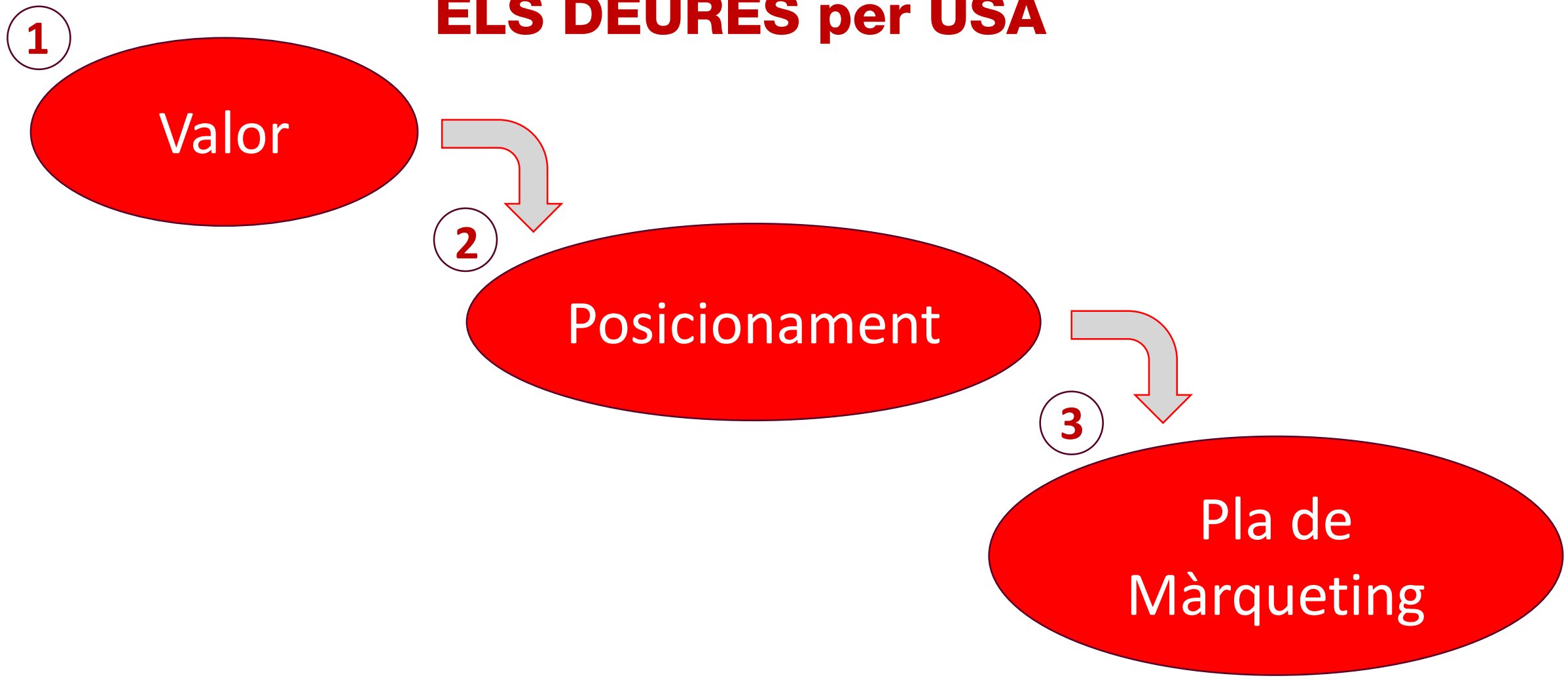


18 Maig 2022

Mercat d'Alimentació als Estats Units

Màrqueting i comunicació
alimentació

ELS DEURES per USA



ELS DEURES per USA

1



Valor

1. EXTERNS

- Anàlisi d'entorn + competidors

2. INTERNS

- **Originalitat** (producte diferencial)
- **Qualitat** (*consumer orientation*)
- **Preu**: Si originalitat + qualitat estan presents, el preu és menys important. El volum de vendes "rendible" és més important que el volum màxim de vendes.

ELS DEURES per USA

1- Identificar els **clients** potencials als EUA

2

Posicionament

(entendre i decidir la teva cabuda dins el mercat)

2- Triar el **canal** adequat:

- Foodservice
- Retail
- Convenience
- Ecommerce

3- **Segment** del canal:

- Ninxol
- Comodity
- Gourmet
- High end

ELS DEURES per USA

UN PLA DE MARKETING HA D'INCLOURE 8 PUNTS:

1. TPR
2. SLOTTING FEE
3. CAIXES GRATIS
4. PUBLICITAT / XARXES SOCIALS
5. PROMOCIÓ EN PUNTS DE VENDA
6. SEASONALITY
7. FIRES
8. BUDGET

3

Pla de
Màrqueting

PLA DE MARKETING:

1- TPR (Temporary price reduction)



3

6

Pla de Màrqueting



3

Pla de
Màrqueting

PLA DE MARKETING:

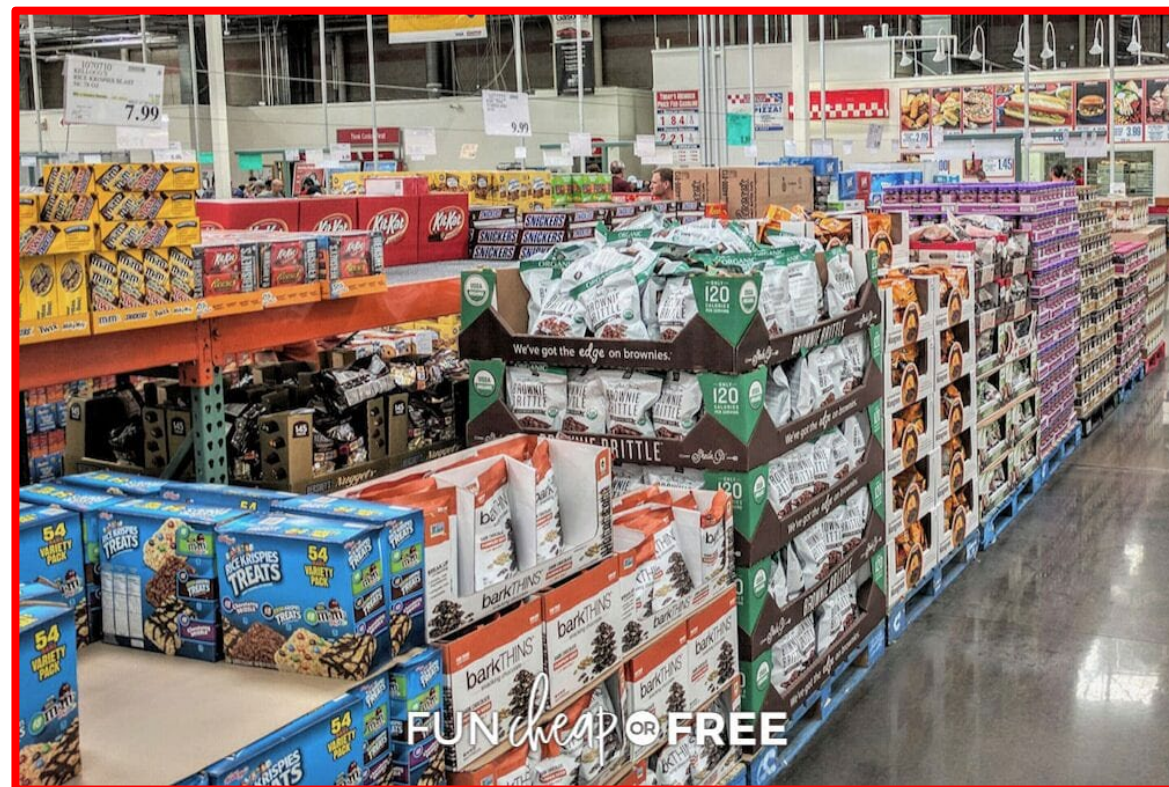
2. SLOTING FEE



<https://traxretail.com/blog/quick-guide-shelf-space-costs/>

PLA DE MARKETING:

3. CAIXES GRATIS



PLA DE MARKETING:

4. PUBLICITAT I XARXES SOCIALS



SOCIAL MEDIA MARKETING PLATFORMS			
PEOPLE	CONTENT	STRATEGIES	CONS
f • 25-34 • Boomers	• Photos & links • Information • Live video	• Local mkting • Advertising • Relationships	• Weak organic reach
▶ • 18-25 • 26-35	• How-tos • Webinars • Explainers	• Organic • SEO • Advertising	• Video is resource-heavy
📷 • 18-24, 25-34 • Millennials	• Inspiration & adventure • Questions/polls	• Ecommerce • Organic • Influencer	• High ad costs
🐦 • 25-34, 35-49 • Educated/wealthy	• News • Discussion • Humor	• Customer service • Ads for males	• Small ad audience
in • 46-55 • Professionals	• Long-form content • Core values	• B2B • Organic • International	• Ad reporting & custom audience
🎵 • 10-19 • Female (60%)	• Entertainment • Humor • Challenges	• Influencer marketing • Series content	• Relationship building
👤 • 13-17, 25-34 • Teens	• Silly • Feel-good • Trends	• Video ads • Location-based mkting • App mkting	• Relationship building

WordStream by LOCALIQ

PLA DE MARKETING:

5. PROMOCIO EN PUNTS DE VENDA



NOW



HIRING!

IN-WAREHOUSE HIRING EVENT

DATE
June 30th

TIME
11:00am - 3:00pm

LOCATION
650 Garden Park Blvd
Cherry Hill, NJ 08002
Costco Warehouse

HIRING FOR
Part Time
Product Demonstrator



APPLY TODAY!
and secure your spot at the event

bit.ly/cds-cherryhill



Scan here to apply!

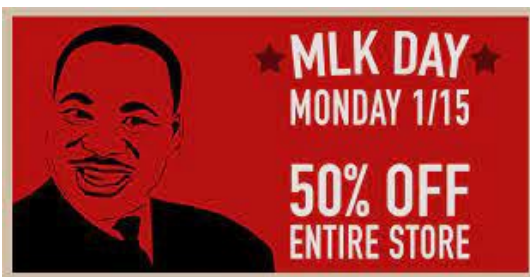
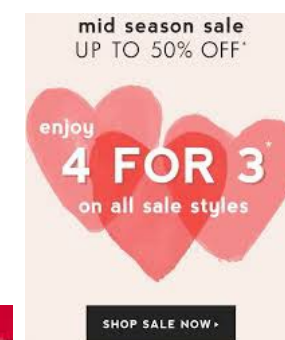
PLA DE MARKETING:

5. SEASONALITY SALES COUNTRY

3

Pla de Màrqueting

11



PLA DE MARKETING:

3

12
Pla de
Màrqueting

5. FIRES

The NGA (National Grocers Association) Show
<https://www.thengashow.com/>

American Food Innovate Summit
www.gfhisummit.com

Winter Fancy Food Show / Summer Fancy Food Show
<https://www.specialtyfood.com/>

The International Dairy Deli Bakery Association (IDDBA) Show
<https://www.iddba.org/>

International Restaurant & Foodservice Show of New York
<https://www.internationalrestaurantny.com/>

The NRA Show 2022
www.nationalrestaurantshow.com

Americas Food & Beverage Show
<https://www.americasfoodandbeverage.com/>

PLA DE MARKETING:

5. BUDGET

2012 (US\$)					
Marketing budget	1st qtr	2nd qtr	3rd qtr	4th qtr	Year total
Advertising					
Newspapers	4,200	4,880	5,670	6,580	21,330
Consumer magazines	700	700	700	820	2,920
Trade publications	1,500	1,740	2,020	2,350	7,610
Radio	350	410	480	560	1,800
Television	10,000	11,600	13,460	15,620	50,680
Other	500	580	680	790	2,550
Subtotal	17,250	19,910	23,010	26,720	86,890
Promotion					
Sales promotion	5,000		5,000	5,000	15,000
Direct marketing	300	350	400	750	1,800
Trade shows			15,000		15,000
Subtotal	5,300	350	20,400	5,750	31,800
Administration					
Office	35,000	35,000	35,000	35,000	140,000
Managers	80,000	80,000	80,000	80,000	320,000
Secretarial	22,000	22,000	22,000	22,000	88,000
Telephone	1,500	1,750	1,500	1,800	6,550
Travel	500	500	500	500	2,000
Necessities	875	875	875	900	3,525
Subtotal	139,875	140,125	139,875	140,200	560,075
HR Development					
Video/Audio	300	300	300	300	1,200
In-house	850	850	850	850	3,400
Seminars			5,000	5,700	10,700
Subtotal	1,150	1,150	6,150	6,850	15,300
Sales staff					
Motivation program		2,000		2,000	4,000
Recruitment	1,000		1,000		2,000
Salaries/bonuses	60,000	71,000	82,000	150,000	363,000
Telephone	2,500	2,650	2,800	2,950	10,900
Training program	2,000		3,000		5,000
Travel	1,550	1,575	1,600	1,625	6,350
Subtotal	67,050	77,225	90,400	156,575	391,250
Market research					
Computer time	600	600	600	600	2,400
Salaries/bonuses	18,000	18,000	18,000	18,000	72,000
Necessities	500	500	500	500	2,000
Travel	200	200	200	200	800
Subtotal	19,300	19,300	19,300	19,300	77,200
Total expenditures	249,925	258,060	299,135	355,395	1,162,515

3

Pla de Màrqueting

13



- You need a marketing plan whether you have set up your restaurant business already or still trying to conceptualize it.
- It's a lot easier to gain more customers, increase income and profitability if you have secured an excellent marketing plan.

Best Templates

ELS DEURES

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3

Pla de
Màrqueting

Contacta'ns!

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Segueix-nos a les xarxes socials!



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