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Student Name: Sheak Raisha Anjum Asha
Student ID: 2503888

Lecturer's Name: Dr. Laila Maazouz

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1. Element 1 – STDP Analysis for a New Brand Concept

1.1 Company Overview and New Brand Concept

Tesco PLC is the largest grocery retailer in the UK that provides its services to more than 20 million customers each week over 4,000 physical outlets and the Internet. Although Tesco enjoys market dominance in the retail food sector, it has not adopted a specific meal-kit delivery system based on the subscription (Meng, 2024). The UK meal-kit market is estimated at about £600 million in 2024, and it has not ceased to grow annually at 12 per cent due to the growing consumer concern towards convenience, healthier food and sustainability.

The proposed analysis is the creation of the new brand called Tesco FreshSpace, which will be a weekly healthy meal-kit delivery business. FreshSpace is a service that offers pre-measured ingredients with simplified recipes to save on cooking time, enhance nutritional value and eliminate food waste (Rinninella et al., 2023). The brand rides on Tesco with its established supply chain and established reputation in the market to offer competitive-priced, sustainable meal solution to compete with specialist providers like HelloFresh and Gousto and still be able to reach mass markets with their pocket permits.

1.2 Segmentation

1.2.1 Demographic Segmentation

The key demographic target group is adults between the ages of 25 and 45 years, especially busy professionals and young families with an annual household income of between £30,000 and 60,000 – Middle income professionals. This segment has enough bought capacity in case of subscription services and is also responsive to high-end pricing set-ups (Liu et al., 2025). More than 60 percent of this age bracket buys convenience foods at least two times a week showing high dependency on time saving food products.

1.2.2 Geographic Segmentation

Geographic focus is based on the core UK metropolitan regions such as London, Manchester, Birmingham and Leeds where the delivery infrastructure can assist in regular distribution of subscriptions. Over 70 percent of the customers buying meal-

kits in the UK live in urban places, which confirms a geographic fit with operational viability and market demand concentration (Paddeu, 2025).

1.2.3 Psychographic Segmentation

Psychographic profiles contain high motivation towards health enhancement, efficiency of lifestyle and environmental friendliness. Two out of three UK consumers aged below 40 years believe in the importance of sustainability in buying food items, and two out of every three consumers actively engage in healthy diets (García-Salirrosas et al., 2025). This group values convenience-based wellness products, which do not require any sophisticated cooking skills.

1.2.4 Behavioural Segmentation

This group is behaviourally characterised by high frequency of takeaway services, a lot of mobile-app usage and experience with models of subscription purchasing. The UK statistics indicate that about 46 percent of professionals in the UK place their orders on takeaway meals weekly, indicating reliance on food preparation outsourcing because of office exhaustion or time constraints (Priyanjana, 2025). Their daily use of digital technology fits in the FreshSpace system of smooth subscriptions.

1.3 Targeting

The target market to be selected is urban professionals between the ages of 25 and 40 and based in the large cities in the UK. This segment exhibits high income stability, digital consumption, and nutritional awareness. 68 percent of the members of this group of people note that they do not have enough time to prepare balanced meals every week, and 54 percent says they would like to use subscription food services provided they are affordable (Hardin and Y Gokun, 2014). Clubcard analytics also contribute to effective micro-targeting because this age group is one of the most digitally active loyalty groups of Tesco. The narrow scope keeps at bay the wider family demographic and retiree category and makes it more important to positioning that is more focused on convenience and wellness, instead of the household mass catering solutions.

1.4 Differentiation

Differentiation rests on three core pillars. Firstly, price leadership through scale efficiency enables portion pricing around £4.50 per meal, undercutting market

competitors priced between £6 and £7 per portion. Secondly, there are embedded sustainability practices that create environmental credibility. The scientific community confirms that meal-kit systems achieve 38 percent domestic food waste reduction because of portion-related distribution of ingredients and proper forecasting of their demand (Heard et al., 2019). This is in line with the social issue as more than 70 percent of the UK consumers are interested in waste-reducing purchasing solutions. Thirdly, Clubcard purchasing patterns can be used to enable hyper-personalisation of the data, offering refined menu constructions that would be diet-based, allergen sensitive and calorie conscious. The special meal-kit providers do not have the same level of consumer insight databases, which restricts similar levels of personalisation scalability (Park, Yu and Kim, 2024).

1.5 Positioning

Tesco FreshSpace will be marketed as an affordable health-and-convenience provider, and not a high-end dine. The credibility and the perceived value are supported by the reputation of Tesco as one of the three most trusted food retailers in the UK (Virdi, 2025). The competitors focus on newness and luxury meal experience, whereas FreshSpace is oriented on the daily wellness, time and environmental friendliness.

Positioning Statement: *Tesco FreshSpace as the affordable weekly meal-kit offering is offered to busy urban workers who would prefer living healthier and more sustainably without the stress of meal-planning and having to shop every day, as luxury competitors tend to focus on higher end pricing, but not on the practicality of their offerings.*

2. Element 2 – Marketing Mix Using the 7Ps

2.1 Product (Service Offering)

Tesco FreshSpace is a meal-kit service, which is based on subscriptions in the form of the weekly boxes filled with fresh, pre-cut ingredients and step-by-step recipes, which allow customers to cook healthy meals in less than half an hour. Every subscription has access to FreshSpace mobile application where customers can tailor menu plans to fit their dietary options, allergies and calorie limits. Under its menu, customers can choose between vegetarian, high-protein, low-calorie or family-balanced. Mintel research (2025) argues that most consumers, 71 percent, appreciate flexibility and customisation during the use of subscription food services, which implies that personalisation leads to retention.

All ingredients are obtained via the supplier network of Tesco, which guarantees the maintenance of quality assurance standards and makes it possible to label the products with full clarity. Packaging can be recycled or composted and this aspect conforms to the corporate sustainability objectives of Tesco. The QR codes that have been placed on the recipe cards will direct customers to online cooking instructions and nutrition apps. The combined service design makes FreshSpace a convenience product, as well as a weekly management of wellness.

2.2 Price

The pricing is based on a penetration and value approach that aims at drawing on mass-market subscribers instead of high-end niche consumers. The average price will be pegged at £4.50 per portion, which is way below that of competitors whose meals are averaged at between 6 and 7 each portion. The lowest level comes at around 35 pounds a week to subscribe to entry-level packages of two users and offers bigger plans at multi-box rates (Sullivan, 2025).

Integration of Tesco Clubcard further contributes to competitiveness of prices by rewarding the loyal customers with loyalty points, introduction offers and bundling incentives. About half of consumers in the UK indicate that affordability is the main factor that is stopping them to try meal-kit subscriptions, which justifies why FreshSpace needs to stick to cost leadership. This strategy also increases the reach

of the market, and it promotes long-term retention of the subscribers instead of single purchases.

2.3 Place (Distribution channels)

FreshSpace is retailed mostly via Tesco online fulfilment channels that has a current weekly delivery of more than 1.2 million groceries in the country. The methods through which customers make their orders are by using FreshSpace app or Tesco website where they choose the preferred delivery days which are based on the existing Tesco home-delivery schedules. Accessibility is additionally expanded by click-and-collect services offered at more than 1500 Tesco stores (Tesco, 2025).

The distribution efficiency can enjoy the advantages of the centralised warehouses and regional distribution centres which Tesco already optimised to the needs of transporting food at a controlled temperature. This integration reduces the cost of operating new business and ensures that there is a coverage in the entire country. Low-emission vehicles are also used in the urban centres by the service, which promotes the sustainability promise and enhances the brand responsibility message.

2.4 Promotion

Digital performance marketing, in-store cross-promotion and data-driven communications are combined into the promotional strategy. The advertising of social media is targeted at health and wellness influencers between the ages of 25 and 40 with the emphasis put on real-life time savings and nutritional performance provided by FreshSpace. Digital campaigns are integrated and run on Instagram, Tik Tok and YouTube, which are the top 3 was the leading channel among meal-kit discoveries among more than 62 per cent of UK subscribers in 2024 (Aubrey et al., 2022).

The in-store promotions involve the use of shelf displays in the fresh-produce and ready-meal aisles in order to attract impulse interest during the normal shopping trips. Clubcard email marketing: the behaviour analytics is aimed at targeting high potential consumers with trial discount. Collaborations with fitness franchises and workplace wellbeing programmes also exposes the brand to people in professions that are health conscious who want to receive lifestyle services instead of the traditional food advertising.

2.5 People

People contribute to reliability in services and brand advocacy. The FreshSpace customer care units of Tesco are equipped with information on dietary advice, compliance and sustainability training to respond to usage queries. Employees that do deliveries undergo sustainability training to strengthen the brand values of being environmentally aware when communicating with customers. Internal service training programmes also lay emphasis on solution-based problem resolution and empathy so as to provide a uniform service experience by all touchpoints.

Quality research notes that frontline service quality determines 80 percent of the effects of service satisfaction, and trained customer-facing teams are crucial in the performance of subscription retention (Rane, Achari and Choudhary, 2023). Constant training is thus upheld to aid in consistency of services as well as building of trust.

2.6 Process

The customer experience is created in simplicity and efficiency of satisfaction. A digital subscription will be used through FreshSpace app, consumers can choose menu plans, customize delivery schedules and payment through an online platform that is easy to use. The weekly set menu choices are scheduled to be delivered automatically but could be changed by the user until a week before delivery. Pick-and-pack fulfilment is also automated with Tesco warehouse management systems to minimise the time and risk of human error in processing orders.

Delivery times match the Tesco grocery time of customers, giving them consolidated delivery and reducing the number of vehicle movements. Cooking assistance comes in the form of QR-coded recipes and tutorials in the form of follows. Post-delivery satisfaction surveys are customer feedback loops that enhance continuous service improvements. Research has shown that the subscription customers that have found easy digital administration interfaces have a 65 percent greater probability of retention than the complex web-based ordering systems (Škudienė et al., 2025).

2.7 Physical Evidence

FreshSpace is a digital company, but there are real-life proofs that guarantee the customers the quality of the service. Packaging has cleaned, contemporary FreshSpace branding with the use of natural colour palettes and sustainability

certification logos. The delivery boxes will contain quality recipe cards using recycled paper and nutrition fact sheets that are in line with the NHS dietary guidelines.

The interface of the FreshSpace mobile app is based on the trusted digital branding architecture used by Tesco and strengthens familiarity and user confidence. The FreshSpace logo is already the part of the delivery staff uniform to give more visibility to the brand when it meets the doorstep. The customers are supported by post-purchase messages, such as e-mail summaries of recipes and eco-impact reports, which provide real data about their contribution to the environment, such as the amount of household food waste in the delivery cycle which averages 1.4 kilograms per delivery cycle based on scholarly food sustainability models (Rouch, 2021).

3. Element 3 – Marketing Strategy Pitch – Poster Content

"Fresh Meals. No Stress."

TESCO FRESHSPACE Healthy Meals, Simplified

→

The Problem

- 68% of UK professionals struggle to cook healthy meals during busy workweeks (Knight, 2018).
- 46% rely on weekly takeaway or convenience food purchases (Snuggs, Sunderrajan and Harvey, 2025).
- Rising concern around food waste and environmental sustainability (Kohli et al., 2023).

Our Solution

- Tesco FreshSpace – a weekly healthy meal-kit subscription service.
- Pre-portioned ingredients with simple recipes for 30-minute meals.
- Nationwide delivery using Tesco's trusted logistics network.

Target Market

Urban professionals aged 25–40.

Digitally active, health-conscious, and time-poor lifestyles.

Value convenience, affordability, and ethical sourcing.

Brand Positioning

An accessible wellness service, not a luxury dining brand.

Value Proposition

Healthy, affordable meals delivered without the planning stress.



Key Differentiation

 Affordable pricing: ~£4.50 per meal vs competitors at £6–7.

 Sustainability: recyclable packaging and portion control reducing household food waste by up to 38% (Attiq et al., 2021).

 Personalisation: menus tailored using Tesco Clubcard data insights (Quinn, 2024).

Core Marketing Strategy

App-based subscription ordering and management (Fu, 2024).

Digital campaigns using wellness influencers and social media.

In-store promotion and exclusive Clubcard trial offers.

Partnerships with workplace wellness programmes and gyms.

4. Element 4 – Reflection

4.1 Reflection on Brand Development and Strategic Planning

Developing of Tesco FreshSpace brand gave me a chance to bring the theoretical marketing frameworks to the real business situation. The STDP analysis helped to enhance my skill to go beyond simple demographic profiling by applying psychographic and behavioural segmentation. The key target segment of the identification of the urban professional whose time is limited was necessitated by the need to synthesize various data sources and uncover that lifestyle patterns would be the more potent motivating force to the acquisition of buying behaviour as opposed to demographics. One of the learning outcomes was the ability to realise that effective targeting requires a need within the market as well as the organisational capabilities to address those needs (Bekos, Jaakkola and Chari, 2025).

The process of differentiation was difficult and helpful. Positioning FreshSpace on affordability, sustainability and personalisation necessitated the operation of proposed benefits to be operational with the infrastructure of Tesco. The process emphasised the significance of connecting competitive differentiation with the organisational strengths instead of the assumed benefits.

4.2 Reflection on Marketing Mix Development

The use of the 7Ps framework confirmed my perception of the service marketing management through the focus on the contribution of people, processes and physical evidence to the consumer trust-building. Contrary to product marketing where in most cases the tangibility communicates value automatically, service marketing needs experience management consistency. The interface design of FreshSpace mobile-app and logistics journey and staff service behaviour were used to demonstrate how the customer experience is created as a result of several interaction touchpoints. One of the challenges that faced was strategic alignment in the marketing mix without making decisions that were too generic. To illustrate, the price positioning was forced to uphold value leadership without sacrificing the sustainability initiatives, which highlights how vulnerabilities in one of the marketing mix components can disrupt the coherence of the overall positioning (Stoica, 2022).

4.3 Reflection on Pitch Development and Presentation Skills

The stage of pitch development tested my skills in summarizing complicated marketing strategy in thorough and compelling communication. To reduce such a lengthy body of analytical material to a 3-5-minute pitch format there was a need to be selective of the most interesting things. The refinement process improved my skills in strategic communication, which is concentrated on identifying the problem, explaining the solution and justifying its value. Practicing also revealed the essence of confidence and proper flow of the narrative (Marbun, Antarani and Putri, 2023). Time management and readability became harder than expected, highlighting the importance of professional presentations to take as much preparation as they are supposed to develop analytically. In future presentations, I will rehearse under timed conditions and use structured feedback to refine slide design, pacing, and clarity.

4.4 Skills Development and Personal Action Plan

This project enhanced some of the employability skills such as strategic analysis, presentation development and integrated marketing planning. That said, additional quantitative financial modelling could be used later, enhancing the justifications of pricing and investments. Also, preliminary consumer testing would enhance reality and minimize reliance on assumptions of secondary research. Additional professional competency will be also achieved by continued practice in presentations and improved data analysis abilities (Bandaranaike, 2018).

Overall, the assessment has improved my knowledge on strategic brand development as a multidisciplinary process that connects theory, operational feasibility and customer experience management in competitive environments in modern day markets.

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