



SNS B-SPINE

Coimbatore-35
An Autonomous Institution

DEPARTMENT OF MANAGEMENT STUDIES

19BAE752 - AGRICULTURE MARKETING MANAGEMENT
II YEAR III SEM

UNIT 1 - INTRODUCTION TO AGRICULTURE MARKETING

TOPIC 5 – FORMULATION OF MARKETING STRATEGY



Formulating an Effective Marketing Strategy for Agricultural Products

Market Analysis

- The first step in formulating a successful marketing strategy for agricultural products begins with a thorough market analysis.
- This includes research on consumer preferences, competitors, and market trends.
- Understanding the demand and supply dynamics, potential opportunities, and challenges in the market is crucial for success.

THE MARKETING PLANNING PROCESS





Market Segmentation and Targeting

- Market segmentation and targeting involve dividing the market into segments based on demographic, geographic, psychographic, and behavioral factors.
- By identifying the segments that align with the product's unique selling proposition and target audience, you can tailor your marketing efforts to be more effective.

Positioning and Differentiation

Positioning and differentiation determine how your agricultural product will be positioned in the minds of consumers compared to competitors. Highlighting unique features, benefits, or value propositions that set your product apart can help you stand out in a crowded market.

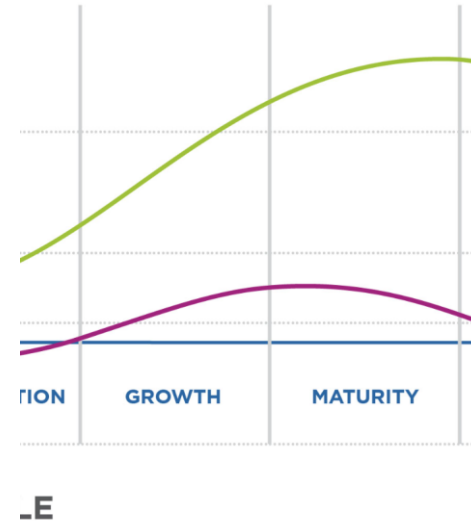
THE MARKETING MIX



Product Development and Design

Developing a product that meets the identified needs and preferences of the target segments is essential for success.

Consider aspects like packaging, branding, and product features to make your product more appealing to customers.



Pricing Strategy

NG	Basic \$	Full \$\$
networks	✓	✓
	✓	✓
strategies	✗	✓
nts	✗	✗
nmersion	✗	✗
	Public Forum	Online
	BUY NOW	BUY NOW

Determining the appropriate pricing strategy based on factors such as production costs, competitors' prices, and perceived value is key.

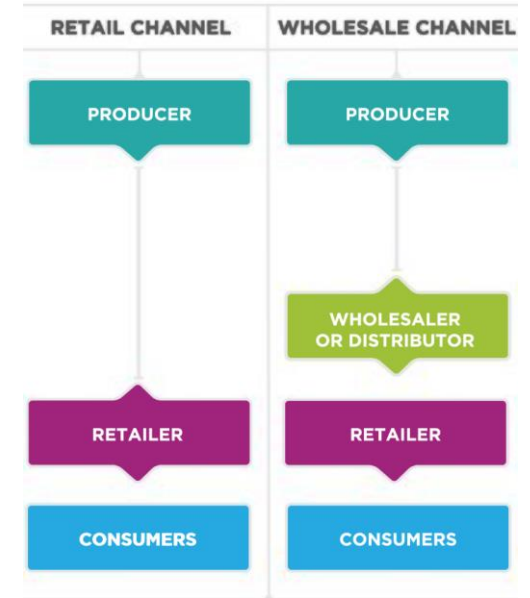
Deciding whether to position the product as premium, value-based, or budget-friendly can have a significant impact on customer perception and sales.

Distribution Channels

Choosing the most suitable distribution channels for the product is crucial. Factors such as reach, convenience, and cost should be considered when deciding on the best channels.

Opt for channels that align with the target audience's preferences to increase your chances of success.

3 CHANNELS FOR CONSUMER

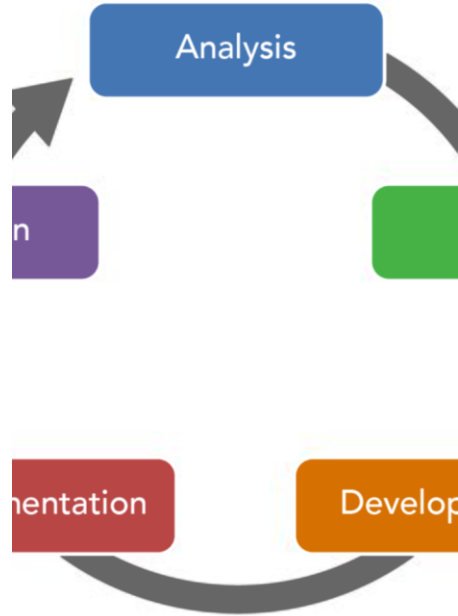


Promotional Activities

- Developing a comprehensive promotional plan that includes advertising, social media, events, and other communication channels is essential to reach your chosen market segments effectively.
- Tailor your promotional activities to the specific audience to maximize your marketing impact.



Implementation and Monitoring



- Executing the marketing strategy according to the plan and timeline is critical.
- Continuously monitoring and evaluating the strategy's effectiveness and making adjustments when needed is key to ensuring success.

Saffola - Healthy Cooking Oil

**MAKE A HEART HEALTHY CHOICE.
CHOOSE SAFFOLA.**

Four large plastic bottles of Saffola cooking oil are lined up on a wooden surface. From left to right: a gold bottle labeled 'Saffola GOLD', a yellow bottle labeled 'Saffola TOTAL', a green bottle labeled 'Saffola Tasty', and a red bottle labeled 'Saffola Active'. Each bottle has a heart-shaped logo on its label.

Helps Keep Heart Healthy | **Helps Manage Cholesterol** | **Pro Fitness Conscious** | **Pro Weight Watchers**

A small green circular symbol with a white dot in the center, indicating that the product is vegetarian.



Saffola - Healthy Cooking Oil

- Market Analysis: Recognizing the growing health-conscious trend among consumers, Saffola identified an opportunity to offer healthier cooking oil options.
- Positioning and Differentiation: Saffola positioned itself as a brand that promotes heart health through its range of cooking oils.
- Product Development: The product was developed to contain heart-healthy ingredients, emphasizing the health benefits.
- Pricing Strategy: Saffola's pricing reflects the value of its health benefits compared to regular cooking oils.
- Distribution Channels: The product is available through a wide range of distribution channels, from local stores to modern retail outlets.
- Promotional Activities: Saffola's advertisements focus on promoting heart health, and the brand engages in health awareness campaigns.

Parle-G Biscuits



Parle-G Biscuits

- Market Segmentation and Targeting: Parle-G biscuits target a broad demographic, including children and adults, positioning itself as an affordable and nutritious snack option.
- Product Development: The product is designed to be affordable, convenient, and suitable for all age groups.
- Distribution Channels: Parle-G is available through a wide range of distribution channels, from local grocery stores to roadside vendors.
- Promotional Activities: The brand's nostalgic advertising campaigns and the iconic packaging contribute to its recognition.

Patanjali Ayurved





Patanjali Ayurved

- Market Analysis: Patanjali Ayurved identified consumer preferences for natural and herbal products.
- Positioning and Differentiation: Patanjali positioned itself as a brand offering affordable, natural, and traditional products.
- Product Development: Products are developed using Ayurvedic principles, catering to health-conscious consumers.
- Pricing Strategy: Patanjali's pricing strategy reflects affordability and value for money.
- Distribution Channels: The brand utilizes a combination of traditional and modern distribution channels, including exclusive Patanjali stores.
- Promotional Activities: Patanjali's marketing campaigns emphasize the natural and herbal aspects of its products.