

Final Project on PONS Olive Oil



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**SCHOOL OF PROFESSIONAL ADVANCEMENT
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DEDICATION

DEDICATED TO OUR RESPECTED PARENTS, TEACHERS AND FAMILY WHOSE UTMOST LOVE, CARE AND STRUGGLE AGAINST ALL ODDS BROUGHT US TO THIS HEIGHT OF KNOWLEDGE AND ENCOURAGED US TO COMPLETE THIS DEGREE AND WERE MAJOR DRIVING FORCE BEHIND OUR ALL EFFORTS WITH THE BLESSINGS OF ALMIGHTY ALLAH

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We would like to thank companies for their assistance with the collection of data:

Last but not least, we extend our sincere appreciativeness and thankfulness to our family for their incredible encouragement and patience. Their love and support mean a lot to us.

EXECUTIVE SUMMARY

This action-based research study aims to explore the factors for low return on investment of marketing efforts of PONS Olive oil. The comprehensive analysis of the industry as well as of the company is performed during this project. We conducted this research to identify the actual problem PONS is facing so that a clear insight can be provided too precisely, and we will be able to deliver feasible recommendations. A detailed audit is conducted by Macro environment and Micro environment analysis with the help of various strategic marketing tools. Primary and secondary sources for data collection were used in the research. All the stakeholders of the Olive oil industry were involved in this project with the help of interviews and questionnaire.

This project will help PONS to solve their current marketing challenge, awareness of customer preferences Olive oil, improvement in their marketing campaigns, innovative and creative advertisement ideas and the gap identification. Olive oil Industry in Pakistan is somewhere between an introduction to growth stage where no one has dominated the industry expect a few competitors. Most of the competitors are pursuing red ocean strategy.

Hence, the industry can be stated as favourable and optimistic for existing players and new entrants. To grow and sustain in the industry we did in-depth research on the critical success factors of consumers, retailers and distributors. Almost eight success factors were highlighted for the whole industry those were a brand name, taste, different sizes, profit margin, credit term, sales team, trade offers, packaging & competitive price.

Moreover, the research also focused on identifying the consumer preferences and perceptions over a couple of benchmarking activities in which PONS average score was reasonably striking as compared with other players in the industry. We determined the direct and indirect competitors of PONS Olive oil and comparatively analyzed with direct competition companies which are developing or marketing similar type of products to the market population. By examining the marketing strategies and core competencies of the competitors, we established a way forward and discovered the gap.

We have examined all aspects which are affecting the company with the help of many investigative tools, i.e. TOWS analysis, McKinsey model, strategic position and action evaluation matrix, etc. According to the study conducted PONS lies on HOLD/MAINTAIN strategy position. Thus, PONS has to protect or maintain their existing market position and have to invest wisely in those segments which are profitable for the company. The company is somewhere in between financial stability and industry strength. The company should pursue an antagonistic marketing strategy with market penetration and market development.

By reviewing the strategic alignment of PONS, our findings were that PONS lacks in branding and product availability. So we have extensively defined what should the company do to overcome these lacking and how should they do it, when should the company execute, what will be the cost and the expected outcome.

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1. INTRODUCTION

This project is all about the complete strategic alignment and analysis for PONS Olive oil. The purpose of this project is to compare the industrial practices with PONS practices. In this project, we will make comprehensive analysis for PONS which will be based on following steps:

1. Problem Identification
2. Macro Environment Analysis
3. Micro Environment Analysis
4. Recommendation and Strategies