product packaging investment, visual appeal and effectivity of the packaging in extending the shelf life of the produce will assist Ms. Fung in choosing the right packaging for GGF's products. To begin the comparative analysis report, Ms. Fung suggests starting with three packaging companies: Evocative Design, Better Farm Company, and U-line.

**Scope**

I will use the following questions to assist me in making the marketing analysis report:

1. What are the potential customer’s vegetable buying preferences and habits?
2. What do the potential customers know about hydroponic farming? Are they willing to pay more for local produce?
3. What are other sales channels that GGF’s competitors use to maximize revenue?

To make a comparative analysis report of vegetable packaging options for GGF, I plan to ask the following questions:

1. What are the costs of the packaging? What is the minimum amount of packaging that the manufacturer requires? What is the cost of packaging per unit?

2. Is the packaging biodegradable or recyclable?

3. Does the produce packaging boost the brand or have sales appeal? If not, researching the costs of producing brand stickers to put on the packaging material will be provided in this report as a brand/marketing option.

**Methods:**

My primary data sources will include customer surveys to determine the right price and product mix for GGF. I also plan to go to upscale supermarkets to obtain the vegetables that GGF is planning to produce. I plan to use this primary research in making pricing and product mix recommendations to Jessica Fung.

My secondary data sources will include researching current market analysis and market trends in the vegetable farming industry. The results of the secondary research will assist in making recommendations about identifying other sales channels to maximize the revenue of GGF.

I plan to contact various packaging manufacturers as a primary data source in The Lower Mainland for pricing and packaging types.

**My Qualifications**

I have worked as a food business owner in Canada for eight years. As a previous small business owner, I have experience conducting marketing analyses and researching packaging materials for various food products. I am confident that I will recommend the best product mix and competitive prices for GGF's products. My experience in the food industry is beneficial in determining other sales channels for GGF to maximize its revenue. I am also capable of suggesting the most cost-effective packaging options for GGF.

**Conclusion**

Green Glaciers Farms opens in three months. Jessica Fung, GGF's owner, is currently overwhelmed with work in various aspects of the business, such as finalizing leasing agreements and attending farm operations orientations. The marketing analysis report will help GGF determine the right product and pricing strategies that will maximize its revenue. The comparative analysis report of vegetable packaging options for Glacier Greens Farms will make it easier for the owner to decide about GGF's produce packaging needs urgently. With your approval, I will begin research at once.