



Developing Fermented Food Culture in the U.S. into Accessible Health Food Culture

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Agenda

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- Fermented Food Culture 3.0
- Analysis
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- Flow of Customer Experience
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- Menu for Meal Kits
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- How to Encourage Meal Kit Users to Buy San-J Products
- Partner Company
- Benefits for San-J and the Partner Company
- Cost and Profit: Total Cost and Budget
- Cost and Profit: Total Profit from Meal Kit Collaboration
- Cost and Profit: Total Profit of Whole Marketing Plan

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Plan Overview

Goal : Develop fermented food culture into health foods culture in the U.S.

Demonstrate the adaptability of San-J products to the American culinary culture

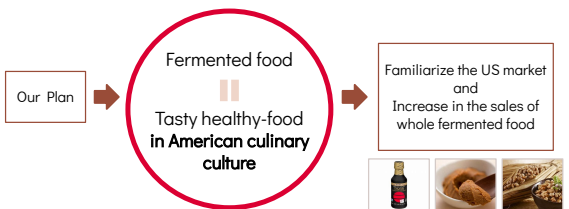
↓
Cooperate with meal-kit company
(create new gluten-free category)

Enhance accessibility to San-J products

Leads to the purchase of San-J products

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Fermented Food Culture 3.0



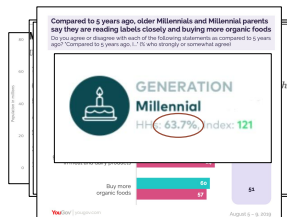
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Analysis

: Current situation

1. The largest population in the U.S.
2. Largest labor force
3. More than half have children
4. Health consciousness is high
5. Largest population among meal kit users

Demand for the meal kits by millennials is high



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Analysis

: Benefits for targeting millennials with children

①Promotion of children's health

- Increasing attention towards health
- Celiac disease

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Emerging demand for gluten-free dietary

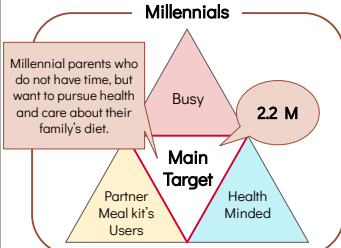
②Create future loyal customer

Continuous use of San-J products from childhood

- ↓
- Educate future generation
 - Create **loyal customer**

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Target



Sub Target

- Meal kit users with no particular obsessions with gluten-free
- Health minded people who still has not used the meal kit
- People interested in the product however has the barrier of price

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Persona



Lucy Jackson(36)

- working as a nurse in Washington D.C
- live with a husband Tom(36), a son(7), and a daughter(5)
- family annually earns \$90,000 (average)
- **busy**, but always **concerns for family's health condition**
- interested in **healthy meal kits**
- Uses SNS for gathering information

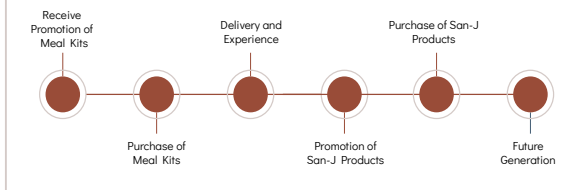
➔ Choose San-J's meal kits because she found the ads on Facebook

After using meal kits, she was attracted by the **healthiness** of cooking sauce and **how they match American dishes**

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Flow of Customer Experience

Developing Fermented Food Culture 3.0



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The Aim of the Collaboration

4 Major Benefits

- 1 Demonstrate **adaptability** of products
- 2 Emphasize uniqueness : **healthy** : **gluten-free**
- 3 Easier to **taste** than buying a bottle
- 4 **Access** to existing and new customers

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Promotion of Meal Kits

SNS Promotion

- Face Book
- YouTube

SNS heavily used by millennials



Web Promotion

- Recipe sites

People with interest in self-catering



Brochures

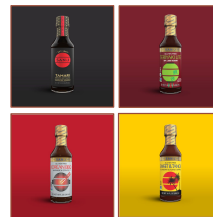
- Existing customers of meal kit company

People with interest in healthy meal kits



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Menu for Meal Kits



Using San-J's cooking sauces and tamari with official recipe

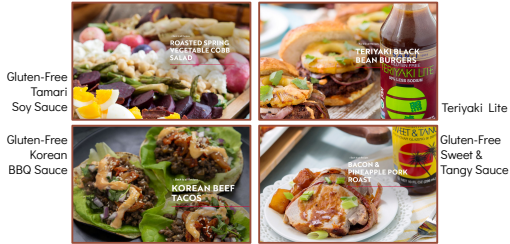
- Improve the sales of **cooking sauces**
- Proliferate the **variations of use of tamari**



Choosing established American daily dishes for menu

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Examples of Menu



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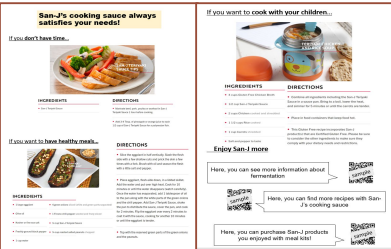
How to Encourage Meal Kit Users to Buy San-J Products

① Providing a special book



remind of Tamari's benefits

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highlight flexibility of cooking sauce

users can easily reach products

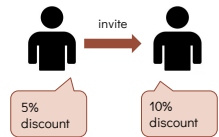
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How to Encourage Meal Kit Users to Buy San-J Products (Cont'd)

② Providing a sample of Tamari soy sauce

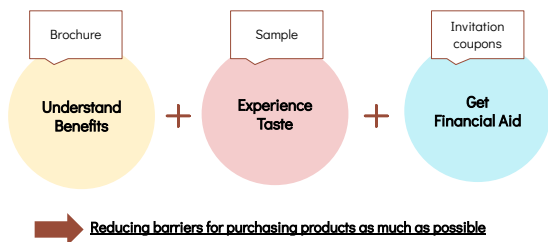
③ Providing invitation coupons

can experience taste of Tamari



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How to Encourage Meal Kit Users to Buy San-J Products (Cont'd)



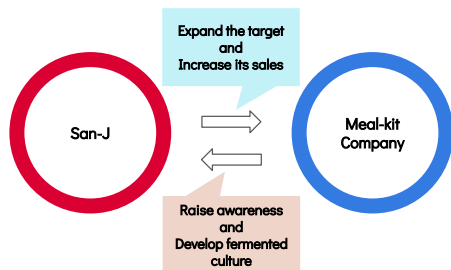
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Partner company

	USDA Organic Certification	No Gluten-free Section (Availability)	Market Share
GREEN CHEF	O	O	1 (Hello Fresh)
sunbasket	O	x	2
BA	x	O	3
PURPLE CARROT	x	x	4

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Benefits for San-J and the Partner Company



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Cost and Profit: Total cost and budget

Promotion	\$13.022K
Brochure	\$32.647K
Shipping	\$6K
Packaging	\$6K
Coupon	\$31.187K
System cost	\$0.5K
Total cost	\$89.356K

Our budget: 100K
- ~~Maximum cost: 89.356K~~
+ \$10.644K

*Our marketing plan can
be done within the
budget!!*

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Cost and Profit: Total Profit from Meal-Kit Collaboration

Minimum				Maximum	
100K Sets		150K Sets		200K Sets	
Sales	+\$30K	Sales	+\$45K	Sales	+\$60K
Promotion	-\$6.511K	Promotion	-\$9.766K	Promotion	-\$13.022K
Brochure	-\$16.323K	Brochure	-\$24.485K	Brochure	-\$32.647K
Shipping	-\$3K	Shipping	-\$4.5K	Shipping	-\$6K
Packaging	-\$3K	Packaging	-\$4.5K	Packaging	-\$6K
Total Profit	\$1.166K	Total Profit	\$1.749K	Total Profit	\$2.331K

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Cost and Profit: Total Profit of Whole Marketing Plan

Minimum				Maximum	
100K Sets		150K Sets		200K Sets	
Profit from Meal kit sales	+\$1.166K	Profit from Meal kit sales	+\$1.749K	Profit from Meal kit sales	+\$2.331K
Seasoning sales	+\$1908.675K	Seasoning sales	+\$2806.895K	Seasoning sales	+\$3742.5K
Coupon	-\$15.905K	Coupon	-\$23.390K	Coupon	-\$31.187K
System cost	-\$0.5K	System cost	-\$0.5K	System cost	-\$0.5K
Total profit	\$1893.436K	Total profit	\$2784.754K	Total profit	\$3713.144K

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Thank you for having a time today.
We enjoyed
Marketing Competition in Japan with SAN-J.



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References

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