



Caring & Co

MARKETING PLAN

for

‘UNIQUE DRIZZLE’ Olive Oil

March 2013

Executive Summary of Marketing Plan for 'Unique Drizzle'

The purpose of this marketing plan is to determine the ideal marketing strategy to raise awareness about the launch of '**Unique Drizzle**', a new product to be introduced to the Olive Oil market in 2013 by our Lion Foundation Young Enterprise Scheme company, **Caring and Co.**

'**Unique Drizzle**' is a boutique quality Olive Oil made from hand-picked olives grown by Azzuro Groves on Waiheke Island, Auckland. Our Unique Selling Point is that 100% of the profit of every bottle sold will be donated to the Life Education Trust. We plan to use the mantra: "One Bottle = One Child" to promote our Olive Oil as every bottle sold will allow one primary school student in a low socio-economic area to participate in the Life Education Trust programme.

'**Unique Drizzle**' will be available in two different flavours and will be bottled in a slim black bottle with a label that tells our story and explains our partnership with the Life Education Trust.

In order to determine the ideal marketing strategy to launch '**Unique Drizzle**', an initial marketing situation study was carried out using tools such as the Boston Matrix and Porters 5 Forces Model and an online market research survey was conducted using Survey Monkey. The following key points summarize our findings and Marketing Plan:

- Our target market is adults, aged over 35 years, living in Auckland, with a joint household income greater than \$75,000.
- The target market is interested in buying a boutique quality olive oil that will help disadvantaged children in Auckland.
- Caring and Co will aim to sell 500 bottles of 'Unique Drizzle' by the end of October 2013 and in doing so, donate \$2000 to the Life Education Trust.
- The price of \$15 per bottle is below the price our market research suggests we could charge however we are acknowledging that the buyer power is strong and we need to acknowledge the fact that we are a new product with no profile and hence need to be less aggressive in our pricing.
- We will use an indirect distribution channel and sell our Olive Oil through New World supermarkets as our market research was very supportive of New World as a favourite shopping destination.

Corporate Mission and Objectives

Mission Statement

Caring and Co aims to sell high quality ethical Olive Oil called 'Unique Drizzle' to customers in an innovative and sustainable manner, and thus enable them to support children in need.

Corporate Objectives

- To operate as an innovative and sustainable business
- To act as an ethical business and expect the same of our business partners at all times.
- To convince a NZ Olive Oil producer to form a business partnership with Caring and Co by June 2013
- To gain a 10% market share of the boutique Olive Oil market in Auckland by the end of 2014
- To donate \$2,000 to the Life Education Trust by October 2013 to enable 200 low decile primary school children in Auckland to attend programmes run by the Life Education Trust.

Marketing Objective

To raise the awareness of 'Unique Drizzle' Olive Oil with customers and supermarkets in an innovative and sustainable manner.

Market Situation

To carry out a review of the market situation Caring and Co used the following tools: Boston Matrix, PEEST (C), Porters 5 Forces.

SWOT Analysis

Strengths (Internal)

- Production partnership with Azzuro Groves. Our Marketing Director is related to the owner of Azzuro Groves. The owner has expressed an interest in producing 'Unique Drizzle' on our behalf and has agreed to produce the olive oil for free if we provide the labour and hand-pick the olives ourselves.
- Socially Sustainable Point of Difference. Our PEEST (C) analysis of the market revealed that we have a Unique Selling Point through our socially sustainable approach to business. 100% of profits made from the sale of 'Unique Drizzle' will be donated to the Life Education Trust to run programmes for disadvantaged children in Auckland. There are currently no local or international Olive Oil firms operating in NZ that have planned to be socially sustainable. Our primary research revealed that this social responsibility stance would make customers more likely to purchase 'Unique Drizzle' olive oil 89% of the time.
- Extra Virgin Olive Oil is well known for its health benefits. Our PEEST (C) analysis of the market revealed that New Zealanders are becoming increasingly health conscious and are aware of the benefits of using olive oil in their diet. These health benefits include:
 - higher levels of "good cholesterol" (HDL)
 - lower levels of heart-unfriendly oxidized LDL's.
 - reduced DNA oxidative damage which in turn is related to a reduced risk of some cancers.
 - reduced incidence of hypertension.
 - improved glycemic control, which is particularly advantageous to diabetics.
- Boutique bottles strengthen our image of quality. 47% of those surveyed felt the packaging (the bottle) created a classy image which matches our decision to enter the Boutique Olive Oil market and our decision to possibly partner with Nosh in the future, Nosh sell the 'best local products'. The bottles are a high cost to the business at \$5 each and our initial run of 100 bottles requires us to pay \$500 for bottles and a further \$200 for production costs. Our fundraising Quiz Night was well supported by friends and family and raised \$950 start-up capital. As a result we are able to produce our first batch comfortably and the expensive bottles will be worthwhile in promoting our image of quality.
- Ethical business practices. In carrying out a PEEST (C) we were challenged to think about how we can be culturally sustainable. We decided that the production of 'Unique Drizzle' needed to reflect good ethical business practices. Our first area of

ethical practices is the care of Azzuro Olive Groves' tree stock. Caring and Co staff will all undergo intensive training on hand-picking the olives to ensure that growth of olives in the future is not hindered. Hence the business partnership with Azzuro Groves will be sustainable into the future and we can continue to lease their spare capacity olive trees for free. This ethical approach is beneficial because even though there are 15 other olive growers in the Auckland region who we could trade with if Azzuro wanted to charge us, none of the other growers would supply their olives for free. Therefore even though Supplier Power (Porters 5 forces) is strong, Caring and Co are not concerned given that it is free. As a result we are able to keep our costs low and our profit for Life Education Trust high.

- High Return on investment. If we sell 500 bottles at \$15 each as predicted we will make 150% return on our initial investment of \$1330. Our fixed costs are relatively low (YES registration fee of \$175) and research and development costs of 'Unique Drizzle' are covered by our business partnership with Azzuro Groves. This high return on investment will encourage investment by an angel investor for our 2nd year production run of 1000 bottles; this equates to 10% of the Auckland Boutique Olive Oil Market.

Weaknesses (Internal)

- Low brand profile. 'Unique Drizzle' is a new product in the Boutique Olive Oil market with no profile, we therefore consider ourselves to be a **Problem Child** on the Boston Matrix. This implies low market share but huge potential for growth and our corporate target of 10% market share of the boutique olive oil market by the end of 2014 would mean we have achieved that significant growth potential.
- High Research and Development costs. A 'Problem Child' faces high fixed costs incurred early in the product development stage and needs to take action where possible to cover these costs innovatively. If not, the risks associated with these high costs will mean that 'Unique Drizzle' is not sustainable. Research and development costs are needed to develop a new blend of olive oil to set Unique Drizzle apart from its competition. This problem has been overcome by asking the owner of Azzuro Groves to help us develop this new blend of Olive Oil.
- High Marketing costs. Even though we have sufficient finance to produce our first run of 'Unique Drizzle' we do not have access to enough finance to promote on mainstream media as used by the big players in the boutique olive oil market. This will make our task of raising customer awareness of 'Unique Drizzle' difficult. We also need to consider the significant cost of informing 10% of the target market about the launch of 'Unique Drizzle'.
- Cost of NZ Extra Virgin Olive Oil Certification. Certification with Olives New Zealand costs \$500 per year. If we do not pay for this we believe our potential target market may not see 'Unique Drizzle' as a legitimate product that has been quality approved by Olives New Zealand. All of our main competitors including McGiven Valley have this seal from Olives New Zealand. At this stage, this annual cost would be difficult

for 'Caring and Co' to cover. To raise the finance required for the seal of certification and for the promotional budget we have the opportunity to run several Quiz Nights, however we are concerned that this activity will take us away from our core business activity of picking olives, processing, bottling and promoting 'Unique Drizzle'. We are only school students and we must pick the olives by the end of March or Azzuro Groves will pass the opportunity to other businesses. If we are side-tracked with fundraising activities, actually meeting our marketing aim of *'raising customer awareness of Unique Drizzle'* will be very difficult.



Opportunities (External)

- Business Partnership with Life Education Trust may help to reduce costs and increase sales.

As part of our business partnership with Life Education Trust, the Trust has agreed to provide us with the names and email addresses of their Auckland supporters who choose to donate annually to the work of the trust in the support of disadvantaged children in Auckland. We believe that these people will be part of our target market as we are going to donate all of our profit to Life Education Trust. Hence if the trust provides us with access to their donor database we have the opportunity to promote 'Unique Drizzle' to these willing recipients. One bottle of 'Unique Drizzle' purchased results in a \$10 donation to a disadvantaged primary school student in Auckland. None of our competitors have access to any of this information, thus we are more likely to have a group of willing customers open to our product and so making customer awareness of 'Unique Drizzle' easier.

These 500 supporters will be useful but we need more customers if we are to reach our target as not all of these 500 will end up purchasing 'Unique Drizzle'. Our strategy here is to convince an Auckland supermarket that if we bring the 'new' shoppers from the Life Education Trust database in to their stores that they could in return help us by allowing us to set up a stall in their stores for tastings.

As our business partnership with Life Education Trust strengthens we believe we can approach them to assist us in paying the \$500 certification cost for the seal of quality approval with Olives New Zealand.

- Possible future distribution partnership with Nosh Supermarkets. Our Finance Director plays rugby with the son of the CFO of Nosh Supermarkets. The goal of Nosh Supermarkets is: *"to bring you the best local and international produce at the best price"*. 'Unique Drizzle' is produced locally and will be a high quality Olive Oil at an affordable entry price. This business partnership would enable us to create an innovative marketing channel with a strong boutique supermarket brand in Auckland.

- Favourable weather conditions for Olive Growers. With respect to environmental factors of PEST (c) it has been a long dry summer in the Auckland region. These ideal growing conditions for olives mean the surplus stock at Azzuro Groves is high and so the quantity we could manufacture can easily cover the 500 bottles targeted for our 2013 production run.

Threats (External)

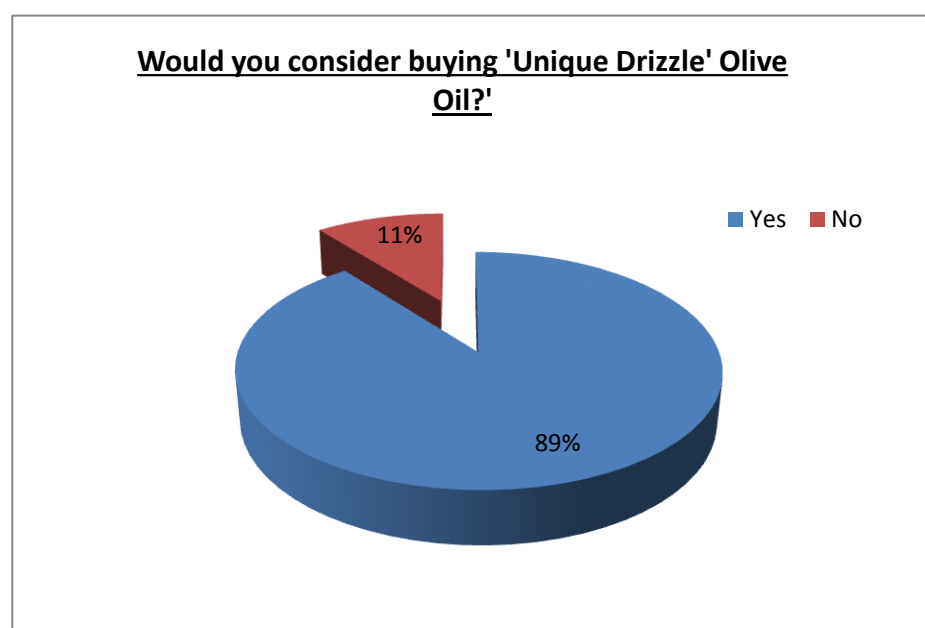
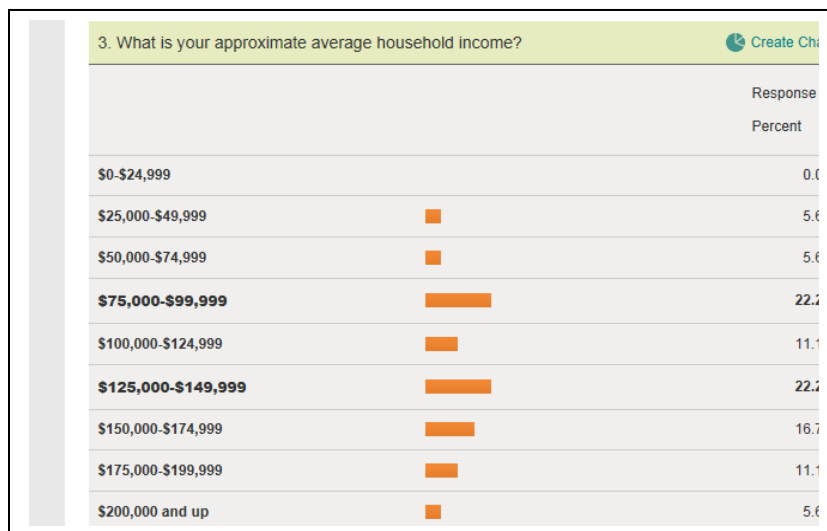
- Competition from other Olive Oils with established brand profiles. With respect to competitive rivalry 'Kiwi Extra Virgin' sell 500ml bottles of Extra Virgin Olive Oil at \$14.49. This price is average for our competitors. Unique Drizzle will sell at \$15.00 for a 750ml bottle. Thus if the market considers the product to be equal or better quality than the competition it is likely that Unique Drizzle would be seen as a good value quality product and achieve the aim of raising customer awareness.
- Competitors may also decide to promote Social Responsibility. Also with respect to competitive rivalry (Porters 5 forces) there is a risk that 'Kiwi Extra Virgin' or any of our 5 local and 3 overseas competitors may also find a social cause to support. This may make our USP less effective as a promotional tool in the market place. If this did happen we may lose our Life Education Trust customers. This is not likely though as this small niche of 500 donators are obviously focused on this one cause (Life Education Trust) more than others that competitors may come up with.
- Some NZ supermarkets do not stock Boutique Olive Oil. Our Porters 5 forces analysis revealed that there are eight supermarket chains in Auckland. However only three of these supermarket chains – New World, Foodtown and Nosh - are prepared to sell luxury brands of olive oil like 'Unique Drizzle'. This restricts the number of possible distribution partnerships that we can establish.
- High Exchange Rate. When carrying out the PEST (C) we discovered the \$NZ is currently very high. This makes it relatively cheaper for supermarkets to import competitor's Olive Oil from overseas. 'Unique Drizzle' will need to be marketed and packaged to a very high standard if we are to create customer awareness around our product. We also need to heavily promote our social sustainability practices as the international competition are not promoting a social sustainability cause in their marketing or not a cause that our target market is familiar with in NZ. We will also need to be mindful of the price sensitivity in the marketplace when setting our price.
- Impact of the Global Financial Crisis. The continued impact of the global recession has put the squeeze on luxury items like 'Unique Drizzle' meaning that some customers are buying cheaper substitutes instead like Supermarket Own Brand Oil Olive and Amco cooking oils.

Primary Market Research

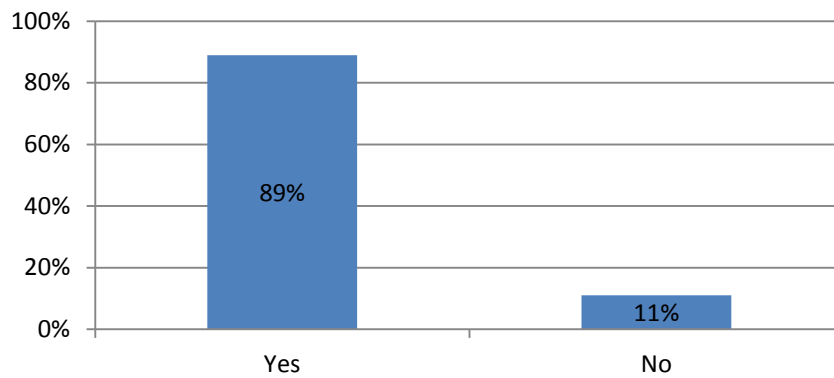
Primary research was carried out to enhance the findings of our secondary research into the market situation and to help us to develop our marketing strategy. Surveys were created using Survey Monkey and emailed to 100 potential respondents with a response rate of 92%.

Surveys were emailed to random adults, aged 35 and over, living in Auckland as these adults were assumed to be the target market for 'Unique Drizzle'.

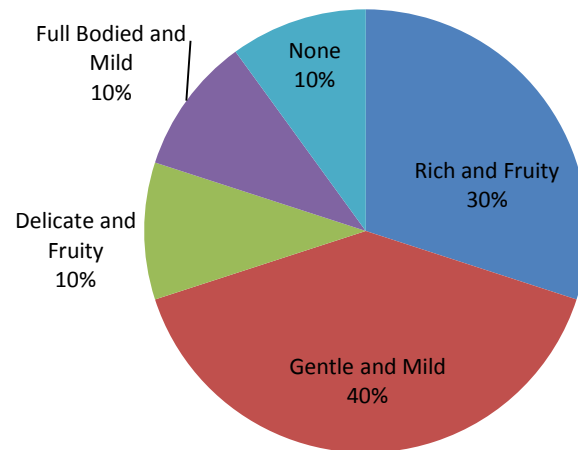
Of those surveyed, 68% were female and 32% were male and the majority of those surveyed (83%) had a combined household income between \$75,000 and \$199,000 per annum.



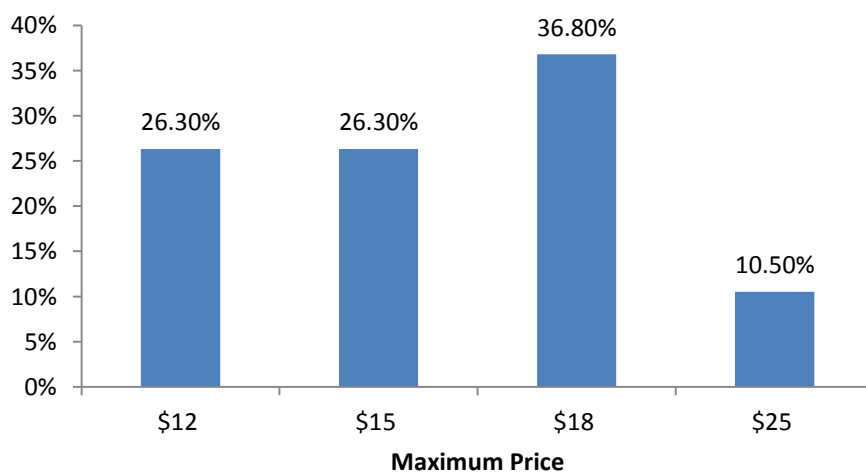
Would you be more likely to buy 'Unique Drizzle' Olive Oil if 100% of profit was donated to the Life Education Trust?



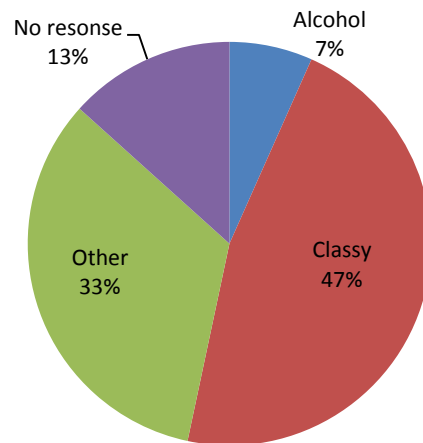
Preferred Flavour of Olive Oil



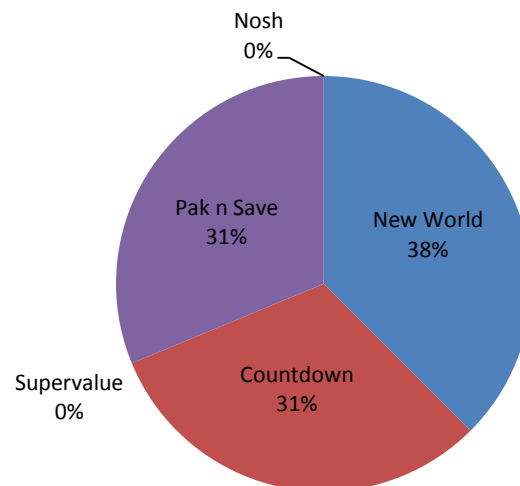
What is the maximum price you would pay for 'Unique Drizzle'?



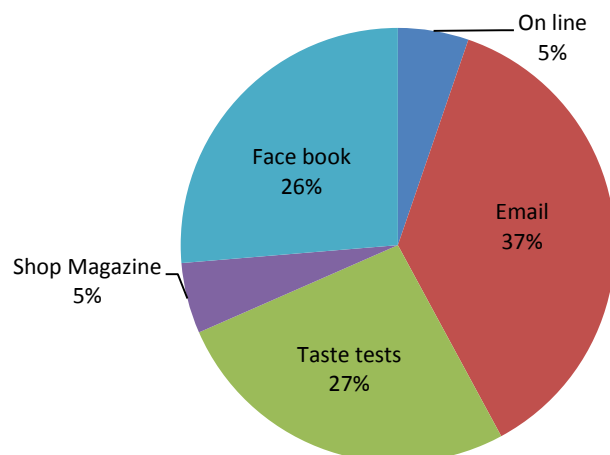
What image does the packaging create?



Preferred Supermarket



Preferred Method of Communication



Assumptions from Marketing Audit and Primary Research

- The potential target market is householders of 35 years plus with household incomes greater than \$75,000 who live in Auckland city. There are potentially 20,000 households that fit this profile. (Note: the respondents surveyed with household incomes below \$75,000 were not interested in purchasing 'Unique Drizzle even at \$12 per bottle).
- Our product is equally liked by males and females. Therefore promotion should not be gender specific.
- The business partnership we have with Life Education Trust is very popular with the target market. 89% of respondents said they would be more likely to buy 'Unique Drizzle' if 100% of profits went to the Trust.
- There are 5 local and 3 foreign competitors to 'Unique Drizzle' in the boutique extra virgin olive oil market. None use social sustainability as a promotional tool. The support 'Caring and Co' offer to the Life Education Trust is indeed unique and is very popular amongst the potential target market. This USP will make a premium price possible for 'Unique Drizzle'.
- 47% of respondents were prepared to pay a price of \$18 or more. Whilst it is tempting to charge \$18 per 750ml bottle especially given established competitors '100% Kiwi' charge \$14.45 for only 500mls. It is however Caring and Co.'s marketing aim to create customer awareness for a new product 'Unique Drizzle' hence a lower price of \$15 will be charged. This price was popular with 73% of the respondents.
- The packaging we plan to use creates an image of a classy product. This image is ideally suited to the target market of \$75,000 plus average income households.
- Gentle and Mild (40%) and Rich and Fruity (30%) are the most popular flavours of Olive Oil.
- New World is the preferred supermarket of those surveyed. Nosh scored 0% of respondent's choice for supermarket. While it must be recognised that the survey was random and may not have been answered by people close to Nosh Supermarkets, it must be recognised that New World (38%) and Countdown (31%) were most popular among the respondents from the target market. As a result we will target New World as our preferred distribution partner for 2013 and will look to expand sales and set up a distribution partnership with Nosh in 2014.
- Promotional media like YouTube may not be as effective with the target market identified. These target customers prefer email, tasting in supermarkets and Facebook as communication modes to find out about new food products. This is good as these methods are inexpensive and will fit into our marketing budget.

Marketing Strategy

Marketing Aim

To raise awareness of 'Unique Drizzle' Olive Oil with customers and supermarkets in an innovative and sustainable manner.

Marketing Objectives and Goals (SMART)

Objective 1:

To convince the area manager of New World in Auckland to stock 'Unique Drizzle' by 30th June 2013.

Goals:

- To have sample bottles of 'Unique Drizzle' ready by 30th April.
- To meet with the New World area manager and persuade him to allow us to conduct a taste test with customers in supermarkets by 31st May.
- To present the New World area manager with the findings of the taste test, and also convince him of the potential for new customers given our access to the Life Education Trust database of donors by 15th June.
- To negotiate a trial period of 2 months for 'Unique Drizzle' in New World supermarkets by 30th June.
- To launch Unique Drizzle at New World supermarkets on 15th July.

Objective 2:

To raise awareness with customers (shoppers) of the presence of 'Unique Drizzle' in New World by 31st July 2013.

Goals:

- To email all 500 Life Education Trust donors informing them of our product launch at New World supermarkets by 7th July.
- To run tastings of 'Unique Drizzle' on 15th-16th and 22nd-23rd of July in New World supermarkets and to collect email addresses and Facebook contacts for those who liked 'Unique Drizzle'.
- To email and Facebook new New World customers weekly about the Unique Drizzle story.

Marketing Mix - the four P's

Product

Features:

'Unique Drizzle' is a healthy extra virgin olive oil, sold in a range of 2 flavours - Gentle and Mild and Rich and Fruity. The packaging is a classy slim black bottle with a gold ribbon on it. The label on the front of the bottle will tell the Caring and Co story about how 100% of our profit is donated to Life Education Trust thus using our Unique Selling Point to promote the message to New World customers about why they should buy 'Unique Drizzle'.

Benefits:

'Unique Drizzle' is made from extra virgin olives hand-picked on Waiheke Island. It functions as a dipping oil, a salad drizzle and a cooking oil. It has distinct health benefits e.g. lowering bad cholesterols and raising good cholesterols and reducing the risk of some cancers.

Unique Selling Point:

Caring and Co will donate 100% of profits made from the sale of 'Unique Drizzle' to the Life Education Trust to assist disadvantaged primary school students in Auckland.

Price

Variable costs per bottle are \$7, this covers bottle and production costs. As previously mentioned, our only fixed cost is YES registration of \$175. Our promotional costs will be minimal as we seek to use innovative promotional methods and leverage our social sustainability practices to keep costs in this area low. Thus we conservatively estimate, if aiming to sell 500 units of 'Unique Drizzle' by October 2013, our cost per unit will be \$8 per unit.

Market feedback would support a premium price of \$18.00 per unit. However given the fact that 'Unique Drizzle' is at the start-up phase of the product life cycle and has no market presence it would appear more logical to start off at a RRP of \$15.00 per unit. This would appeal more to customers and support our marketing aim of creating awareness. This information would indicate that a penetration pricing policy would be more suitable as Caring and Co are attempting to penetrate the market. We are confident that this decision is correct given that we have very few supermarket customers, New World and Nosh. This would indicate that our supermarket customers will have a large degree of control over decisions like pricing, so we feel a RRP of \$15.00 would be less aggressive and would indicate we realise the power they have in negotiations. This lower price does not perfectly match our quality image but to create awareness and early sales in hard financial times we feel that we need to launch 'Unique Drizzle' with a realistic price as setting a premium price for such a new product may not be sustainable.

Given our cost per unit is \$8 and our RRP is \$15 (of which we expect to lose \$2.00 to the supermarket) our profit will be \$4 per bottle. This will provide a \$2000 donation to Life Education Trust which whilst small ensures awareness is achieved and sets us up for 2014 where we aim to sell 2000 units (10% of the market) and donate \$8000 to the Trust.

Place

Caring and Co acting on market feedback will work to gain the support of New World supermarkets in Auckland to stock 'Unique Drizzle' in 2013. Nosh supermarkets will be used as a contingency and as a possible expansion of distribution in 2014.

Promotion

Our target market favours email and Facebook as a means of hearing the 'Unique Drizzle' story. There are two distinct groups that we will aim our promotions at.

Group One are the 500 Life Education Trust donors. These potential customers will be emailed regarding the 'Unique Drizzle' story and the 'Unique Drizzle' launch in New World supermarkets. This group are very exciting for New World as they may leave their existing supermarkets to come to New World to buy 'Unique Drizzle'.

Group Two are existing New World customers who are not Life Education Trust donors but may want to be. These potential customers will receive a free taste in-store and will be asked to fill in a form with email address and/or Facebook contact. Emails will be sent and a Facebook group will be formed and maintained. Regular posting about 'Unique Drizzle' promotions and tastings and news updates and stories about the primary schools being helped by our donations will be emphasised through our Facebook page.

Sales Forecast

We are aiming for a corporate objective of 10% market share in 2014. From our market research we identified that our target market are households earning greater than \$75,000 per household. Using the 2006 census figures (which is deliberately conservative) this means 15% of Auckland's population of 406,000 or 61,000 are our potential target market. If we suppose that on average 3 people live in one household then our potential market is 20,000 households. This is overly large and we have realistically aimed for 10% of this market. This would equate to 2000 bottles of 'Unique Drizzle'.

It must be pointed out that this objective is for 2014. In 2013, given that a significant amount of time is taken up with setting up business partnerships, our official sales period will be for four months only from July to October 2013. In these four months we believe that we can realistically achieve $\frac{1}{4}$ of our 2014 sales target which equals 500 bottles.

Monthly sales forecast for 2013

Month	Qty Sold	Sales Revenue (\$) <i>(based on RRP of \$15)</i>
July	100	1500
August	200	3000
September	50	750
October	150	2250

- **July** – Product Launch will generate high interest in 'Unique Drizzle' but our Product Launch is planned for 15th July, this allows for $\frac{1}{2}$ month of sales
- **August** - very strong sales as a result of emails and in-store tasting/promotions.
- **September** – sales drop off as those who would purchase a bottle of 'Unique Drizzle' have already purchased one
- **October** – sales pick up as customers make their second purchase of 'Unique Drizzle'. This is based on an estimate turnaround of 8 weeks before repeat purchase.

Contingency Planning

Risk 1:

The New World area manager will not enter into a business partnership with Caring and Co and will not stock 'Unique Drizzle' olive oil.

Contingency 1:

Caring and Co will know this by 30 May. While it is tempting to listen to our research that suggested we might look at Countdown as an alternative distribution channel our understanding is that Countdown do not have a large luxury good (boutique) section and it is likely that customers shopping at Countdown would not be looking to spend \$15 per bottle on Olive Oil. As a result of this and the fact that our sample was random, we will ignore the 0% result Nosh received as a preferred supermarket and we will begin negotiations with Nosh to run the same promotional strategy there.

This is logical as Nosh Supermarkets are more of a luxury supermarket chain and we have a contact at Nosh. The other positive factor concerning Nosh is that they are an Auckland firm and we believe that helping specifically Auckland children will sit well with their prominently Auckland stakeholders. The outcome if successful means we will be able to carry out our plans as scheduled in the following timeline but we will be a month behind. This may impact on creating customer awareness in time and also impact on our cash-flow as our sales are a month behind target. We will need to adjust the Action Plan if this contingency plan is activated. (See the Action plan that follows). We may need to seek investor finance if our cashflow is significantly affected.

Risk 2:

Caring and Co may not achieve our 2013 sales forecast of 500 bottles as a result of our promotional strategies not being effective. This may be due to limited taste times allowed in the supermarket. Caring and Co are limited to 4 days for tasting and promotion in July. Thus Caring and Co have only a limited opportunity to connect with New World customers and tell them of our story and our Unique Selling Point.

Contingency 2:

Caring and Co will entrust others to promote 'Unique Drizzle' on our behalf. Caring and Co will train New World (or Nosh) supermarket staff in the advantages to customers of buying 'Unique Drizzle'. We will educate the staff in the enhanced health benefits of using Extra Virgin Olive Oils and more importantly will educate staff on the socially sustainable impact of purchasing 'Unique Drizzle'. Staff will be trained to tell the story of how Life Education Trust is able to help disadvantaged children to have some of the opportunities that other primary school students have in Auckland. This will ensure that customers are constantly getting the message that their decision to buy 'Unique Drizzle' is making a socially responsible difference in their own city.

Marketing Budget

Cash Budget for 'Unique Drizzle', May – Oct 2013

	May	June	July	August	Sept	Oct	Total
Receipts:							
Capital contribution	950	380					1330
Sales			1500	3000	750	2250	7500
Total receipts	130	1200	1500	3000	750	2250	8830
less Payments:							
Cost of Goods Sold		700	1400	350	1050		3500
R and D on Product	30						30
Prototypes	50						50
Cost of Meetings	30	30	30				90
Promotional Cost		300					300
Sample write offs (at cost)			64				64
Total Payments	130	1020	1484	350	1050	0	4034
Surplus	0	180	16	2650	-300	2250	4796
Bank balance	0	180	196	2846	2546	4796	

= Marketing costs

Notes to the Marketing Budget

- Our total Marketing Budget for May – October 2013 is \$534. This represents 13% of our total payments and 7% of our sales revenue.
- Research and Development costs involve caterings costs for our meeting with the manager of Azzuro Groves to determine the composition of the two flavours of Olive Oil we will produce.
- The cost of meetings budgets for the light refreshments we will provide when meeting with the Auckland Area Manager of New World supermarkets.
- Promotional costs in July relate to hiring tables and table clothes and purchasing bowls, napkins and bread for our four in-store tasting sessions.
- Sales are based on our sales forecast for 2013 and cost of goods sold figures are based on our production runs needed to meet our projected sales for the following month.
- As we have not yet negotiated the mark-up % that the supermarket will make on 'Unique Drizzle' this is not accounted for in the budget. However if we assume it is \$2 per bottle or \$1000 our remaining surplus will be \$3796.
- As we have no sales until July, Caring and Co will be relying on our surplus from fundraising and capital contributions from directors to cover our costs in May and June.

Action Plan and for Implementation and Future Monitoring

Marketing
 Monitoring
 Contingency

May 2013

28	29	30	May 1	2	3	4
Produce Prototypes of Unique Drizzle						
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	Jun 1
Meeting with NW to convince them to allow us to taste test in stores					Taste test in NW	
Monitor result of NW meeting						

June 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	Jun 1
Meeting with NW to convince them to allow us to taste test in stores					Taste test in NW	
Monitor result of NW meeting						
2	3	4	5	6	7	8
Contingency 1 Begin negotiations with Nosh						
	Production of Olive Oil					
9	10	11	12	13	14	15
Production of Olive Oil						
			Show research results to NW Manager			
16	17	18	19	20	21	22
23	24	25	26	27	28	29
				Confirm 2 month trial with NW Manager		
30	Jul 1	2	3	4	5	6
	Production of Oil					
	Email promotion to Life Education donors					

July 2013

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
>	30	Jul 1	2	3	4	5	6
S		Production of Oil					
6		Email promotion to Life Education donors					
13							
20	7	8	9	10	11	12	13
27	Production of Oil						
3							
10							
	14	15	16	17	18	19	20
▼		Launch Unique Drizzle					
...		Promotion/Tasting at New World					
	21	22	23	24	25	26	27
		Promotion/Tasting at New World					
▼	28	29	30	31	Aug 1	2	3
		Check July Sales figure against projected figure of 100			Contingency 2 Begin in store training of New World staff		
hrs							

August 2013

<div> <div>Today</div> <div>< ></div> <div>August 2013</div> </div>							Day	Week	Month	4 Days	Agenda
Sun	Mon	Tue	Wed	Thu	Fri	Sat					
28	29	30	31	Aug 1	2	3					
	Check July Sales figure against projected figure of 100			Contingency 2 Begin in store training of New World staff							
4	5	6	7	8	9	10					
Production											
Email and FB new NW customers											
11	12	13	14	15	16	17					
Production											
Email and FB new NW customers											
18	19	20	21	22	23	24					
Email and FB new NW customers											
25	26	27	28	29	30	31					
Email and FB new NW customers				Check August Sales figures against projected sales of 200							
						Contingency 2 Begi					

September 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Sep 1	2	3	4	5	6	7
Contingency 2 Begin in store training of New World staff						
Email and FB new NW customers						
	Produce Oil					
8	9	10	11	12	13	14
Produce Oil						
Email and FB new NW customers						
15	16	17	18	19	20	21
Email and FB new NW customers						
22	23	24	25	26	27	28
Email and FB new NW customers						
29	30	Oct 1	2	3	4	5
Check sales against projected sales of 50		Contingency 2 Begin in store training of New World staff				
Email and FB new NW customers						

October 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	Oct 1	2	3	4	5
Check sales against projected sales of 50		Contingency 2 Begin in store training of New World staff				
Email and FB new NW customers						
6	7	8	9	10	11	12
Email and FB new NW customers						
13	14	15	16	17	18	19
Email and FB new NW customers						
20	21	22	23	24	25	26
Email and FB new NW customers						
27	28	29	30	31	Nov 1	2
Email and FB new NW customers		Check sales against projected sales of 150				