



## STAGE 3 PROJECT

AUGUST 2002

### Organic Baby Food

#### Introduction

Public anxiety in Europe about the safety of food has led to an increased demand for organic food. The EU market for organic foods is currently worth £4 billion – just 2% of the total food market. It is expected to grow strongly to reach a share of 5-7% of the market by 2005.

Claire Kelly is the founder of an Irish company – ‘Baby Best’ – which was established in 2000. The company is involved in the manufacture of organic baby food which it currently sells exclusively in the Irish market. The company provides a complete line of fully certified organic baby food. All fruits and vegetables are grown without synthetic pesticides or chemicals. ‘Baby Best’ uses only whole grains, fruits and vegetables. The baby food is specially quick-cooked to preserve nutrition and flavour; salt, refined sugar, modified food starch or artificial colours are never added to the baby food. The company also prides itself on the fact that its baby food contains no genetically modified ingredients (non-GMO).

‘Baby Best’ currently relies heavily on the health food shops situated around the country for the distribution of its organic baby food. The company is also actively involved in the production of leaflets which are used to inform the public of the benefits of choosing organic, non-GMO baby food. These benefits include : foods taste better; it safeguards future generations (non-cancer causing pesticides); it prevents the use of pesticides; it protects water quality; and it protects against soil erosion. The leaflets highlighting these benefits are made available in health food shops, with the agreement of the owners.

Having consolidated her position in the Irish market, Claire is now at the stage where she wishes to expand her business. Due to her lack of knowledge and expertise of foreign markets, she has employed you to progress this export initiative.

#### The Project

You are required to prepare a report as follows:

- Identify an overseas market(s) for ‘Baby Best’ baby food products. What practical issues need to be considered when entering the market(s) of your choice? **25%**
- Outline the buyer behavioural factors that need to be considered when marketing organic, non-GMO baby food (make sure to address the relevance of cultural, social, personal and psychological buyer behaviour factors). **25%**
- Identify and describe the promotional strategies that may be used to promote ‘Baby Best’ baby foods in the overseas market(s) you have chosen (make sure to address the range of promotional options available, not just advertising). **25%**
- Prepare a marketing plan for ‘Baby Best’s’ export initiative. **25%**

You must integrate the theory you are studying with the practical situation outlined in the above scenario.

JUNE 2002

**STATEMENT**  
**STAGE 3 PROJECT**  
**AUGUST 2002**

I hereby certify that:

- I have the read the rules.
- This project is my own work prepared as part of my marketing examination.
- I have fully acknowledged all my sources.
- I have not made this project available to another student.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

# PLEASE READ THESE RULES CAREFULLY

1. This project is an exercise in investigative study. Because it is not being prepared under examination conditions, style and presentation will be taken into account as well as content.
2. The project must be typed on A4 paper. It should be presented in a folder or loose binder. Your name, student registration number and your project title must appear on the title page. The pages should be numbered and there should be a Table of Contents.
3. A one-page abstract forms part of the completed project. This abstract should be a brief description of the **objective** to be achieved by the project, the **methods** used and the **conclusions** reached.
4. We would envisage that you would not be able to do justice to the topic in less than 5,000 words. On the other hand you should not exceed 7,000 words.
5. You must acknowledge all your sources; not to do so is **plagiarism**. Acknowledgement involves naming your source (report, textbook, website) in brackets at the relevant point in the text, and appending a bibliography at the end of your text. This should be in alphabetical order and should include the author's name, the title, the publisher and the city and date of publication. Web references should be as detailed as possible, not just the home page. The quality of your bibliography is an important element in the overall assessment of your project.
6. This project will be assessed and marked like the other subjects in **Stage 3**. You will not have passed **Stage 3** until you have passed the project.
7. The project is due by **SEPTEMBER 2, 2002**. As time management is a major feature of the discipline of report writing, projects submitted after the due date will not be accepted. ***Students should, therefore, start work on the project immediately as excuses relating to mishaps (poor health, computer failure, typing) in the final week will not be accepted.***
8. A two-part project form is enclosed with this notice. Please complete **BOTH** parts and staple on the outside of front cover. One part of the form will be returned to you as acknowledgement of receipt.
9. Since the project is treated as an examination subject, The Marketing Institute staff **cannot** assist you with the interpretation of the brief or sources of information.
10. The same sanction applies to copying and to plagiarism: all subjects in the sitting are deemed to have been failed and the candidate may not register as a student with the Institute thereafter. **Please sign the statement overleaf and incorporate it into your project after the bibliography.**