



La Salle Green Hills
Mandaluyong City
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Pagsati

Integrated Marketing Communications Plan
For
Principles of Marketing

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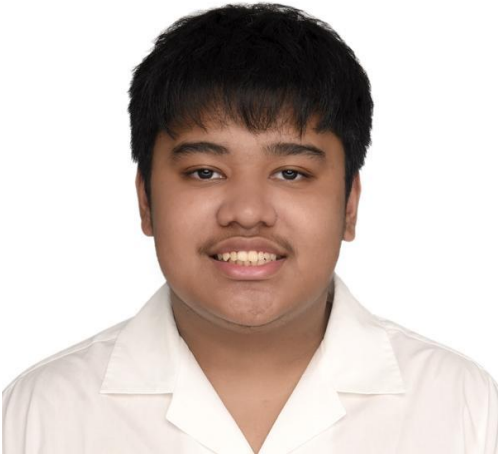
Submitted to:

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Member's Contribution List Table

	Name: Nero Xander. V Paguio Contributions: Advertising Recommendations, Public Relations Recommendations
	Name: Joaquin Dominic B. Pagulayan Contributions: Leader, Marketing Objectives, Sales Promotion, Rechecking of Paper
	Name: Lance Rafael Z. Sacdalan Contributions: Branding Strategy and Budget / Costing

	Name: Noah Isaiah P. Tiongson Contributions: Product Differentiation, Positioning Statements
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Integrated Marketing Communications Plan Format

1. Product Differentiation

College students typically favor food such as fast food, takeout, and instant food that people can prepare in a short time. Despite having a decent understanding of nutrition, most college students have unhealthy eating habits (Ahmad et al., 2018). This is why college students must find a source of healthy food, while being convenient to them.

For Pagsati's product, Sulit Sangkap, its main selling point is proper nutrition, followed by convenience then its price and beneficiaries.

Sulit Sangkap is catered towards college students in Metro Manila. Due to the convenience in ordering and preparing Sulit Sangkap, this product is catered towards college students. Convenience is a priority of Sulit Sangkap because college students often choose unhealthy food that is convenient to them, despite them being aware it is unhealthy (Ahmad et al., 2018). The variety of Sulit Sangkap packages offer nutritional ingredient packages at a reasonable price while supporting farmers in the Philippines, via the Ekadiwa platform of the Department of Agriculture. Sulit Sangkap will offer its products at a reasonable price, this is due to eKadiwa, an online farmer's selling platform. eKadiwa is a website where farmers can post their crops without a middleman; with this, Sulit Sangkap can buy its ingredients for a more reasonable price thus their products are also sold at a reasonable price. This will not only help students afford Sulit Sangkap's selection but also benefit the farmers here in the Philippines.

2. Branding Strategy

Many college students have knowledge on proper nutrition, however do not have the means or the abilities to sustain it. In a survey conducted among students residing at the Veterinary Medicine of the University of the Philippines, Los Banos, 84.3% of respondents or 54 respondents sought information regarding food and nutrition, implying that most respondents are conscious about their health (Ladigohon, et al., 2020). It is also shown that the more knowledge college students have regarding health, the more focus they will give on proper nutrition.

Based on this information, Sulit Sangkap decides to focus on providing affordable, convenient, and healthy meals that are convenient to make. Sulit Sangkap would become the source of satisfying the nutritional needs of college students, especially those with more health-consciousness. This product ensures that college students have delicious meals that are easy to cook with the available home appliances in their homes, whether they are in a dormitory or not. Different variations with nutritional value, namely: Pancit, Adobo, Fried Rice, Oatmeal, Bacon Lettuce Tomato Sandwich and Salad would be offered to provide variety to customers.

Sulit Sangkap would build its brand on providing healthy and nutritious ingredient packages that are accessible to college students, since many struggle from improper eating habits and not having access to healthy food.

3. Positioning Statements

Sulit Sangkap offers college students reasonable prices alongside quality, and healthy food, which subsequently supports local farmers. Fast food is the main type of food being purchased by college students, therefore Sulit Sangkap can bring change to this by providing the benefits of a healthy meal, with the same level of accessibility as fast food.

Currently, there are no other similar products on the market that are similar to Sulit Sangkap. The closest competitor would be packaged meals, however these do not ensure shelf life longevity, compared to raw ingredients. There are little to none competitors that emphasize on healthy and accessible food which is being catered to college students.

4. Marketing Objectives

A. Short-Term Objectives (within first year of operations)

- Grow a small following through social media, which will be used in further marketing the product.
- Make college students aware regarding the product and how it can benefit them.
- Become a viable choice for food products that can be purchased by college students.
- Form a quick bond with customers to constantly acquire customer feedback regarding the product.

<u>Pancit Per Serving Price</u>						
Dried Noodles (1kg = P 289)	Oil (900 <u>Ml</u> = P 159)	Onion (1kg = P 150)	Garlic (500g = P 60)	Chicken Breast (1kg = P 196)	Cabbage (500g = P 50)	Soy Sauce (350 <u>Ml</u> = P 20)
Serving Price: 1 Bundle of Noodle (250g = P 72.25)	Serving Price: 1 <u>tspn</u> of Oil (5 <u>Ml</u> = P 0.88)	Serving Price: Half an Onion (85 g = P 12.75)	Serving Price: Quarter of a head of Garlic (12g = 1.44)	Serving Price: 1 and a Half of Chicken breast (<u>261g</u> = P 51)	Serving Price: Half a Cabbage (250g = P 25)	Serving Price: ¼ cup of Soy Sauce (32 g = P 2)
Single Serving Cost = 55.10						

Adobo Per Serving Price

Vinegar (350 Ml = P 70) Serving Price: <u>¼ Cup</u> of Vinegar (32 Ml = P 6.4)	Oil (900 Ml = P 159) Serving Price: 3 <u>tspn</u> of Oil (12.6 g = P 2)	Garlic (500g = P 60) Serving Price: Quarter of a head of Garlic (24g = P 3)	Chicken Breast (1kg = P 196) Serving Price: Minced Chicken Breast (348 g = P 68)	Pepper (35 g = P 88) Serving Price: Ground Pepper (2.3 g = P 1)	Soy Sauce (350 Ml = P 20) Serving Price: Soy Sauce (42 Ml = P 2)	Bay Leaf (100 g = P 45) Serving Price: Bay Leaf (4 g = P 2)	Rice (5 kg = P 260) Serving Price: 1 cup of Rice (210 g = P 11)
Total Price = P 95.4							

Fried Rice Per Serving Price

Rice (5 kg = P 260)	Chicken Breast (1kg = P 196)	Eggs (12 pcs = P 50)	Soy Sauce (350 ml = P 20)	Salt (250 g = P 48)	Carrots (1kg = P 209)	Oyster Sauce (405 g = P 85)
Serving Price:	Serving Price:	Serving Price:	Serving Price:	Serving Price:	Serving Price:	Serving Price:
Rice Serving (550g = P 29)	Minced Chicken Breast (1 chicken breast = P 35)	Eggs (2 pcs = P 0.50)	Soy Sauce (29 ml = P 2)	Salt (13g = P 3)	1 Carrot (124 g = P 27)	Oyster Sauce (18 g = P 4)
Total Price = P 101						

Oatmeal Per Serving Price

Oats (1kg = P 120.45)	Salt (250 g = P 48)	Apple (1kg = P 133)	Banana (1kg = P 81)	Milk (500 ML = P 80)	Cinnamon (50 g = P 38.65)	Honey (250 ML = P 87)	Peanut Butter (227 g = P 88)
Serving Price:	Serving Price:	Serving Price:	Serving Price:	Serving Price:	Serving Price:	Serving Price:	Serving Price:
1 cup of Oats (250 g = P 30)	½ Salt (5 g = P 1)	1 apple (200 g = P 27)	1 Banana (101 g = P 8)	1 cup of Milk (236 g = P 38)	½ teaspoon (3g = P 2)	1 Tspn of Honey (4.2 g = P 2)	1 Tablespoon of Peanut Butter (17 g = P 7)
Total Price = P 115							

<u>Bacon Lettuce Tomato Sandwich Per Serving Price</u>				
Bread (600g = P 159) Serving Price: 2 slices (80 g = P 21)	Bacon (1kg = P 486) Serving Price: 5 slices of Bacon (40 g = P 19)	Tomato (1kg = P 128) Serving Price: Half a Tomato (62 g = P 8)	Lettuce (500 g = P 85) Serving Price: Lettuce (100 g = P 17)	Onion (1kg = P 150) Serving Price: Half an Onion (<u>85</u> g = P 13)
Total Price = P 78				

<u>Salad Per Serving Price</u>					
Lettuce (500 g = P 85) Serving Price: 6 Cups of Lettuce (150 g = P 26)	Tomato (1kg = P 128) Serving Price: 3 Tomatoes (369 g = P 47)	Cucumber (250 g = P 28) Serving Price: Half a <u>Cucumber</u> (125 g = P 14)	Onion (1kg = P 150) Serving Price: 1 Onion (170 g = P 26)	Carrots (1kg = P 209) Serving Price: 1 Carrot (124 g = P 27)	Sardines in Olive Oil (228 g = P 150) Serving Price: Sardines (50 g = P 33)
Total Price = P 173					

Production Cost (for one month)

Raw Materials (Total Cost Per Month)		
Raw Materials	Meal Cost	Monthly Cost
Pancit	55	1,540
Adobo	95	2,660
Fried Rice	101	2,828
Oatmeal	115	3,220
Bacon Lettuce Tomato Sandwich	78	2,184
Salad	173	4,844
Total of Meals	617	17,276
Labor		

Joaquin Pagulayan	6,444
Noah Tiongson	6,444
Nero Paguio	6,444
Lance Sacdalan	6,444
Total	25,776
Packaging	
Sulit Sangkap Box	4,000
Recyclable Plastic	1,000
Total	5,000
Total Monthly Cost	48,052

B. Costing

The cost of Sulit Sangkap will be based on the following factors: the prices of the ingredients, packaging, labor cost, and advertising. In terms of salary, the business will divide the salary equally, having each employee earning six thousand four hundred forty four pesos (6,444) per month.

Start-up Expenses and Budget

Total Summary	Amount
Raw Materials (one month)	17,276
Packaging	5,000
Employee Salary	25,776
Marketing Budget	14,500
TOTAL	62,552

C. Marketing Budget

Sulit Sangkap's marketing Budget will focus on using social media to boost its presence. Additionally, factors such as freebies and discounts used for sales promotion will be taken into consideration.

Marketing Budget (For One Month)	
Facebook Account Boost	5,000
Instagram Account Boost	5,000
Freebies	2,500 (worth 20 free packages)
Discounts	2,000
Total	14,500

6. Integrated Marketing Communications

I. Advertising Recommendations

A. Advertising Objectives

- To reach and engage customers using using social media platforms such as Instagram, Facebook, and TikTok
- To spread and promote health consciousness among college students
- To promote the health and well-being of college students
- To promote the feeling of home, especially for college students residing in dormitories or away from home.

B. Creative Strategies

- Sulit Sangkap plans to use social media platforms such as Instagram, Facebook, and TikTok since most college students use these platforms. Sulit Sangkap will make short-clip advertisements with creative, entertaining and eye-catching clips enough to captivate the audience. The advertisements will be short but captivating enough for the viewers to recognize Sulit Sangkap and what it is.

C. Execution

- Sulit Sangkap will be highlighted through short, entertaining advertisements, typically 30 seconds to a minute, long enough to keep the consumers interested but not bored. The advertisements will relate to everyday issues that college students face and how Sulit Sangkap can alleviate these problems. Sulit Sangkap

plans to execute the advertisements by showing its reliability and healthy factors to its consumers.

- Instagram, Facebook, and TikTok pages will be created to help advertise and promote Sulit Sangkap

II. Sales Promotion

A. Sales Promotion Objectives

- To influence college students to become loyal customers of Sulit Sangkap
- To constantly offer limited time promotional discounts and perks to new and existing customers

B. Sales Promotion Strategies

- Provide discounts/promos and reward loyal customers through freebies.
- The use of witty, attention-grabbing, and informative advertisements to entice customers, whether through video or photos.
- The implementation of a customer loyalty program, in which subscribers will receive benefits such as discounts, perks, and freebies when they spend a certain amount on Sulit Sangkap products.
- Providing limited-time offers such as back-to-school discounts.

C. Execution

- When it is a subscriber's birthday, they will receive an ingredient package of their choice with a special note from the business. This will be done as long as a valid ID is presented.
- When events such as Christmas or the start of the school season are near, promotional offers will be made available to encourage purchases. For example, during the first week of classes, customers may opt to purchase a week's worth of products, which will then be discounted due to the customer's patronage for the upcoming school year.
- For the loyalty program, this subscription program provides a lot of benefits, such as discounts, new products, and perks. Customers subscribed to the program will often receive discounts and promotions, especially when ordering in bulk. Customers can try out new products and services first before it is released to non-subscribers.
- Sample Posters:



III. Public Relations Recommendations

A. Public Relations Objectives

Sulit Sangkap's main objective is:

- To promote health-consciousness and proper nutrition due to the rampant occurrence of unhealthy diets and eating habits
- To maintain good customer and brand relationships
- To create a positive and good brand image for the people
- To subsequently support local farmers through the business

B. Public Relations Strategies

- In coordination with the public relations objectives, the business will prioritize highlighting the health benefits of purchasing and consuming Sulit Sangkap. This would include easing the worries of finding a proper source of food and the nutritional benefits of consuming a proper meal, through Sulit Sangkap. Moreover, constant communication between customers and the business will remain. A monthly post seeking customer feedback will be implemented, in order to gauge if the product holds up its quality and if customers are willing to purchase the different product variations. Additionally, emphasis on bringing awareness to college students regarding health will be done, to promote the well-being of all college students, even if they may not purchase Sulit Sangkap. Not only that, Sulit Sangkap's utilization of eKadiwa will be given emphasis in the marketing material, to further promote the purchase of produce from local farmers.

C. Execution

- Alongside promotion of the product in the marketing material through digital posters, statistics regarding college students' health situation will be added
- On social media, a monthly customer feedback post will be done to gauge the experiences of customers and how the business can better cater to the customers' needs and wants
- On social media, the community aspect, eKadiwa, will continuously be given emphasis on to promote the purchase of local produce, alongside supporting Sulit Sangkap
- Sample Posters



Sources:

- Ahmad, S. R., Chen Yun, T., & Soo Quee, D. K. (2018). Dietary Habits and Lifestyle Practices among University Students in Universiti Brunei Darussalam. *Malaysian Journal of Medical Sciences*, 25(3), 56–66. <https://doi.org/10.21315/mjms2018.25.3.6>
- Ladigohon, M. C., Nguyen-Orca, M. F., & Parco, J. (2020). A Study on Media Utilization and Preference for Food and Nutrition Information of Selected College Students in the University of the Philippines Los Baños. *Journal of Human Ecology*, 9(1). <https://ovcre.uplb.edu.ph/journals-uplb/index.php/JHE/article/download/529/506>