

MyBetterBatch

Team 248

Alejandra Sandoval

leidysandoval@ustavillavo.edu.co
Colombia
Researcher, Writer, Designer



Emma Shea

emmashea@sandiego.edu
USA
*Team Coordinator,
Researcher, Writer,
Designer, Editor*



Brendan Drohan

bdrohan@uoguelph.ca
Canada
Researcher, Writer



Leonardo Breckenfeld

Leonardobreck@gmail.com
Brazil
Researcher, Writer



Rishi Jain

rishijain1299@gmail.com
India
Researcher, Writer



Table of Contents

Executive Summary:	3
Section 1: The Market (pg. 3).....	3
Section 2: Operations Management (pg. 3).....	3
Section 3: Marketing (pg. 3).....	4
Section 1: The Market	5
1.1 Industry and Competition Overview.....	5
1.2 Global Industry Insights.....	7
1.3 New Market Selection.....	9
Section 2: Operations Management	12
2.1 Market Entry Mode.....	12
2.2 Legal and Trade Regulations.....	13
2.3 Product Ideas.....	15
2.4 Pricing Strategy.....	16
Section 3: Marketing	17
3.1 Promotional Channels.....	17
3.2 Message.....	19
3.3 Promotional Materials.....	20
References	22

Executive Summary:

Section 1: The Market (pg. 3)

- Main Competitors:
 - Betty Crocker (diverse portfolio, affordable, owned by General Mills)
 - Pillsbury (limited cookie mix flavors, affordable, owned by General Mills)
 - King Arthur (impact initiatives, health conscious offerings, premium price point)
- MyBetterBatch's
 - **Strengths:** strong founder, unique value proposition (homemade), certifications
 - **Weaknesses:** limited resources, brand recognition, and social media followers
 - **Opportunities:** branding differentiation, untapped male consumers, all-in-one products, economic pressures causing consumers to buy based on value
 - **Threats:** mature market with established brands, attitudes toward health
- Recommended New Market: **United Kingdom**
 - 6% tariff, third largest importer of baking mix category from the US, 65% annual growth value between 2021-2022, consume more biscuits than any other country
 - **PESTEL:** Friendly trading with the US, prioritize social gatherings, prefer value-based products, online shopping surpasses all other countries, 96.7% employment rate
- UK Target Market: working parents, 18-34 years old, both men and women
 - 75.6% of moms work, 75% of consumers prefer baking at home, men and women equally participate in using cookie box mixes

Section 2: Operations Management (pg. 3)

- Recommended Market Entry Strategy
 - **Exporting** (low risk, less capital intensive, transfer some control to local experts)
 - **Distributors** (JDM, Americatessen, Booker Group; specialize in selling US goods in the UK market, leverage partnerships with retailers)
 - **Retailers** (Tesco, Morrisons, Asda; importance of seeing MyBetterBatch on shelves in addition to online)
 - **E-Commerce via Amazon.UK** (23.5% of retail e-commerce market share)
- Legal and Trade Regulations
 - First, register MyBetterBatch as a food business in the UK, then apply for trademarks and be sure to abide by food and safety regulations. Becoming familiar with the legal system is also highly advised.
- Product Ideas
 - Diversify flavors based on UK preferences (toffee, nuts, ginger, cinnamon)
 - Modify packaging to market crispier varieties as “biscuits”
 - Offer all-in-one kits that include all necessary ingredients

- Pricing Strategy
 - **Value-Based Pricing:** offer a competitive price point by charging £4.1 for a 248 gram mix while leveraging the homemade taste as an additional value to consumers
 - **Bulk Pricing:** bundle three different flavors for a discounted price, providing value and allowing customer to try a variety of products
 - **Repeat Customer Discount:** increase customer retention by providing repurchasing deals for those who subscribe to newsletter or follow MyBetterBatch social media

Section 3: Marketing (pg. 3)

- Promotional Channels
 - Instagram, Facebook, YouTube, TikTok
 - Leverage influencer marketing
- Message
 - Recommended slogan: **Deliciously homemade without the hassle**
 - No need to sacrifice quality or flavor, MyBetterBatch has your back in the kitchen
 - Create urgency, provide credibility, and highlight “homemade” USP
- Promotional Materials
 - Improvements based on website and social media audit:
 - Avoid excluding male consumers through imagery, colors, and influencers
 - Embrace social media trends and create a wider variety of content
 - Incorporate user generated content
 - Prioritize engagement and interacting more with followers
 - Recommended Social Media Graphic



Section 1: The Market

- Industry and Competition Overview
- SWOT Analysis
- Global Industry Insights and Potential Market Comparison
- New Market Selection and PESTEL Analysis

Key Takeaways

- Differentiate through branding, since competitors leverage motherly brand personas
- Enter the UK next, with their friendly trading policies and consumer preferences
- Target working parents ages 18-34 with a more equal focus on both mothers and fathers

1.1 Industry and Competition Overview

Industry Overview

Although the cookie mix market is already established, it is anticipated to see significant growth in the coming years. This growth is driven by the increasing appeal of convenience foods and the rise in the proportion of single-person households, both factors contributing to the industry's expansion.

According to data from Fact.MR (2023), the global market for baking mixes has been growing in recent years, from 2018 to 2022 the market grew 3.9%, but it is estimated that by the end of 2033, the market will grow by 5.3% reaching USD 11.09 billion. Specifically in the case of the type of cookie and biscuit mixes product, in 2020 the market size was USD 134 million and by 2026 it is expected to reach USD 162 million (MRFR, 2023). That is, it is estimated to grow 20.89%. This is a positive and encouraging factor for the expansion of the business worldwide, however, it must be taken into account that current and future trends for the consumption of baking mixes include clean labels and functionality, as well as a growing trend of vegan and organic mixes.

Competitors

Our competitive analysis is based on the **US market**, the country of origin for MyBetterBatch. The **direct competitors** for MyBetterBatch include legacy brands like Betty Crocker, Pillsbury, and Duncan Hines, as well as premium brands like King Arthur and Stonewall Kitchen. MyBetterBatch competes against these brands based on their product attributes and value propositions, which focus on a combination of value and taste. Moreover, the target markets for these brands include working moms, busy professionals, and bakers of all skill levels. Betty Crocker, Pillsbury, and King Arthur have strong social media presences with over 500k followers; they have all built brand awareness based on histories that span over hundreds of years. Their messages revolve around time spent with family and fostering fun, creative memories through food. Betty Crocker and Pillsbury benefit from economies of scale and widespread distribution networks brought by their parent company, General Mills.



In the **indirect competitors** category, brands offer attribute-specific items such as paleo, low sugar, high protein, gluten-free, organic, and keto options. Thus, we do not see these brands as direct competitors. Some companies that have recently entered the market include Meli's and Renewal Mill. Meli's offers a variety of gluten-free flavors and appeals to moms looking for better-for-you cookies. Renewal Mill stands out with its focus on upcycled food, offering unique flavors and plant-based pantry staples while fighting climate change and global food loss.

- Meli's
- Bob's Red Mill
- Miss Jones
- Renewal Mill
- Wholesome
- Annie's
- Coconut Whisk
- Kodiak
- Simple Mills
- Otto's Naturals
- Simple Truth
- Stellar Eats

Competitors' Operations and Offering

In the highly competitive world of cookie mix production, companies invest considerable time and effort in product development to stay innovative and meet consumer preferences and trends. A **wide array of flavors** and types are offered to cater to diverse tastes. While chocolate chip and sugar varieties are staples for all brands, seasonal flavors are also popular. Furthermore, many of these companies diversify their product lines to include baking mixes for **muffins, bread, and other baked goods** in addition to cookies. Duncan Hines has even created an EPIC cookie dough cookie kit, which includes cookie mix and decorating items that encourage creativity. Brands have also had to navigate shifting health trends by, for instance, formulating mix with whole wheat flour or other **healthier ingredients**.

Once the formulations are developed, the manufacturing process takes place in **large-scale facilities**. Ingredients are sourced, mixed, and packaged in bulk quantities to meet consumer demand, necessitating a deep understanding of quality and safety standards.

In a crowded market, **branding is vital** for maintaining a strong presence. Red, a color known to evoke feelings of hunger, is frequently incorporated into packaging. Legacy brands have established a recognizable identity over time. Companies rely on social media marketing, in-store promotions, and informational content to engage with consumers. Their websites serve as platforms for in-depth product information, blogs, recipes, and more. Since baking mix is a relatively mature market, **engagement** with customers is key. Creating a brand ecosystem which supports a lifestyle and community is just as important as the quality of the products themselves. This strategy has allowed Betty Crocker to achieve their impressive brand loyalty. Through various channels, brands start conversations, offer recipes and baking advice, and inspire creative usage of their products.

Distribution plays a crucial role, with products reaching consumers through **supermarkets, convenience stores, grocery stores, and online marketplaces**. Collaborations with distributors and merchants ensure broad accessibility. Most brands primarily rely on in-store retail such as Kroger, Walmart, and Safeway, with some presence on online retailers like Amazon. Premium brands also sell in specialty stores such as Williams-Sonoma or stationary stores. Standard net weight ranges from 16-18 oz and each unit sells for \$2-10 depending on how premium the brand is.

SWOT Analysis

MyBetterBatch has a **strong founder** with an abundance of experience that can be leveraged for success. The certifications they have received will help improve credibility among consumers. However, the company has many barriers that are common for startups such as a **lack of resources, brand recognition, social media following, and economies of scale**. The

main opportunity is a gap in the baking mix market for fresh, new brands that stand apart from those which rely heavily on heritage. Additionally, no companies have yet to target **male consumers**, specifically fathers. “**All-in-one products** that require no additional ingredients” are the latest innovation, which provides an opportunity for diversifying MyBetterBatch’s product line. (Mintel, 2023, p. 8). Competitors such as Betty Crocker pose a huge threat for entering this space, and consumers are increasingly searching for healthy options even amid inflation pressures.

SWOT ANALYSIS



1.2 Global Industry Insights

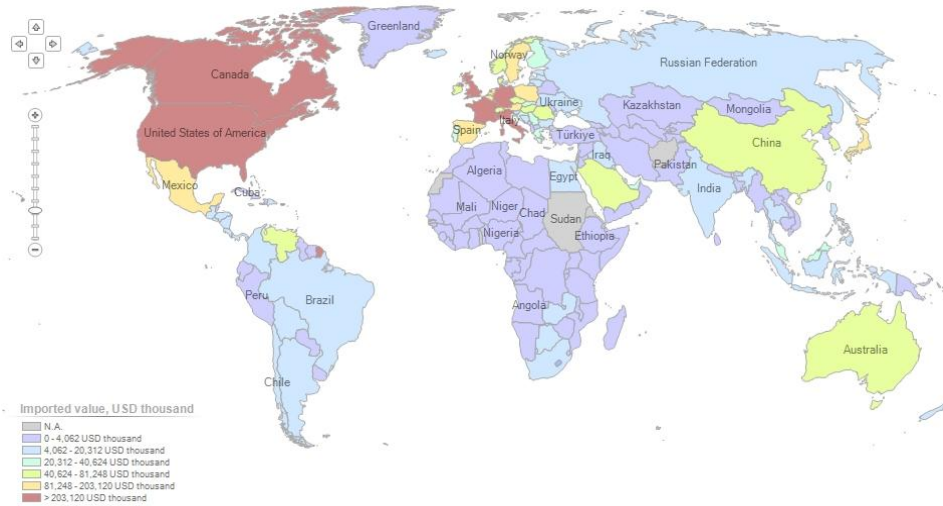
Overview

To identify the most promising markets for MyBetterBatch to enter, we first looked at the market size of cookies to gain insight into the taste preferences of various regions. Western Europe dominates the market, followed by North America and the Asia Pacific regions (Mordor Intelligence, 2022).

By utilizing the HS code 190120, which pertains to the trade classification of cookie mix, we refined our focus to identify the most promising markets by evaluating their import practices in this category. These markets include the **United Kingdom, Canada, Mexico, Germany, and France**. In the following image, countries illustrated in red represent the largest importers for mixes and doughs of flour (ITC, 2022)

List of importing countries for the selected product in 2022

Product : 190120 Mixes and doughs of flour, groats, meal, starch or malt extract, not containing cocoa or containing < 40% by weight of cocoa calculated on a totally defatted basis. n.e.s. and of mixes and doughs of milk, cream, butter milk, sour milk, sour cr



After assessing the market potential in these five regions, it became evident that Canada's exorbitant import tariff would pose a significant obstacle for MyBetterBatch due to financial constraints. In the case of Mexico, while they do not impose an import tariff from the US, the considerably low revenue per capita suggests a potential lack of interest among consumers for non-essential grocery items. Ultimately, we found France and Germany to be attractive markets, yet we determined that the United Kingdom offered the most promising growth. Additionally, this choice could help alleviate some cross-cultural challenges, given the shared similarities between the United Kingdom and the United States.

POTENTIAL MARKET COMPARISON

COUNTRY/REGION	UK	CANADA	MEXICO	GERMANY	FRANCE
APPLIED TARIFF (ITC)	6%	246% BUT NOT LESS THAN \$2.85/KG	0%	7.6% + AGRICULTURAL COMPONENT	7.6% + AGRICULTURAL COMPONENT
NUMBER OF REGULATORY REQUIREMENTS (ITC)	3 TYPES: PRODUCT MARKING, LABELING, MARKETING	47	19	33	33
EASE OF DOING BUSINESS (WORLD BANK)	84/100	80/100	72/100	80/100	77/100
POLITICAL STABILITY RANK (THE GLOBAL ECONOMY)	67	35	144	51	77
VALUE IMPORTED IN 2022 (USD THOUSAND) (ITC)	327,683	310,848	144,543	332,671	218,580
ANNUAL GROWTH IN VALUE 2021-2022 (ITC)	65%	23%	22%	8%	24%
INFLATION, CONSUMER GOODS 2022 (WORLD BANK)	7.9%	6.8%	7.9%	6.9%	5.2%
REVENUE PER CAPITA USD (2022)	41,330	44,860	9,180	47,450	41,070

1.3 New Market Selection

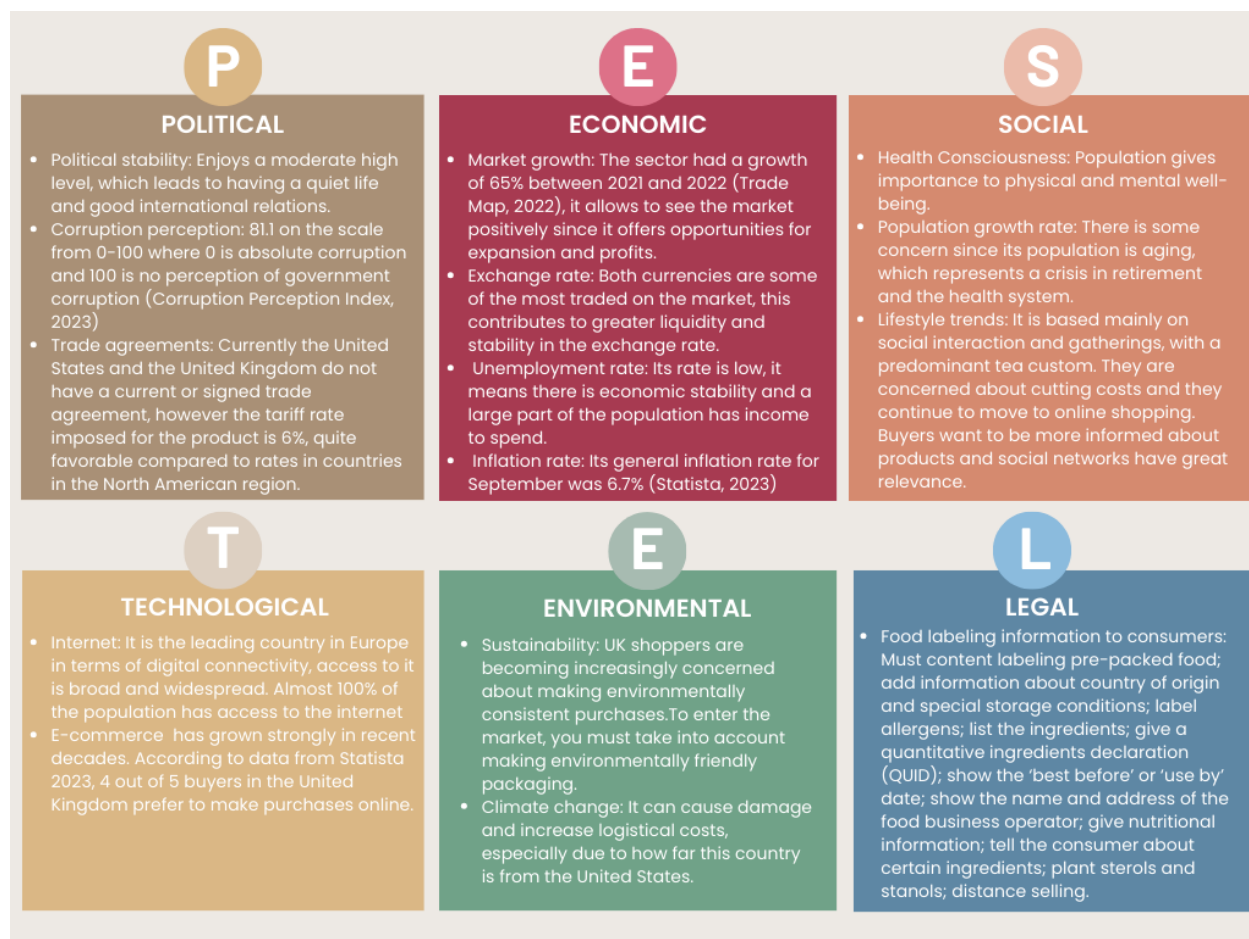
Overview

Upon thorough investigation, it is clear the **United Kingdom** is the best market for MyBetterBatch to expand into. We suggest first launching in the US and entering the UK in the future when the brand has more resources, knowledge of their customers, and experience in the market. The table above clearly illustrates that the UK creates the largest success opportunities for MyBetterBatch; they offer a relatively **low tariff** and are the **third largest importer** of this category (International Trade Centre). Moreover, they grew by **65% in annual growth value** between 2021-2022, emphasizing huge potential for the future of MyBetterBatch in the UK. Each of these factors create a promising new market with low risk and high chances for success.

Furthermore, The Great British Bake Off in 2019 boosted baking popularity in the United Kingdom by 230% between 2019 and 2021; the region saw a 53% increase in the amount of home baking businesses during that short time period (Smith, 2022). The bake off is one of many reasons why MyBetterBatch should expand to the UK because people new to baking likely haven't placed their loyalty in a more established brand. MyBetterBatch can appeal to the new wave of bakers with their entire range of innovative products that offer practicality and a multitude of customization.

PESTEL Analysis

Some of the most essential elements of our analysis include the lifestyle trends of UK consumers, growth of e-commerce, and current economic environment. Buyers prioritize **social gatherings**, look for **value-based products**, and want to be informed. MyBetterBatch can address these factors through their pricing strategy, social media, and marketing messaging. Their purchase behavior is increasingly trending towards online shopping, emphasizing the need for online retailers to play a large role in the distribution of MyBetterBatch. Lastly, the unemployment rate in the UK is at an estimated 4.3%, suggesting a favorable population for a brand that targets working parents (Statista, 2023b).



United Kingdom's Competitive Landscape

In the UK, Betty Crocker is the popular choice for bakers who are buying cookie mix. According to Best Reviews Guide, Betty Crocker has four of their products in the top five for best cookie mixes in October 2023 in the United Kingdom. In 2009, Betty Crocker was announced the United Kingdom's most popular baking mix brand (Writer, 2010).

It is evident that Betty Crocker remains on top due to several strengths. They have a large customer following, affordable products priced as less than \$5 USD, prime grocery store shelf presence, and are owned by General Mills – a larger company that can provide financial security during hardship (Boyd, 2022). In contrast, Betty Crocker has a few *weaknesses* such a synthetic, store-bought taste, lack of cookie consistency and past product recalls for E. coli (CBC, 2016).

Nevertheless, the company encouraged and inspired homemakers which landed the company in every household in America, and now across global markets. They continue to provide tips, support, practicality, and creativity to customers through product innovation and design.

A secondary competitor in the UK is the Tesco value brand because they offer their own line of cookie mixes like the chocolate chunk listed on their website. Though not as premium or well-known as Betty Crocker, Tesco's brand offers cheaper prices for individuals who want to bake some simple cookies. Furthermore, the store's name attached to their packaging makes it very identifiable and marketable if the store itself is a profitable and creditable store.

Target Market

- Working Parents
- 18-34 year olds
- Men and Women

The target market for MyBetterBatch in the United Kingdom is working parents of all genders who are bakers of all skill levels. Working moms alone comprise 75.6% of all mothers in the UK, emphasizing a need for the convenience and homemade taste MyBetterBatch offers (Office for National Statistics, 2021). Over **75% of consumers prefer baking at home**, suggesting a significant interest in the activity. However, lack of time is a major obstacle to cooking, which working parents can resonate with more than anyone (Euromonitor International, 2023). Within this sector, the key age range is 18-34 year olds, who are more likely to use cookie mixes rather than preparing from scratch, as revealed by Mintel Reports. Finally, the **men and women equally participate in using cookie box mixes**, specifically 34% of the time (Mintel, 2023). Notably, the competition primarily focuses on female-oriented marketing, creating an opportunity to address a significant gap in the market, among men and fathers.



(Thompson, 2021)



(Wineski, 2021)

Section 2: Operations Management

- Market Entry Mode
- Legal and Trade Regulations
- Product Ideas
- Pricing Strategy

Key Takeaways

- Exporting and E-commerce selling reduce risks and require less resources
- Introduce flavors of toffee, pecan, ginger, and cinnamon
- Diversify the portfolio to include “biscuits”
- Appeal to working parents searching for a deal with customer value-based pricing

2.1 Market Entry Mode

Overview

To successfully enter the market, partner with **local distributors and retailers** in the UK while also emphasizing **e-commerce**. It is evident that direct sales to UK consumers would be challenging at first due to a lack of brand awareness, making it imperative for the company to first secure a presence on the shelves of in-store retailers before relying heavily on online sales. Nonetheless, it is worth noting that **online shopping is exceptionally popular in the UK, surpassing all other countries** (ITA, 2023). Therefore, a well-defined e-commerce strategy is of paramount importance.

Competitive Analysis

Online sales of cookie mix are facilitated through platforms such as Amazon, Tesco, and recipe websites, with Betty Crocker as the dominant competitor. Betty Crocker's website doesn't handle direct deliveries but provides links to Amazon services and physical grocery stores. They employ value-based pricing, competitively priced at £3 for a 300g mix, focusing on affordability and teaching cooking. Seasonal promotions target holiday consumers. While Betty Crocker occasionally goes on sale, prices are influenced by grocery stores. Amazon's pricing varies; AmazonFresh aligns with store prices, but Amazon.co.uk is often double the in-store price. For instance, a 200g chocolate chip mix is £2 at Morrisons, while Amazon charges £6.48.

Modes of Entry Evaluation

Given MyBetterBatch's status as a startup with no prior international experience and limited resources, **exporting** is the most suitable mode of entry. Licensing and franchising don't apply well to this company, since they focus primarily on intellectual property and service industries. A joint venture in this case would require shared ownership, which could negate the strength of MyBetterBatch's strong founder; although a local partner could be helpful to gain insight on the market, this information can be gathered just as easily through UK agencies and other resources. Strategic alliances tend to accomplish more temporary objectives, and MyBetterBatch must have a long-term orientation if they are to be successful in the UK.

Exporting is relatively **cost-effective** and carries **lower risks** since it demands minimal capital investment and market knowledge compared to alternative methods. The primary drawback associated with this strategy is the necessity to build trust with a foreign distributor and cede some control during the process. However, this can also be viewed as an advantage, particularly given that cookie mix is not a highly technical product requiring extensive sales support or explanation. Entrusting a UK distributor with some control would enable the company to focus on refining the product itself and cultivating a loyal customer base.

Thus, we have recommended partners for **exporting** as well as online retailers to sell via **e-commerce**. According to the International Trade Administration (2023), Amazon reigns supreme in the UK e-commerce Market, boasting a revenue of US\$18.6 billion in 2021. Following closely behind is Tesco, the second-largest player, with a revenue of US\$9.5 billion, primarily focusing on grocery and household goods. Argos takes the third spot but distinguishes itself as an online department store, emphasizing non-food products.

VIABLE PARTNER RECOMMENDATIONS

ORGANIZATION	TYPE	DESCRIPTION	CONTACT INFO
JDM DISTRIBUTORS LTD	DISTRIBUTOR	<p>“The most comprehensive catalog of American grocery available in the United Kingdom”</p> <ul style="list-style-type: none"> American confectionery, beverages, and goods Based in Northern London New products launch every month 	<p>info@jdm distributors.co.uk 012965 96050</p> <p>JDM Distributors Ltd 145 The Parade High Street, Watford Herts WD17 1NA</p> <p>https://jdm distributors.co.uk/a/wsg/proxy/signup-v3</p>
AMERICATESSEN	DISTRIBUTOR	<ul style="list-style-type: none"> Founded in 1993 “The oldest importer of wholesale American confectionery, savory snacks, soft drinks and groceries in the UK” 	<p>info@americatessen.com +44 (0)118 973 0503</p> <p>10 -12 Marino Way, Hogwood Industrial Estate, Wokingham, Berkshire, RG40 4RF, England</p> <p>https://www.americatessen.com/contact-us</p>
BOOKER GROUP	DISTRIBUTOR	<ul style="list-style-type: none"> Largest wholesale provider in the UK 200 branches across UK Convenience stores, caterers, and small businesses Partnership with Tesco 	<p>export@booker.co.uk 020 8595 8634</p> <p>https://www.booker.co.uk/help/export-enquiries</p>
TESCO	RETAILER	<ul style="list-style-type: none"> 2nd highest retail value share in supermarket segment (Passport) 	<p>https://www.rangeme.com/tesco</p>
MORRISONS	RETAILER	<ul style="list-style-type: none"> 9.1% market share in supermarket segment, #3 highest rank (Passport) 497 supermarkets and various online home delivery channels 	<p>https://docs.google.com/forms/d/e/1FAIpQLScfQ-EFPgEsRK5BECbSSsf_m5crDs2pUNo658qplIKvHZt0Q/viewform</p>
ASDA	RETAILER	<ul style="list-style-type: none"> Large supercenters/superstores and smaller convenience size supermarkets 	<p>https://www.rangeme.com/asda</p>
AMAZON.UK	E-RETAILER	<ul style="list-style-type: none"> 23.5% of retail e-commerce market share (Passport) 	<p>https://sell.amazon.co.uk/contact-us/contact-form</p>

2.2 Legal and Trade Regulations

Product Specific Regulations:

- [Food Safety Act 1990](#)
- General Food Law Regulation (EC) 178/2002
- The Food Information Regulations 2014(FIR)
- HFFS Regulation
- [England Business Advice Hub: Food Safety and Hygiene](#)
- [UK Food Standards Agency](#)
- [Advertising Standards Authority](#)

To successfully navigate the UK market, MyBetterBatch must adhere to rigorous safety and hygiene standards. Additionally, comprehensive product labeling is paramount, including

information about ingredients, allergens, nutritional content, the quantity of specific components, any unique storage requirements, and the country of origin. Beyond these, maintaining a robust system for traceability is essential to track the journey of products. Lastly, the UK has undertaken significant initiatives to combat childhood obesity, emphasizing the importance of offering nutritious and responsibly marketed food products in the region, so MyBetterBatch may have to develop its product to require less butter or include more nutritious ingredients.

Import/Export Duties and Tariffs:

- Applied Tariff: 6% ([International Trade Commission](#))

A 6% tariff negatively impacts MyBetterBatch's profit margins, although it's not outrageous compared to many other countries. The brand must incorporate this tax into their expenditure planning since it will be a fixed amount.

Licensing and Permits:

- Register a Food Business ([gov.uk](#))

Prior to selling in the UK, MyBetterBatch must initiate the business registration process with the local authority. This mandatory registration is cost-free and necessitates completion 28 days in advance of the business opening, making it advisable to complete the registration well before the onset of product sales.

Intellectual Property Protection:

- Register a Trademark ([gov.uk](#))

Perform a comprehensive trademark search to verify the absence of any conflicts. Following a successful search, proceed with the application for trademark registration to safeguard MyBetterBatch's name and brand within the UK.

Local Partnerships:

- [Partnership Act 1890](#)
- [Limited Partnerships Act 1907](#)
- [Limited Liability Partnerships Act 2000](#)

MyBetterBatch might encounter reluctance from stores that remain unconvinced about the market viability of their products. Establishing robust licensing and legal safeguards should precede any engagement with grocery stores, as this enhances MyBetterBatch's reputation as a dependable partner. Extensive research and comprehension of the intricacies of potential partnerships should be conducted before initiating any agreements.

Environmental and Sustainability Regulations:

- [Single-use Plastics Ban: Launching Fall 2023](#)

Although MyBetterBatch packaging does not involve single-use plastics, it's important to be aware of this new legislation, as it reflects an overall progression towards eliminating plastic waste. 63% of millennial grocery shoppers would pay more for environmentally friendly products, suggesting that recyclable packing will benefit the company by both enticing customers and winning over partners (Statista).

Dispute Resolution:

- [The Small Claim Track](#)

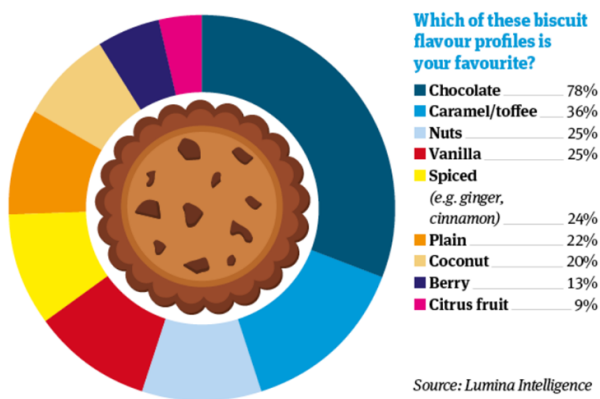
The Small Claim Track is a component of the UK's legal system, dedicated to addressing minor civil disputes. It is advisable for MyBetterBatch to become acquainted with the procedures involved in these minor disputes. Seeking additional guidance from a legal professional is also encouraged.

2.3 Product Ideas

To successfully enter a new market, product adaptation to align with the preferences of that market is crucial, and the United Kingdom is no exception. Enhancing the range of flavors and introducing special seasonal editions can significantly enhance the acceptance and engagement of MyBetterBatch's product. Our research suggests that creating new flavors such as **toffee, nuts, ginger, and cinnamon**, which are among the most popular flavor preferences in the United Kingdom based on research by The Grocer (2022), would be a strategic move. When it comes to cookie mix innovations, incorporating ingredients like raisins, coconut, citrus fruits, or blueberries could further resonate with UK consumers. For the inclusion of fruits, a specialized process like freeze-drying should be considered to preserve them at room temperature without microbiological risks.

MyBetterBatch could also explore the creation of **shortbread**, a traditional cookie often prepared for special occasions, made with sugar, butter, and wheat flour, without yeast (Spencer, 2022). Variations of cookie mixes that create a “snap” when eating can be marketed as **biscuits**, as UK consumption of these treats is the highest in the world (Erskine, 2020). All-in-one products are also recommended, which include all aspects that a consumer might need to prepare the cookies. This elevates the level of convenience and value even more. To cater to seasonal demand during events such as Halloween and Christmas, unique flavors like pumpkin and brandy could be introduced. Furthermore, it's essential to adapt the packaging for each season to ensure the cookie mix box is visually appealing and eye-catching.

Expanding the product range to encompass various baking mixes like bread, cake, or muffins may pose difficulties, given that the prevailing baking mix landscape in the UK predominantly features these alternative options, as opposed to cookies. Hence, we recommend concentrating on cookie mix production, as it appears to present a more significant market gap for MyBetterBatch in this specific category.



(BBC, 2021)

2.4 Pricing Strategy

Overview

Adopting a **Customer Value-Based** pricing strategy involves setting the price of its products or services according to the perceived value they offer to customers. By doing so, MyBetterBatch can achieve favorable profit margins from the outset of its market entry, enabling faster expansion across the country. As previously mentioned, consumers are prioritizing value when purchasing groceries due to inflation and financial stress. Betty Crocker utilizes good-value pricing, and most other UK producers of cookie mix include generic brands that also boast low prices. Thus, leveraging the homemade taste of MyBetterBatch will add perceived value to the products in order to justify a **value-added** pricing strategy. Using high quality ingredients, MyBetterBatch can justify charging slightly higher prices than competitors.

The **Optimal Pricing Point** for their Products is:

£4.1 for 248 gram mix

£7.9 for 496 gram mix

The company should follow two particular pricing techniques for pricing their products:

1. **Bulk Pricing:** Implementing a bulk pricing model, where customers can bundle three different flavors of MyBetterBatch together at a discounted price, it encourages larger purchases and enhances the overall customer experience. This strategy aligns with the commitment to providing value and variety, making the brand an even more attractive choice for the consumers.
2. **Repeat Customer Discount:** MyBetterBatch should also follow the repeat customer discount for its products, in which they should give additional discounts to email or social media subscribers to increase customer retention and build a loyal community.

The following are some ways in which MyBetterBatch might put a value-based pricing plan into practice:

- **Emphasize the quality of the components:** MyBetterBatch should draw attention to the high caliber of the ingredients that go into its cookie mixes in its marketing materials. For instance, they might state that real butter, eggs, and chocolate are used to make their cookie mixes.
- **Stress how convenient the product is:** Additionally, MyBetterBatch might highlight how convenient its cookie mixes are in its marketing materials. For instance, highlighting how simple and ingredient-light its cookie mixes are to prepare.
- **Provide money-back guarantee:** MyBetterBatch might lower customer risk by providing a money-back guarantee. This would demonstrate to customers that the brand is dedicated to their satisfaction and is confident in the caliber of its offerings.

Section 3: Marketing

- Promotion Channels
- Message
- Promotional Materials

Key Takeaways

- Invest in Facebook, Instagram, and YouTube to reach the target market
- Recommended campaign: Deliciously homemade, without the hassle
- Include men in marketing efforts, participate in social media trends, and engage more with followers

3.1 Promotional Channels

Overview

Key decision makers in the market include working mothers, who have a significant impact on product purchases, favoring those well-liked by their children. In the UK, “nearly 60 percent of female grocery shoppers...did most, if not all, of the food shopping for their households,” demonstrating their role as a **buyer** in the cookie mix decision process (Statista). In the United Kingdom, women as a whole invest more time in social media activities compared to men, reiterating them as one of the **deciders** (AgencyUK, 2013). Working mothers, in particular, dedicate an additional 17 minutes on average each day in comparison to the average British woman according to AgencyUK.

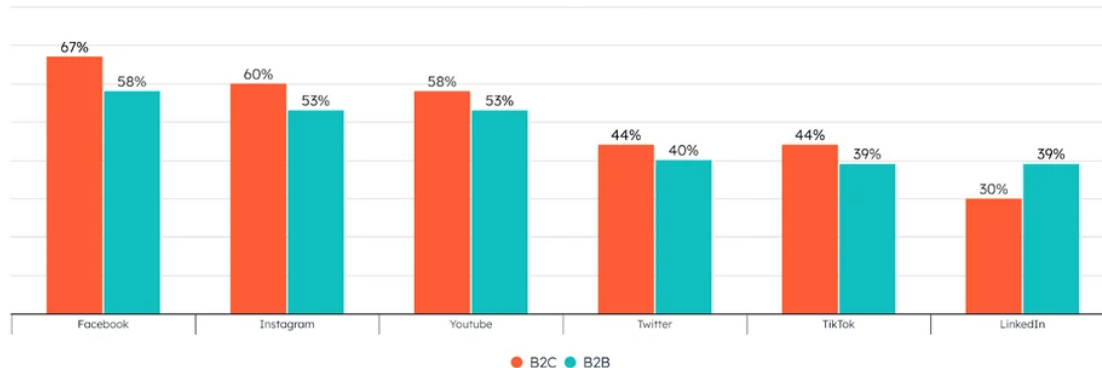
Stay-at-home moms represent another valuable segment of the market. These individuals often find themselves alone for extended periods during the day, presenting an opportunity for them to explore new hobbies as active **users** of. Baking, in particular, emerges as a popular hobby among stay-at-home moms since the resulting homemade treats can be enjoyed by their families after school or work.

The influence of **Facebook** is substantial, with 79% of mothers embracing the platform, mirroring the percentage of women who watch YouTube (AgencyUK, 2013). 25-34 year olds use **Instagram** more than any other demographic in the UK, “accounting for a 30.1% share” and highlighting the importance of the platform (Bendix, 2023b).

Moreover, the evolving dynamics of households have led to increased equity in responsibilities, allowing men to actively participate in traditionally female roles and tasks. As a result, there is growing potential in the baking mix market for men to become **users**, transcending traditional gender stereotypes. Recognizing and addressing these shifting roles and preferences is essential for a comprehensive marketing strategy that resonates with a diverse range of consumers. Notably, men watch **YouTube** more than women, creating an opportunity to reach the male target audience; ages 25-44 account for 44% of all users (Bendix, 2023a).

Lastly, TikTok’s growth is not to be ignored as over half of social media users will “regularly use **TikTok** by 2026” (Nasr, 2022). Implementing an omnichannel approach is required, as 92% of marketers leverage more than one channel according to HubSpot (Chi, 2022). Facebook, Instagram, and YouTube are the platforms invested in the most.

What social media platforms are marketers leveraging (top 5 B2B vs. B2C)?



HubSpot

We've outlined our recommendations for promotional channels below:

Free Channels:

- *Content Marketing*: UGC content
 - Blogs, YouTube, Recipes, Instagram, Facebook, TikTok
 - UGC content
- *Community Building*: talk to customers in-store, create Facebook groups
- *Offline Events*: create viral content of pop-ups on the street or at sporting events
- *Email Marketing*: provide useful content (announce new flavors, exclusive deals, parenting insight, engagement opportunities)

Paid Channels:

- *Influencer Marketing*: refer to our list of recommended partners below

INFLUENCER PARTNERS

INSTAGRAM	TYPE	FOLLOWERS
@ZOESUGG	MOM & LIFESTYLE BLOGGER	9.2M
@LOUISANASTRILYTTON	MOM & BUSINESS OWNERS	269K
@SPENCERHORTON_	FATHER BLOGGER	38.4K
@NINACACHIA	BOY MOM & LIFESTYLE BLOGGER	67.5K
@MOLLIEKING	MOM & ENTREPRENEUR	1M
@LOUISE.THOMPSON	MOMMY BLOGGER	1.4M
@@CONORSWIFT1	FATHER, FITNESS, FAMILY	152K

- *Display Ads*: create interest for product, directly link to website
- *Paid Ads*: Instagram, Facebook, TikTok, Google
 - **Facebook Advertising**
 1. Create your brand page on Facebook: profile picture, cover photo, and information about MyBetterBatch. (No Cost Involved)

2. Post Content to Build Organic Reach: share photos, customer testimonials, engage with the followers
3. Do a Facebook Ad Campaign
 - a. Set a daily budget: Start with a low cost of \$5-10
 - b. Choose the objective, start with “Traffic” or “Engagement”
 - c. Choose the target audience: choose the age, people interested in cookies and baking, and location
 - d. Monthly cost: between \$150-300
- **Google Ads:**
 1. Set Up an Account (no initial costs): select “Sales” or “Website traffic”
 2. Conduct Research Using Google Keyword Planner: aim for specific phrases, as for example, cookies, baking, gourmet cookies, homemade cookies.
 3. Launch the MyBetterBatch Campaign
 - a. Set a daily budget, start with a medium cost between \$15-30
 - b. Monthly cost between \$450-900

3.2 Message

Inform consumers that MyBetterBatch's ready-made cookie mix not only saves time but also eliminates the societal pressure of their cookies not tasting homemade. Since lack of time is one of the most prominent barriers to cooking food at home, convincing parents of the time-saving benefits will increase the perceived value of the product and grant them the freedom to savor more quality time with loved ones (Euromonitor International, 2023).

Additionally, MyBetterBatch is free from genetically modified ingredients, which eliminates some of the guilt that is arising in food indulgence categories. Informing customers of the clean label ingredients encourages the target market to view the brand as a healthier alternative to competitors like Betty Crocker.

- **Create a sense of urgency:** "Get started with MyBetterBatch today and enjoy our special introductory offer! Get a free baking kit with your first purchase."
- **Provide credibility:** "Thousands of satisfied customers have already experienced the joy of baking with MyBetterBatch. Join the community and see why everyone is raving about our products."
- **Highlight USP:** "Our easy-to-follow recipes and high-quality products take the guesswork out of baking, so you can create professional-looking desserts every time."

Given the United Kingdom's culture, which places great emphasis on social bonds and moments shared with friends and family, a future marketing campaign must emphasize time savings, allowing for more moments of togetherness. This enables customers to proudly present their own creations with a genuine homemade taste. The main message of the campaign for MyBetterBatch should be: **“Deliciously homemade without the hassle!”** This message can be presented in a way that is both informative and aspirational.

The campaign objective is to position MyBetterBatch as the go-to solution for experiencing the deliciousness of homemade treats without the usual time-consuming effort, allowing customers to enjoy more quality time with their loved ones. We view the target audience as working parents aged 25-45, looking for convenient yet homemade-quality baked

goods. The overarching theme is that MyBetterBatch enables consumers to savor more precious moments with their loved ones by simplifying the baking process. **No need to sacrifice quality or flavor, MyBetterBatch has your back in the kitchen.**

The campaign will incorporate various elements to effectively convey the MyBetterBatch message. This will include the creation of engaging **short videos** that depict real-life situations where MyBetterBatch products effortlessly result in last-minute homemade cookies. Additionally, we recommend conducting taste tests to see if kids can discern a difference between scratch made and MyBetterBatch cookies. Complementing this, heartwarming lifestyle imagery is vital for relatability, showcasing individuals and families savoring homemade cookies, often during moments with loved ones, such as kid's sporting events or school activities.

Interactive challenges will be introduced to actively engage the audience and promote user-generated content initiatives. Social media presence must be consistent by posting on platforms like Instagram, Facebook, YouTube, and TikTok, underscoring MyBetterBatch products as the solution for hassle-free homemade cookies. A **giveaway** will serve as an exciting addition to the campaign. To offer further insights and value, a series of blog posts on the MyBetterBatch website will feature creative recipes, time-saving tips, and personal stories. Email marketing could be used to send newsletters and exclusive offers, engaging the existing community, and attracting new consumers. Furthermore, **influencer partnerships** with individuals, including food bloggers, mommy bloggers, and single or working parents, will be used to showcase how MyBetterBatch simplifies their lives, enriching the campaign's impact.

3.3 Promotional Materials

Current Analysis

The design of the website appears to be primarily tailored to a maternal audience, but the visuals evoke a sense of **sweetness** and **perfection** that might not necessarily resonate with the authentic experiences of mothers. The daily challenges, mess, and myriad roles that mothers juggle can be quite overwhelming, and it's important for the website to reflect this sense of reality. Currently, the website's tone and messaging **may not leave room for the complexities and mix of gender roles that are characteristic of modern households**. To truly connect with and support mothers, the website should strive to feel more realistic and aligned with the multifaceted experiences they go through daily. Start by incorporating bolder or less stereotypically feminine colors to promote the powerful side of both women and parents.

MyBetterBatch's social media platforms currently exhibit commendable posting **consistency** and **high-quality** content. However, there is room for improvement in terms of audience engagement. Utilizing trending hashtags and sounds is advised to expand the viewership. Encouraging interaction through posts is essential; including calls to action (CTA) in each caption, asking questions, and prompting the audience to participate. Remixing content from other moms and home bakers can foster a sense of community and mutual interaction. The content should be diversified beyond recipe demonstrations, incorporating current social media trends like taste tests, behind-the-scenes footage, cookie decorating, recipe/brand ratings, helpful tips, and more. Injecting personality into the videos by featuring individuals, experiences, or influencers in front of the camera is pivotal.

As of now, the video style **lacks a distinct brand personality** and interactive elements, which could be rectified by integrating a human element, enabling the audience to connect more easily with the channel. This technique can be seen more on the YouTube channel but should be

applied across all platforms. A strong and consistent bio needs to be written for all social media that reflects the brand personality and highlights why users should follow MyBetterBatch over other creators. The Facebook banner image should be updated to be of higher quality. We recommend referring to Meli's Instagram for inspiration since they have entered the space with a fresh feel, differentiating them from competitors. Aesthetic feeds and a variety of imagery is important to gain followers, especially to stand out in a mature market like cookie mix.



(Meli's Monster Cookies, 2023)

Promotional Video Concept

An engaging video concept might revolve around a scenario where a group of friends is gearing up to leave the workplace, excited about their plan to visit a pub. However, the scene takes an unexpected turn when one of the women in the group receives a message from her son, urgently requesting homemade cookies for a school event the following day. The mother becomes visibly stressed, expressing her inability to join her friends at the pub due to the impending baking responsibility. It's at this moment that one of her friends introduces her to MyBetterBatch cookie mix, instantly alleviating her stress. She happily decides to head to the pub to enjoy quality time with her friends, knowing that she can easily bake the cookies at home with MyBetterBatch.

Social Media Graphic



References

- Baking mixes market. (n.d.). Retrieved November 11, 2023, from Factmr.com website:
<https://www.factmr.com/report/300/baking-mixes-market>
- Bataillard, U. (2023, May 17). The top 11 UK food distributors and how to find your perfect partner. Retrieved November 9, 2023, from Gourmetpro.co website:
<https://www.gourmetpro.co/blog/the-top-11-uk-food-distributors-and-how-to-find-your-perfect-partner>
- BBC. (n.d.). Retrieved from https://www.bbc.co.uk/food/recipes/shortbread_1290
- Bendix, T. (2023a). Retrieved from
<https://www.socialfilms.co.uk/blog/youtube-uk-statistics>
- Bendix, T. (2023b). Retrieved from
<https://www.socialfilms.co.uk/blog/instagram-uk-statistics>
- Border Biscuits. (2022, February 11). Trading up, treating and preparing for HFSS regulations: 10 charts that explain UK attitudes to biscuits. Retrieved November 9, 2023, from The Grocer website:
<https://www.thegrocer.co.uk/consumer-trends/trading-up-treating-and-preparing-for-hfss-regulations-10-charts-that-explain-uk-attitudes-to-biscuits/664392.article>
- CBC. (2016). Retrieved from
<https://www.cbc.ca/news/business/betty-crocker-cake-mixes-recalled-for-e-coli-contamination-1.3674932>
- Chi, C. (2022). Retrieved from <https://blog.hubspot.com/marketing/marketing-channels>
- Cookies Market - analysis & size - industry trends. (n.d.). Retrieved November 9, 2023, from Mordorintelligence.com website:
<https://www.mordorintelligence.com/industry-reports/cookies-market>
- Corruption Perception Index. (n.d.). Retrieved November 9, 2023, from World Economics website:
<https://www.worldeconomics.com/Indicator-Data/Corruption/Corruption-Perceptions-Index.aspx>
- Erskine, R. (2020). Retrieved from
<https://foodanddrink.scotsman.com/food/national-biscuit-day-2020-things-you-might-not-know-about-mcivities/>

Euromonitor International. (2023, May). Consumer Values and Behaviour in the UK. [Industry Report]. *Passport*.

<https://www-portal-euromonitor-com.sandiego.idm.oclc.org/analysis/tab>

International Trade Administration. (2023). Retrieved from

<https://www.trade.gov/knowledge-product/united-kingdom-market-overview?section-nav=2980>

International Trade Centre. (n.d.). Market Access Map.

<https://www.macmap.org/en//query/results?reporter=826&partner=842&product=190120&level=6>

Meli's Monster Cookies. [@melismonstercookies]. (2023). *Images from feed*. Instagram.

<https://www.instagram.com/melismonstercookies/>

MiS. (2022, September 15). Top 7 lifestyle trends in the UK. Retrieved November 9, 2023, from MiS Magazine | Daily exploration of Creativity & Innovation website:

<https://madeinshoreditch.co.uk/2022/09/15/top-7-lifestyle-trends-in-the-uk/>

MRFR. (January 1, 2021). Global baking mixes market 2018 to 2026, by product type (in million U.S. dollars) [Graph]. In *Statista*. Retrieved November 12, 2023, from

<https://www-statista-com.sandiego.idm.oclc.org/statistics/1286491/global-baking-mixes-market-by-product-type/>

Murphy, R., Dennes, M., & Harris, B. (2022, July 21). Families and the labour market, UK - Office for National Statistics. Retrieved November 9, 2023, from Gov.uk website:

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/articles/familiesandthelabourmarketengland/2021>

Nasr, N. (2022). Retrieved from

<https://blog.digimind.com/en/agencies/tiktok-key-figures-and-statistics-in-the-uk-and-in-the-world-in-2022#demofrance>

Office for National Statistics (UK). (October 18, 2023a). Inflation rate for the Consumer Price Index (CPI) in the United Kingdom from January 1989 to September 2023 [Graph]. In *Statista*. Retrieved November 12, 2023, from

<https://www-statista-com.sandiego.idm.oclc.org/statistics/306648/inflation-rate-consumer-price-index-cpi-united-kingdom-uk/>

Office for National Statistics (UK). (September 12, 2023b). United Kingdom:

Unemployment rate from July 2022 to July 2023 (seasonally adjusted) [Graph]. In *Statista*. Retrieved November 13, 2023, from

<https://www-statista-com.sandiego.idm.oclc.org/statistics/276777/monthly-unemployment-rate-in-the-united-kingdom/>

Political stability by country, around the world. (n.d.). Retrieved November 9, 2023, from Theglobaleconomy.com website:

https://www.theglobaleconomy.com/rankings/wb_political_stability/

Rankings. (n.d.). Retrieved November 9, 2023, from World Bank website:

<https://archive.doingbusiness.org/en/rankings>

Sammy, M. (2013, September 9). UK mothers are top users of social networks. Retrieved November 9, 2023, from Agency UK website:

<https://www.agencyuk.com/2013/09/uk-mothers-are-top-users-of-social-networks/>

Smith, C. (2022, June 13). Home baking businesses rise 230%. Retrieved November 9, 2023, from Simplybusiness.co.uk website:

<https://www.simplybusiness.co.uk/knowledge/articles/2022/09/great-british-bake-off-and-home-baking-businesses-on-the-rise/>

Spencer, T. (2022, September 19). What is short about shortbread? Retrieved November 9, 2023, from Scotch & Scones website:

<https://www.scotchandscones.com/shortbread-history/>

Statista. (July 12, 2023). Penetration rate of the e-commerce market in the United Kingdom from 2018 to 2027 [Graph]. In *Statista*. Retrieved November 12, 2023, from

<https://www-statista-com.sandiego.idm.oclc.org/forecasts/891311/digital-buyer-penetration-in-the-united-kingdom>

The most popular supermarket chains in the UK. (n.d.). Retrieved November 9, 2023, from Yougov.co.uk website:

<https://yougov.co.uk/ratings/consumer/popularity/supermarket-chains/all>

Thompson, T. (2021). Retrieved from

<https://www.damarstaff.com/press-blog-new/2021/8/25/why-the-great-remote-work-experiment-may-have-been-flawed>

TRADING ECONOMICS. (20230930.00Z). United Kingdom Inflation Rate [Data set].

UK culture: lifestyle, higher education, food and traditions. (n.d.). Retrieved November 9, 2023, from Kingstonisc.com website: <https://www.kingstonisc.com/blog/uk-culture>

U.K. Population 1950-2023. (n.d.). Retrieved November 9, 2023, from Macrotrends.net website: <https://www.macrotrends.net/countries/GBR/united-kingdom/population>

UK standards and regulatory import requirements. (n.d.). Retrieved November 9, 2023, from Gov.uk website: <https://www.gov.uk/guidance/uk-standards-and-regulatory-import-requirements>

Verkovic, A. (2022, May 1). Top 13 British biscuits: Pick your afternoon tea partner. Retrieved November 9, 2023, from Biscuit people website: <https://www.biscuitpeople.com/magazine/post/top-13-british-biscuits>

Wineski, B. (2021). Retrieved from <https://sportsconnect.com/2021/03/03/5-behaviors-of-high-performing-sports-parents/>