

# Independent Project Marketing Plan:

Frozen Yogurt Food Truck

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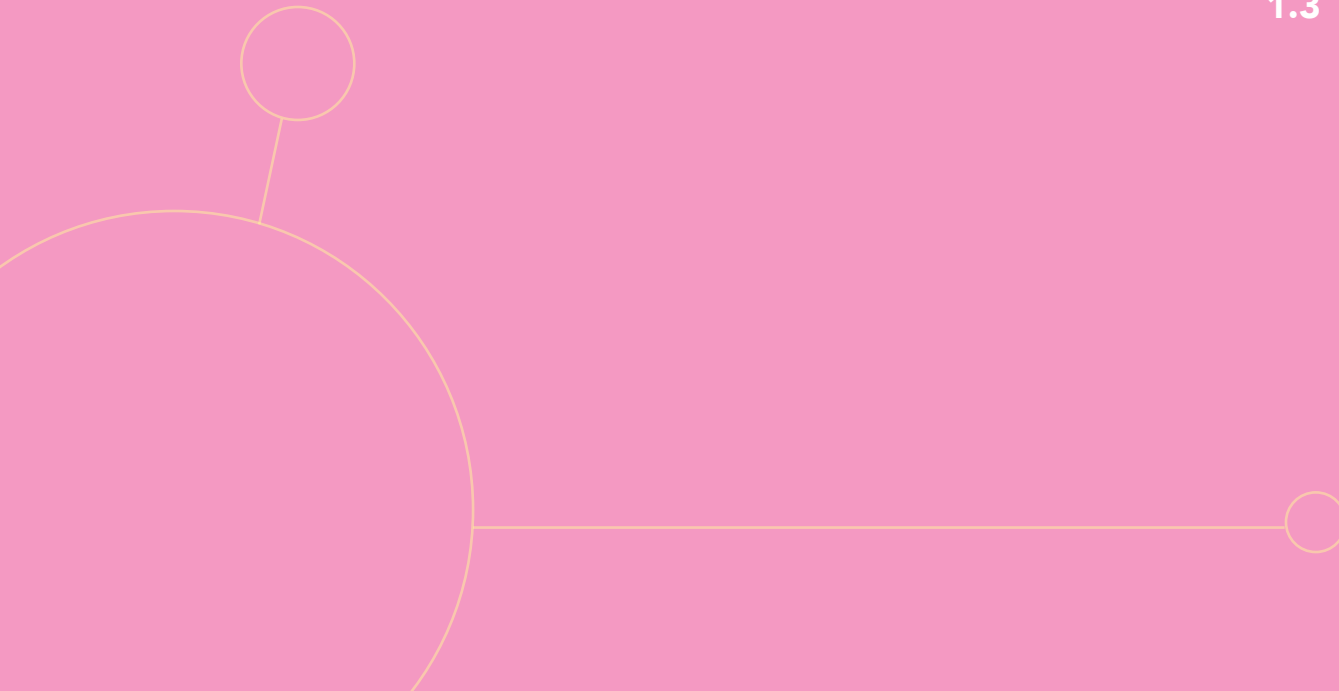
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# 1.0



# Segmentation & Targeting

- 1.1 Company
- 1.2 Consumer
- 1.3 Competition



# 1.0 Segmentation & Targeting

## 1.1 Company

Frostbite is a frozen yogurt food service truck which offers a healthy alternative to the food truck dessert category. It specializes in offering a mobile self-serve frozen yogurt experience. The mobility that comes with being a food service truck allows Frostbite to lend its services to various events and initiatives such as weddings, community festivals, charity and fund raising functions.

All raw materials and flavourings used in their product are naturally sourced and free from artificial colourings, additives and flavours.

In a partnership with Silk, they also provide an almond-milk based alternative-currently available in chocolate and vanilla- option which is vegan, dairy free, gluten free and soy-free. Frostbite goes out of their way to provide customers with a healthy option while catering to dietary sensitivities, and remaining delicious, fresh and convenient.

## 1.2 Consumer

The following two segments have been identified as key for this product.

1. On-the go Instagram Foodie
2. The lactose sensitive spontaneous snacker

# 1.0 Segmentation & Targeting

## The On-the-go Instagram Foodie

**Name:** Emily Hunter

**Age:** 17

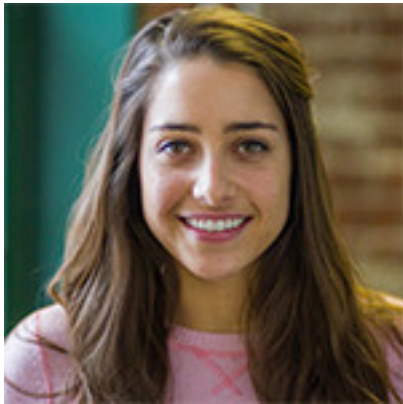
**Home location:** North York, ON (high school senior at De La Salle College) & part time sales associate at Forever 21 at York Mills Mall

**Occupation:** Student

**Income:** \$20,000/year

**Relationship status:** Single

**Career & Living Arrangement:** Emily lives with her mom, dad and younger brother Timothy in North York Ontario.



### Family, Career & Living Arrangements:

- Emily lives with her mom, dad and younger brother Timothy in North York Ontario.
- Currently a high school senior at De La Salle College.

### Interests:

- As a self described “foodie” Emily is always ready to go out and try the latest restaurants and food fads
- Her favorite places to shop are Forever 21, Garage, Zara and H&M which she frequents at the Eaton’s Centre
- Emily spends her free time following the latest food and fashion blogs on Instagram (to stay on trend) going to concerts.

### Social

- Though she has a busy schedule- between her part time job as a sales associate at Forever 21 and maintaining a 3.5 GPA at school- she manages to balance a social life as well
- She enjoys going downtown regularly with her friends to hang out
- She is always on her phone keeping in touch with her friends
- She and her friends are always on the look out for new experiences Toronto has to offer and are always in the know about the latest hotspot

### Community

- Growing up in up in North York Emily lives in a fairly diverse upper middle class neighbourhood
- As a president of her high school’s student association, Emily is actively involved in bake sales, canned food drives and planning school events.
- She loves participating in Toronto public events such as the Cavalcade of Lights.

### Social Media

- Emily has a large social media presence, with 800 Instagram followers, 1200 facebook friends, 400 twitter followers and is an avid SnapChat user.
- She is constantly showing off her latest food finds on all her platforms and raving and reviewing them to her followers

### Miscellaneous

- Emily likes to stay active and maintains a healthy lifestyle but this doesn’t stop her from frequently indulging in snacks and greasy food
- She is seen as a taste-maker among her social circles, and her posts generate between 500-1000 views
- Because of her part-time job money is not an issue for Emily and she can afford to go out and try the newest and latest trends in food and fashion

### Core Needs:

- Somewhere to meet up with her friends when shes in the downtown area
- Emily is looking for a brand with a “story” and a “wow” factor, so she can share it with her Instagram and Twitter followers
- An experience she can share with her friends
- looking to satisfy a craving

# 1.0 Segmentation & Targeting

## The Lactose Sensitive Spontaneous Snacker

**Name:** Lisa Carbonara

**Age:** 32

**Home location:** Mississauga, ON

**Occupation:** Bank Teller

**Income:** \$45,000/year

**Relationship status:** Single

**Career & Living Arrangement:** Lives in a condo by herself in the Mississauga city centre with her Scottish Terrier Arthur. Has been working as a bank teller at CIBC at Square One for 4 years now.



### Family, Career & Living Arrangements:

- She currently lives by herself with her dog Arthur but she sees her family, which includes her parents and her older sister Amy at least once a week. Her family lives in suburban Mississauga and her sister lives in Oakville, Ontario.

### Interests:

- Lisa enjoys indulging in food which she balances by working out twice a week.
- She is currently training for the Boston Marathon.
- She spends her free time reading, watching her favorite tv show "the Mindy Project" and working out.

### Social

- Lisa keeps in touch with her co-workers and college roommates through social media outlets such as facebook and snapchat and through texting.
- As most of her friends are spread out around Ontario, downtown Toronto is the usual meet-up spot for reunions and they like to check out new attractions in the city
- Lisa is very outgoing and loves to go out and meet new people. She is often the leader/recruiter of his friends
- She loves going out with coworkers, friends and family
- She love to discover new favorite hangouts in the city

### Community

- She is a member of a cycling club in Mississauga
- Lisa frequents community resources in the area like the Living Arts Center, her local YMCA and the City Centre branch of the Mississauga Library System

### Social Media

- Lisa is an avid user of facebook and linkedin
- Facebook: has all of the above social media connected to it and uses it to interact with family and friends. She often likes to share funny videos or relevant articles referring to current events
- OkCupid: has recently joined OkCupid as a way to meet new people and to find a special someone to possibly date
- Yelp/Urban Spoon: to find new dining experiences by using its ratings feature she also contributes to these sites with comments on her personal experiences and has an account

### Miscellaneous

- Lisa likes to stay active and maintains a healthy lifestyle but this doesn't stop her from frequently indulging in snacks and greasy food
- Lisa doesn't like to let her dietary restrictions restrict her

### Core Needs:

- She wants to experience food trucks and the "going out for fro-yo" experience without feeling limited by her dietary restrictions.
- An experience she can share with her friends
- misses out on the ice cream but would still like to enjoy a frozen treat once in a while

# 1.0 Segmentation & Targeting

## 1.3 Competition



### Yogurtys

<http://www.yogurtys.com/>

Yogurtys is a Canadian chain of self-serve frozen yogurt. They offer low-fat or no-fat, or gluten free or kosher options with added probiotics. They are calorie-friendly and rich in nutrients such as calcium, vitamin B2, and potassium.

It's all part of the fun at Yogurtys, the go-to destination for Canadians who have discovered that a great snack can also be a healthy.

They also offer a food truck available for catering.



### Menchie's

<http://www.menchie's.ca/>

Menchie's yogurt is made exclusively with our own custom blend of flavours. Their frozen yogurt is a source of calcium made with fresh milk from their Canadian dairy. Their product line boasts gluten-free, vegan, and no high fructose corn syrup options and they strive to use natural flavours including real cake, cookies, spices, fruits and nuts. Their entire line of frozen yogurt is certified Kosher and is awarded the live and active culture seal by the National Yogurt Association. Menchie's focuses on quality, variety and innovation in order to produce our best-in-class frozen yogurt. Their innovative research and development team works diligently to come up with fun and exciting flavours so there is always something new to try at a store near you.



### Baskin-Robbins

<http://www.baskinrobbins.ca/>

Named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine's 31st annual Franchise 500® ranking, Baskin-Robbins is the world's largest chain of ice cream specialty shops. Baskin-Robbins creates and markets innovative, premium ice cream, specialty frozen desserts and beverages, providing quality and value to consumers at more than 6,700 retail shops in nearly 50 countries. Headquartered in Canton, Mass., Baskin-Robbins is part of the Dunkin' Brands Group, Inc. family of companies

# 2.0



## SWOT Analysis

- 2.1 Strengths
- 2.2 Weaknesses
- 2.3 Opportunities
- 2.4 Threats





# 2.0 SWOT Analysis

## 2.1 Strengths

- Opportunities for niche events
- Mobile aspect will help spread the word
- Product (frozen yogurt) has a shelf life of 2-3 months which means product could be made and maintained in batch amounts
- As a seasonal offering (May-Oct) customers may see it as a draw/limited offering making it grow in appeal
- All raw materials and flavourings used in their product are naturally sourced and free from artificial colourings, additives and flavours.
- In a partnership with Silk, they also provide an almond-milk based alternative-currently available in chocolate and vanilla-option which is vegan, dairy free, gluten free and soy-free.
- Frostbite goes out of their way to provide customers with a healthy option while catering to dietary sensitivities, and remaining delicious, fresh and convenient.
- It specializes in offering a mobile self-serve frozen yogurt experience. The mobility that comes with being a food service truck allows Frostbite to lend its services to various events and initiatives such as weddings, community festivals, charity and fund raising functions.
- Being a self-serve food truck by offering a supervised toppings station, Frostbite's service time is shortened allowing more customers to be served quicker

## 2.2 Weaknesses

- Could be seen as a fad
- Already has tough competitors; will need a distinction
- Mobile aspect could hinder a stable customer base
- Could be sectioned off as a summer seasonal type of product
- The over-saturation of the food-truck market; locations will have to be predetermined and strategically picked

# 2.0 SWOT Analysis

## 2.3 Opportunities

- Social media communication will have to be strong with customers which allows for creative outreach and a purpose to be on each outlet
  - Source fresh foods locally to shorten and bring more efficiency to the supply chain
  - A strong online presence is necessary since they are a mobile unit with no physical permanence
  - Business website for all information about business
  - Twitter to be used to stay in touch with its customer base and let them know when/ where they will be
  - Instagram is key in their advertising, by having "Instagram appeal" is necessary
  - Having two trucks will help to establish a stronger presence as a brand with one flagship truck with a more consistent location (ex. Yonge & Dundas Square) and second truck for events and promotion
- A partnership with local Business Improvement Areas (BIAs) to be featured in their community events
  - Partnership with local businesses to help get the word out
  - Advertising will be done on social media, as banner ads on facebook, in wedding magazines
  - The business will expand into small take home containers, made available on-site, and at specialty grocers like Longos
- Complementary
- Sampling events will take place at events such as TIFF and the Wedding Show
  - Mini promotions will be done using our bicycle driven carts
- Specials:
- Promos for summer festivals
  - Celebrate Canada Day with our Half-Off strawberry flavour

## 2.4 Threats

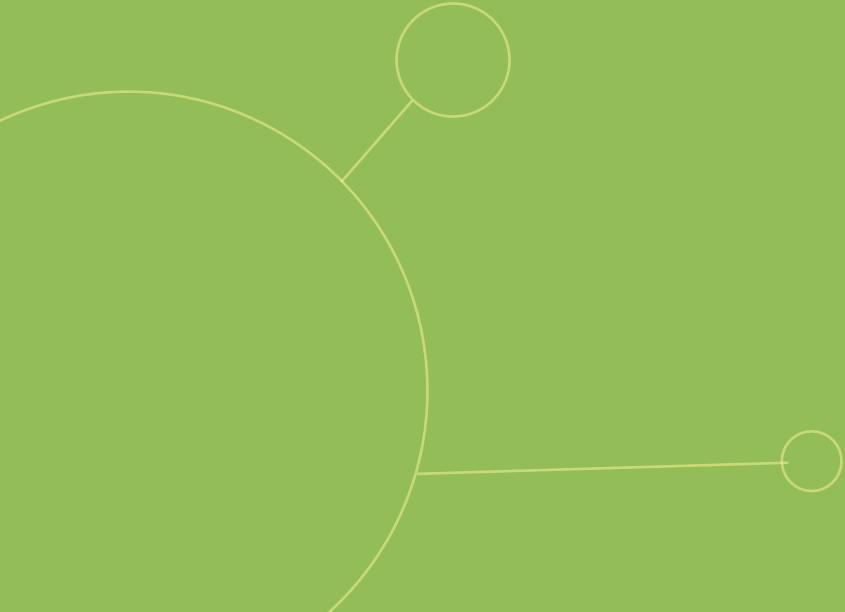
- Overall competition in the frozen yogurt market & food trucks
  - Fad Factor
  - Finding truck locations
  - In-climate weather; bad summer
- Ontario laws are becoming more accomodating with food trucks making it easier to apply for a permit
  - A partnership with parks and Yonge Dundas Square will create a good location for visibility
  - Being parked at university/ college campuses will generate profit from target market

# 3.0



## Positioning Statement

For the social foodie who needs their fix of frozen yogurt, frostbite is the only brand that gives you a fresh and delicious on-the-go self serve frozen yogurt experience with the convenience of a food truck while catering to all dietary restrictions with our offering of gluten, dairy and soy free alternatives.



# 4.0

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## Action Plan

- 
- 3.1** Price
  - 3.2** Place
  - 3.3** Product
  - 3.4** Promotion

# 3.0 Action Plan

## 3.1 Price

- Price point will be equal to that of the normal range of competitors. Due to the specialty of the dairy-free option in partnership with Silk, that offering will be slightly above the normal price.
- Price will be judges on a base cost of the yogurt plus additional toppings, the overall price will be calculated by weight

## 3.2 Place

- A strong online presence is necessary since they are a mobile unit with no physical permanence
- Business website for all information about business
- Twitter to be used to stay in touch with its customer base and let them know when/ where they will be
- Instagram is key in their advertising, by having "Instagram appeal" is necessary
- A partnership with local Business Improvement Areas (BIAs) to be featured in their community events
- Having two trucks will help to establish a stronger presence as a brand with one flagship truck with a more consistent location (ex. Yonge & Dundas Square) and second truck for events and promotion
- Between the two trucks there is a core team of 15 employees with 4 members minimum working at a truck at any given time
- Job positions include:
  - Crowd Control
  - Sales Associate
  - Technician
  - Driver/ Topping Artist
  - Supervisor
- Employees will also have custom uniforms fitting the Frostbite brand
- Website will showcase
  - examples of product
  - a map with a live GPS tracker showing where the trucks are when they are "live"
  - An event schedule
  - A weekly seasonal schedule
  - social media feed
  - a breakdown of all ingredients used
- Being parked at university/ college campuses will generate profit from target market

# 3.0 Action Plan

## 3.3 Product

- All frozen yogurt base mixtures are made with fresh milk sourced from Canadian dairy farms.
- In a partnership with Silk, they also provide an almond-milk based alternative-currently available in chocolate and vanilla-option which is vegan, dairy free, gluten free and soy-free.
- All raw materials, flavourings, and toppings used in our product are naturally sourced and free from artificial colourings, additives and flavours.
- Packaging and cutlery used are all 100% biodegradable and made from post-consumer recycled materials. Recycle bins are to be set up around all food truck locations encouraging consumers to recycle once they are done
- All inks and dyes used in printing and promotional material are vegetable based
- Both trucks in our fleet are hybrid vehicles and produce zero emissions.

## 3.4 Promotion

- Seasonal promotions
  - A partnership with local Business Improvement Areas (BIAs) to be featured in their community events
  - Partnership with local businesses to help get the word out
  - Advertising will be done on social media, as banner ads on facebook, in wedding magazines
  - The business will expand into small take home containers, made available on-site, and at specialty grocers like Longos
- Complementary
- Sampling events will take place at events such as TIFF and the Wedding Show
  - Mini promotions will be done using our bicycle driven carts
- Specials:
- Promos for summer festivals
  - Celebrate Canada Day with our Half-Off strawberry flavour

### Bonuses

- Stamp cards: 10 stamps = a free cup

### Facebook:

- Coupons with a download limit
- Inform followers of location & events

### Instagram:

- Any photo featuring our product with @frostbite #frostbite tags with over 50 likes will receive a 10% discount on their next purchase. Any photoshare with the appropriate tags with over 200 likes will receive one free frozen yogurt
- Have a photo op on the truck which is "Instagram worthy"

### Twitter:

- Inform followers of location & events
- Being parked at university/ college campuses will generate profit from target market



# Independent Project Marketing Plan:

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