



Student Name: Umang Kiritbhai Patel

Student ID:2424566

Module Name: Marketing Management

Module Code: LCMB7024

Lecturer's Name: Dr Laila Maazouz

Work Count:2540

Term 1

Table of Contents

Introduction	3
Brand Extension	4
STP for the New Brand Extension.....	6
Customer Personal Profile	9
Marketing Mix Strategy.....	9
Conclusion	13
References.....	14

Introduction

Amazon is a global technology conglomerate founded in 1994 by Jeff Bezos, best known for transforming e-commerce and cloud computing. The company originally set out as an online bookstore before expanding into arms such as retail, digital streaming, logistics, and artificial intelligence. Its customer-centric approach has helped create a strong brand image but is derived from innovation, convenience, speed, and efficiency. Some key services include Amazon Prime and AWS, in addition to an eclectic portfolio of products and services in all global markets.

This report proposes an entirely new extension under the Amazon brand- Amazon Fresh Farm: A brand extension under Amazon Fresh (amazon.co.uk, 2024). It is intended to present a line of organic and local farm products that will be delivered immediately from the farm to the consumers' homes. Because consumers are increasingly interested in healthy and sustainable options regarding what they consume, this extension is well-timed with market trends as well as aligned with Amazon's logistics strength.

This portfolio is aimed at creating a holistic marketing strategy for Amazon Fresh Farm. The strategy would cover segmentation, targeting, and positioning strategies for this brand extension, the representation of the ideal customer persona, and the blend of the marketing mix (7Ps) for a successful launch and growth. The extension aims to leverage the supply chain efficiencies and trust in Amazon to be able to provide superior value in the organic food market, thus creating competitive advantages while contributing to sustainable agricultural practices.



Figure 1: AMAZON FRESH FARM

(Source: amazon.co.uk, 2024)

Brand Extension

The brand extension called Amazon Fresh Farm proposes launching a premium collection of organic, ethically sourced, and locally produced farm goods—from the freshest fruits and vegetables to dairy and grains—down to the household level through direct delivery from rural farming communities to urban households. With Amazon's robust logistics and digital infrastructure, this project bridges the distance between small-scale producers and health-conscious consumers.

This brand extension aligns seamlessly with Amazon's existing brand values with respect to innovation, customer obsession, operational excellence, and long-term thinking. Amazon Fresh, a well-established grocery platform under the Amazon umbrella, already promises convenience and speed. The extension of Amazon Fresh to include the Amazon Fresh Farm brings on board ethical sourcing, environmental responsibility, and supporting small-scale farmers for additional measures of trust and authenticity to the service (Li, 2024).

In addition, it also hits emerging needs and gaps in the market. As climate change continues to transform the food system worldwide, there is increasing demand for local and sustainable sources of food in particular by consumers (Monteverde *et al.*, 2024). Given the speed at which India's population is urbanising, this trend is especially significant because current supply cannot keep pace with the demand for clean, organic, and traceable food sources. By tapping rural ecosystems and promoting farm-to-table models, Amazon Fresh Farm ensures the freshest produce while minimizing carbon emissions incurred in logistics due to extended haulage.

Additionally, the initiative provides consistent income and access to markets for marginalized farming communities, thus strengthening rural economies, a conclusion very much in line with Pepper and Alves (2024) findings that view linking small producers with global markets as providing impetus to value inclusion in the global economy while preserving rich knowledge of agronomy within regional limits. Integration of such practices brings Amazon alongside very broad-based agroecology, biodiversity conservation, and economic equity goals.



Figure 2: Brand forecasting

(Source: Monteverde *et al.*, 2024)

Branded perspective, on the other hand, brings value into cornucopia with Amazon Fresh Farm as it allows that much space for identifying Amazon, apart from being able to offer the most efficient market, as being committed to sustainability and social impact. According to Santos *et al.* (2024), environmental branding strategies-in this case directly linked to the Amazon rainforest and rural development-create strong bonds between the consumer and the local brand by ultimately fostering very long-lasting customer loyalty. Thus, Amazon Fresh Farm becomes a highly profitable brand extension and an evolution toward future-oriented business models.

Thus, this brand extension actually strengthens the presence of Amazon in the food sector by complementing its technological prowess with ethical sourcing, environmental concern, and social empowerment. With the launch of Amazon Fresh Farm, Amazon is taking another giant step into the food sector by combining technology with the values of ethical sourcing, environmental sustainability, and social impact. While Amazon has maintained an “innovative speed” and “customer convenience” reputation for years now, this extension truly adds a new dimension to its identity, grounding the brand in responsible consumption and sustainable development (Li, 2024).

Complementing the already existing Amazon Fresh Platform, Amazon Fresh Farm promotes organic, locally produced, and ethically sourced farm products. These farm products are delivered from rural farms right in time so that they can reach urban households within the optimally short delivery window, thus assuring freshness and lowered carbon footprint due to the minimized haulage distances. It fulfils the emerging

consumer demand for transparency in food sourcing, as well as the desire to consume products that engender improvement to Planet Earth and society.

Moreover, the brand extension stands out with a competitive advantage as it connects small-scale producers with health-conscious consumers (Pepper and Alves, 2024). This link, in turn, stimulates inclusive growth by rewarding rural producers with opportunities for new and steady markets and hence supporting rural economies. Amazon would thus be transforming from a giant e-tailer to a recognized partner in the global food system.

Amazon Fresh Farm strategically seeks to respond to climate-conscious consumer trends increasingly shaping market preferences. Moreover, this alignment resonates with environmental and social values, engendering brand loyalty and trust-making Amazon more than a service; it becomes a lifestyle partner.

In essence, this brand extension takes Amazon from merely being a proponent of convenience to becoming a propeller for change in the food industry. It legitimizes Amazon's market leadership by fusing technology with concern for sustainability and ethical business practice, thereby signalling a new epoch of purposeful innovation for the digital food retail world.

STP for the New Brand Extension

The STP (Segmentation, Targeting, and Positioning) model is a strategic marketing approach that enables companies to identify key consumer groups, choose the most viable ones to serve, and create tailored value propositions (Knowles, 2024). Such is why Amazon Fresh Farm needs STP for determining evolving consumer wants and designing offerings in line with the increasing need for ethically sourced, sustainable food.

1. Segmentation

To effectively serve diverse needs of consumers, Amazon Fresh Farm applies segmentation bases as follows:

Demographic Segmentation: Middle to upper-income households with urban families; millennials aged 25-40; and working professionals show a tendency toward valuing health, convenience, and premium food quality. These households usually

have more disposable incomes and prioritize organic and sustainably sourced commodities.

Geographic Segmentation: Mainly Tier-1 and Tier-2 cities in India-Bangalore, Mumbai, Delhi, and Hyderabad-where digitization is high, and Amazon Fresh already has a strong last-mile delivery network. Urban centers are traditionally disconnected from agriculture, thus creating a market gap for AMF to fill (Vaughan-Wynn and Jung 2024).

Psychographic segmentation: It entails health-conscious consumers, environmentalists, socially responsible consumers, and people living a sustainable lifestyle; this segment is more about values than price in seeking authenticity, transparency, and environmental alignment of the products they purchase.

Behavioural segmentation: Targeted at frequent online grocery shoppers, Prime members, and early adopters of new digital services.

Such a segmentation base is appropriate since they directly mirror consumer behaviour shifts post pandemic, where health, traceability, and sustainability became the core purchasing motivations (Nagata, 2024).

2. Targeting

These are the best viable segments for Amazon Fresh Farm:

Health-conscious urban millennials and Gen Z

Ethically driven upper-middle-class consumers

Environmentally aware professionals and families

These groups are heavy users of online platforms, trust Amazon's delivery ecosystem, and will pay a premium price to buy authenticity and impact. They also showed a very high proclivity toward brand loyalty when their values matched a brand.

Differentiated targeting focused on segments of consumers that require specific specialized messaging for each segmentation; this would provide personalized experiences and value propositions from Amazon, thus enhancing customer engagement and brand loyalty (Nagata, 2024). Messaging for example to Millennials

would talk about wellness as well as convenience; while the environment concerned consumers would focus on the social and ecological impact side of the program.

3. Positioning

Positioning Statement:

"For health-conscious and ethically minded urban consumers, Amazon Fresh Farm offers a premium range of organic, farm-fresh produce sourced directly from small-scale farmers. Unlike traditional grocery brands, our produce is delivered with full traceability, ensuring superior freshness, sustainability, and social impact—powered by Amazon's trusted logistics network."

Positioning Amazon Fresh Farm promises differentiation among those who would compete to become the next major brand within the burgeoning organic food label marketplace (Pepper *et al.*, 2024). Similar products may be available through an established grocery outlet or among organic food startups, but such access is rarely combined with direct contact with the farmer, with a sustainability proposition but also with delivery through a nationwide platform, as Amazon can. Thus, the edge in which trust, scale, and innovation have created competition is grounded.

It is yet another thing that differentiates Amazon Fresh Farm in terms of social impact through ethical sourcing. According to Pepper and Alves (2024), linking small farmers with high-end consumer markets guarantees consistent rural income and food sovereignty. This brand extension is about more than healthy eating; it is about enabling mindful consumption for the benefit of agroforestry and environmental conservation.

Amazon Fresh Farm purposes itself as a purpose-based brand extension of Amazon, rather than just a marketplace for any products. Indeed, this positioning fits with the emerging consumer value systems, affirming Amazon's leadership in digital grocery services.

Customer Personal Profile

Background: •Marketing Manager at a Tech Firm •Holds an MBA in Marketing •Lives in Bangalore with her husband •Highly tech-savvy and health-conscious	Emily Thompson 	Common Objections: •“I want fresh organic products, but I don’t have time to shop around.” •“Some eco-friendly brands are too expensive or hard to trust.” •“I love convenience, but not at the cost of sustainability.”
Demographics: •Age: 29 •Gender: Female •Income: ₹12–15 lakhs per annum •Lives in: UK	Challenges: •Busy lifestyle makes regular market visits tough •Hard to verify sustainability claims of brands •Finds it difficult to locate premium organic products locally	Goals: •To maintain a balanced, healthy lifestyle •To support brands that are ethical and eco-conscious
Habits & Interests: •Clean eating & plant-based lifestyle •Gym and yoga sessions •Visits weekend farmers’ markets •Loves browsing eco brands and influencers on social media		Biggest Fears: •Paying for products that aren’t truly sustainable •Wasting money on poor quality or unreliable deliveries •Compromising on health or values for convenience

Table 1: customer persona

Source: self-created

Marketing Mix Strategy



Figure 3: Marketing Mix Strategy

(Source: Singhal, 2024)

1.Product

The predicted marvellous product of Amazon Fresh Farm is not limited to organically sourced fruits and vegetables but also includes grains, herbs, and prepared meal kits. Amazon place this product line with a brand value closely synched with customer-centric innovations, which use its supply system to deliver utmost fresh and perishable

products from locally and sustainably grown farms in the Amazon Estuary region in particular. By sharing health advantages and environmental impacts, Amazon builds consumer trust and loyalty (Pepper and Alves, 2024). With growing demand for clean-label and eco-conscious produce, premium quality with sustainable packaging will fulfil the market (Singhal, 2024).

2. Price

It follows value-based pricing. The price will be competitive with organic premium brands like Nature's Basket and BigBasket's organic lines while offering discounts for subscriptions and Prime-exclusive deals to gain loyalty. Higher Tier pricing provides for both high income and middle-class consumers. The strategy raises customer retention and brand equity significantly in emerging markets for online food by balancing value and affordability (Ahmed et al., 2024).

3. Promotion

Amazon Fresh Farm will run digital-first promotion campaigns in Amazon's ecosystem - personalisation in-app banners, Alexa voice prompts, influencers' collaborations, and emails. Campaigns will highlight the "Farm to Fork" aspect of transparency and sustainability. Gamified referral programs and seasonal discounts will channel engagement. Storytelling combined with community marketing, as noted by Choudhury (2024), improves memorability and conversion regarding products in the food and agriculture sectors.

4. Place

Distribution channels will employ Amazon's third-party logistics-its parcel and last-mile delivery services for Amazon Fresh cold storage logistics and warehouse infrastructure in Tier 1 and Tier 2 cities. Customers may place orders via the Amazon app or through Alexa. Pickup points could, however, also include Amazon Lockers and retail partners. As emphasized by Popović (2024), timely availability and convenience are strong differentiators in online food retailing. With this omnichannel approach, Fresh Farm becomes readily available and trustworthy.

5. Process

This process integrates end-to-end traceability: from local farm procurement (Amazon Estuary and Indian organic clusters) to smart warehousing and delivery. The customer journey is smooth with browsing, order customization, and real-time tracking of delivery. AI manages backend demand forecasts and food waste. Service processes are tremendously increased customer satisfaction and perceived quality, particularly in food services, according to Celendro *et al.* (2024).

6. People

Customer-facing employees, including delivery partners and virtual agents, are trained on the core of Amazon service excellence and sustainability awareness. Amazon is also appointing agricultural liaison officers for collaboration with farm cooperatives to achieve transparency and ethics in sourcing. Recently, Singhal (2024) emphasized the people elements that carry brand experience and values, especially in the case of a segmented market of conscious consumers.

7. Physical Evidence

Evidence of the physical kind is very important in establishing trust and in supporting Amazon Fresh Farm's claims of quality and authenticity. As an online service for selling organic produce and farm-fresh products, these goods depend on a range of visual and sensory cues. High-quality product images, the use of sustainably produced packaging, and labelling with company's trademark, along with QR codes attached to every item for traceability, serve as proof of this promise (Monteverde *et al.*, 2024). By using the QR codes, the customer can read about the history of the product, its cultivation practices, and details of its shipment from farm to table, increasing the level of transparency and enhancing confidence in consumers.

In addition, the user-friendly digital interface of Amazon characterized by minimalistic layouts, product certifications (e.g., USDA Organic or India Organic), plus real-time tracking—reinforces the credibility of the delivery service. Customer reviews, testimonials, and rankings further add as a layer of physical evidence which creates value perceptions about quality and sustainability, maintaining a credible and coherent shopping interface for environmentally conscious patrons.

Amazon Fresh Farm is expected to provide eco-certified labels, detailed digital receipts that show sources of materials, and a branded sustainable packaging.

Packaging will feature QR codes linking to videos of sourcing locations and testimonials from Amazon Rainforest farmers (Monteverde *et al.*, 2024). It fits well with how consumers desire physical proof of sustainability. Visible brand signals, such as packaging and digital content, strengthen credibility for service branding (Ahmed *et al.*, 2024).

Conclusion

The launch of Amazon Fresh Farm is a clear brand extension towards a strategic and ethical position that will capture a more significant portion of the market with the growing need for organic, ethically sourced, and healthy produce. As an extension of Amazon's existing brand values—innovation, customer centricity, and operations excellence—this extension further strengthens Amazon's position in the grocery and fresh food markets while fulfilling important consumer needs regarding health, sustainability, and convenience.

Amazon Fresh Farm plans to identify health-striving, eco-conscious consumers within urban areas, especially in Tier 1 and Tier 2 cities. The marketing mix reinforces the brand's value proposition by zenith product offerings and digressive pricing, digital promotional efforts, and truly customer journeys driven by Amazon's high-grade logistics networks.

This also brings social value to the initiative as it partners with small-scale farmers, especially in the ecologically sensitive areas such as the Amazon Estuary, for the upliftment of their livelihood and contributions to environmental conservation.

Thus, this makes Amazon Fresh Farm well-positioned to open the gates of leadership within the sustainable fresh food marketplace. Amazon has to keep investing in consumer education, eco-packaging innovation, and farmer empowerment for the long-term benefit and brand loyalty associated with this initiative. Profits aside, this brand extension has the potential to set the benchmark in ethical and sustainable food retail.

References

Ahmed, S., Saad, A.T., Chowdhury, S.R., Sobhani, F.A., Hassan, M.S. and Islam, M.A., 2024. Impact of marketing mix elements on the brand equity of online food delivery services: an emerging economy perspective. *Cogent Business & Management*, 11(1), p.2380018.

amazon.co.uk. (2024) Available at:
<https://www.amazon.co.uk/fmc/storefront?almBrandId=QW1hem9ulEZyZXNo>
[Accessed on 23.04.2025]

Celendro, R.D., Gales, K.M.A., Palomo, J.P. and Bonifacio, M.B.A., 2024, December. IMPACT OF SERVICE QUALITY ON BUSINESS OWNERS'SATISFACTION AT BUREAU OF INTERNAL REVENUE DISTRICT OFFICE NO. 99, MALAYBALAY CITY, BUKIDNON. In *Proceeding of the International Conference on Family Business and Entrepreneurship*.

Choudhury, S., 2024. Chapter-7 Unveiling Marketing Strategies of Pineapple Cultivators in Cachar District: An Analysis through McCarthy's Framework. *Business Management: A New Paradigm*, p.109.

Knowles, M., Purpose of STP Process.

Li, L., 2024. Principles of Service Design and Innovation. In *The Era of New Services: New Services, New Infrastructure and Service Rules for the Future Society* (pp. 95-113). Singapore: Springer Nature Singapore.

Monteverde, C., Quandt, A., Gilberto de Souza Ribeiro, J. and De Sales, F., 2024. Changing climates, changing lives: Voices of a Brazilian Amazon farming community in a time of climate crisis. *PLOS Climate*, 3(11), p.e0000522.

Nagata, Y., 2024. Research on Branding Strategy in Cambodia: Phase 2.

Pepper, L.G. and Alves, L.D.F.N., 2024. Small-scale Açaí in the global market: adding value to ensure sustained income for forest farmers in the Amazon Estuary. In *Integrating landscapes: agroforestry for biodiversity conservation and food sovereignty* (pp. 389-413). Cham: Springer International Publishing.

Pepper, L.G. and Alves, L.D.F.N., 2024. Small-scale Açaí in the global market: adding value to ensure sustained income for forest farmers in the Amazon Estuary.

In *Integrating landscapes: agroforestry for biodiversity conservation and food sovereignty* (pp. 389-413). Cham: Springer International Publishing.

Popović, M., 2024. Marketing and Modern Business Conditions. *Serbian Journal of Engineering Management*, 9(1).

Santos, L.D.V., Holanda, F.S.R., Pedrotti, A., de Medeiros, R.M.B., de Santana Oliveira, C.V. and Villwock, A.P.S., 2024. An empirical model for branding oriented by the environmental sustainability of the Amazon Rainforest: a hybrid structural equation modeling with fsQCA approach. *Discover Analytics*, 2(1), p.4.

Singhal, P., The Evolved Marketing Mix: How Innovation is Transforming the 7 Ps.

Vaughan-Wynn, N. and Jung, J.K., 2024. Digital food apartheid: The uneven food geographies of Seattle in the era of Amazon. *Environment and Planning F*, 3(1-2), pp.81-105.