

Business and Product Profile



Client Name: ZMX Global, Inc.
Brand: Bon Vivant: Organic Gourmet

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AB/MT219: Marketing

SECTION I. THE BUSINESS

Company Description

Headquartered in New York City, ZMX Global, Inc. is a large global food company, operating in over 51 countries around the world. Most commonly known as a fine foods company, ZMX Global, Inc. has an impressively unparalleled portfolio of brands and products with an international appeal. The marketing philosophy adopted by ZMX Global, Inc. is a market-oriented approach, “meaning they assume that a sale does not depend on an aggressive sales force, but rather on a customer’s decision to purchase a product” (Lamb, Hair, and McDaniel, 2012, pg. 6). ZMX Global, Inc focuses on providing exquisite culinary products to consumers by being the top purveyor of premium quality ingredients to the finest food retailers in the world. One renowned brand owned by ZMX Global, Inc., known as Bon Vivant, provides the highest quality frozen foods in the retail marketplace. Bon Vivant produces frozen entrées to meet the needs of consumers in the market for frozen readymade meals. This marketing plan will present a new idea for an Organic Gourmet product line as an opportunity to fill a gap identified within the Bon Vivant product mix.

Business Mission

According to the ZMX Global, Inc. (2012) website, the Business Mission for the Bon Vivant brand is on record as follows: “Our purpose is to expand the culinary palette of Bon Vivant customers by being the leading provider of exceptional frozen gourmet products in the global marketplace” (p. 1).

Company Values

The ZMX Global, Inc. slogan is “Pure Wholesome Foods” (ZMX Global, Inc., 2012, p. 1). According to the ZMX Global, Inc. 2010 Annual Report (ZMX Invest, 2012) the company meets ethical and corporate social responsibilities as stated:

As a corporate member of the global community, we accept our responsibility to sustain and create social value for our stakeholders. We accomplish this through a foundational business culture of harmony that aligns our corporate values with nature and humankind. We are committed to producing only environmentally friendly products, adhering to governing laws and regulations, and making conscientious contributions to the communities in which we serve.

Unique Selling Proposition

The Bon Vivant brand is already known for providing high quality frozen foods to the marketplace. This marketing plan presents a unique opportunity for Bon Vivant to add an Organic Gourmet product line to its mix of frozen food products (Lamb et al., 2012). An opportunity exists in the marketplace for a readymade, restaurant quality, Organic Gourmet product line of entrées made from the recipes of the finest chefs in the world. Each Bon Vivant Organic Gourmet entrée will be made with pure and wholesome ingredients indicative of old and new world cuisine. To deliver the message of Bon Vivant Organic Gourmet, famous chefs will be used in promotional efforts. This product line is unique to the marketplace in that it offers customers the benefit of eating restaurant quality gourmet organic food made from recipes of the best chefs in the world, right in the comfort of their own home.

The current slogan for the entire Bon Vivant product mix is: “Experience fine dining in the comfort of your own home. We enhance lifestyles, one family at a time.” The slogan for the proposed Bon Vivant Organic Gourmet product line is: “Bringing to families wholesome gourmet food from the chef’s kitchen to your table.”

Global Vision

Wholesome, organically grown gourmet food from the chef's table is now affordable through the Bon Vivant chefs' Network. This partnership between Bon Vivant and a group of world-renowned chefs seeks to bridge the gap between wholesome, organic, restaurant quality food and the family table. Our goal is to make fresh, wholesome, premium quality meals accessible to families across the globe.

Product

This marketing plan proposal is intended to align the idea for a Bon Vivant Organic Gourmet product line with the sales goals and global vision of ZMX Global, Inc., and is consistent with the Bon Vivant branding concept. This new product idea offers an opportunity for Bon Vivant to further penetrate the competitive gourmet frozen food market, and to attract new customers to existing products. The idea for a new organic gourmet product line offering by Bon Vivant was identified by conducting primary data collection using survey and ethnographic market research techniques. An opportunity exists in the marketplace for a readymade, restaurant quality, Organic Gourmet product line of entrées made from the recipes of the finest chefs in the world.

As indicated by Lamb et al. (2012), this new product idea can differentiate the Bon Vivant brand as a lasting competitive advantage in the marketplace. Each Bon Vivant Organic Gourmet entrée will be made with pure and wholesome ingredients indicative of old and new world cuisine. This product line is unique to the marketplace in that it offers customers the benefit of eating restaurant quality gourmet organic food made from recipes of the best chefs in the world, right in the comfort of their own home. If accepted and approved by Bon Vivant leadership, this new product idea will advance to the idea screening stage of the new product development process. As suggested by Lamb et al., the organic gourmet product line will undergo concept testing by the ZMX Global, Inc. and Bon Vivant new-product committee in order to "get consumer reactions to descriptions and visual representations" of this new idea (p. 174). If the organic gourmet product line passes the idea screening process and is found viable, the idea advances to the business analysis, development, test marketing, and commercialization stages of the new product development process.

Product description: The demand for organic food items is intensifying as consumers in the USA desire to live a healthier lifestyle (Natural News, 2012). The Bon Vivant Organic Gourmet product line will initially feature five readymade frozen entrées, which includes the following:

- Pan Seared Wild Atlantic Salmon with saffron risotto and asparagus
- Grilled Free Range Chicken Breast with wild mushrooms and garlic mashed potatoes
- Chateau Briand on a bed of steamed spinach with garlic-rosemary roasted potatoes
- Roasted Pork Tenderloin in a honey Dijon mustard sauce, broccolini and wild rice
- Grilled Top Sirloin with shallots, candy beets and mashed Yukon Gold potatoes

A blend of classical and contemporary cooking techniques will be applied by world renowned chefs to prepare each of these dishes using top quality organic ingredients.

Brand: The Bon Vivant brand is a trademark of ZMX Global, Inc. The addition of the Organic Gourmet product line to the Bon Vivant family brand compliments the brand image by associating healthy and wholesome organic foods as an enhancement to the premium quality dishes already offered by Bon Vivant in the marketplace. The Organic Gourmet product line will build brand equity due to the perceived quality of fresh and wholesome organic ingredients used to satisfy the needs of those seeking a healthier lifestyle. Customers that already purchase Bon Vivant branded products will appreciate the addition of an exclusive and healthy product line, which may build brand loyalty, resulting in stronger brand equity (Lamb et al., 2012). The Organic Gourmet product line will be recognized by a unique chef coat and toque graphic symbol that is under development for review and consideration by the ZMX Global, Inc. and Bon Vivant new-product development committee.

Product classification: Bon Vivant Organic Gourmet entrées are classified as a tangible good and will be sold as a consumer product. This heterogeneous shopping product is unique in the marketplace due to pricing, quality, features and benefits, but can be compared based on functionality, to other gourmet style frozen food entrées in the marketplace.

Product features & benefits: Two features and benefits will differentiate this new product idea in the marketplace. The most unique and important feature of the Bon Vivant Organic Gourmet product line is the use of wholesome organic ingredients in all preparations. According to PR Newswire, US (2012), organic food is in high demand, and food companies must embrace this growing trend to stay competitive in the marketplace. The benefits of eating organic may have positive health effects (Natural News, 2012). Another important feature of the Organic Gourmet product line is the convenience of a restaurant quality readymade frozen meal. Each preparation is made from the highest quality ingredients, and is prepared using recipes and cooking techniques of world renowned chefs. Customers benefit from having access to restaurant quality organic food in the comfort of their own home. These innovative features and benefits of the Organic Gourmet product line will appeal to early adopters and early majority adopters of new products. The early adopters are an important group of customers because they tend to be opinion leaders on lifestyle trends within their communities. The early majority adopters have credible reputations for making sound shopping decisions and can spread the word about this new product idea to the typically sceptical late majority and laggard type adopters (Lamb et al., 2012).

Packaging: The packaging for the new Bon Vivant Organic Gourmet product line will also be an important feature that will add to the allure and convenience factor of the product. The outer layer of the packaging will be colourful and attractive, each depicting a picture of the world-renowned chef that created the recipe presenting the bountiful meal in a fine dining setting. The inner layer of the packaging will be made of a non-stick aluminium bag that is designed to cook the meal before opening. The packaging design is a work in progress. Each package will contain 24 ounces of Organic Gourmet product.