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QUESTIONS

HAVING RESEARCHED AND READ, WRITE A TWO PAGE NOTE EACH ON YOUR UNDERSTANDING OF

* MARKETING STRATEGY
* INTEGRATED MARKETING COMMUNICATION.

USING ANY ORGANISATION OR COUMPANY OF YOUR CHOICE, EXPLAIN WHAT YOU THINK WILL BE THE ADVERSE EFFECT OF THE CORONA VIRUS PANDEMIC ON THE ELEMENTS OF THE MARKETING MIX OF THAT COMPANY (NOT LESS THAN 1 PAGE).

MARKETING STRATEGY

Strategic marketing is seen as a process consisting of Analyzing environmental, marketing competitive and business factor affecting the corporation and its business unit, identifying market opportunities, threats and forecasting future threats in an organization.

Strategy is an action that managers take to attain one or more of the organization’s goals. Strategy can also be defined as “A general direction set for the company and its various components to achieve a desired state in the future. Strategy results from the detailed strategic planning process”.

A strategy is all about integrating organizational activities and utilizing and allocating the scarce resources within the organizational environment so as to meet the present objectives. While planning a strategy it is essential to consider that decisions are not taken in a vacuum and that any act taken by a firm is likely to be met by a reaction from those affected, competitors, customers, employees or suppliers.

Strategy can also be defined as knowledge of the goals, the uncertainty of events and the need to take into consideration the likely or actual behavior of others. Strategy is the blueprint of decisions in an organization that shows its objectives and goals, reduces the key policies, and plans for achieving these goals, and defines the business the company is to carry on, the type of economic and human organization it wants to be, and the contribution it plans to make to its shareholders, customers and society at large.

FEATURES OF STRATEGY

* Strategy is Significant because it is not possible to foresee the future. Without a perfect foresight, the firms must be ready to deal with the uncertain events which constitute the business environment.
* Strategy deals with long term developments rather than routine operations, i.e. it deals with probability of innovations or new products, new methods of productions, or new markets to be developed in future.
* Strategy is created to take into account the probable behavior of customers and competitors. Strategies dealing with employees will predict the employee behavior.
* Strategy is a well-defined roadmap of an organization. It defines the overall mission, vision and direction of an organization.

* Strategic Intent

An organization’s strategic intent is the purpose that it exists and why it will continue to exist, providing it maintains a competitive advantage. Strategic intent gives a picture about what an organization must get into immediately in order to achieve the company’s vision. It motivates the people. It clarifies the vision of the company.

Strategic intent helps management to emphasize and concentrate on the priorities. Strategic intent is nothing but, the influencing of an organization’s resource potential and core competencies to achieve what at first may seem to be unachievable goals in the competitive environment. A well expressed strategic intent should guide/steer the development of strategic intent or the setting of goals and objectives that require that all of organization’s competencies be controlled to maximum value.

Strategic intent includes directing organization’s attention on the need of winning; inspiring people by telling them that the targets are valuable; encouraging individual and team participation as well as contribution; and utilizing intent to direct allocation of resources.

Strategic intent differs from strategic fit in a way that while strategic fit deals with harmonizing available resources and potentials to the external environment, strategic intent emphasizes on building new resources and potentials so as to create and exploit future opportunities.

A marketing strategy contains the company’s value proposition, key brand messaging, data on target customer demographics, and other high-level elements.

The marketing strategy informs the marketing plan, which is a document that details the specific types of marketing activities a company conducts and contains timetables for rolling out various marketing initiatives.

Marketing strategies should ideally have longer lifespans than individual marketing plans because they contain value propositions and other key elements of a company’s brand, which generally hold consistent over the long haul. In other words, marketing strategies cover big-picture messaging, while marketing plans delineate the logistical details of specific campaigns.

HOW TO CREATE A MARKETING PLAN

A marketing plan is a plan that outlines your full marketing strategy for the coming year. It will include who you are marketing to, how you will market to them, and the strategies you will use to connect with customers and attract sales. The goal of the marketing plan is to outline how you will present your products and services to your target market.

Firms that are successful in marketing invariably start with a marketing plan. Large companies have plans with hundreds of pages; small companies can get by with a half-dozen sheets. Put your marketing plan in a three-ring binder. Refer to it at least quarterly, but better yet monthly. Leave a tab for putting in monthly reports on sales/manufacturing; this will allow you to track performance as you follow the plan.

The plan should cover one year. For small companies, this is often the best way to think about marketing. Things change, people leave, markets evolve, and customers come and go. Create a section of your plan that addresses the medium-term future--two to four years down the road. But the bulk of your plan should focus on the coming year.

SITUATION ANALYSIS

The definition of a situation analysis refers to a set of methods that marketing managers use to analyze a company’s internal and external environment to understand the organization’s capabilities, customers, and business environment. Your marketing plan is critical and the importance of situational analysis in your marketing plan is paramount.

Your situational analysis will become part of your marketing plan where the situational analysis applies to different marketing situations.

The situational analysis for the marketing plan is your marketing benchmark. The selection of the people (or organizations) to be targeted by the company follows the situation analysis. The target market decision indicates the need to be satisfied with the marketing program positioning strategy.

Positioning is the combination of product, the channel of distribution, price, and promotion strategy selected by marketing management. It is designed to position the firm against its key competitors and meeting the needs of the target market.

New product strategies are essential to provide a continuing stream of new entries to replace mature products that are eliminated. Strategy selection considers situational and competitive factors presented in the product market that is targeted.

A situation analysis is the one tool every marketer needs to ensure her marketing tactics are taking advantage of real opportunities and solving real problems. In other words, it provides the context you need to move forward with your planning. Your situation analysis helps you define the context for your marketing plan by looking at trends, customer preferences, competitor strengths and weaknesses, and anything else that may impact sales. The question your situation analysis must answer is, “What’s happening?” To answer this question, you should analyze the most important market changes affecting your company. These changes can be the sources of problems or opportunities.

To prepare a situation analysis, you must consider challenges and trends that can affect your marketing program, be prepared for economic cycles, and review your competition’s current status. After you identify these threats and opportunities, you need to give some serious thought to how to respond to them.

Your marketing strategies are basically your responses to your strengths, weaknesses, opportunities, and threats, so your situation analysis feeds naturally into your strategies and plans.

FACTORS TO BE CONSIDERED IN GENERATING SITUATION ANALYSIS

* The organization position in the market
* Your organization, mission, policies, and resources
* Your competitor marketing strategy
* The projected life cycle stage of your product, company or organization
* The general economic conditions of the situation of your business.

OBJECTIVES

Marketing objectives help your business move forward. Typically, they are specific, easy to measure, possible to achieve, not too ambitious, and designed with a time frame. Successful marketing objectives are formulated and written in a prescribed way to secure the desired results. For example, "Increase market share by 15% within the next six months’’.

In business, an objective refers to the specific steps a company will take to achieve a desired result. The result is the goal. A business’ goal is more general and may not specify when things will happen. Objectives, on the other hand, are specific and tell you what the company will do to reach its goal.

A business’ primary aim is to add value, which in the private sector involves making a profit. Strategic objectives or aims may include brand building, market leadership, expansion, or gaining a specific share of the market.

An objective is ‘’SMART’’

S-Specific: easy to understand and clear

M- measureable: in other words easy to quantity

1. Achievable: possible to be attained

R- realistic: this one is similar to achievable the aim must not be ‘’ pie in the sky’’

T- Time-bound: related to specific durations and dates.

A business’ goals are not the same as its objectives. Although their meanings are similar, they are not identical.

“A goal is a broad primary outcome. An objective is a measurable step you take to achieve a strategy.”

A goal is the purpose toward which we aim an endeavor. An objective, however, is something that our efforts or actions are intended to attain or accomplish.

Objectives are measurable and tangible, while goals usually are not. Goals generally look at the long-term while objectives are either mid-term or short-term.

The two terms imply that the person wants to get somewhere and will make an effort to get there. Goals look at overall accomplishments or achievements for which we must make an effort. Objectives are specific targets within that overall goal. Objectives usually have a time frame and deadline.

TARGET AUDIENCE

A target audience is the demographic of people most likely to be interested in your product or service. If you own a plumbing company, your target audience is property owners, both commercial and residential. If you own a toy store, your target audience is parents, grandparents, and anyone else with children in their lives.

HOW TO DEFINE AND ANALYSE YOUR TARGET AUDIENCE

To find out, we’ll have to go through a couple of questions:

* What are the details of your product, business or service?
* What problem you’re solving for the user?
* How will the user benefit from your product or service?
* How your target audience does usually spends the day?
* What is the typical age or gender of your target audience?
* Do your target users have children?
* What are their income and education?
* What are some interests of your target audience?

MESSAGE

Marketing message is any media or communication that is designed to influence customers. The y are often used to generate demand, build brand awareness and all. The following are basic types of marketing message.

* Ethos
* Pathos
* Logos
* Humor
* Call to action
* Nudge
* Prices
* Offers
* Functions
* Features
* Quality
* Countersignaling
* Fear of missing out
* Anticipating objections
* Choice of Architecture
* Signaling.

MEDUIM OR MEDIA SELECTION

When deciding which media to select for promotional purposes, firms must consider a number of factors in order to maximize the effectiveness of their marking campaigns.

Factors to be considered when selecting media for your marketing campaign

Budget

What is your overall budget for advertising? Will your budget give you the coverage you want? A firm that has a limited budget for advertising will limit the amount of coverage certain media can provide. You will need to strike a balance between budget and coverage.

Campaign Objectives

One factor that will influence the budget and coverage question is the objective of the campaign. If the objective is to raise the brand awareness of the firm amongst the teenage market then this will influence any decisions you make above. You may need to spend a little more on certain publications in order to meet your objectives.

Target Audience

The media you selected is obviously influenced by the target audience. A firm must select media that the target audience is associated with e.g. the magazines or paper that they read, or the social networking site they use.

Focus

What is the message focus going to be? Will the message be emotional and work on guilt or will the message be clear cut and say why the firm is better than the leading player?

Circulation of Media

A firm will need to find out what the overall circulation of the media chosen is. So how many publications are sold, and exactly who reads them.

Timing

When do you want the advertising campaign to start? Is it specific to a particular time of the year e.g. Easter or Christmas?

Medium can be through:

* Newspaper
* Radio
* Television
* Email
* Billboards
* Flyers etc.

PROGRAMME/ACTION

A plan of action is aimed at accomplishing clear business objectives, with details on what work is to be done, by whom, when, what means or resources will be used.

A simple marketing plan is your road map for achieving your goals and guiding your decisions throughout the year. The strategic part of the plan is where your vision, goals and target audience for your business.

A marketing action plan is an in depth process with professional term of specialists. It is also a plan or strategy adopted to best position and sell goods and services of a particular client. The program must have three primary objectives

* To satisfy the needs of the market place
* To secure advantage over the competition
* To create profit.

IMPLEMENTATION

In implementation, you are sending it out to your target audience. However, for that marketing plan to work, it can’t sit in a drawer. You actually do something with that strategy. That’s where implementation comes in.

How to implement your marketing plan

* Set the right expectations: it is important to remember that marketing is not a quick fix. If you want your marketing efforts to be successful, it’s important to remember that this is a marathon, not a sprint. Marketing takes time, it’s important to make sure your company leadership and tem understands that. Setting those expectations up front will help everyone understand.
* Build the team and secure resources: Who will be on your marketing implementation team? It is important to think through who you will need to help with this effort. Look at what other resources you need. Are there tools, materials or education that need to get started? If so, make sure you get those resources in place too.
* Communicate the plan: Once you have built your marketing tem, be sure to communicate the marketing strategy to this group and help them understand the goals. Make sure each member of your marketing team understand the goals.
* Build out timeline and task: If your marketing strategy didn’t include a detailed project timeline, now is the time to build one. It makes sense to take each project and break it up into smaller tasks and deadlines to make effort manageable for your team.
* Be willing to adapt: One of the biggest reasons for regular measurement and monitoring is so you can easily see what’s working with your marketing and what’s not.

EVALUATION

Is a process that critically examines a program. It involves collecting and analyzing information about program’s activities, characteristics, and outcome. Its purpose is to make judgments about a program, to improve its effectiveness, and/or to inform programming decision.

Evaluation is also a systematic determination of subject’s merit, worth and significance, using criteria governed by set of standard. The primary purpose of evaluation, in addition to gaining insight into prior or existing initiatives, is able to reflection and assists in the identification of future change.

Evaluation is the systematic assessment of the design, implantation or results of an initiative for the purposes of learning and decision making.

IMPORTANCE OF MARKETING STRATEGY

* Marketing strategy provides an organization an edge over its competitors
* Strategy helps in developing goods and services with best profit making potential
* Marketing strategy helps in discovering the areas affected by organizational growth and thereby helping in creating an organizational plan to cater to the customer’s needs
* It helps in fixing the right price for organization’s goods and services based on information collected by market research.
* Strategy ensures effective departmental coordination.
* It helps an organization to make optimum utilization of its resources so as to provide a sales message to its target market
* A marketing strategy helps to fix the advertising budget in advance, and it also develops a method which determines the scope of the plan, i.e. it determines the revenue generated by advertising plan.

In short, marketing strategy clearly explains how an organization reaches its predetermined objectives.

INTEGRATED MARKETING COMMUNICATION

Integrated marketing is an approach to creating a unified and seamless experience for consumers to interact with the brand/ enterprise; it attempts to mend all aspect of marketing communication such as advertising, sales promotion, public relations, direct marketing, and social media, through their respective mix of tactics, methods, channels, media, and activities, so that all work together as a unified force. It is a process designed to ensure that all messaging and communications strategies are consistent across all channels and are centered on the customer.

Integrated marketing communications recognizes the value of comprehensive plan that evaluates the strategic roles of a variety of communication disciplines advertising, public relations, personal selling, and sales promotion and combines them to provide clarity, consistency, and maximum communication impact. It is an approach used by organizations to brand and coordinate their marketing efforts across multiple communication channels.

As marketing efforts have shifted from mass advertising to niche marketing, companies have increasingly used IMC to develop more cost-effective campaigns that still deliver consumer value.

Typically, communication tools for IMC encompass both traditional and digital media, such as blogs, webinars, search engines optimization, radio, television, billboards, and magazines.

Integrated marketing communication is an important part of a company's overall marketing strategy. The goal of an integrated marketing communication strategy is to ensure that all communications remain consistent and convey the company's message in a way that adheres to its values, image and goals. Ensuring an integrated marketing strategy is often the responsibility of the chief marketing officer of an organization or its director of marketing communication.

INTRODUCTION TO INTEGRATED MARKETING COMMUNICATIONS

Integrated marketing communications (IMC) is an approach used by organizations to brand and coordinate their communication efforts. The American Association of Advertising Agencies defines IMC as ‘’ a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines and combines these disciplines and combines these disciplines to provide clarity, consistency and maximum communication impact’’. The primary idea behind an IMC strategy is to create a seamless experience for consumers across different aspects of the marketing mix. The brand’s core image and messaging are reinforced as each marketing communication channel works together as parts of a unified whole rather than an isolation.

Prior to the emergence of integrated marketing communications during the 1990s, mass communication- the practice of relaying information to large segments the population through television, radio, and other media- dominated marketing.

Marketing was a one-way feed. Advertisers broadcasted their offerings and value propositions with little regard for diverse needs, taste, and value of consumers.

Often, this ‘’one size fits all’’ approach was costly and uninformative due to lack of tools for measuring results in terms of sales. But as methods for collecting and analyzing consumer data through single source technology such as store scanners improved, marketers were increasingly able to correlate promotional activities with consumer purchasing patterns. Companies also began to downsize their operations and expand marketing tasks within their organizations. Advertising agencies were also expected to understand and provide all marketing functions, not just advertising, for their clients.

Today, corporate marketing budgets are allocated toward trade promotions, consumer promotions, branding, public relations and advertising. The allocation of communication budgets away from mass media and traditional advertising has raised the importance of IMC importance for effective marketing. Now, marketing is viewed more as a two-way conversion between marketers and consumers.

THE TOOLS OF INTEGRATED MARKETING COMMUNICATIONS

The IMC process generally begins with an integrated marketing communications plan that describes the different types of marketing, advertising, and sales tools that will be used during campaigns. These are largely promotional tools, which includes everything from search engine optimization (SEO) tactics and banner advertisements to webinars and blogs. Traditional marketing communication elements such as newspapers, billboards, and magazines may also use to inform and persuade consumers. Marketers must also decide on the appropriate combination of traditional and digital communications for their target audience to build a strong brand-consumer relationship. Regardless of the brand’s promotional mix, it is important that marketers ensure their messaging is consistent and credible across all communication channels.

When looking at your marketing mix, you're examining price, distribution, advertising and promotion, along with customer service. Integrated marketing communication is part of that marketing mix included in your marketing plan. IMC strategies define your target audience, establish objectives and budgets, analyze any social, competitive, cultural or technological issues, and conducts research to evaluate the effectiveness of your promotional strategies.

If companies are ethically planning, communicating, and following industry guidelines, they will most likely earn the trust of their customers and target audience.

There are five basic tools of integrated marketing communication:

* Advertising:

This tool can get your messages to large audiences efficiently through such avenues as radio, TV, Magazines, Newspapers (ROP), Internet, Billboards and other mobile technological communication devices. This method can efficiently reach a large number of consumers, although the costs may be somewhat expensive.

* Sales Promotion:

This tool is used through coupons, contests, samples, premiums, demonstrations, displays or incentives. It is used to accelerate short-term sales, by building brand awareness and encouraging repeat buying.

* Public Relations:

This integrated marketing communications tool is initiated through public appearances, news/press releases or event sponsorships, to build trust and goodwill by presenting the product, company or person in a positive light.

* Direct Marketing:

This tool will utilized email, mail, catalogs, encourage direct responses to radio and TV, in order to reach targeted audiences to increase sales and test new products and alternate marketing tactics.

Decisions linking the overall objectives and strategies during the marketing planning phases help to evaluate and fine-tune the specific activities of integrated marketing communication. Before selecting an IMC tool, marketing, product and brand managers must look at social, competitive, legal, regulatory, ethics, cultural and technological considerations. One thing you want to avoid when activating the tools of integrated marketing communication is reaching inappropriate audiences and causing controversy. That could be damaging when trying to build brand awareness and encourage consumer spending with your company. When marketing managers examine the beliefs, emotions and behavior of their targeted audience towards their brand, they can influence their beliefs to achieve product awareness, by attracting attention to their promotional campaigns.

IMPORTANCE OF INTEGRATED MARKETING COMMUNICATION

Integrated marketing is the holistic approach to making sure you are being consistent with your message in all media. A consistent message across multiple platforms increases the likelihood your target audience will take action in ways that you intend. When used effectively, integrated marketing helps optimize spending by helping you to put the right amount of money toward the most effective approaches that yield the best results. Integrated marketing puts the focus on ensuring that your messaging is consistent, regardless of the channel that is used as the vehicle to share the message.

While integrated marketing is not new, it still is important in today's world. There are more marketing channels now than ever before, and different channels can be led and directed by different people.

Integrated marketing strategies help pull all of a brand's message points together into one cohesive whole to ensure that the message is not disjointed and confusing. Especially today, when customers are bombarded right and left with news and information of every ilk, integrated marketing relays one clear message, regardless of the channel.

Integrated marketing communication is an approach to promote products and services (brand promotion) where various modes of marketing are integrated so that similar message goes to the customers. According to integrated marketing communication, all aspects of marketing communication work together to promote brands more effectively among end-users and also for better results. Brands are promoted through advertising, sales promotions, banners, hoardings, public relations, social networking sites and so on simultaneously to increase brand awareness among potential end-users.’

One of the most effective ways to promote brands is through effective communication. Organizations need to communicate well with not only the potential customers but also existing customers. Communicating effectively not only strengthens relationship with your clients but also gives organizations an edge over competitors.

INTEGRATED MARKETING COMMUNICATION AS A MANAGEMENT FUCTION

* Sales

The traditional role of marketing communications has been to develop marketing material that supports the company's sales activities. The integrated marketing communications manager continues to provide this service, but the other activities under his integrated management function influence the production of marketing material. If he sees a lot of complaints from customers, positive or negative publicity in the media or becomes aware of an event that can link to his marketing, he can orient the marketing material to address these factors, which are normally outside of his area of responsibility.

* Special Events

Companies often organize, attend or support special events in their fields of activity. Such events could be the responsibility of engineering, sales or production. With marketing communications integrated under one management function, all events go through the integrated communications function. It means that the company's profile and the image it projects at such events is consistent and in keeping with overall company goals.

* Public Relations

Under integrated marketing communications management, companies no longer maintain a separate public relations operation whose activities may not support the efforts of marketing. The public relations function becomes part of the integrated strategy and supports the marketing function. Published information, even if not directly relevant to the marketing of the company's products, helps create an image of the company that supports the ability to market them. Companies and their products become more tightly identified in the minds of the public.

* Media

Instead of separate media relations, the integrated marketing communications concept groups this responsibility with all the other company communications. The integrated marketing communication operations review and manage the image of the company in the media. Marketing personnel release targeted information to support the image they want to see. When the company is in the news, they shape the information coming out of the company to support the company's overall goals and a positive media image.

* Publicity

A company often has various people authorized to create press releases. Under the integrated concept, integrated marketing communications management handles all such publicity. Others may want to publicize some newsworthy items, but the press release itself goes through the integrated management function. The manager can decide how to structure the release of the news so that it has the desired effect, or he can decide that the release of a particular news item is not in the interests of the company.

CONTENTS OF THIS SECTION

* History of Dufil prima foods plc. (we have to know more about this company to understand what this section is about)
* Vision and mission, purpose
* Content analysis on the brands under this company( Research on the different brands under the company)
* Effect of coronavirus pandemic on marketing mix of the company

DUFIL PRIMA FOODS PLC

(Making life taste better)

Dufil is home to Nigeria’s most loved noodles brand, indomie instant noodles. Through consistent backward integration effort over the past decade, Dufil has established itself as the leader in the instant noodles category.

Dufil Group comprises of Dufil Prima Foods Plc. and its six subsidiaries – namely: De united Foods Industries Limited (Nigeria & Ghana), Northern Noodles Limited, Pure Flour Mills Limited, Insignia Print Technology LFTZ Enterprise and Raffles Oil LFTZ Enterprise.

DUFIL PRIMA FOODS PLC was incorporated in 2001 as a private limited liability company at Choba, Port Harcourt, and Rivers State. Upon completion of a restructuring exercise the company was converted to Public limited company and became the holding company of the group in year 2008.

The existence of the facility arises due to the growing demand for the product from the consumers of the region and the nation. The objective is to provide fresh and quality product to the consumers.

Dufil Prima Food PLC started as a joint venture between Tolaram Group of Singapore and Salim Group of Indonesia with a 50-50 shareholding until 2018. As of today, the management of Dufil comprises of Salim Group of Indonesia along with Tolaram Africa Foods Pvt. Ltd. (which is a JV between Tolaram Group of Singapore and Kelloggs’s from United States).

Salim Group is the Majority shareholder of PT Indofoods Sukes Makmur, a listed company in Indonesia which owns the Indomie trademark, technology, and expertise in instant noodle manufacturing. Tolaram Africa current business in Nigeria comprises of companies in several business sectors – manufacturing, marketing and sales of consumer goods, carpet products, infrastructure projects, logistics transportation and general trading.

Dufil’s long operational track record and the continuous expansion of production capacity (across the segments) makes it one of the most prominent players in the rapidly growing consumer food sector, epitomized by Its dominance of the noodles segment and growing presence in the pasta, cooking oil and snack segments. Its operations are supported by its substantial marketing spend to develop brand awareness and an effective distribution network.

Despite the challenging operating environment that persisted in 2016, Dufil maintained its upward growth trajectory, reporting a 16% increase in revenue to a new high of N120.7bn in FY16. While growth in previous years was mainly attributed to the expansion in production capacity and higher traded volumes, growth in FY16 was underpinned by an upward adjustment in the prices of the various products. Notwithstanding the economic crunch, demand remains high, reflecting the strong brand equity of the Company.

BUSINESS EVOLUTION

1996- Begin operation of De- united foods industries limited

2000- Took over Nestle manufacturing line

2004- Begins operations of Dufil prima foods plc

2009- Begins operation of insigna print technology LFTZ enterprise. De-united foods industries seasoning division commenced operation in Ogun state.

2011- Northern Noodles commenced operations in Kaduna. Acquisition of Dana Noodles.

2012- Pure flourmills limited (pasta and flour division) begins operation.

2013- Raffles oil LFTC Enterprise begins operations.

2014- Snack division of pure flour mills begin operation

2015- Begins minimize noodles production in Port Harcourt

2016- Establishment of ₦30 billion commercial paper programme

2017- Acquisition of Dangote noodles in Nigeria and pasta factory in Ghana. Establishment of ₦40 billion bond programme.

2018- Investment by Kellogg’s in Tolaran Africa foods pte LTD. Acquisition of mimee noodles and pasta factory. Capacity Expansion of insignia. Capacity expansion of snack and noodles in Kaduna (Nigeria) and Ghana.

* VISION

To be leading food company in Africa, committed to consumer Delight and increasing shareholder’s value.

* MISSION

To be a market leader in consumer foods product by provides quality products.

* PURPOSE

The Dufil Family is guided by a clear and simple vision statement. They believe in making the wellbeing and satisfaction of their customers the apex of every decision.

BRANDS OF DUFIL PRIMA

* INDOMIE INSTANT NOODLES

Indomie is a brand of instant noodle produced by Indonesian company PT Indofood CBP Sukses Makmur Tbk, better known as Indofood. It is distributed in Australia, Asia, Africa, New Zealand, United States, Canada, Europe and Middle Eastern countries. Outside its main manufacturing plants in Indonesia, Indomie is also produced in Nigeria since 1995 where it is a popular brand and has the largest instant noodle manufacturing plant in Africa.

DIFFERENT VARIETIES OF INDOMIE ARE:

INDOMITABLE CHICKEN

ONION CHICKEN

STANDARD PACK CHICKEN

INDOMIE ORIENTAL FRIED NOODLES FLAVOUR

INDOMIE CHICKEN PEPPER SOUP FLAVOUR

SUPER PACK CHICKEN

SUPER PACK ONION CHICKEN

HUNGRYMAN SIZE CHICKEN

HUNGRYMAN SIZE ONION CHICKEN

BELLEFULL

ONION BELLEFULL

RELISH SEAFOOD DELIGHT.

* POWER OIL

A new brand of vegetable oil has been unveiled into the Nigeria vegetable oil market by Dufil Prima Foods Plc., makers of Indomie Instant Noodles.

* 75ml Sachet

The 75ml sachets was the first sachet oil introduced into the Nigerian market, used for mostly frying and cooking of small portions of food like fried plantain/yam and eggs, stir fry and concoction rice etc.

* 160ml Sachet

In the bid to kick against the use of unbranded oils, the 160ml sachet was created to cater and create a more heavy usage option for our consumers as a single serve option.

* 75cl bottle

This is the smallest SKU bottle for the household that is economical and affordable.

* 1.5l & 2.6l bottle

These are the largest SKUs for the brand, used in homes, catering and hospitality establishments. They are also economical and totally affordable.

* MINIMIE CHINCHIN

Under this brand we have;

* Hot and spicy
* Sachet
* Jar
* PURE FLOUR

Under this brand we have:

* Bread flour
* Semolina.

* POWER PASTA

Under this brand we have:

* Slim
* Regular.

* MINIMIE INSTANT NOODLE

Minimie Instant Noodles is high quality and respectable brand of Instant Noodles from the Dufil powerhouse of brands. It is the No.2 brand of Instant noodles after Indomie and brings fun to lives of nearly 36 million consumers who enjoy our product daily. It is a youthful brand that encourages youth to Taste the Fun.

The brand has three flavor offerings: Chicken, Vegetable and Tomato. They come in three sizes Giga, Mega and Mini.

* MINIMIE PASTA

MINIMIE MACARONI

* ELBOWS
* TWIST

MINIMIE PASTA

Minimie Pasta is the only pasta brand to be manufactured in Ghana. It’s widely available in the markets across all regions of the country since 2017-end. Known for its high quality, the delicious and nutritious Minimie Pasta is making a foray into Ghanaian households since its inception.

* MIMEE INSTANT NOODLES

Dufil Acquired Mimee Instant Noodles Brand from May and Baker Nig. Plc. in June 2018.

After re-working on the Flavor of the product, Mimee has two SKUs in Chicken flavor.

* One being 70g
* Heavy duty 114g
* Emperor Oil

Introduced in 2015, Emperor pure vegetable oil is safe, rich in taste and an excellent choice for deep frying. The Vitamins A & E found in Emperor vegetable Oil improve your eye sight and keep your body active. Free of cholesterol and trans-fats, Emperor Oil is an affordable, quality vegetable oil with unbeatable value.

EFFECT OF CORONAVIRUS VIRUS ON MARKETING MIX OF DUFIL COMPANY

WHAT IS MARKETING MIX

A marketing mix includes multiple areas of focus as part of a comprehensive marketing plan. The term often refers to a common classification that began as the four Ps: product, price, placement, and promotion.

Effective marketing touches on a broad range of areas as opposed to fixating on one message. Doing so helps reach a wider audience, and by keeping the four Ps in mind, marketing professionals are better able to maintain focus on the things that really matter. Focusing on a marketing mix helps organizations make strategic decisions when launching new products or revising existing products.

The four Ps classifications for developing an effective marketing strategy were first introduced in 1960 by marketing professor and author E. Jerome McCarthy. Depending on the industry and the target of the marketing plan, marketing managers may take various approaches to each of the four Ps.

A coronavirus is a kind of common virus that causes an infection in your nose, sinuses, or upper throat. Most coronaviruses aren't dangerous.

COVID-19 is a disease that can cause what doctors call a respiratory tract infection. It can affect your upper respiratory tract (sinuses, nose, and throat) or lower respiratory tract (windpipe and lungs). It's caused by a coronavirus named SARS-CoV-2.

It spreads the same way other coronaviruses do, mainly through person-to-person contact. Infections range from mild to serious.

* PRODUCT

The ongoing spread of the new coronavirus has become one of the biggest threats to the global economy and financial markets. “From an economic perspective, the key issue is not just the number of cases of COVID-19, but the level of disruption to economies from containment measures’’.

The manufacturing factor in Nigeria has been hit hard by the virus outbreak. Countries around the world are taking serious measures to stop, or at least slow the spread of the virus, including cancelling or banning large gatherings, like trade shows, live entertainment, or sporting events.

Manufacturers are facing continued downward pressure on demand, production and revenues as the COVID-19 pandemic intensifies. Additionally, many are facing cash-flow liquidity challenges and difficulties in managing debt obligations. Manufacturers can expect to enter a new era of closer public-private coordination in order to strike the right balance between producing critical products and protecting public health.

The current risk is mainly due to delays in the transport of components and raw materials. Due to transportation and quarantine restrictions, the transportation of domestic raw materials is affected, and also the speed of customs clearance. This will cause tight supply, and then the price of raw materials to rise. Meanwhile, as end-user demand weakens, many manufacturing companies are also facing the risk of higher inventory backlog, which may lead to passive production reduction. Overall, supply chain challenges are still largely under control. But in any case, the impact from supply chain will squeeze the profits of manufacturing enterprises. Factory shutting down can affect manufacturing.

The products life cycle is at the maturity stage this means:

* Demand level has grown and they have stable customers
* Dufil prima can relax because they have been in existence
* This stage is the most profitable stage.

The funny thing about the brands of dufil prima is that people in Nigeria generalize all noodles as Indomie, All oil as power oil etc. Dufil prima controls the market of instant noodles and chinchin and also Oil.

Corona virus affect the product in the sense that manufacturing is being delayed and this leads to slow production and also delayed in supply of the goods to wholesaler, distributors.

Let’s move to the consumer perspective because they are the important factor of this company

Dufil product are necessity goods that consumer will surely demand for even though there is earthquake they include power oil, indomie, minimize chinchin etc.

A necessity good or a necessary good is a type of normal good. Necessity goods are products and services that consumers will buy regardless of the changes in their income levels, therefore making these products less sensitive to income change. The thing is that Dufil prima have competitors but no matter what people still love Indomie more and use Power oil to fry instead of other oil because of their ‘’ Low cholesterol’’ strategy used to move people to their product.

This lockdown period workers cannot go to work because of the coronavirus pandemic so then the production of goods will be delayed and it will affect the company.

* PRICE

Price is the money you offer in exchange for something that you want. After product, pricing plays a key role in the marketing mix. The reason for this importance is that where the rest of the elements of the marketing mix are cost generators, price is a source of income and profits. Through pricing, the organization manages to support the cost of production, the cost of distribution, and the cost of promotion.

Simplistically, price is the value measured in money term in the part of the transaction between two parties where the buyer has to give something up (the price) to gain something offered by the other party or the seller. Pricing is a complicated element, which needs to reflect supply and demand, the actual value of the object, and the perceived value of it in the mind of the consumer. A price that does not reflect these factors and is either too high or too low will lead to unsuccessful sales. This is why an organization’s pricing will change according to circumstances and time.

I mentioned earlier that Dufil prima products are necessity like Indomie, Power oil etc, so the producers didn’t increase the price but retailers will surely increase the price they will use the advantage of this coronavirus to earn more money, the consumer will not have any choice.

In my house before this coronavirus pandemic we buy indomie instant noodles pack for ₦1900 but now the pack is ₦2000 I don’t know if in other retailed place if it is more than ₦2000.

But the question is that is it from the producers or retailers or the wholesalers. The producers might even increase the price because the cost of production is already high no matter what they have to struggle during this period.

They buy more machines to increase the level of production because of the lockdown workers can easily do their work and for this Dollar price increases now, we all know naira doesn’t have much value than dollar then the price will increase and thus will have adverse effect on the price of the all the products.

Coronavirus has actually affected the price. Ma, you mentioned this doing our online class that price is adaptable to change and also the easiest marketing mix to change other elements can’t easily change.

But the fact is that people will still buy the products, if it is just to buy one sachet of the indomie people will buy because it is the easiest thing to cook. My mother still bought the indomie because she knows that she needs it.

* PLACE

This decision outlines when a company sells their products and how they get their services to the customers. Correct placement is a vital activity that is focused on reaching the right target audience at the right time. It focuses on where the business is located, where the target market is placed, how best to connect these two, how to store goods in the interim and how to eventually transport them.

Let’s look that distribution channel: A distribution channel can be defined as the activities and processes required moving a product from the producer to the consumer. Also included in the channel are the intermediaries that are involved in this movement in any capacity. These intermediaries are third party companies that act as wholesalers, transporters, retailers and provide warehouse facilities.

Due to the lockdown the movements of goods have reduced. We have 36 states in Nigeria and governments have banned the interstate movements.

The firm has it head office in Lagos State with 2 factories. One in Ota, Ogun State which was commissioned in 1995, it is the first largest instant noodles manufacturing plant in Africa and also the first in Nigeria. The other in Port Harcourt in 2001 when dufil prima was incorporated as a private limited liability company. A third one now exists as Northern Noodles Limited in Kaduna, which serves as a subsidiary of dufil.

This show that the factory production are in Lagos, Ogun, Rivers, Kaduna state. So how will they distribute the product, when there interstate lockdown. How will it be distributed to 31 states?

Lagos state, Ogun state, Rivers and Kaduna state will easily have access to the product at all house level thus, making the product available but not accessible to people.

But I’m sure that Dufil have distributors in every state how will the product get the distributors. The coronavirus has affected the distribution and placing of the products because of restriction of movements set by the Federal government.

* PROMOTION

Finally, promotion includes all activities that involve communicating with the customer about the product and its benefits and features. Once a company has worked on the product and price elements, it is time to start a conversation with the consumer about the product. This includes raising awareness through different mediums to increase sales, as well as to create and foster brand loyalty.

Five elements of promotion mix are:

* Advertising
* Sales promotion
* PR& sponsorship
* Direct marketing
* Personal selling.

Dufil prima have been working on their promotional mix strategy to improve the image of the company such as donating items to state this shows that the company have also been working hard to improve their goodwill in the eyes of the people. The communication of the company with the consumers is quite stable.

Coronavirus did not affect the online advertisements of the products, because online can be gotten through phone, laptops etc. The effect of coronavirus on the promotion of Dufil products are:

Sales promotion have been affected by the pandemic in the sense that discounts, samples, contests can’t take place because of the economy challenges.

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