

AN ESTABLISHED SUPERMARKET -- A Case Study

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CASE ABSTRACT

This is a hypothetical case about an organizational situation related to promotion of newly launched categories viz...Delight and Freshh. This case is useful for academic learning with regard to decision making in favour of or against Digital Marketing. This can be used in Digital Marketing or Marketing Management class to teach integrated marketing communication, promotion, media planning, choosing appropriate media vehicle etc...

Mr. Vipul Kumar, a new age entrepreneur, started a company called “Food Duniya” in the year 2017 to deal with food items right from the snacks to the vegetables and fruits at Keonjhar. He has got this idea by taking the statistics of growing intellectual and working class executives in Bhubaneswar, Cuttack, Khurda and nearby places.

His modus operandi are to supply snacks and fruits and vegetables from farm to the retail outlets, Moreover, he has made MOU with various retail outlets like Reliance Fresh, Big bazar etc. as well as he has made tie-ups with various restaurants.

In this context he has created two divisions for his company. For snacks division he named “Delight” and for Fruits and Vegetables division he coined the term “Freshh”.

For the department “Delight” he has developed the model to cater different retail outlets by appointing distributors at different strategic locations and district Headquarters.

The “Freshh” division of the company, is primarily in the business of selling and

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delivering fresh organic fruits and vegetables to the retail outlets and Restaurants directly from the growing farm, storing it in a Cold storage. For this purpose, delivery Vans, with requisite facility to ensure that it should not get spoiled, procure the Food items and deliver them in the respective Super markets within 6 to 8 hours. However, many shops and vendors are unaware of this supply chain method adopted by.

The company has hired an intern, Aayeesha Tripathy from an MBA Institute at Bhubaneswar for Summer project. She was assigned with the market research for pointers to making consumers aware of this Department as well and thus enabling the Department to contribute more towards revenue pool of the Organization as a whole.

In a meeting with the city head of Department “Freshh”, the Aayeesha was given a communication task that makes the vendors aware of the kind of service the company offers under the name of Department “Fresh” leading to an increase in traction of its business. Department “Freshh” was doing sufficiently well in terms of sales and was clocking reasonable orders on a weekly basis. However, on account of a lack of marketing budget and other constraints the awareness for various services of Department was very low.

Aayeesha proposed an idea of exploring **“email marketing’ as a tool of engagement and creating awareness”** considering growing demand of organic food and increasing number of digital customers in Bhubaneswar and Cuttack by taking the secondary data statistics. And created an email template that incorporated the highest revenue generating categories of Department “Freshh”.

Exhibit 1.1.3: Leading producing states for key fruit

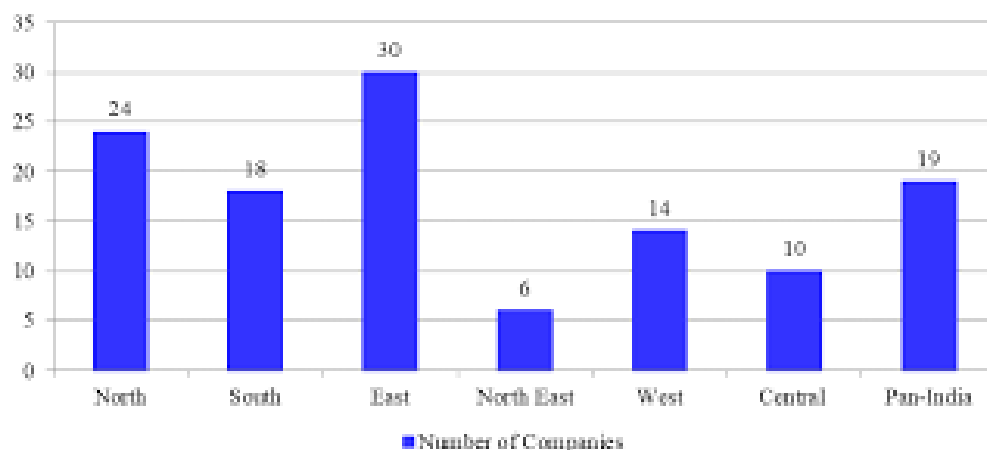
Fruits	Leading states (share of production)
Banana	Maharashtra (28%), Tamil Nadu (25%), Karnataka (9%)
Mango	Andhra Pradesh (24%), Uttar Pradesh (20%), Bihar (13%)
Citrus	Maharashtra (36%), Andhra Pradesh (24%), Karnataka (8%)
Papaya	Andhra Pradesh (45%), Karnataka (9%), West Bengal (9%)
Guava	Bihar (19%), Maharashtra (11%), Karnataka (9%)
Grapes	Maharashtra (75%), Karnataka (14%), Tamil Nadu (4%)
Pineapple	West Bengal (27%), Assam (19%), Bihar (9%)
Apple	Jammu and Kashmir (79%), Himachal Pradesh (16%), Uttaranchal (5%)
Litchi	Bihar (62%), West Bengal (17%), Assam (5%)
Sapota	Karnataka (36%), Maharashtra (30%), Tamil Nadu (12%), Andhra Pradesh (12%)
Total fruits (incl others)	Maharashtra (21%), Andhra Pradesh (14%), Tamil Nadu (10%), Karnataka (9%)

Source: NHB

Exhibit 1.1.4: Leading producing states for key vegetables

Vegetables	Leading states (production share)
Potato	Uttar Pradesh (39%), West Bengal (32%), Bihar (6%), Punjab (6%)
Brinjal	West Bengal (29%), Orissa (17%), Bihar (13%)
Tomato	Maharashtra (16%), Karnataka (15%), Bihar (10%), Andhra Pradesh (10%)
Tapioca	Tamil Nadu (59%), Kerala (38%), Andhra Pradesh (2%)
Cabbage	West Bengal (33%), Orissa (22%), Bihar (10%)
Onion	Maharashtra (25%), Karnataka (13%), Gujarat (12%)
Cauliflower	West Bengal (35%), Bihar (19%), Orissa (13%)
Okra	Bihar (26%), Orissa (20%), West Bengal (19%),
Peas	Uttar Pradesh (58%), Jharkhand (15%), West Bengal (5%)
Sweet Potato	Orissa (24%), Uttar Pradesh (23%), West Bengal (15%)
Total veg. (incl others)	West Bengal (20%), Uttar Pradesh (17%), Bihar (9%), Orissa (8%)

Source: NHB



Various links were incorporated strategically in the design to ensure that when a customer clicks on a particular category, the right landing page opens up. The design incorporated a direct link to Department “Freshh” section in the official website of the company as well so that the customer can view all the categories and products that are deliverable by the company through the service Department of “Freshh”.

The design also had a prominent CTA (Call-to-Action) button that prompted the reader of the email to take action, i.e. make a purchase through the app or the website of the company.

The design also incorporated links to social plugins of the company to ensure that the overall message of the company is not distorted and is in tandem with the industry standards and design. After rolling out a pilot campaign with the team members of Department “Freshh” and getting the go ahead from the Department head, Aayeesha was ready to roll out the campaign city wide – which meant reaching out to almost 100existing customers of the company.

However, due to insufficient funds and conflicting company policy about regional marketing, no paid versions of email marketing platforms were made available to the intern. Only a list of 2000 subscriber base was allowed to be made with a free account. The intern circumvented the problem by creating multiple accounts at various platforms to reach out all the contact base provided for campaign.

Once the Campaign went live, the results were analyzed. The statistics showed an open rate of 7.2% and a click through rate of 0.6% compared to industry standards of ecommerce which are 8.5% and 1.6%, respectively.