

You Think You Can!

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While on vacation in Prince Edward Island, Canada, you noticed that there were no beer cans or soft drink cans littering the streets. While shopping in the local convenience stores, you noticed that there were no soft drinks available in cans. You found the same thing for beer at the local beer store. Since you own a company in Ontario that produces cans for the soft drink and beer industries, you thought there was a potential gold mine here.

When you got home, you decided to develop a marketing plan to tap into this unfilled market. You had to determine what local companies could use your product, and you had to determine if some of the products were being produced out-of-province and being shipped in. Of course, you would have to do a complete corporate resource and environmental analysis before developing your strategy.

Focus: Corporate resource analysis, environmental analysis [CERTS - competition, economic, regulatory, technological, social (culture, political, etc.)], product packaging (second generation), social marketing, target marketing, business-to-business marketing, secondary versus primary research, marketing planning.

Questions

1. After carrying out appropriate secondary research (library, Internet, etc.), describe the nature of your marketing plan to tap into this Business-to-Business (B2B) market.
2. What is your decision with respect to this market? Why?