AG BM 302- Food Marketing
Final Project

OVERVIEW
A new take on the traditional protein bar

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**1.a Summary of the Product Concept:**
Protein Pods are a new take on the traditional protein bar. Our product is made out of pea protein, a plant based alternative to animal based proteins such as whey and casein. For active health consumers on the go, Protein Pods provide and serve as a great source of protein while coming in an easy, on-the-go bite sized balls. Please refer to the appendix to see our nutrition panel. When looking at a regular 20-30 mg Powerbar there are 122 calories with 6 grams of protein and 5 grams of total fat. (Source 5) Then when we look at pea protein nutrition there is about 17-24 grams of protein and 0.3 grams of total fat with each batch ranging from 90-103 calories. (Source 6) There have been extensive research groups on pea protein and the safety of the consumer. The FDA and GRAS said, “Based on the exposure estimates, approximately 98% of the total U.S. population was identified as potential consumers of pea protein concentrate from the proposed food uses.” (Source 7) In order to grab the consumer’s attention, we have created a product that stands out among the rest in the “protein bar” section of a store. With a fun pea, green, shaped packaging, it will simply not look like another rectangle bar sitting on the shelf in order to differentiate our product.

**1.b Emotional Effects of Protein Pods:**
Our main goal is to leave our consumers with a feeling of satisfaction. Protein Pods are meant to subside hunger and leave consumers with a healthy, full mentality. Created with healthy ingredients, we want consumers be ensured in the quality of Protein Pods. By also offering our product in multiple flavors; such as chocolate, it can fulfil consumers’ cravings for something sweet, while still being healthy. With an aggressive competitive strategy of saturating a lot of grocery stores, fitness stores, and gas stations with free samples, we look to capture a fraction of the protein bar market.

**1.c Background on the Protein Bar Industry:**
Protein is the popular ingredient of the moment in processed foods and because of its low-fat content it is a major selling point to pitch to health-conscious consumers. “While carbohydrates and many fats are perceived as suspect, protein is being proudly introduced to products throughout the grocery store, especially the snack aisle, which has made way for a new concept: the protein bar.” (Source 1) Unlike other snack bars, the protein bar is comprised of great concentrations of protein and people who are interested in regular physical activities or dieting are interested in consuming the product. “These products are needed in those cases when muscle needs it when there has not been a sufficient supply of nutrients.” (Source 1) Dieters need sufficient protein in their diets, but should eat minimal food altogether and beware of snacks.

**1.d How are Protein Pods Made?**
Our Protein Pods are made of pea protein and other ingredients which include medjool dates, cocoa powder, chocolate chips, honey, rolled oats, brown rice syrup, vanilla extract, and a dash of salt. Together, these ingredients harmonize into delightful little balls of energy that completely satisfy our consumers craving for a tasty snack with a smooth and crunchy texture. Dates, which need to be soaked for 30 minutes before they are run through an industrial scale food processor, are the main binding ingredient in the Protein Pods along with adding some sweetness. The pea protein adds the important 20 grams of protein per serving. This comes in a
Protein Pods

powder form which easily mixes in with the dates. To this mixture, the oats, chocolate chips, honey, vanilla extract, salt, brown rice syrup and cocoa powder are added. These complete the flavor and texture profile creating a satisfying and wholesome and experience. This mixture is then extruded from the mixer into a conveyor belt and chopped into little pieces that are then moved to a tumbler to be shaped into their round pea like shape. After being made into round little balls, the Protein Pods continue onto another conveyor belt that leads to the packaging area. Here, 8 pods are placed into each package. From here, the individual packages are placed into larger packages that hold 12 Protein Pod servings. These go to our warehouse for storage before they are taken to our distributors, and then eventually retail stores.

Our recipe is a trade secret due to the very competitive nature of the protein bar market. All ingredients are shown on our package for safety and regulatory reasons, but the exact amounts are not shown to preserve our company’s competitive advantage.

1.e Target Market:
Before developing our product, we had to define who our target market was going to be. We decided to focus our energy in developing a product for health conscious women who are within the age group of 20 to 40. This target market is one that has proven to associate with brand trust and associate happiness with healthy products. Women in this target market who are seeking an alternative to animal proteins have very limited products offered to them today. Our target market must also be actively seeking a product that is similar to ours. The current leading plant based protein in market today is soy, which more and more women have begun to turn away from. The leading plant based protein supplement is soy, which can have harmful effects on the body. “Soy ingestion is linked with infertility, ovarian and breast cancer.” (Breastcancer.org) By recognizing that women within this age group are more likely to reproduce, we feel strongly that our product is a great dietary supplement that will decrease the negative impacts that are associated with plant based protein supplements. Along with these negative effects associated with soy, we have found that many consumers are likely to be soy intolerant.

2.a Geographically:
Our operations will take place in the Northeast region of the United States, specifically Centre County in Pennsylvania, and as the company and product brand grows we would eventually expand farther down the East Coast and later outward from there. This does not limit us from distributing across the U.S. “Pea protein is segmented in North America, Europe, and Asia-Pacific and the market has accounted for 41% share of the market pie for protein in terms of revenue.” (Source 2) Due to rising health concerns and the growing sports nutrition industry there has been an increasing demand for gluten-free products. The U.S. is seeing growth in the product as well. “North America is the largest market for pea protein with a share of 35%, followed by Europe with 33%.” (Source 3) Once our product enters the market we believe it will be distributed across the U.S. as well as Europe and Asia. Since a large majority of our target market of active young health conscious women live in the Centre County region, that is why we have our headquarters and main production plant there. Being close to the consumer makes it easier to produce, distribute, and store our product. Thanks to colleges in this geographic area, our target market will replenish and increase in size every year when new freshman come to
2. **Demographically:**
Our demographic target for this product is a younger generation for females with ages ranging from early 20s to someone in their mid 40s. This age range is generally the age where someone is more aware of what they are consuming and they are trying to get their everyday nutrition with benefits towards their health. “Just over the past couple of years, there has been a rising demand for proteins owing to consumer awareness regarding its health benefits.” (Source 4) This product solves that issue by providing a product that is gluten-free and isolate-free; which is being increasingly used in the formulation of meat, as well as being easy to consume on the go and providing a high level of daily required nutrition. (Source 4) Based on research done by Hoover’s, celebrity doctors such as Dr. Oz play a critical role in influencing the public about vitamins and supplements. A simple promotion on his show can cause a product to run out of stock thanks to a huge boost in popularity.

2. **Psychographically:**
We will target health conscious consumers as well as athletes consuming dietary supplements. “Dietary supplements were the largest application segment of the market accounting for over 65% or global volume.” (Source 4) Our product will also attract vegan consumers looking for meat substitutes. “Meat substitutes are expected to be the fastest growing application segment within the market over the forecast period.” (Source 4) Protein Pods also attract consumers that have allergies such as nuts or soy that prohibit consumption of other protein bars. Not only that, but our fun bite sized pieces will attract the eye of any consumer willing to try a new product.

3. **Consumer Purchasing:**
Our consumers will be purchasing our product in either bulk or singular. The singular package contains 8 quarter sized protein bites and our bulk package contains 12 of those packages in a singular box. Consumers purchasing our product will be from any age ranging from 18-45 if they have a nut related allergy. The main consumer purchasing our product are health conscious females ranging from 20-40 years of age.

3. **Retail Target Segment:**
Our retail target segment will be convenient stores such as Sheetz and Wawa as well as grocery stores, both locally and in the surrounding areas. We are starting our distribution in the northeast and moving outwards. By the end of 2017 we plan on distributing to retailers across the U.S. and in the following year our goal is to branch out of domestic distribution to global distribution.

4. **Market Research:**
To better understand consumer interests before bringing our product to market, we conducted market research through the development and use of a survey. The survey was comprised of 10 questions that aimed to help us understand the willingness of our target market to consume our product. The survey was extremely useful, as we were able to understand where our consumers are likely to purchase our product, how much they typically spend on substitutes, and their overall interest in pea protein. This survey also gave some more insight about consumer
preferences in flavor, as well as their willingness to seek alternatives to conventional protein products today. A majority of our survey participants are actively seeking a product similar to ours. No other companies currently offer products with a plant based protein, thus indicating that our product has high potential to satisfy unmet consumer needs.

When conducting our survey, we targeting women within the demographic we are attempting to reach with our product, in effort to provide the most viable data. This effort vastly increased our understanding of what the consumer is looking for, and why. This survey gave us the understanding that there is a great region of the market that is not being reached. Within this segment of the market that we found to be untapped, we were able to understand consumer interests in flavor, trends in where they are most likely to purchase products of this category and their willingness to pay.

After administering the survey, we have compiled data from over 70 participants. Of these who participated, 80% of the responses came from our target market, with 20% of the respondents falling out of the demographic we are attempting to reach with our product. Interestingly enough, we still had consumer interest in our product that came from outside of our target market.

4.b The Marketing Environment:
1.4b Competitive Environment
Currently, the protein bar market is full of competitors claiming their product is the best. Brands like Muscle Milk, Clif, Detour, Pure Protein, Premier Protein, Quest, and Gatorade are just a few that are saturating the market. Thanks to retailers like GNC, the number one shareholder in vitamin and supplement industry, these products are gaining popularity. All of these protein bars are made of an animal based protein being either whey or casein. Some consumers may want to avoid these because they are vegetarian or have an intolerance to them. This leaves a sizeable market niche for Protein Pods to fill. Our product not only provides adequate amounts of protein, but is unique because it is plant based. There are other protein bars in the market that are plant based with soy, brown rice, and pumpkin protein, but none of them offer solely pea protein and our other special blend of ingredients. A study conducted by The American Journal of Clinical Nutrition found that numerous kinds of protein provide almost identical satiety in humans. Please refer to the appendix to reference the graph. Pea protein also houses about three times more of the amino acid arginine than whey which is an important factor in muscle growth (Mens).
Protein Pods will also retail at a very competitive price. Our closest competition, the Active Greens Protein Bar made by the Organic Food Bar Company, cost $3.59 per bar and contains 16g of sugar and 16g of protein per serving. There are also other bars made by different companies such as Macrobars, Ancient Grain, Spirulina Dream, and Raw Rev Glo bars that are vegetarian, but they don’t contain nearly enough protein to be compared to our product which contains 18g per serving while their max is 12g per serving. We are nearly doubling the protein content per serving providing customers with a superior product.

People can buy pea protein powder and try to make a bar on their own, yet most people do not have the time to go through the process to make this snack. That is why our product provides a quick, tasty, and convenient plant protein pick me up to give consumers enough energy to get through their busy days. Granola bars are another substitute product, but these do not merely provide enough of the same sought after nutritional contents that the Protein Pods do. Granola bars contain minimal protein, lots of carbohydrates, and often times large quantities of sugar.

More broadly, our competition includes any quick, filling, nutritious, and good tasting product. Based on consumer research conducted by IBIS World, people are increasing their healthy eating meaning protein consumption is also on the rise because it is seen as a healthy food group. Consumers think of it as a nutraceutical. They want their protein to taste good as well as be good for them. Since per capita disposable income is also on the rise, consumers will be more willing to purchase protein products as snacks and meal replacements.

With an aggressive competitive strategy of saturating a lot of grocery stores, fitness stores, and gas stations with free samples, we look to capture a fraction of the protein bar market. Getting people hooked is key, so if a consumer tries a free sample, we will give them a coupon for $1.00 of their next 2 bar purchase. If they buy the two bars with the coupon, then they will receive another coupon, this one being $1.50 off of 4 bars. This method should help gain regular customers because it utilized the learning theory while reducing the barrier to purchase a new good as well as increasing own price elasticities.
1.4c SWOT Analysis:

Figure 2. Protein Pods SWOT analysis

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Opportunities</th>
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</thead>
<tbody>
<tr>
<td>• New Product to Market</td>
<td>• Consumer Spending</td>
</tr>
<tr>
<td>• Adult and Kid Friendly</td>
<td>• Healthy Lifestyle</td>
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<tr>
<td>• Multiple Flavors</td>
<td>• Plant Based- Vegan</td>
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<table>
<thead>
<tr>
<th>Weaknesses</th>
<th>Threats</th>
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<tbody>
<tr>
<td>• Competitive Market</td>
<td>• Heavy Concentrated Market</td>
</tr>
<tr>
<td>• Brand Recognition</td>
<td>• Brand Loyalty</td>
</tr>
<tr>
<td>• Shelf Space</td>
<td>• Volatility of consumer opinion</td>
</tr>
<tr>
<td></td>
<td>• Government regulation</td>
</tr>
</tbody>
</table>

Mintel about consumer’s opinions towards protein bars, “85% of bar buyers say products in the category help them maintain a healthy lifestyle” (Mintel). Mintel also found out that consumers consume protein bars based on the fact that they are a convenient and efficient source of nutrients (see Appendix). People are also concerned about the affordability of these kinds of products. By conducting market research and determining a price people are willing to pay will make us more attractive to prospective customers with these concerns.

4.c Socio-Cultural Environment:
Our product is non-GMO. Consumers are skeptical of the unknown, especially things they consume. People want to know that their food was never modified in a laboratory setting. According to a report done by

4d Technological Environment:
The production of Protein Pods will require industrial mixers, refrigeration, conveyor belts, and transportation. First, we mix all of the dry ingredients in a large commercial scale mixer. Then we add in the honey and vanilla extract as wet ingredients to bind everything together. Once completely mixed into a homogeneous mixture, it is a tacky consistency that will be pressed through an extruder. Knives will spin at the end of the extruder cutting the batter into tiny balls amounts. These bits of batter then move on a conveyor belt to a tumbling drum. This machine tumbles the protein bits into balls making them the pods. From here, the pods exit on another conveyor belt and get placed on large trays. The trays go into large tray racks on wheels to completely harden. Once hardened, 4 pods will be placed into each wrapper making one complete Protein Pod.

4f Economic Environment:
Protein Pods are a luxury good. Costing $3.75 per serving, we are attracting consumers with disposable income to spend on non-necessities. Unemployment is dropping; 4.5% as of March, 2017, compared to 6.7% in March of 2014 (Bureau), meaning people have more money to spend which increases our company’s chances of success. Also, the economy is recently coming out of The Great Recession, so it will be a while before it hits another in the business cycle. Now with the growth and expansion time which is great for new startup companies like ourselves.
4.e Politico-Legal Environment:
We would like our Product to be approved by the FDA as gluten free, soy free, and plant based. Other third parties can add labels to our wrapper such as non-GMO, and Kosher. Our product needs to specify these aspects because consumers are wary of unknown information. We live in the age of instant information so we need to provide it to them; if not, they will buy competitor products that do. Also, society as a whole is moving towards healthier food options and are caring more about food ingredients. Our Protein Pods will be fully open about what is and is not in it. Giving people peace of mind so they don’t have to stress over one more thing is an added bonus that we provide.

5 The Marketing Mix:

5.a Differentiation:
What gives us our competitive advantage is our differentiation in the protein bar market. We specifically use pea protein because it is a non-animal based protein source. Along with this different source of protein, we also have a different look to the traditional rectangle protein “bar.” Instead of having our product in an individual bar form, we are making our product into 8 bite-sized balls which we call Protein Pods. The ball shape gives our product a little more sense of playfulness. People will be apt to pop them in their mouth.

Since Protein Pods will be sold in stores, we have to consider product display units as well as shelf presence appearance. In large store such as Walmart, we plan on utilizing our stand-alone product display (please reference appendix for image). This unit has metal rods that our Protein Pod packages hang vertically from suspended through the butterfly hole on the top of the wrapper. This display stand also has shelves to hold large 12 pack boxed of Protein Pods for consumers that want to purchase them in greater quantities.

For smaller stores such as Sheetz and Wawa, Protein Pods will be displayed in the shelves in the store right beside all of the other protein bars and products. Instead of the packages lying flat like all of the other bars, ours will stand vertically making them stand out. They will be in their 12 pack box on the shelf which helps hold them up. Adding visual interest to a rather uniform shelf of products will help draw more attention to our products thus increasing sales. (See appendix for image)

5.b Product:
For our product strategy we will first need to identify the target market. Our target market is health conscious moms, ages 25-45 as well as consumers with allergies associated with nuts. We are working to create a more “natural” based protein product, unlike animal based proteins. Our interest is in a cheaper alternative to other protein products. Our product offers a unique bite sized, more convenient protein bar. With our target market being identified as younger and physically active adults, we will then find a cheap means of production once all the ingredients and packaging are put together to put the product into production.
5.c Pricing Strategy
To establish our price, we first have to look at other products that are currently in the market that are similar to our own product. Due to the fact that we are using pea protein as the main ingredient in this product the competition in this market segment is minimal and limited. The target market also is not quite as large as it would be for animal based proteins like whey and casein. The price range we are looking in is between $4 and $8 for a single unit. At this price we will be highly competitive with the other larger brand products. The survey gives us a better idea on what potential consumers would likely pay for our product. Under the conditions that we covered in the survey and given our target market we have been able to gain a better idea of what our consumers would be willing to pay for this type of product and after collecting data from the survey we have established a price most people would pay to be around $3.75. At this price we are including all of our production costs for the product from all of the different links in our distribution channel and their markups, also included is our markup so we can make a healthy profit per product sold. Our competitors such as Whey, have a similar price for their products. The average price range for the Whey brand protein bar is between $2 and $3. One of our closest competitors in terms of price would be the Action Whey Premium Grass Fed Protein Bar, their price is $3.97 for one bar, which is slightly higher than the price we are charging. With our price being highly competitive with other well known brands, our consumers will be able to get the sense of a quality product without the worry of buying a product with little brand recognition.

5.d Promotion Strategy:
For Pea Protein we plan to promote through a few different channels. In order to gain followers to our product we want to them to be familiar with our branding, packaging, and taste. In order to accomplish this, we plan to have in-store promotions where a brand representative will have a table set up with our logo present, packaging on the table, along with a sample for consumers to try. Initially, this is one of the most important steps we can take in order to allow consumers to be familiar with our products. Given that we are entering an extremely competitive market, we need consumers to gain trust in our product as well as get hooked on the taste, in order to expect sales to flourish. Getting people hooked is key, so if a consumer tries a free sample, we will give them a coupon for $1.00 of their next 2 purchase. If they buy the two bars with the coupon, then they will receive another coupon, this one being $1.50 off of 4. This method should help gain regular customers because it utilized the learning theory while reducing the barrier to purchase a new good as well as increasing own price elasticities. Guaranteeing them a great product every time will give them a secure state of mind when purchasing Protein Pods.

We also realize the social media marketing is one of the strongest mediums to take in order to spread awareness of our product. Social media marketing allows for free advertisement and has the ability to travel further than traditional marketing tactics. We set up a Facebook page. Facebook allows for us to position our product in multiple different settings to attract multiple types of customers. The Facebook can hold show photos of a busy mom on the run, grabbing a snack pack as she walks out the door to a young child eating the bites after a baseball game. It will also inform consumers of events happening within the company, such as launch dates. We
have created the Facebook page and a screenshot, along with a link to the page is listed in the appendix. Our target market is most likely active on social media, and being able to promote through a free medium will attract and spread word to consumers we might not have been able to reach. The opportunities are endless when it comes to social media marketing.

Another promotion strategy we have planned is to be a sponsor of a professional women’s sports team. Our goal is to endorse a female professional sports team, similar to how Chobani Yogurt sponsored the USA Olympic teams. Our target market is active people, particularly women. We want to associate our brand with hard working athletes who not only need protein in their diets, but enjoy protein snack products such as ours. A few of the organizations with teams we are considering sponsoring include: Professional Women’s Soccer (NWSL), hockey (NWHL), and basketball (WNBA). This will help improve our brand recognition, while being advertised to our target market. Supporting women’s groups and rights is very prevalent in society right now and our company wants to show our support to them.

5.e Distribution Strategy:
We plan to have our product available in major grocery stores, GNC’s, Walmart, Sheetz/ and or Wawa. We conduct market research and found that 59% of consumers were likely to purchase at Walmart, followed by Wawa/Sheetz, GNC and then grocery stores. With this information, we will be able to focus on Walmart and Convenient stores as our initial placement. Attached in appendix you will find a letter written to GNC in regards to bringing Protein Pods into their stores.

5.f Logistics Mix:
1.Storage Facilities
Protein Pods will be stored in a storage warehouse in Center County when we first launch the product. Storage warehouses are perfect for our product as they hold goods for long periods of time in order to balance the supply and demand for the producers and purchasers. Protein Pods have a long shelf life, unlike a “fresh” product, we do not have to worry about our product going bad before reaching consumers.

Eventual we will move to a hub and spoke type warehouse, where we can have our product readily available to stock shelves in multiple outlets. Our goal is to be in convenient stores, grocery stores, GNC stores, and Wal-Marts, with a hub-and-spoke centrally located to these outlets we’ll be able to replenish stock quickly and efficiently.

2. Inventory
We understand that large inventories are expensive to maintain, and we want to keep our costs low. In order to accomplish this we plan to use a just-in-time method. Our product has a long shelf life and with a 2-week order time we feel that our suppliers will be able to keep shelves readily stocked. To combat fluctuations within our inventory on hand, we are keeping less perishable ingredients on hand, ensuring that when orders bring inventory levels down, that we are able to process and package more quickly than if we had to source all ingredients when inventory levels recede. Some examples of these ingredients include cocoa powder, chocolate
chips, salt, honey, brown rice syrup, and the protein being inserted. By only needing the dates to be transported to begin processing to increase our inventory levels, we are providing ourselves with an mostly self sufficient operation. We intend to have 200,000 Protein Pods in our possession at all times, with enough inventory of ingredients to produce 50,000 more at any given time. By sourcing to perishable ingredients, we will reduce our energy costs as we will not have to refrigerate them.

3. Transportation
Our ingredients are all locally sourced, allowing us to use trucking as our main source of transportation. Not only is trucking highly efficient in time, dependability, and frequency of shipments, but it allows us to bring our product to many different locations. We must keep in mind that trucking is the highest in cost when it comes to modes of transportation. Eventually when we expand our product beyond Center County, we will move to other modes of transportation, such as rail, water and air.

4. Utilization and Packaging
Given we are segmented in such a competitive industry we know that our packaging must not only be efficient for consumers, but stand out. Differentiating our product through “bites” instead of a bar comes an ease for consumers to eat, along with easy packaging. Just as many of our competitors our product packets will be packaged in a 12”x8”x4” box, to ease shipping and shelving. Easy to stack, ship, and shelve is our goal.

5. Communications
Our communication will begin once production starts. Once we have begun production we can decide what the demand for our product is and how much we need to supply to meet highest profitability. Also, once production is underway we can begin to distribute free samples and conduct surveys on what the consumer wants and we can make our changes from there.

6.a Price Finances:

<table>
<thead>
<tr>
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<th>Markup</th>
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<tr>
<td>Wholesaler = (M_1)</td>
<td>20%</td>
</tr>
<tr>
<td>Distributors = (M_2)</td>
<td>20%</td>
</tr>
<tr>
<td>Retailers = (M_3)</td>
<td>40%</td>
</tr>
</tbody>
</table>

Your price = \(\frac{\text{Desired retail price}}{(1+M_1)(1+M_2)(1+M_3)}\)
Your price = \(\frac{\$3.75}{(1+0.20)(1+0.20)(1+0.40)}\)
Your price = \(\$1.86\)
To sell Protein Pods of $3.75, we have to price them at $1.86. We understand that the beginning stages profits will be lower as we will be giving away product, but we know that in the long run this will create customer loyalty. Our price is reasonable to consumers based on market surveys. With the use of coupons to get people hooked as well as the skimming method when we introduce the product, we should create a large enough consumer base to be profitable.

Section 7: **Conclusion**

Protein Pods are the perfect snack for active young women than need a satisfying source of plant based protein. By retailing in GNC, Walmart, Sheetz, Wawa, Giant, and Wegmans, we hope to gain popularity and expand our geographic region. Consumers are becoming more and more health conscientious meaning Protein Pods will be in higher demand as time goes on.
Section 8: Works Cited


   [http://www.menshealth.com/nutrition/should-you-buy-pea-protein](http://www.menshealth.com/nutrition/should-you-buy-pea-protein)

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Section 9: Appendix

Survey Results:

Figure 1. Protein Pods Survey

1. Would you be interested in a new protein product?- Yes/ No
2. Have you ever tried any of these protein bars? (Check all that apply)
   a. Whey
   b. Soy
   c. Casein
   d. I have not consumed
3. Have you ever tried pea protein?- Yes/ No
4. Would a plant-based protein product appeal to you?- Yes/ No
5. What factor do you find most important in a protein bar?
   a. Nutrient Content
   b. Taste
   c. Texture
   d. Convenience
6. What add-in flavors do you prefer?
   a. Chocolate
   b. Vanilla
   c. Caramel
   d. Chocolate-Peanut Butter
7. Where are you most likely to purchase a protein bar?
   a. Wal-Mart
   b. Wies
   c. Wegman’s
   d. GNC
   e. Giant
   f. Sheets and/or Wawa
8. Would you purchase this product?- Yes/ Maybe/ No
9. How likely would you be to purchase this product over other protein bars?- Not Likely/ Likely/ Very Likely
10. How much would you be willing to spend on this product? (Ranging from $2.00 to $8.0
Would you be interested in a new protein product?
Answered: 72  Skipped: 0
- Yes
- No

Have you ever tried any of these types of protein bars? (Check all that apply.)
Answered: 72  Skipped: 0
- Whey
- Soy
- Cocoa
- None of the above

Have you ever tried pea protein?
Answered: 72  Skipped: 0
- Yes
- No
**Would a plant-based protein product appeal to you?**

Answered: 72  Skipped: 0

- **Yes**: 58 (80.56%)
- **No**: 14 (19.44%)

**What factor do you find most important in a protein bar?**

Answered: 72  Skipped: 0

- **High Nutritional Content**: 28 (39.44%)
- **Taste**: 24 (33.33%)
- **Texture**: 10 (13.89%)
- **Convenience**: 10 (13.89%)

**What add-in flavors do you prefer?**

Answered: 72  Skipped: 0

- **Chocolate**: 46 (63.89%)
- **Vanilla**: 20 (27.78%)
- **Coffee**: 8 (11.39%)
- **Chocolate-Peanut Butter**: 8 (11.39%)
Protein Pods

Where are you most likely to purchase a protein bar?

- Wal-mart: 40%
- Whole Foods: 10%
- Wegman's: 20%
- GNC: 20%
- Giant: 10%
- Shaws & other Vils: 0%

Would you purchase this product?

- Yes: 80%
- Maybe: 20%
- No: 0%

How much would you be willing to spend on this product? (Ranging from $2.00 to $8.00)

- $5.00: 60%
- $7.00: 40%
- $9.00: 0%
Protein Pods

How likely would you be to purchase this product over other protein bars?

- Not Likely
- Likely
- Very Likely

Stand-Alone Display:

Shelf Display:
Magazine Ad:

Facebook Page Link: https://www.facebook.com/Protien-Pods-1859820937567495/
Positioning Map on Competitor Protein Bars Based on Price and Protein Content:
### Competitor Protein Bar Data:

<table>
<thead>
<tr>
<th>Brand of Protein Bar</th>
<th>Grams of Protein Per Serving</th>
<th>Price Per Serving</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pure Protein Bars</td>
<td>20g</td>
<td>$2.54</td>
</tr>
<tr>
<td>Gatorade Fuel Bars</td>
<td>20g</td>
<td>$1.48</td>
</tr>
<tr>
<td>Quest Bars</td>
<td>21g</td>
<td>$2.39</td>
</tr>
<tr>
<td>Premier Protein</td>
<td>30g</td>
<td>$1.99</td>
</tr>
<tr>
<td>Muscle Milk</td>
<td>20g</td>
<td>$2.12</td>
</tr>
<tr>
<td><strong>Protein Pods</strong></td>
<td>18g</td>
<td><strong>$3.75</strong></td>
</tr>
<tr>
<td>Clif Bar</td>
<td>10g</td>
<td>$1.75</td>
</tr>
<tr>
<td>Detour</td>
<td>15g</td>
<td>$2.00</td>
</tr>
<tr>
<td>Active Greens</td>
<td>16g</td>
<td>$3.59</td>
</tr>
<tr>
<td>Macrobars</td>
<td>13g</td>
<td>$2.89</td>
</tr>
<tr>
<td>Ancient Grains</td>
<td>5g</td>
<td>$1.99</td>
</tr>
<tr>
<td>Spirulina Dream</td>
<td>7g</td>
<td>$1.99</td>
</tr>
<tr>
<td>Raw Rev Glo</td>
<td>10g</td>
<td>$1.99</td>
</tr>
</tbody>
</table>

**Price and Protein Content are from each product’s individual website**

### Nutrition Label:

![Nutrition Facts](image-url)
The American Journal of Clinical Nutrition Study Results:

PROTEINS AND SATIETY IN HUMANS

INDUSTRY GROWTH RATING

Reflects snapshot of industry performance vs. industry risk over the next 12 to 24 months relative to other U.S. industries, along with short descriptions of vital demand and risk factors influencing the industry. Use to quickly determine the overall projected health of an industry.

- Demand: Driven by consumer spending and health trends
- Need product innovation, effective merchandising, and competitive pricing
- Risk: Safety issues increase regulation and weaken demand
Predicted Yearly Growth for Vitamin and Supplement Industry from Hoovers:

Industry Leaders in the Vitamin and Supplement Industry from Hoovers:

<table>
<thead>
<tr>
<th>Company</th>
<th>Sales</th>
<th>Employees</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>GNC Holdings, Inc.</td>
<td>2,540.02M</td>
<td>15,800</td>
<td>Pittsburgh, PA</td>
</tr>
<tr>
<td>Vitamin Shoppe, Inc.</td>
<td>1,289.24M</td>
<td>5,503</td>
<td>Secaucus, NJ</td>
</tr>
<tr>
<td>VITAMIN WORLD, INC.</td>
<td>394.75M</td>
<td>3,000</td>
<td>Holbrook, NY</td>
</tr>
<tr>
<td>Vitacost.com Inc.</td>
<td>382.74M</td>
<td>790</td>
<td>Boca Raton, FL</td>
</tr>
<tr>
<td>Youngevity International, Inc.</td>
<td>162.67M</td>
<td>362</td>
<td>Chula Vista, CA</td>
</tr>
</tbody>
</table>
Aging Population — The US population 65 and older is projected to increase by about 75% between 2015 and 2050, while the population 85 and older is projected to increase by 185%. Mature consumers are more likely to use supplements to address age-related health issues. As baby boomers age, demand for anti-degenerative health supplements should grow. Older adults also drive sales for digestive aids.

Rising Health-Care Costs — Consumer health-care expenses are increasing faster than inflation. As the cost of medical care and the complexities of dealing with insurers increase, many consumers may turn to supplements to resolve health problems or use as a preventative measure. Sometimes consumers view health supplements as lower-cost alternatives to prescription drugs.

Increasing Interest in Fitness — Baby boomers, who are retiring in record numbers, tend to be more fitness-conscious than previous generations and have more free time to exercise. Heightened awareness over how exercise can prevent health problems is attracting consumers of all ages to sports. Growing interest in fitness should drive demand for sports nutrition products.

Influence of Celebrity Doctors — The growing influence of celebrity doctors, including Mehmet Oz and Sanjay Gupta, affects sales at health supplement stores. Dr. Oz, for example, has a popular medical program on which he often recommends vitamins and supplements to his audience. On some occasions, Dr. Oz’s recommendations have resulted in products quickly selling out.
Mintel Data on Consumer’s Opinions Towards Protein Bars:

“Which of the following statements related to nutritional drinks and/or bars do you agree/disagree with? Please select one response per row.”

They are a more convenient source of nutrients than whole foods (eg fruits, nuts, grains) 78%

They are a more affordable source of nutrients than whole foods (eg fruits, nuts, grains) 68%

They are a more effective source of nutrients than whole foods (eg fruits, nuts, grains) 82%