that it guarantees the consumers to fully depend on the service to avoid food wastage. In addition, it is convenient since the service is available on smartphones which almost each and every individual has nowadays. The next criterion is economic one which revolves around cost. It is kept into consideration that this service is also targeted towards students; therefore there will be an affordable quarterly fee for the consumers.

Marketing Objectives

Strategic thrust

The company aims to penetrate the market by increasing user rates. This will be enhanced by rapidly changing technologies that will offer the users more reasons to use the application as it will continuously be upgraded to meet customer's needs. To make the app more engaging with the users, a social platform will be created where users can communicate with each other, share their experiences and provide the company with feedback. Moreover, by inviting three new users a customer will enjoy three months of free usage. To attract new markets, the company will start collaboration with bloggers, this way creating a symbiosis, whereby allowing the bloggers to share their recipes with the users, in return the app will be promoted via bloggers' sites. This way, not only the bloggers would be targeted but also their followers will be acquainted with the app.

These days, people are becoming increasingly conscious about their eating habits but they do not get enough support to keep a healthy lifestyle. The future vision is to provide this growing group with healthy recipes, keep track of what they eat and giving them feedback on the nutrition. This way Keep It Fresh will be entering a new market with an improved product.

Strategic objectives

Keep It Fresh is a new product entering an existing market. Therefore, the main objective is the market share. After accomplishing this, the next step is of course to ensure that the sales rate is maintained and increased. Since the application is a new product for the company entering a moderate to high competitive market, there is expected that in the beginning the market share will be low. However, due to the increase in the targeted market growth rates and the company's intention to gain a considerable market share, in the context of the BCG matrix, for the long run, the aim of this product is to turn it into a star. In case the targeted market growth rate starts to slow down, the goal still remains to keep a high market share, so in this case Keep It Fresh could turn into a cash cow. Most products produced in the future are expected to have the same objectives as Keep It Fresh because EcoLife is a start-up company, meaning that each product will be new to customers.

As Keep It Fresh is at its introductory stage the brand is not very known. So, after the launch of the application, the specific target is to get 250 users within three months. This is due to a moderate to high competition on the market and need of people first to become familiar with the application before they start using the app.

Segmentation and targeting

Due to the fact that all the buyers within a market differ in their preferences, resources, locations, buying attitudes and practices, the market segmentation becomes indispensable. Doing the segmentation and targeting, the customers could be reached more efficiently and effectively. For the segmentation of Keep It Fresh's market please *see Appendix A Table 1.3*, which displays the variables that are essential in identifying the segments to concentrate product's marketing efforts on.

Positioning

Competitiveness & marketing objectives

The main purpose of the service that this application is providing is to save food before it goes to waste. Therefore, there are three main groups that are being targeted such as students, busy families and young professionals. The motive behind choosing student audience is due to the idea that university students tend to live a busy life, which most probably means that keeping up to the expiration date of food is not one of their main priorities; moreover, they face financial constraints. Looking to it from a larger scope, this application does not only save food but also money. Students are just a small segment of a larger audience. It is intended to reach out to a larger audience with the service that is being provided. The second target market is the fulltime workers which includes busy families and young professionals. This application already indicates what products are waiting for you back home. Furthermore, it provides a large variety of easy recipes.

The targeted audience it is going to be reached through the differentiation marketing strategy. Although the demographic markets being targeted might differ, the common denominator is their common lifestyle represented by busy agendas.

As stated previously, the sales target is 250 users within first three months. Keep It Fresh revolves around diversification as it is entering a new market. Thus future development is empirical and in this context it is considered to add a social community through which users will be able to communicate with each other, sharing culinary ideas but also their opinions related to the app.

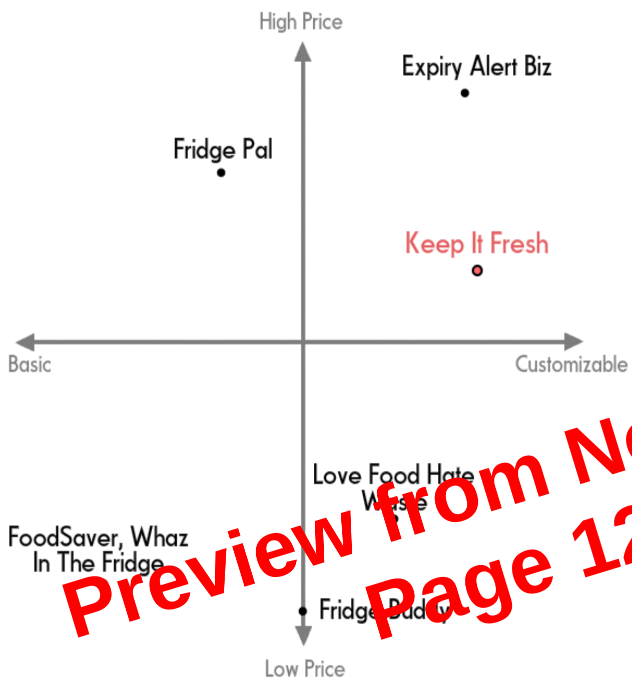
One of the strengths of "Keep It Fresh" is the ability to personalize recipes for each user. From the survey conducted among 95 people, 82.1% of the participants have strong preference for digitally recipes over book recipes, which deducted into the need of this feature that will add customer value. For the survey results related to this point *see Appendix B.*

Perceptual Map

Reasoning about product positioning, with respect to quality and prices, the perceptual map is the main tool used to position Keep It Fresh within the market. Few of the competitors that were compared to "Keep It Fresh" consist of Food Saver, Best Before, Fridge pal, Love food Hate Waste. None of those applications provides recipes to the users or has the option to scan a product. As shown on the map, the application is neither the cheapest nor the most expensive. This is because it is a new product operating into a moderate to highly competitive market. However, among its direct competitors, "Keep It Fresh" offers the highest quality and will be the first to engage interaction with customers, as mentioned in the marketing objectives.

It is expected that the customer service rate of Keep It Fresh will be high. According to the survey 43.2% of people are very strongly motivated to start reducing the food wastage, 75.8% are willing to use a service that will help them to reduce the food wastage and 83.2% think that Keep It Fresh could be helpful. *(See Appendix B).*The customer service rate will serve as an indicator of the usefulness as well as the importance of the app to the customer. This will allow improving the service and developing new features according to the changing needs of customers.

As shown in perceptual map, Keep It Fresh is positioning itself on a niche of customizable moderately priced services. Existing competitors are mostly situated at low price half of the map due to the nature of the market. However, maintaining apps low price means certain limit in granted service. Such apps as FoodSaver, Fridge Pal, Whaz In The Fridge, Fridge Buddy and Love Food Hate Waste have limited number of functions (only expiration date tracking/require (partial or complete) manual adding of products/contain ads/have only recipes available). In relation to their position on a market Keep It Fresh will attract customers by providing more varied service. Expiry Alert Biz is the only app situated at the same quadrant as Keep It Fresh, but significantly further on price axis. This will allow Keep It Fresh to appeal to customers who want more personalized approach but are not ready to pay suggested price for Expiry Alert Biz. Pursuant to the conducted survey, clearly could be noticed that most of the people are not willing to pay high prices for such an app; 71% are willing to pay less than 1 dollar,17,9% between 1-2 dollars and only 10.6% are willing to pay higher prices.



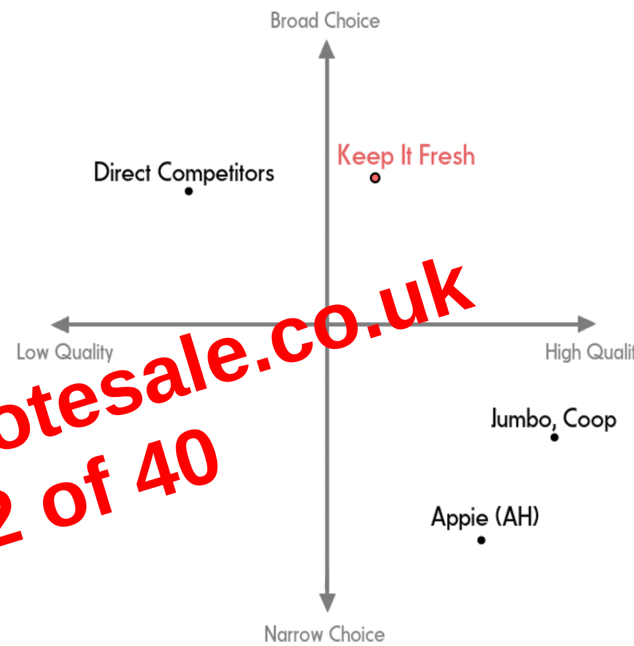


Fig 1.10 Perceptual map for direct competitors **Fig 1.9 Perceptual map for indirect competitors**

Table 1.9 shows the position of Keep It Fresh in relation to its indirect competitors. Big retail supermarkets have apps of their own; however they have limited number of solutions suggested to user in terms of product sources. Consumers are bound to product range available in the store of app distributor. Such positioning allows not only look attractive to customers because of quality-price ratio, but in long-run build the name for the company on a market gap (unique mix of services while our competitors suggest only 1-2 kinds of them + affordable price) with least amount of rivalry.

Product

Marketing mix

The marketing mix is based on the product, place, promotion, and price. Keep It Fresh embodies the product itself. Reasoning upon place, the app will be available via Google Play, App store and Amazon. Promotion will be achieved through social media and making use of known bloggers who will collaborate by providing the app with their recipes and respectively promoting the app via their interpreted according to the ecofriendly environment concept. For more details *see Appendix A Fig 1.5*

Price

5 C's of pricing

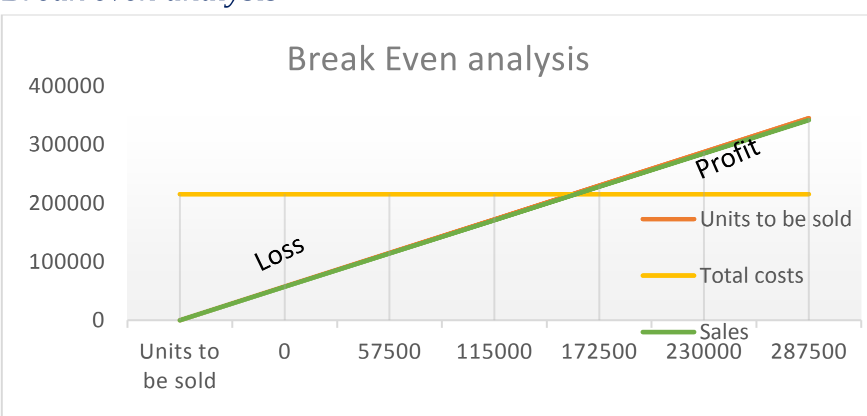
Considering the fact that EcoLife is trying to achieve a high customer satisfaction through helping them live in an ecofriendly environment it could be considered as a customer-orientated company. Keep It Fresh product matches the price to the customer expectations by offering them a high quality service for a reasonable price. As it was mentioned in the core strategy, consumers are at the heart of the company.

The demand elasticity of "Keep It Fresh" is assumed to be high. From the conducted survey could be seen that a price of $0.99 per quarter coud be the most suitable option since the majority of the people (71.6% out of 95 people) are not willing to pay more than 1 dollar for such an app. For an overall picture please see *Appendix B.* In the light of these facts, the demand curve is provided below.

Graph 1.1 "Demand Curve"

As can be seen from the *Graph 1.1* if the price of the application increases, the demand will significantly go down as customers are not willing to pay more. Thus, the slope of the demand curve is negative. After a financial analysis, have been derived $0 variable costs and $215,025 fixed costs.

Break even analysis



Graph 1.2 *"Break-even analysis"*

Eco-Life is a startup company the most logical choice would be to develop a selection criteria wherein the particular knowledge, attributes, qualifications and experience a person needs to successfully carry out the job are being identified and defined. Which corresponds to the motivational aspect, since the key of motivation is to understand the needs and problems of distributors. Furthermore, training is essential within the company; by reason of the limited capital on the job training will be provided to the players. Evolution on the other hand will be done in order to provide all information needed to decide which channel members to retain and which to dismiss.

Fig. 1.3 “Porter’s Five Forces”

Table 1.3 “Consumer segmentation variables”

Variable	Variable’s value
Behavioral	
User rates	Medium user
Perception & Beliefs	Ecofriendly environment supporters
Benefits	Convenience, efficiency, economy (saving of time, money & energy)
Occasions	Regular occasion (on daily bases)
User status	Non-users
Readiness stage	Interested, desirous, intending to buy