

Strategic marketing plan for the introduction of a new product "BrigaBoom" in the Sucre city market

Plan estratégico de marketing para la introducción de un nuevo producto "BrigaBoom" en el mercado de la ciudad de Sucre

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DOI: 10.35429/JES.2022.10.6.14.19

Received March 15, 2022; Accepted June 30, 2022

Abstract

The business idea was born from the opportunity to be seen in the market to satisfy consumers who prefer handmade products that have no process by machine, in this case is the development of artisanal chocolates considering that its production is not costly. The current consumer market is wide chocolates this because the city of Sucre and its people are very traditional in the preparation and use thereof. Sucre has many companies engaged in the manufacture of chocolates whether some craft or processed, What he wants the company is offering artisanal brigadeiros coconut and almonds and the name that will make you know the company is "Brigaboom". The strategies that were used to be a product in the market are the following, a penetration strategy to establish itself in the market and after a growth strategy that will incorporate a variety of other products and expand brigadeiros line. The advantages to this business plan are in the efficient use of inputs required for each unit, as a handicraft product does not require high processing costs does not contain chemicals such as artificial flavors and preservatives, as well as the process does not contain any use of machinery.

Resumen

La idea de negocio nace de la oportunidad de hacerse ver en el mercado para satisfacer a los consumidores que prefieren productos hechos a mano que no tengan proceso por maquina, en este caso es la elaboración de chocolates artesanales considerando que su producción no es costosa. El mercado consumidor actual de chocolates es amplio esto debido a que la ciudad de Sucre y su gente son muy tradicionales en la preparación y uso de los mismos. Sucre cuenta con muchas empresas dedicadas a la fabricación de chocolates ya sean algunos artesanales o procesados, Lo que busca la empresa es ofrecer brigadeiros artesanales de coco y almendras y el nombre que le hará conocer la empresa es "Brigaboom". Las estrategias que se utilizaron para ser un producto en el mercado son los siguientes, una estrategia de penetración para establecerse en el mercado y después de una estrategia de crecimiento que incorporará una variedad de otros productos y ampliar la línea de brigadeiros. Las ventajas a este plan de negocios están en el uso eficiente de los insumos necesarios para cada unidad, como un producto artesanal no requiere altos costos de procesamiento no contiene productos químicos tales como sabores artificiales y conservantes, así como el proceso no contiene ningún uso de maquinaria.

Citation: BANEGAS, Madelin & ESPADA, Maria. Strategic marketing plan for the introduction of a new product "BrigaBoom" in the Sucre city market. Journal-Economic Systems. 2022. 6-10: 14-19

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Introduction

The present investigation will be carried out through a strategic planning for the commercialisation of a new product "brigadeiro", which will satisfy the needs of each of the inhabitants of Sucre. The brigadeiro is a small, ball-shaped sweet. Its basic ingredients are chocolate, butter, egg yolks, sugar and others. The aim of introducing this new product to the market is to meet the expectations of consumers by presenting this innovation using different marketing strategies. According to this we will get to know the preferences of our potential customers which will be our main objective to satisfy. For this we will take into account the following methods and techniques: scientific method (deductive, inductive, analytical and statistical), research techniques (interviews, surveys, focus group and direct observation), sampling techniques (non-probabilistic sampling, causal or incidental sampling). Understand that the product you are trying to introduce to the market is a luxury product.

Theoretical framework

Methodology to be developed

A survey will be carried out with our target consumers, which was determined through sampling using the probabilistic and stratified random method using non-probabilistic and causal techniques so that our universe is representative and differentiated.

Projective techniques of association were applied, through a tasting of the interviewees, to determine which stimulus or response came to mind when they tasted the product. To determine the perception of potential consumers towards the new product, a tasting of the two varieties (coconut candy and chocolate with and without almonds) to be sold was carried out by means of a focus group, giving observations due to the different tastes and preferences.

The statistical method will be applied with the aim of obtaining numerical information about a property or quality of the object or phenomenon, where measurable and known magnitudes are compared.

A SWOT analysis was also carried out, demonstrating the strengths, opportunities, weaknesses and threats presented by this proposal.

Strengths: Own production plant and design, original product, research and development area in the process of growth, high degree of communication between each area of the company, marketing and advertising strategies unknown to the competition, dynamic organisation, not static (i.e. each department makes its own decisions).

Opportunities: Strategic alliances with travel agencies and curators, low-cost raw material for the company.

Weaknesses: Image and brand not positioned in the market, few mobile resources, financial resources in the process of growth, high level of employee attrition for new job opportunities.

Threats: Strong competition, barriers to entry for the product as the leader in this segment being "chocolate for you", substitute products such as regular chocolate, that due to lack of knowledge of product innovation, consumers under 18 would not consume it without an advertising strategy, that people over 45 years of age, despite their preference for chocolate, are restricted from consuming it for health reasons. [Martin, Allauca, Pico, & Valdiviezo: 2011].

Result

First of all, marketing research is systematic, so systematic planning is needed at all stages of the marketing research process. The procedures followed at each stage are methodical, well tested and, as far as possible, planned in advance. Market research is intended to provide reliable information that expresses the true state of affairs, is objective and should be conducted in an unbiased manner.

For the market study, research tools such as the survey were implemented, where simple questions were asked to show directly what the consumer wants and expects from the new product to be marketed. [Martin, Allauca, Pico, & Valdiviezo: 2011].

The market study was useful for two main reasons: the first is that we observed that the environment changes rapidly when a new product and service is introduced creatively. The following are the results obtained through the market study.

Age	Frequency	Percentage valid
Between 18 - 20 years old	39	25%
Between 21 - 23 years old	33	21%
Between 24 - 26 years old	19	2%
Between 27 - 29 years old	11	7%
Between 30 and over	53	34%
Total	155	100%

Table 1 Age range of respondents

As can be seen in table 1, people aged 18 and older were considered for the survey. Thirty-four percent of the respondents were aged 30 years and we can define that they are in favour as they have the power to acquire a new product such as "BrigaBoom".

Sex	Frequency	Percentage valid
Valid Female	97	63%
Valid Male	57	37%
Total	154	
Lost System	1	
Total	155	100%

Table 2 Gender of respondents

Table 2 shows that 63% of the respondents are female and the remaining 37% are male.

Consumption	Frequency	Percentage
Valid Yes	138	89%
Valid No	17	11%
Total	155	100%

Table 3 Consumption of chocolates by the surveyed population

Table 3 shows that 89% of the surveyed population consumes chocolate and 11% is indifferent or does not consume it. This data helps us to understand the degree of chocolate consumption in the population we are targeting with our product.

Varieties	Frequency	Percentage valid
Valid Chocolates	55	40%
Valid Truffles	22	16%
Valid Tablets	13	9%
Valid Dragees	27	19%
Valid with filling	22	16%
Total	139	100%
Lost System	16	
Total	155	100%

Table 4 Tastes and preferences

In table 4, the variety of chocolates is considered as a range of product lines that are available on the market. This table shows that 40% of the population has a taste and preference for chocolates, 19% for dragées, 16% for truffles and filled chocolates, and 9% for chocolate bars. With the data obtained, we can thus offer the products that are most purchased by the public and in the same way be able to offer new products made with chocolate.

Acquisition of the product	Frequency	Percentage valid
Valid Central Market	42	30%
Valid SAS Supermarket	29	20%
Valid POMPEYA Supermarket	3	2%
Valid Fairs	12	9%
Valid Neighbourhood shops	16	12%
Valid Company's own branch	27	19%
Valid Mini markets	9	7%
Valid Others	1	1%
Total	139	100%
lost System	16	
Total	155	100%

Table 5 Place where consumers buy chocolates for consumption

Table 5 shows that the Central Market, with 30%, is the place where the product is most frequently purchased. With this data we can determine the location to be able to offer our product directly to the consumer.

Weeks	Frequency	Percentage
		valid
	between 1 or 2 times a week	80 58%
	between 3 or 4 times a week	28 20%
Valid	a week	
	5 or more times	4 3%
	per week	
	other	27 19%
	Total	139 100%
Lost	System	16
Total		155 100%

Table 6 Frequency of chocolate consumption

Table 6 shows that 58% of the population consumes chocolate 1-2 times a week.

Companies	Frequency	Percentage
		valid
	Chocolate atelier	3 2%
	Chocolate factories sucre	19 14%
	Taboada s.r.l. chocolate factories	22 16%
	Solur s.r.l chocolates for you	70 50%
Valid	Chuquisaca chocolates	6 4%
	Choco art handmade chocolate	9 7%
	Chocolates charcas la plata	1 1%
	Fábricas de chocolates mi bombón	3 2%
	Others	6 4%
	Total	139 100%
Lost	System	16
Total		118 100%

Table 7 Companies with the largest share of the market

Table 7 shows the market share in which the competition is positioned; Chocolates Para Ti is the market leader with 50% and Chocolates Charcas La Plata with 1%. This data helps us to understand which companies we are competing against in order to determine our sales expectations for our product.

Brigadeiros	Frequency	Percentage
		valid
Yes	47	39%
No	75	61%
Total	122	100%
System	33	
Total	155	100%

Table 8 Positioning of Brigadeiros on the market

In table 8, it can be seen that "BrigaBoom" has a minimum market share in Sucre with 39%, this data is of such importance as it will help us to generate strategies to be able to increase our market share.

Media	Frequency	Percentage
		valid
Television	124	80%
Radio	14	9%
Newspaper	3	2%
Posters and flyers	7	5%
Internet	3	2%
Gigantographies	4	2%
Total	155	100%

Table 9 Preference of the media through which a product should be advertised

Table 9 indicates the media through which the product should be publicised and the degree of preference of the surveyed population was television with 80% and with a minimum preference of 2% was the newspaper, internet and billboards. These are of utmost importance in order not to generate unnecessary expenses for advertising our product.

Bs payable	Frequency	Percentage
		valid
Between 0.50 a 1 bs	23	20%
Between 1 a 1.50 bs	65	55%
Between 1.50 a 2 bs	29	25%
Total	117	100%
System	38	
Total	155	100%

Table 10 Willingness to pay for a brigadeiro weighing 10 gr

Table 10 shows that 55% of the population is willing to pay between Bs 1 to 1.5 for a 10 gram unit of BrigaBoom. This data will help us to better coordinate our pricing policy.

Conclusions

In conclusion to the research carried out, the response from the focus group tasting was that the product was mostly accepted, but with some observations due to different tastes and preferences, for some it was very sweet and for others it was perfect; The size of the brigadeiro is adequate and they would be willing to pay 1.50 bolivianos per unit, and because of the type of packaging presented to them as a prototype, they were given to understand that the product they are trying to introduce to the market is a luxury product, so their frequency of purchase would be in the range of once or twice a week or once a month.

They also felt that the product did not appear to be a handmade product, but rather suggested that it is a product with a more meticulous, detailed production process and the use of technology.

Projective techniques of association were applied, through a tasting of the product to the interviewees to determine what stimulus or response came to mind when they tasted the product. The response was one of approval but with certain observations that need to be improved.

According to the valuation indicators, the projections made of the demand in the income statement, etc. It reflects being a profitable company through the elaboration of the Brigadeiros in an artisanal way.

It was possible to demonstrate the profitability and acceptance of the product by consumers, as well as to identify the different target segments to which the company can address.

Acknowledgements

To the Universidad Mayor Real, and Pontificia San Francisco Xavier de Chuquisaca, and to the Scientific and Technological Production Unit.

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