

# HARVEST BITES

A top-down view of various snack bowls on a dark, textured background. The bowls contain popcorn, corn chips, peanuts, cereal, and pretzels. Some snacks are spilled onto the surface around the bowls.

# MARKET ANALYSIS



## SWOT ANALYSIS

### Strengths

Tried and tested products with a trusted name in American Market  
Use of natural sweeteners with locally sourced organic products that blend with mindful eating habits.



### Weaknesses

Limited distribution network in India  
Lack of financial resources to spread across the country



### Opportunities

Availability of raw materials locally in India  
Labeling as Priority Sector by Government due to agro-processing nature of business  
Rising income levels and changing consumption patterns



### Threats

Existing players merging with larger conglomerates after seeing it as an emerging market (Eg. Yoga Bar and ITC)  
Lack of knowledge of Indian market



### THREAT OF NEW ENTRY

Not too expensive to enter  
Less tapped market- hence if one company finds profit, many will join the race  
Virtually no barriers to entry - government opening up the market through 100% FDI allowed in the sector.



### BUYER'S POWER

High buyer power - Demand for the product is highly subjective  
Limited demand means the product is very price and quality sensitive

### THREAT OF SUBSTITUTION

Presence of few close substitutes that has been in India for some time now  
No brand loyalty

### SUPPLIER'S POWER

Dry fruit market is a thriving market in India - challenge to procure supplies  
High demand for raw materials means larger power

### COMPETITIVE RIVALRY

Number of players in the market are limited but established players are trying to tap into the healthy food segment  
Normal commodities are also being marketed as healthy products

## PORTER'S FIVE FORCES

# MARKETING STRATEGY



## CONTENT MARKETING

Publish informative blogs on the website educating people about healthy lifestyle.

Collaborate with leading newspapers, write guest articles and position your brand as healthy snacks.

## PHASE 6

**Modify Strategy** according to the feedback that you received in the previous step.

## PHASE 5

**Gather feedback**- Do consumer research and learn what delights them and what changes can be made.

## PHASE 4

**Launch the products**- excessive advertising and use of sales promotion tactics



## PHASE 1

**Research** and perform an extensive market analysis to understand the needs of target audience.

## PHASE 2

**Create awareness** through content marketing through informative blogs, social media post.

## PHASE 3

**Generate buzz** around the brand through coming soon advertisements in leading print media and social media.

## COLLABORATIONS

Collaborate with fitness influencers on social media

Bring in celebrities known for fitness in TV and print ads

## EVENTS

Host awareness events and competitions in colleges and malls.

Tie up with gyms and fitness centres.

## SALES PROMOTION

Partner with non-competitive brands to provide free sample products.

Setup sampling stations in super markets and fitness centers.

# SALES STRATEGY INFOGRAPHICS

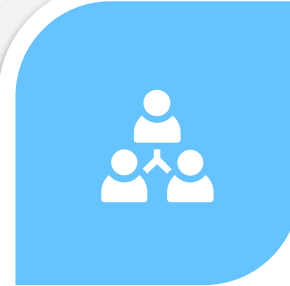
## Product

Diverse snacks with nutrition  
and Indian flavour  
Ex-Harvest Crunch Granola  
Bar, Kale Crisps



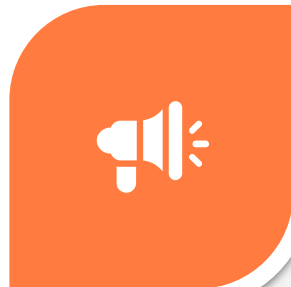
## Place

Widespread distribution in  
vending machines, stores,  
and online outlets.



## Price

Competitive pricing, value  
packs, affordability for all  
consumers.



## Promotion

Targeted campaigns,  
endorsements, social  
media outreach for wider  
reach.



# Marketing Mix

## Product

Diverse snacks with nutrition and Indian flavour  
Ex-Harvest Crunch Granola Bar, Kale Crisps



## Place

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## Promotion

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# Customer Persona

## Outdoor Enthusiasts

- Are interested in sports , hiking
- Always look for energy boosting , easy to carry snacks

## Working Women

- Full time employed women
- Age group 25-45 years
- look for nutritious, convenient affordable snacks

## Kids

- Age group 6-14 years
- always look for munching
- parents prefer to give nutritious snack

- **Segmentation:** On the basis of age, activity level and snacking preferences.
- **Targeting:** Targeted personas who have active and busy lifestyle and prefer healthy products.
- **Positioning:** Position the brand as healthy and sustainable alternative for snacks.

THANK YOU