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## Marketing Plan: Tasty Fresh Juice

### Company Target Market

Richmond, Virginia, will be the headquarters of Tasty Fresh Juices. According to the United States Census Bureau, Richmond has around 203,000 people (United States Census Bureau). The population of Henrico County is about 330,800. (United States Census Bureau). Virginia's third-most populous county is Henrico County (United States Census Bureau).

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Nutritionally-aware women between the ages of 25 and 40 are our ideal customers since they care what they eat. Self-consciousness about their appearance and attempting to eat healthfully are two characteristics of the target market. We specifically target those between the ages of 18 and 40 who want to be more conscious of what they consume and how they eat for our male clientele. Men who are physically active and want protein-rich foods are good customers as well. For this ideal customer, fresh and nutritious options are what they are looking for in their meals. The working professional has at least an associate's degree and earns at least \$60,000 a year.

Henrico County has a large population, with a median age of 34.1 years, making this the ideal customer (United States Census Bureau). Henrico County's median household income was

\$92,105 in 2021 (United States Census Bureau). Among Henrico County citizens, 39.2 percent held a bachelor's degree or above, compared to 30.3 percent nationwide (United States Census Bureau). The targeted customer base consists of 59,900 men and 47,850 women (United States Census Bureau).

### **Market Competition**

Juice and smoothie bars, convenience shops, and fast-food restaurants compete with Tasty Fresh Juices for the perfect target market. The goal of Tasty Fresh Juices is to provide a wide variety of healthy food and beverage options to its customers. C-stores cannot offer their customers an extensive menu and fresh products. For our diverse clientele, we provide fresh veggies and vegan, dairy-free, and gluten-free options (Heng et al.). There is a lack of emphasis on healthy options in the majority of fast-food establishments' menus. In the Woodbridge area, two significant chain smoothie and juice stores are actively marketing their products. Unknown numbers of fast-food restaurants and convenience stores provide a smoothie-like product on a less publicized circuit.

In general, Tasty Fresh Juices has the following benefits over the competition. 1) It has a dedicated chef on-site who can create new recipes on the spot, 2) It is a locally owned business with strong ties to the community and uses locally sourced ingredients, and 3) It is run by a nutritional expert and a chef whose mission it is to provide wholesome products. There are a few obstacles to entering the smoothie sector. Heavy-duty power blenders and mouthwatering recipes are required. Rent, lease fees, equipment, food, and supplies are just some of the many expenses that must be considered.

### **Value Proposition**

Customers are on the lookout for better-for-you food and drink alternatives, meal replacements, and drinks. Farm fresh ingredients are the focus of Tasty Fresh Juices, an

innovative frozen food brand dedicated to healthy living promotion and assistance. Our goal is to help people eat healthier by making tasty drinks that include nutritional components, including fresh fruits and vegetables, juices, and a wide range of dairy products. We can help customers maintain a healthy diet by sending nutritionally filled frozen drinks.

The 24 oz smoothies cost less than the average fast-food lunch, and they are a better value. Compared to the cost of a fast-food lunch, consumers' budgets are not significantly affected. Because smoothies include at least one serving of fruits, they give an instant nutritional gain. People on the go or with little time to prepare meals might eat smoothies as an alternative (Heng et al.). This is a time-saving approach that also lets customers get other important things done. It takes away the stress and hassle of planning, purchasing, and cooking healthy meals.

The purchase of Tasty Fresh Juices is an exciting one that refuels and revitalizes the consumer's energy level. If you are looking to improve people's overall health, consider purchasing Tasty Fresh Juices. In time, the customer will develop a favorite smoothie that they will often request as a dessert, meal, or beverage to be served to them. Customers' health will improve over time, and as a result, their bodies will want fresh fruits and vegetables. **Marketing**

### **Vehicles**

Local gyms, community centers, supplement and vitamin stores will be the primary distribution points for samples. Another way to get the word out is through participating in local farmers' markets and food festivals throughout the year. There are several social media venues where the organization will sell products and request customer support and feedback (Troise et al.). In addition, the company hosts weight-loss competitions at local gyms.

During an in-person campaign, guests can see and taste the ingredients that go into their smoothies thanks to Tasty Fresh Juices samplings. Various social media channels will be used to spread the word about these events and encourage participation. A loyalty program is also

available to customers who have been with the company for a while (Troise et al.). The company also offers loyal customers the opportunity to communicate through text messages. The company might use this free information to enroll everyone in an email and messaging service.

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