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# **Marketing Plan: Under The Weather Holistic Self-Care Packages**

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UNDER THE WEATHER

[www.undertheweather.net](http://www.undertheweather.net)

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## Introduction:

Under The Weather is a new, San Francisco based company that provides customers with curated, self-care packages that they can custom order by delivery when they are not feeling well. The United States experiences annual cold and influenza outbreaks in the Fall and Winter months, most commonly referred to as 'flu season'. This impacts most American households, school and work schedules at some point throughout every year. Other, more or less threatening health/family/life obstacles occur unpredictably, but inevitably as part of life's challenges.

The products available from Under The Weather seek to offer soothing and solace to those facing these challenges, big and small.

According to *Restaurant Business Magazine*, the food delivery market nationwide is predicted to grow 12% per year over the next five years. Although many home food/product delivery services exist, Under The Weather provides a 'one stop shop', unique selection of products, and packages available in one place, that can be mixed and matched, depending on the customer's preferences. Under The Weather caters to the needs of the overworked, discerning San Franciscan, who may not have the time, inclination or energy to gather the specifically desired elements to bring about comfort and relief when most needed.

Although 'care packages' exist as purchasable from Amazon and the like, they are usually geared towards gift giving to others, the products contained therein are frequently mass produced (for example, Campbell's tinned soup), and arguably not thoughtfully curated. Under The Weather provides an option for sending care packages to others, but the major emphasis is on self-care, and wellness; emerging and growing market trends in recent years. In addition, trends in buying organic, thoughtfully realized, locally and sustainably produced products with importance given towards holistically obtained health benefits, are becoming less niche. California and San Francisco is a trend leader in this respect. When California sneezes, the world gets a cold!

Under The Weather is clearly defined as a complementary/supplemental/non-pharmaceutical product provider, and encourage anyone who is not well to seek appropriate medical counsel. The company was founded recently by Aoife Davis and her husband Erwin O'Toole. Aoife grew up in Ireland, and her grandparent's owned and ran a successful restaurant. Her mother Carol is a talented and creative home cook, in addition to working for years with a holistic practice in aromatherapy. Anytime anyone was ever sick in the family, Carol would make nourishing healthy soups, soothing hot drink 'elixirs', vitamin C concoctions, and essential oil based antiviral sprays to freshen the room of the 'sickie', and kill germs naturally. Aoife carried on this tradition, and prides herself on her ability to take care of her husband, friends and family when they are not feeling good. She believes in, and has a healthy respect for the miracle of western scientific modern medicine (for example, flu shots where necessary), but thinks that 'home remedies' old and new fashioned, and complementary philosophies have their place, and have been shown in her experience, to offer relief, especially in relation to the common cold! Recently both Erwin and Aoife were sick with flu and found it difficult to function and get work done, while simultaneously trying to 'ride it out' and feel better. They were both taking over the counter cold and flu medicine, and in between coughs and sneezes, when cooking wasn't an option, they ordered soups from different restaurants using UberEATS, with varying degrees of satisfaction in what they had ordered. On the days when they were feeling particularly sick it felt cumbersome to go out on errands, or even to order separately from different online providers, to buy tissues, lozenges, juices, hot drink ingredients, additional soup, and various other accoutrements in usual demand by cranky, temporarily sick people. The idea for the company came about in response to the want they felt for conveniently achieved additional home comforts, when they themselves were 'under the weather'.

Under The Weather seeks to provide these things in one place, by offering a series of products and packages that can be edited and tweaked, or ordered 'as is'. The company provides this service through third party entities UberEATS and Postmates, and offer reasonable prices in exchange for high quality, mainly signature products. The 'pop up' approach ensures a tailor made, gratifying experience for the consumer. The food/beverage products have been designed specifically by incorporating the traditional family recipes of Aoife and Erwin, along with the guidance and experience of local chefs and restaurant professionals, known to Aoife from her

time spent working as a waitress for years in San Francisco. The food/drink items are made mainly in advanced batches. Some items are made to order. Everything is produced by a small, close knit, trained staff, from the company's pop up kitchen location in Bernal Heights.

## Mission Statement:

**To comfort, nourish and nurture, fighting one sneeze at a time.**

## SWOT Analysis

### *Strengths*

1. Owner has access to informative and valuable insider advice about food production and costs from connections within the restaurant industry
2. Owner has interest from potential future investors
3. Owner is particularly experienced in customer service from working for years in the service industry
4. Company is family owned and run
5. Company offers fair pricing for quality products
6. Company is Societally Orientated
7. Curated care packages by delivery, a first in San Francisco
8. Family recipes and branding/attention to the detail that make the brand unique
9. A wide variety of products available
10. Quality and care a high priority

### *Weaknesses*

1. Owners have no prior experience in running a delivery pop up company
2. Collaboration with delivery companies UberEats and Postmates proving to be a challenge
3. Clarification needed for customers on website as to what the company offers
4. Lackluster social media/web presence
5. Challenging to promote
6. Food preparation licensing and location lease costly and complicated

7. Third party collaboration eating in to profits

### *Opportunities*

1. Potential to diversify the marketing of the company away from providing products that cater only to seasonal conditions such as cold and flu
2. Emphasis on sustainable production, ecofriendly packaging and organic ingredients used in products, huge trends in San Francisco
3. Products in keeping with target consumers growing awareness towards making healthier lifestyle choices
4. Soups/smoothies can be made using seasonal ingredients, and some recipes are not seasonally dependent
5. Strong packaging and branding could lead to retail distribution in local markets that cater to the needs of the target customer (eg Bi Rite, Rainbow Grocery)
6. The soups and smoothies are delicious. A sample set up in an area with a lot of foot traffic could increase brand awareness, and develop a loyal following
7. Potential to incorporate “Bridget’s Mantle”, the owners parent’s company, that specializes in making organic, essential oil based skin care products
8. Owner taking marketing and advertising classes, which could lead to an influx of ideas on how to strengthen and improve the company

### *Threats*

1. USDA organic certification approval cumbersome, time consuming and expensive but necessary
2. Legal requirements for food preparation
3. Similar products sold in many other places, although not curated
4. San Francisco target customer has high standards
5. Delivery through UberEATS and Postmates seems to be only viable delivery option, threatening profits

## Competitive Advantage:

What gives Under The Weather Holistic Care Packages competitive advantage over other companies selling similar products, is product/service differentiation. Under The Weather makes and delivers organic soups, smoothies, tinctures and hot remedies for people who want to be comforted when they are not feeling well. There are a lot of companies that sell similar products with a similar ethos, but what differentiates Under The Weather, is that it arranges its conveniently deliverable range of products (mostly) made in one place, and structures its packages to fit the needs and wants of the individual consumer. Pre-curated packages are available through UberEATS, but the customer has the opportunity and range of choice available to conveniently mix and match products to suit their preferences. There is no end to the selection of restaurants and food delivery options in San Francisco, but Under The Weather offers other, non-food related comfort package products, such as blankets, socks, lozenges, tissues and vitamin C/zinc/echinacea supplements, as well as non-house made comfort food snacks and drinks, catering to hungover/stressed people as well as those home sick from work or school.

In addition, the owners possess skill advantage, in that they own the recipes used, and know the methods and ingredients needed to create their great tasting soups and hot drinks. Although many soup/drink companies exist, Under The Weather believes in its tried and true family recipes, and in the integrity of the ingredients they choose to use.

What sets the company apart is its individually tailored, personalized ordering system, together with the high quality products, and range of choice for customers available.

## Strategic Direction:

Under The Weather, Holistic Care Packages plans to focus on Market Penetration as its strategic objective, selling existing products to an existing market. The products (soups, smoothies, etc) exist elsewhere and the same target demographic are the customers who buy these products elsewhere. Under The Weather plans to use its competitive advantage (curated, delivered care packages tailored to individual needs), along with competitive pricing, applying information

about its competitors, and strategically using social media and advertising to gain leverage and success in existing and growth markets.

## Marketing Objectives:

1. To create a 15% increase in brand awareness by the end of the first quarter, by improving and increasing social media presence on Twitter, Facebook and Instagram
2. To increase sales 20% by the end of the first year and in to the next, through free sampling of the most popular products on offer in San Francisco targeted locations (eg Farmer's Markets, Local festivals) and in demographically accurate areas with high foot traffic, (eg Noe Valley, Bernal Heights)
3. To obtain customer loyalty and retention by the end of the first year (measurable by the statistic that 20% of customers provide 80% of revenue), with loyalty programs such as eco-friendly discounts for returning reusable containers on next delivery, free samples with deliveries over a certain amount, and bonus items included in delivery for most loyal customers
4. To place two advertising campaigns in several Bay Area wellness/food and beverage publications within the first three months
5. To develop a strong, authentic bond with customers through ongoing personalized email receipts and reminders, and in person owner presence at promotions and community based events within the first six months.

## The External Marketing Environment:

In marketing, adjustments must be made to acknowledge and reflect environmental changes. This relates to how consumers make choices about what to buy, but also, how consumer's needs change, and how these changes affect their purchasing decisions. It is vital that a company understands its external environment in order to adequately plan ahead. Although marketers cannot control or predict the implications of the external environment, it is essential that they observe and adjust their marketing mix according to its fluctuations.



Under the Weather Holistic Care Packages will endeavor to meet the needs of its customers within the context of this fluctuating environment, and its impact on target customers by examining several factors:

#### *Demographic Trends:*

1. Bay Area urban Generation X and Millennial target market, single and/or busy, time-poor professionals' increases demand for food delivery.
2. Bay Area earning averages for these demographics means higher disposable incomes, and therefore a greater demand for convenient services, and desire for exclusivity.
3. A strong emphasis towards healthy living and self-care within these sections, which ties in to the ethos of the brand.
4. 'Meaningful Green' interest within these demographics, which relates to the brand's commitment to eco-sustainability.
5. The company is an online delivery service, via third party delivery services UberEATS and Postmates. Millennials are particularly responsive to goods and services accessible from within the digital world.

#### *Social Factors:*

1. Changing gender roles mean more women in the workplace, which creates an increased demand for convenience foods and services ordered to the home.
2. The growth of component lifestyles means that people are choosing products and services that meet their diverse needs and interests, without necessitating the upholding of traditional patterns. The care package approach caters to this need for customization.
3. Social Media has revolutionized the way that customers spend, and gain access to brand awareness. Under The Weather has recognized the need for leveraging social media as a platform for promotion to its tech savvy target market.
4. American Values are pertinent to the customer's buying tendencies. A strong work ethic and upward mobility are factors that create a busy, high earning customer who is more likely to utilize a delivery service like Under The Weather.

5. Dual-career families have increased the demand for time-saving and convenient services.

#### *Impact of Technology:*

1. Technological innovation has facilitated research within the U.S., leading to competitive advancement which is of benefit to business, especially those situated within the ‘tech bubble.’
2. In addition to social media, Yelp and other such service review applications are of huge assist in measuring both positive and negative customer feedback, liaising with the customer on a more personal level, and in targeting promotions.
3. Brick and mortar establishments no longer essential to success in the food service industry, as online delivery technology can attest.
4. In-house company computer systems facilitate hassle free book keeping, and general business and administrative organization, allowing the company’s affairs to run smoothly.
5. Customers are empowered more than ever before to compare and contrast their options, leading to a greater demand for choice, and increased competition from similar brands.

#### *Political and Legal Environment:*

1. Changes in labor and immigration laws under the current administration have an impact on the ability to hire workers.
2. Organic certification must be USDA approved.
3. Employees handling food must be ‘Serv Safe’ qualified.
4. Food preparation and packaging must meet legal requirements as outlined by the FDA.
5. Taxation laws changing in relation to third party providers and small businesses.

#### *Consumer and Marketer Reactions to the State of the Economy:*

The factors most affecting the consumer and marketer reactions to the state of the economy are consumers’ incomes, purchasing power, inflation and recession. In the Bay Area, and within the post-recession Bay Area target demographic for Under The Weather in 2018, incomes have

been on the rise. This is partially due to the property market, propelled by the inflated earning power of the entrenched tech community. As such, the upwardly mobile target customer's purchasing power is high in relation to the cost of living in San Francisco, and the cost of the company's products can be fit to reflect this reality. This can mean greater competition, although not typically price reduction, due to increased demand. A strong focus towards customer satisfaction and retention is always a high priority for Under The Weather.

### *Competition:*

#### *Three Main Competitors:*

- 1. San Francisco Soup Company:** selling soup and additional products; bread, salads, breakfast, sandwiches, etc.

Local company. Has walk-in, brick and mortar locations based in San Francisco. Has catering options available. Has a rotating menu with a strong emphasis on variety.

- 2. Urban Remedy:** organic food company that home delivers ready to eat meals, juices, cleanses and snacks.

Celebrity endorsement from model Kate Upton. Long established and well known. Provides cleanses.

- 3. Sincerely, San Francisco:** sells deliverable San Francisco related local goods and gift boxes.

Unique crafts and goods available. Gift focused. Strong emphasis on San Francisco iconography.

Although these three brands incorporate some similar elements of what Under The Weather does, Under The Weather is still a brand apart. It provides the customer with an opportunity to choose curated self-care holistic packages from a strong list of options which contain a broad spectrum of products, or to customize from these options for themselves

## The Consumer Decision Making Process, and Factors Influencing the Decision

The consumer decision making process has five steps. The first step is need recognition. This leads to an information search, where alternatives and purchases are evaluated. This will then lead to a purchase, which results finally, in post-purchase behavior.

### *Need Recognition:*

Every purchase decision begins with an identifiable need. Need recognition begins when a consumer is in contact with either an internal or an external stimulus. Internal stimuli happen in a more immediate way usually, and can often be satisfied with a low-risk, time-sensitive purchase. External stimuli are often triggered from an outside source. Stimuli can come from many different places, on various platforms and medias. Need recognition is the disconnect between actual and desired states. The want is the realization of the unfulfilled need. A want can be for a specific thing, or feature. In the case of Under The Weather, Holistic Care Packages, the want might be to feel comforted, nourished and soothed while feeling unwell. The purchase desire for these products may be created by internal or external stimulus. For example, if a person feels unwell, that might trigger an internal want or need for nourishing hot drinks and soups. If they see an advertisement created by a marketing manager, they are manifesting the need from external stimulus.

### *Information Search:*

After recognizing that a need has arisen, a customer will then search for the various options available to them to get their need met. If it is a simple, functional, low risk and inexpensive purchase such as dish soap, the customer will typically and automatically rely on their past knowledge and memory of purchasing experiences. This is known as an internal information search. If instead however, the customer is relying on new information to make a higher risk, or unknown, more expensive type of purchase, for example a car or a house, they are much more likely to spend longer on research and evaluating of alternatives. Seeking information this way through the external environment is known as an external information search. The group of brands resulting from an information search by the customer, which they can then choose from

is known as an evoked set. Customers who regularly use UberEATS and/or Postmates, and who are members of the target demographic for Under The Weather, and in contact with its social media presence, might end up with the company as part of its evoked set when they are considering flu remedy/comfort food delivery options. A non-marketing controlled information source is a product information source that includes personal experiences with the product or service, as well as opinions and recommendations from personal sources, such as family members and friends. This is one of the reasons why Under The Weather is relying on word of mouth as a reliable form of advertising, and another reason to provide consistently high standards of customer service.

#### *Evaluation of Alternatives / Purchase:*

After completing the information search, the customer is ready for the evaluating alternatives stage of the process. The consumer should be nearing the decision making conclusion of the overall purchasing experience, as the information that they need to decide, is now available to them. Depending on the type of purchase the customer is making, it will be a planned or an impulse purchase. As before, if the product is more expensive, or higher risk it is naturally more likely to be a planned purchase. These variables too affect the customer's decision about whether to buy, when, what and where to buy and how to pay. Under The Weather may most likely fall in to the category of impulse purchase with first time customers, or people who mostly use the service when they are unwell. With repeat customers who order the soups and drinks regularly, as part of a healthy lifestyle, those purchases may fall in to the realm of the evoked set, and are more likely to be planned purchases. The purchase stage comes after evaluation of options, when the customer decides to buy what the company (Under The Weather) is offering to them.

#### *Post-Purchase Behavior:*

This is the final stage of the customer decision making process. It relates to how the customer feels after having bought and experienced the product or service. A customer will always evaluate their decision based on their feelings about the product, either positively or negatively. An important part of a marketer's job is to reduce post purchase insecurity in the mind of the customer. Under The Weather achieves this with attentive and available customer

care, and promotions and surveys to convey appreciation and gather information on customer feedback. Buyer's remorse must be avoided if at all possible. When customers feel a disconnect between their values and purchasing behavior they can experience cognitive dissonance. A customer is satisfied when the product or service was purchased without external pressure, and has met their needs at a reasonable price.

#### *Cultural Factors:*

Culture is the set of values and attitudes that impact society and various aspects of human behavior. These customs and behaviors relate to the target market and how they approach a purchasing decision. Cultural behaviors are learned and far-reaching, functional and dynamic and contain specific sets of values. San Francisco Bay Area culture is both specific, multi-faceted and evolving and influenced by multiple different factors. There is an emphasis on health and sustainability within the culture, which ties in to the ethos of Under The Weather.

#### *Social Factors:*

Social factors are very influential in how a purchasing decision gets made. Customers are often strongly influenced by those around them within their own section of society, or by the members of society that they aspire to be like. Cultural values being passed on to children is known as the socialization process. Family, subculture and class all factor in to this mix. Depending on how a customer identifies, or whose opinion within society or culture they trust, their purchasing decision can be swayed. Under The Weather seeks to appeal to a diverse mix of customers within their target range.

#### *Psychological Factors:*

A customer is motivated to purchase, or not, by perceptions, beliefs and personality. Tied in to personality is their concept of self., their idealized self, the real or actual way that the person perceives themselves, and their perception of various factors affecting a purchase. A marketer's job is to recognize the importance of signals in how a customer perceives a product. The semiotics of marketing are important to Under The Weather, and this is reflected through decisions made with packaging and branding, along with other aspects of the marketing mix.

### *Individual Factors:*

Individual factors that affect a purchasing decision are varied and encompass gender, age and family status, individual personality, orientation, and/or self-concept. Depending on how a person identifies with what stage they are at in their lives, their behavior can be impacted, and this can have strong repercussions for their decisions as consumers. Under The Weather seeks to ease the burden of complicated lifestyles and phases in life with simple and nourishing products to comfort and nurture.

### **Market Segmentation** (Demographic, Psychographic, Geodemographic)

Under The Weather, Holistic Care Packages ideal and target customers lives in San Francisco, and are aged between 25 and 55, falling in to the categories of Millennials and Generation X. They are educated, middle-class, and mid to high range income earners. The older section of the target, are often parents and dual career couples. They are willing, and able, to spend discretionary income on self-care products, and want to make life easier for themselves, in general, as they often feel time deprived, guilty about the hours they work, and stressed. They are interested in holistic and self-care products, and in brands that promote these products. They buy in to new trends in these categories, but also like to drink wine in their down time, and splurge on culinary treats, and/or expensive restaurant meals. They care about status and how they are perceived, but also want to appear laid back and 'effortless'. They spend a significant amount of money on casual clothes and accessories, and/or home products that are very expensive but understated. They don't want to appear 'flashy', or gauche, more 'earthy' and successful. They are often home owners (in the Generation X category, mainly) or high renters. They are professionals, who don't have lots of extra time to spend on grocery shopping and/or cooking. They often travel out of town, or abroad for work. They care about the environment and their carbon footprint, and although they are heavy consumers of convenience brands and items, they want to make choices that are in line with their values. They are heavy online shoppers and online service users. The Millennials in this category, in particular, are heavy social media users. They want to be politically and socially aware, and connected to their local communities, but often feel disconnected. They believe that a company that promotes and uses recycling and eco-friendly packaging, cares more about the

environment. They believe that organic foods and products are better for the planet and for the health of them and their families. They care about nutrition and sustainability, but also about being well taken care of, and getting value for money. They are often stressed and can become run-down as a result of hectic schedules, and the treadmill of work/career/social/childcare stress factors. They often feel that they don't have enough time for themselves and their families and partners. The consumers with children often feel guilty, as they are not providing enough time for them, a result of scheduling conflicts and lack of energy. They often grab food on the go, from local San Francisco retailers near to their jobs, and/or order from various delivery services and local restaurants utilizing UberEATS or similar services. When they do grocery shopping they shop at stores like Whole Foods, Rainbow Grocery and Bi-Rite. They buy vitamins and supplements, and believe in and utilize complementary medicines and practitioners. They have hectic commutes, and although some of them 'remote' work, or work from home, they still feel that the time they spend working, conflicts with their need for more self-care. They squeeze in exercise as a priority in their routines, often yoga and jogging. They like to socialize at the weekends, and go on trips out of town when they can, to visit family and friends, often to nearby accessible, affluent areas like Napa, Santa Barbara and Tahoe. They drive energy efficient cars and live in affluent and/or trendy San Francisco neighborhoods; Noe Valley, Bernal Heights, The Mission, The Castro, The Marina, etc. They are ethnically diverse, but frequently Caucasian and Asian. They come for a variety of different socio-economic backgrounds, and are often from out of state originally, or abroad. Many of them were first attracted to San Francisco because of the pace, lifestyle, and career opportunities. They are multi-faceted in terms of sexual orientation and religious and cultural beliefs. These are the customers that crave the nurturing that the range of products on offer from Under The Weather can provide.

## Product, Promotion, Price and Evaluation

### *Product Description:*

Under The Weather holistic care packages offers **tangible goods** that are purchased through third party delivery services. These goods can be physically touched, held and consumed. Under The Weather's range of products falls in to the **consumer product** category as they are products



which can fulfill the individual desires and needs of a consumer. The service provided also endeavors to fulfill the **unmet needs** of the target consumer. While similar delivery service options and products exist, the combination of factors available to the consumer through Under The Weather (high quality curated care packages which can be customized and tailored to fit the customer's individual needs and wants when feeling unwell) allow the products and service to fall in to the categories of both **convenience product**, and somewhat **unsought product**, as this particular format does not exist with other delivery/care-package options.

#### *Product Items, Lines and Mixes:*

Under The Weather makes the majority of its **product items** in its **product mix** available for purchase in-house, but some high quality items are **outsourced**. Under The Weather also **outsources** its packaging. The products available can be mixed and matched, and different care package options are available. Each product made by the company is designed to 'comfort, nourish and nurture', and provide a range of packages that can be ordered from UberEATS or Postmates and individual products tailored by the consumer. The packages consist of the products that are listed below and include the following:

*Sniffles:* Care package for one

*Man Flu:* Tailored to the male

*Home Sick:* Extended supply of selected items

*The Host:* Family care package

*Hugs:* Items for when a hug is needed the most

The products on offer are curated self-care packages that customers can order when they are not feeling well. The care packages consist of a selection of all organic soups, hot drinks and smoothies made in-house from the owner's family recipes, as well as some out-sourced items as previously mentioned, and organic, house-blended essential oil based sprays and massage blends. Examples in each category include but are not limited to:

#### SOUPS:

‘Jewish Penicillin’(chicken matzo ball soup); Carrot and Zingin’ Ginger, Spicy Pho Ga (Vietnamese Chicken Pho), Mediterranean Lentil Flu Fighter, Pure Garlic Antiviral

#### SMOOTHIES/JUICES:

Fruit and vegetables in season: the customer’s choice of a combined blend of antioxidant rich produce (citrus fruits, carrots, beets, leafy greens, etc) with immunity boosting supplemental options

#### HOT DRINK ELIXERS:

Organic honey and lemon, mountain sage tisane, vitamin C hot ‘toddy’

#### HYDRATION TONICS:

Organic cucumber water, coconut water, cold herbal mix

#### SPRAYS/BLENDS:

100% organic cold pressed essential oil based sprays/massage blends: to freshen, sanitize, uplift, calm and soothe. Different blend options available on demand (lavender/citrus blends for home and on the go)

#### MISCELLANEOUS MIX AND MATCH:

Outsourced and curated: soft wool blankets, cozy robes and slippers, variety packs of organic lozenges, vitamin C/Echinacea/Zinc supplements in various forms, organic cotton tissues (balm and plain); organized reading/viewing lists, specifically selected outsourced comfort foods.

The soups will be available in eight, 12, 16 and 32 ounce sizes. The smoothies and other drinks are available in small, medium and large mason jar sizes. The colours of each item will depend on the ingredients (listed above) used. The **packaging and finishes** for these items are simple, eco-friendly and low spec by design.

## Packaging and Labeling:

The substantial items like soups will be packaged using 'biomass' packaging, heavy duty, sturdy, plain kraft non spill soup containers available in eight, 12, 16 and 32 ounce sizes. The other drinks will be available in small, medium and large mason jars, which the customer can choose to return on next delivery for a small discount. The sprays and blends will be packaged in small glass bottles and jars. The items are transported in logoed brown paper bags.

Biomass containers made from unbleached kraft paper. Mason jars (glass) with screw top lids, recycled small glass bottles and jars, recycled brown paper bags for transport.

The packaging will catch the customer's eye with the cheerful and recognizable logo rendered in a vintage style with vintage style font, and custom stamped on to the simple, minimalist eco-friendly packaging. The colors used are eye catching and evocative.

Distinguishing features of the product include eco-friendly packaging which convey commitment to sustainability. Simple vintage style lettering and logo, to evoke nostalgia and comfort. Ingredients listed on the labels of the products in the care packages. Attention given to neatness when assembling each package.

### *Improvement:*

Under The Weather is proud of its initial packages and products as a company still in its infancy, and starting out in a relatively contained San Francisco urban market. The company aims to listen carefully to feedback from customers, and base future modifications and edits of its products and services on those outcomes. The company is aware that changing trends and taste preferences will dictate future sales, and so willingness to adapt and modify within the context of product development is key. The potential for development of new products and brand expansion (perhaps into retail) is of interest. There is also the potential for further brand and product collaboration with other local companies of a similar ethos (an emphasis on health and meaningful green).

### *Brand:*

Brand Identification and brand loyalty is a main goal of Under The Weather. The company aims to achieve this through a combination of strategic promotion, strong emphasis on customer experience and customer collaboration to create a culture of continuous improvement. The goal of the brand is to gather momentum in the early stages of development with the aim of arriving into the evoked set area of the target customer's consciousness, and the way to achieve this is through consistent focus on customer satisfaction in a competitive market.

### **New Product Development:**

Although the products on offer from Under The Weather are not 'new' in the sense that similar products are on offer elsewhere, the service provided can be classified as utilizing a **new-product strategy**. The concept of curated care packages ordered by delivery is not available from other companies.

### *Product Characteristics and Rate of Diffusion:*

*Complexity:* The degree of complexity involved in understanding and utilizing Under The Weathers products and services is not significant. Within the company's target market (tech savvy urbanites, older millennials, time starved working professionals), the categories who will use this service are very comfortable with the process of ordering convenience products online, and should not run in to difficulty grasping the concept of how the company works.

*Compatibility:* In the Bay Area food service delivery options are becoming more and more in demand, and business is thriving for companies like UberEATS and Postmates. The products available through Under The Weather will be extremely compatible within this thriving market.

*Relative Advantage:* The relative advantage for the products of Under The Weather lies in the unique selling point of user-friendly luxury and modifiable curated care package items. The products are available in a 'one stop shop', and can be tailored to fit each consumer taste and preference. The emphasis on luxury in tandem with health is an important factor in setting it apart and leveraging advantage relative to other brands.

*Observability:* Under The Weather's products are tangible, and most of them (food stuffs) can be smelled and tasted. All items from Under The Weather can be physically held and seen.

*Trialability:* Samples and trials of food stuff, drinks, elixirs and sprays will be set up in advance of company launch in target market centered areas (eg farmer's markets).

#### *Product Life Cycle:*

Under The Weather is currently entering in to the introduction stage of the product life cycle, as these versions of accessible products (the recipe specific soups, etc) have not been sold before using these exact ingredients and formulations, and sold in this way. The cost of production and distribution will be relatively high as organic ingredients are expensive, and paying out a third party delivery service incurs high fees. A strong emphasis will be placed on promotional methods that are not extravagantly expensive to counter these costs, such as social media and email promotion. The goal of this stage of the product/service life cycle is adoption from early innovators who are keen to explore new ways to try products. The novelty of curation is geared towards these customers along with the early adopters, who are enthusiastic about dynamic and interesting ways to try products.

#### *Product Placement:*

Under The Weather seeks to occupy space alongside other leading delivery brands available for purchase online through UberEATS and Postmates.

#### *Retail:*

Under The Weather has no plans to sell its products in brick and mortar retailers as of yet. The company is based and available in San Francisco only, and caters to specific demographic within this limited area. If the company were to expand to offer physical products for sale on shelves, it would make sense to collaborate with local businesses that nurture and promote local brands, and already cater to the company's demographic, for example, Bi-Rite or Gus's Market.

### *Online:*

Under The Weather is an online based company. The Website address for Under The Weather will be [www.undertheweather.net](http://www.undertheweather.net) and is available for perusal through UberEATS and Postmates. The website will be simple and attention will be given to emphasizing the products themselves, the brand and the ethos of the brand. Personal background information will be given about the owners (Aoife Davis and her husband, Erwin) to add a personal connectivity to the brand and highlighting the genesis of the company (Aoife's family traditions). The website will provide a link to UberEATS and Postmates, because ordering through these sites is currently the only way of that the products are sold. The direction prompts on UberEATS and Postmates will inform the customer how to avail of the products with clear instructions. There will be a clear catalogue of photographs of all products available for purchase as well as packaging photographs, and clearly marked ingredient and price listing as well as allergy and food restriction warnings (gluten free, dairy free, vegan, vegetarian, etc). The website will aim for simplicity and user friendliness and convey the image and the attitude of the brand with cheerful colours and vintage style simple font. The hours of ordering availability and company contact information as well as FAQ's will be clearly listed.

### *Promotion:*

Promotion is utilized to inform and persuade and remind potential customers into purchasing a product or service. Under The Weather will seek to influence their target market by utilizing various facets of the promotion category; advertising, sales promotions, direct marketing, digital marketing and promotional activities.

*Advertising:* As the company gains momentum and develops its brand image advertising in a mass media context is a consideration for Under The Weather. The company is currently local to San Francisco so it makes sense to explore options for print advertisements in local publications with a wide circulation such as '*SF Weekly*', but this type of advertising will not be the main way that the brand reaches its target, as it is expensive and limiting. TV and radio ads may not be a viable option for the same reasons.

*Sales Promotion:* Offering price related incentives to savvy consumers is an effective way to develop brand loyalty and repeat custom. As an introductory offer Under The Weather would like to extend a welcome 25% off total order price to new customers, in the hopes that this promotion will attract return sales after customers are satisfied from trying the products. Customers will be able to avail of this promotion through a digital coupon clearly and prominently positioned on the company website. Under The Weather also offers discounts for customers who send back reusable containers such as mason jars, as well as other various seasonal promotions, especially around the peak flu season.

*Direct Marketing:* Under The Weather is not available for purchase in a brick and mortar store but nonetheless would like to have a direct presence with its target markets. This might include flyering at foodie related events in San Francisco or potentially creating pop ups at festivals and farmer's markets.

*Promotional Activities:* Similar to direct marketing promotional activities might include product samples given out at fairs and festivals and farmer's markets. The liaison opportunities are vital here, as it gives a potential customer an opportunity to interact with the brand, and the brand representative who should be an extension of the brand.

*Digital Marketing:* This is the primary promotional focus of the brand due to its effectiveness and pertinence to its target market. Digital and viral marketing via email and social media will be crucial in the growth of the company and sharing of information between brand and consumer. Under The Weather wishes to harness the power of social media through Facebook and Instagram in particular, as a strong brand presence on these platforms through photographs and likes, etc can play a pivotal role in creating brand awareness and popularity among the target demographics. The potential for sending email newsletters to selected loyal customers at strategic intervals throughout the year (without spamming) is also a consideration.

#### *Price:*

The goal of Under The Weather is to maximize the potential long-run profit and obtain a target rate of return on sales by adopting a status-quo and return on investments pricing strategy for

their products. Status quo pricing seeks to maintain existing prices or to meet the competition's prices within a category. Under The Weather is a company that promotes accessible luxury and a discerning target consumer is likely to find the range of prices in this category to be fair in exchange for the quality of the products attractive to them within this market, however value is of the utmost importance and in order to compete with similar companies selling similar items, the quality of the products must stand out from the others in order to justify competitive status quo pricing. The goal is to sell a unique and quality set of products at fair and competitive pricing in order to obtain a justifiable return on overheads and investments.

## Evaluation and Control:

In order to implement the marketing plan that has been launched the main focus of Under The Weather will be responding to customer feedback through trial and error, As mentioned earlier, the utilization of social media as an interactive means of monitoring customer satisfaction and interest is crucial. Rating apps and websites will also play an important role in charting this progress (eg Yelp), and conveniently the Postmates and UberEATS apps have a post-order rating system which not only provides information about the customer's experience with the delivery but also with the products themselves, acting like a mini-survey which the marketing manager can access, utilize and incorporate in to the management of improvement and growth in the company. This will be helpful in addressing changes that may need to occur. In addition, monitoring website hits and delivery rates will be important in evaluating and keeping track of progress. The most important thing to the company in terms of evaluation and control is paying attention to the fluctuating needs, preferences and desires of the customer.

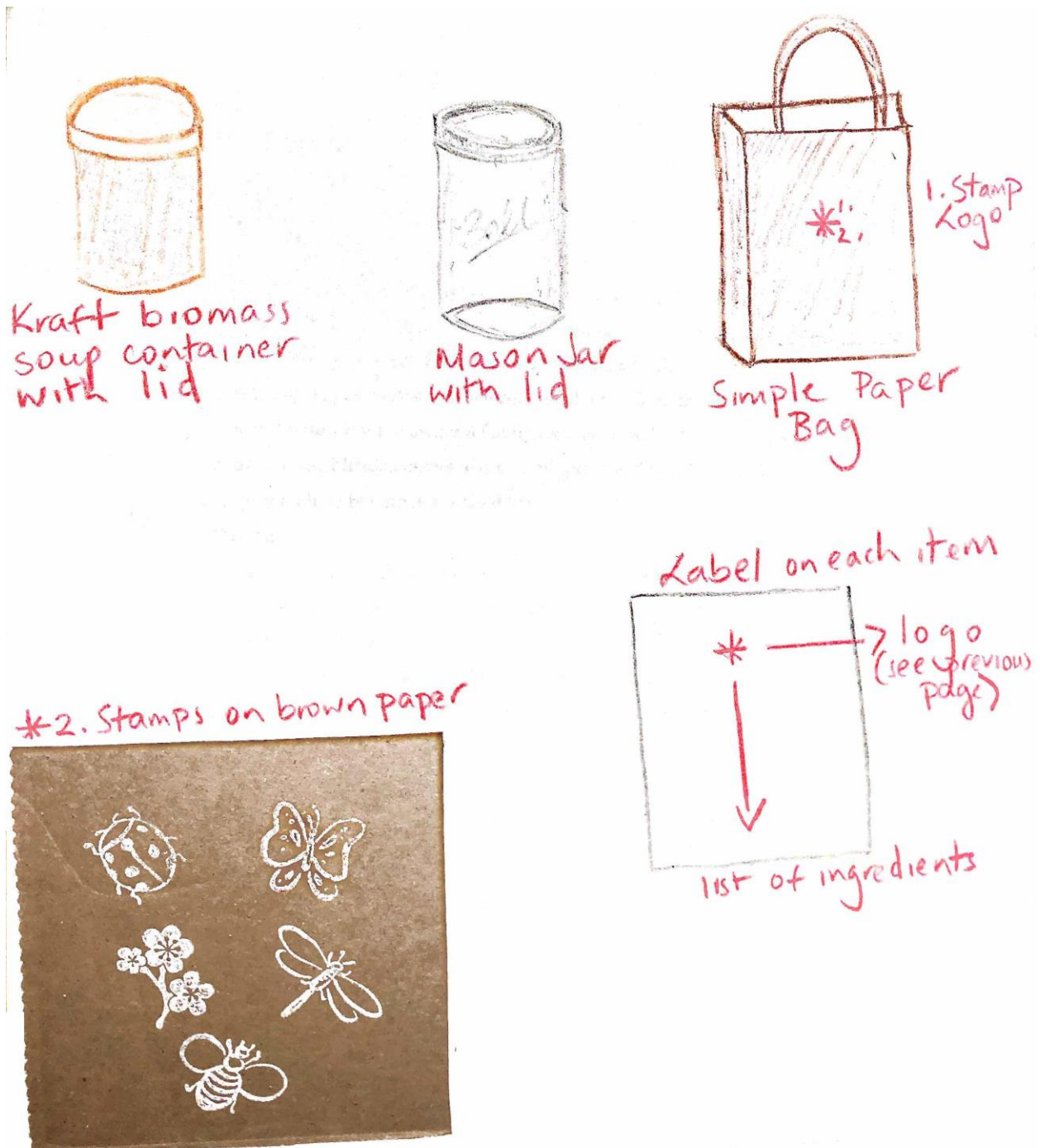


## Appendix A – Initial logo, packaging and advertisement

### Logo



## Sketch drawing of packaging





We've got you covered!



Curated Care Packages by Delivery:

House-made organic soups, smoothies, hot tinctures, comfort products & more. Tailored to fit your needs, when you need it most. [undertheweather.net](https://undertheweather.net)