

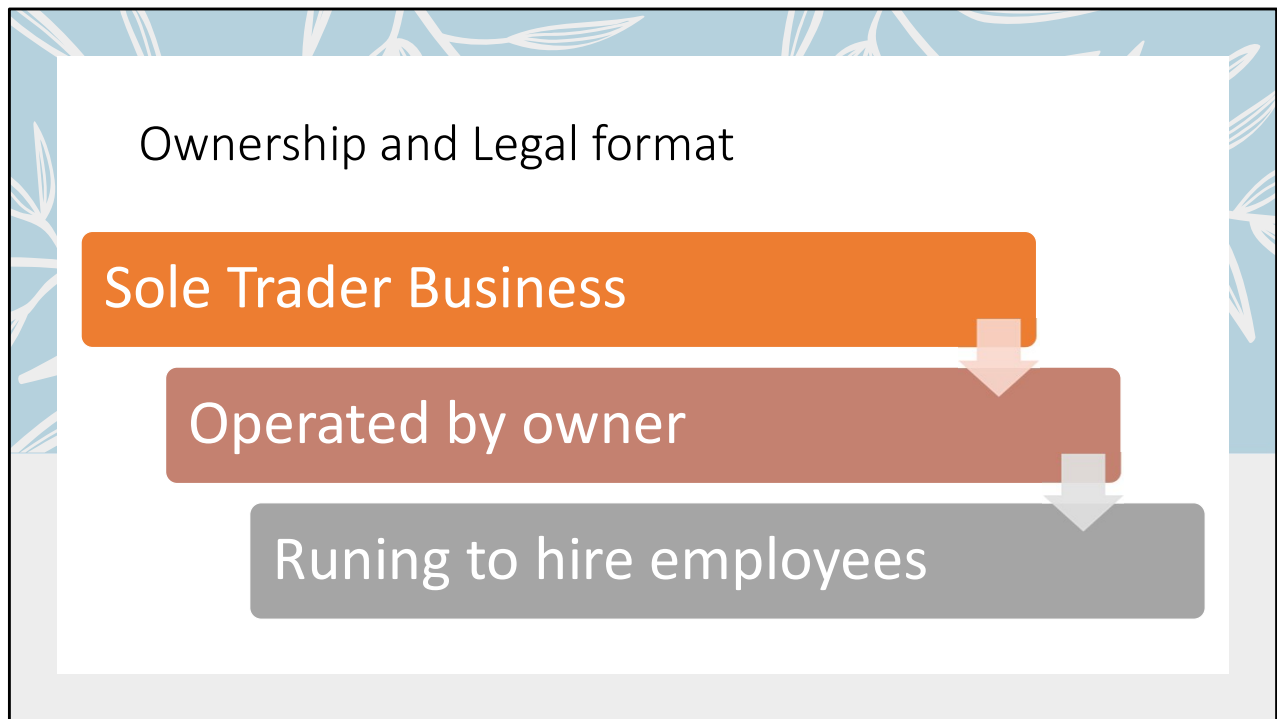


ECO Grocery Store

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An eco-grocery store's primary goal is to improve the quality of life for its customers by offering a cheerful, cheery, and adult-oriented ambiance. Eco Grocery Store' is a special grocery store that aspires to place a significant focus on providing an enrichment to the lifestyles of all its clients in a timely, upbeat, and a human setting (Doherty and Ellis-Chadwick, 2012).



Eco Grocery Store is a sole trade business owned and operated by its owners and also running by hired employs employees- reword your sentence. Add some justification as to why you have chosen sole trader and what is a sole trader with some in text citation from the literature

The Company and Management



Located in high – end
neighbourhood

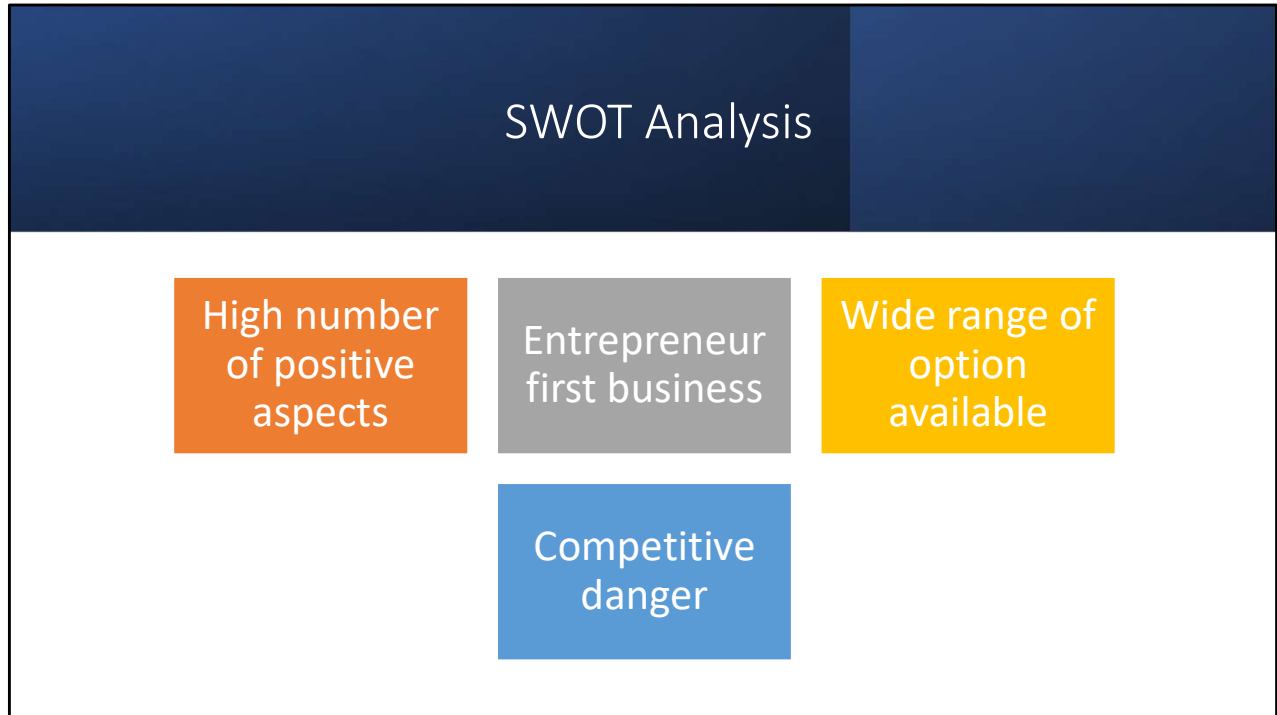


Promoting waste
sustainability



Operated by friendly
team

Eco Grocery Store, or Eco zero-waste Food Stores, is located in a high-end neighbourhood and will promote a zero-waste living through corporate sustainability. The company attempts to close the demand-supply gap for corporate sustainability in UK retail. The firm will be operated by an environmentally conscientious team interested in promoting waste sustainability and public conservation methods (Freeman and Stanley, 2015)



Strengths

Eco Grocery Store's activities have a number of positive aspects. Combined with the entrepreneur's dedication and quest for power, this will assist propel expansion. Customers will be attracted to the firm because of its location in Erdington, which has grown into each of Birmingham's greatest residential areas.

Weaknesses

The prospective enterprise had a number of flaws from the start. Eco Grocery Store's limited

knowledge is the most significant shortcoming of the firm

Opportunities

For both the company and the entrepreneur, there are a wide range of options available. In Birmingham, there is always the possibility of expanding internationally.

Threats

Competitive danger was among the most significant threats to the firm. Some well food stores are already located in Birmingham, including Waitrose, Lituanica, Romania Food Centre Birmingham, and others.



4Ps of Marketing Mix

Price: Whenever pricing your seminars and services, think about what you're offering in terms of price in the grocery industry. A reasonable pricing strategy will be set. Considering the quality and demand of the customers, the price will be set.

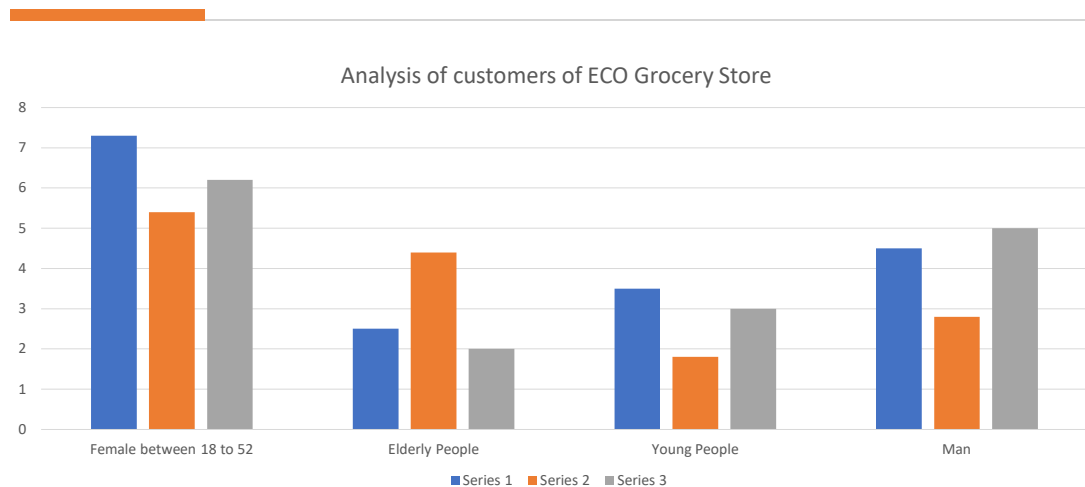
Product: It's critical that you market your services in a way that attracts the right customers to your

organisation. Products from Eco Grocery are designed to apply to a wide spectrum of clients. The products will be produced through ensuring environmental sensitivity. No plants, animals and any other components will not be harmed during production (Karampour, Sawalha & Arias, 2016).

Place: One of Erdington's top locations for business and health, Eco Grocery Shop's location will undoubtedly assist bring more customers through door. The products of Eco Grocery will be available through both online and offline means.

Promotion: As both a part of the larger marketing technique, advertising is a vital component. Eco Grocery Store has to highlight the most cost-effective options available. Client satisfaction is a top priority at Eco Grocery Store

Target Market Analysis



A wide range of customers will be served by the 'Eco Grocery Store', which will have the most up-to-date equipment and internet services to meet their demands and standards. It's vital to note that the company's primary market is Erdington's female population aged 18 to 52 years old. Women who are busy, interested in retail, want to keep their cars well-stocked, and are seeking for ways to save money are predicted to be the primary demographic for this product.

Target Market Analysis

☐ Female Between 18 – 52

☐ Males

☐ Elderly People



Image source: (Alic, Cinjarevic and Agic, 2015)

However, the company will also target males and the elderly with its custom-tailored products (Blanchflower, 2017). 'Eco Grocery Store' will present itself as a results-oriented grocery store for enthusiasts who are open to accept the ins and pitches of their goods, thereby delivering actual value to a customer in exchange for a low and sensibly priced membership fee. Users in the target market sector will benefit from the company's strategy of quality differentiation and cost, which it will implement

Green marketing: Eco Grocery Store will follow

green marketing in order to make better positioning of the products. Regarding that, this company will ensure environmental packaging, labelling and environment friendly disposable material usage during selling the products. The marketing campaigning will ensure all these things so that environment conscious customers will easily be attracted to the business of this company (Vlaeminck, Jiang & Vranken, 2014).

Marketing Strategies

- Membership Marketing
- Word of mouth
- Digital Marketing
- Green Marketing

For the Eco Grocery Shop, an achieve competitive advantage by focusing on the right advertising methods to reach markets of the company, which in turn attracts more subscribers and so increases the store's profits. For the owner to reach their chosen market, the following are some possible promotional strategy to consider:

Membership Marketing: A good marketing strategy that may perform wonderfully for any grocery store or even other stores (Fernie, 2010). Other supermarket stores in the United Kingdom have successfully adopted a referral-based renewal incentive programme. In addition, this can aid in the technique of hearsay.

Word of Mouth Strategy: Due to Eco Grocery Store's value of 8 and distinction, this technique does not even require a penny of investment. To optimise income and develop a group, consumers might introduce new entries from current subscribers.

Digital Marketing: SEO (search engine optimization) and PPC (pay-per-click) strategies will also be employed by Eco Supermarket Store's in order to target clients who search and explore for things online. The combination of a well-optimized homepage and PPC can generate new customers.

Green marketing: Eco Grocery Store will follow green marketing in order to make better positioning of the products. Regarding that, this company will ensure environmental packaging, labelling and environment friendly disposable material usage during selling the products. The marketing campaigning will ensure all these things so that environment conscious customers will easily be attracted to the business of this company (Vlaeminck, Jiang & Vranken, 2014).

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