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Table of Contents

Introduction	3
Brand Extension Concept.....	3
Market Segmentation, Targeting & Positioning (STP)	4
Market Segmentation.....	4
Targeting.....	5
Positioning	6
Customer Persona	7
Marketing Mix Strategy.....	9
Implementation Plan.....	10
Timeline and Key Milestones	10
Budget Considerations.....	12
KPIs	12
Risk Assessment	13
Conclusion & Recommendations	15

Introduction

British company Waitrose delivers high-quality goods with ethical sourcing and environmentally friendly practices. Through its membership in the John Lewis Partnership Waitrose develops a solid brand history of supplying fresh organic and sustainably obtained food (Waitrose, 2025). Waitrose customers stay dedicated to the brand because they trust its high-quality products that use innovative sustainable methods.

Waitrose plans to deliver plant-based ready meals through a customer subscription service because more people want plant-based food now plus convenient food choices. This brand expansion fits with customer preferences to eat healthfully, practice sustainability, and have ready-to-serve meals. By allowing customers to receive nutritional plant-based meals from Waitrose directly at home the company could expand its market share among health-conscious customers (Smith, 2025). This report intends to develop a strategic marketing plan for this new brand extension. It includes identifying the target market, customer persona as well as their marketing mix strategies and implementation plan in order to launch the market in a successful manner.

Brand Extension Concept

The Waitrose Plant-Based Ready Meals Subscription Service provides customers practical and nutritious options for their meals. This program sends subscribers one weekly package of plant-based meals made by chefs based on each person's diet choices. They will use only high-quality organic ingredients that Waitrose buys sustainably to show their dedication to quality and responsible product selection (Waitrose, 2025). Customers have multiple eating plan choices such as protein-heavy meals and plans for both low-calorie diets and family occasions.

This entry into meal delivery services helps Waitrose respond to its customers who now eat less meat and favor meal-kit packages. People today want properly prepared nutritious meals that deliver both food quality and health value in fast-paced lives. The service uses Waitrose's status as a premium food provider and sustainability leader to

establish itself uniquely among other meal delivery companies (Grocerygazette, 2025).

Waitrose stays ahead by providing premium foods made with quality ingredients through its strong brand reputation and personalized meal services. Waitrose will steer away from typical meal kit standards by serving high-class fresh dishes made without synthetic preservatives. This service will apply environment-friendly delivery measures and eco-friendly package materials for people who value green living. Expanding beyond grocery stores will boost Waitrose brand value while giving the company more opportunities in the healthy food market.

Market Segmentation, Targeting & Positioning (STP)

Market Segmentation

The Waitrose Plant-Based Ready Meals Subscription service needs both product-based and group-based segments.

Demographic Segmentation: Customers falling between 25- and 55-years old look for nutritious premium meals that are delivered easily. This product targets working people, younger families and successful retired individuals. This is because 55 and 47 percent of the British people who come under this age group are conscious about their eating habits (Statista, 2024). These customers hold a high annual income and prefer to purchase superior environmentally friendly food.

Psychographic Segmentation: One-third of UK citizens are habituated to plant-based or vegan food while one-tenth of people choose to lessen their consumption of animal-based foods. The regions with the most plant-forward diet uptake included London as well as the South West and North East sections of the country (Pritchett, 2025). Therefore the target customers will be the group who care deeply about their health and put high importance on eco-friendly and moral ways to shop. Customers choose both plant-based and vegetarian eating styles plus opt for organic and eco-friendly food sources. These customers have busy lives and prefer easy-to-prepare meals that match their ethical purchasing standards.

Targeting

The core segment of the Waitrose Plant-Based Ready Meals Subscription Service is health-conscious, time-starved working professionals within the age group of 25-45 years. They make between £35,000 or more per annum, and they favor foods of higher quality, environmental friendly, and humanely sourced. Some people are strict vegetarians, vegans or have a flexitarian diet and seek meals that will fit their health plans and concerns as well as their principles.

The second target segment is families with children who are tired of cooking and willing to pay for healthy, tasty and easily digestible food as well as older people (50+) who do not want to spend time cooking and who would like to eat tasty, easily digestible and healthy meals which contain a lot of vegetables. They both enjoy expensive meals and quality meals with gourmet engagements and have confidence in the Waitrose brand.

This targeting strategy is well positioned aligned with Waitrose's customer base hence it will experience low levels of rejection. This also aligns with the rising trend of convenient vegan food, thereby establishing Waitrose as a pioneer of the niche market of premium meal kit services that supports the company's insurance of quality, health, and sustainability.

Positioning

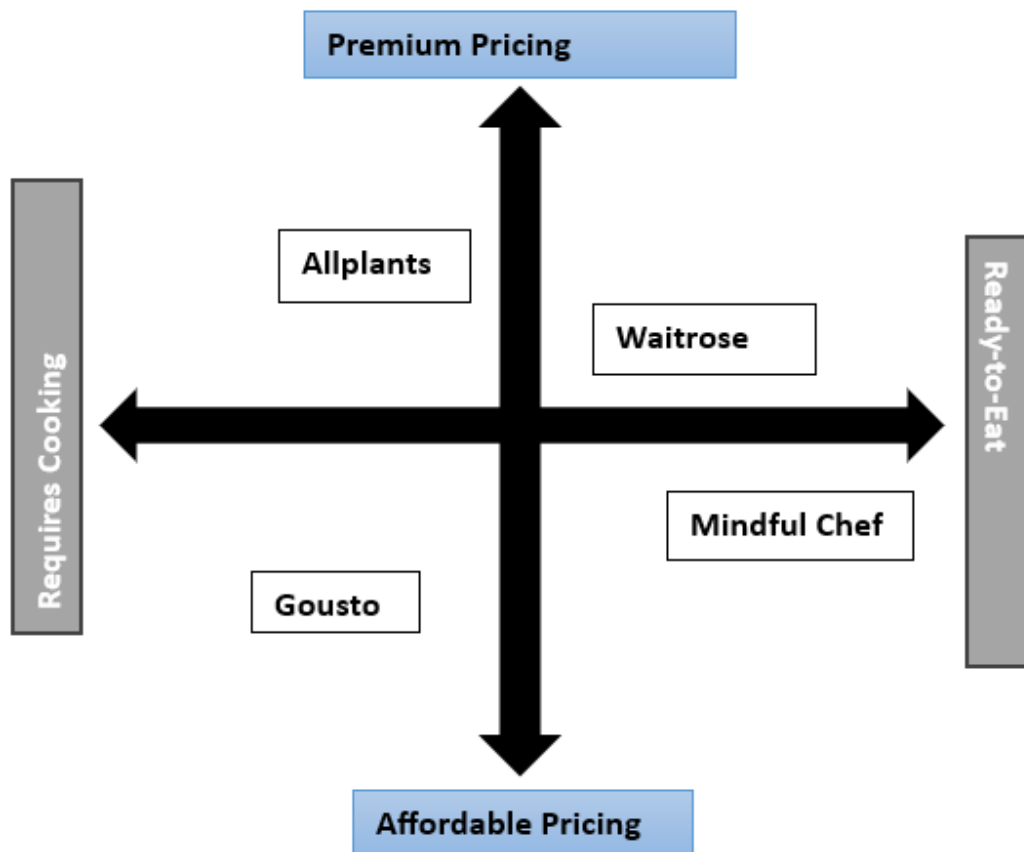


Figure 1: Positioning Map

(Source: self-created)

The positioning map successfully illustrates Waitrose's Plant-Based Ready Meals Subscription when compared to its market competitors. Customer preferences in the plant-based meal sector function through the two core determinants of price ranges from affordable to premium and raw-to-ready meal requirements.

Gousto occupies the affordable pricing & requires cooking quadrant of the positioning map because it delivers plant-based meal kits yet fails to provide ready-made meals to customers. Studies show that freshness matters to meal kit buyers but they encounter issues with their available time (Górska-Warsewicz *et al.*, 2018).

Allplants belong to the premium and ready-to-eat segment that serves health-focused time-pressed consumers who prioritize sustainability through its premium pricing according to Vezovnik and Kamin, (2024) on premium plant-based food trends. Mindful Chef adopts a middle price level with both affordability and premium-oriented approaches in their ready-to-eat service model which serves diverse market constituents.

Waitrose occupies a position below Allplants indicating premium branding which possibly offers better value while benefiting from its reputation as a supplier of fine groceries (Rombach, 2018). Waitrose might benefit from its positioning because it would deliver premium quality alongside convenient shopping that would strengthen its positioning strategy within the competitive plant-based market segment.

Customer Persona

Name	Sarah Thompson
Age	32 years old
Gender	Female
Income Level	£50,000 per year
Occupation	Marketing Manager in a tech company
Location	London, UK

Family Status	Single, lives in a modern apartment
Psychographic Profile	
Interests	Healthy eating, fitness, yoga, sustainability, gourmet food, convenience
Lifestyle	Busy professional with a demanding job; values quick, nutritious meals that fit into her routine
Values	Ethical sourcing, premium quality, sustainability, health-conscious choices
Motivations	Wants delicious, plant-based meals without the time commitment of cooking; prefers brands that align with her eco-conscious lifestyle
Buying Behavior & Preferences	
Shopping Habits	Regular Waitrose shopper, prefers organic and sustainable products, orders groceries online, subscribes to meal delivery services
Meal Preferences	Prefers plant-based, high-protein, and low-calorie options; values fresh, gourmet-quality meals with no artificial preservatives

Technology Use	Uses food delivery apps, follows health brands on Instagram, reads wellness blogs, subscribes to nutrition newsletters
Price Sensitivity	Willing to pay a premium for quality, sustainability, and convenience; prefers trusted brands like Waitrose for ethical sourcing and taste

Marketing Mix Strategy

Product

Individuals seeking next-level plant-based dining convenience can find top-notch chef-created meals through the Waitrose Plant-Based Ready Meals Subscription service. All their meals contain organic sustainable sourced ingredients that serve customers who follow different dietary plans such as high protein and low calorie and allergen-free diets (Camilleri, 2021). Waitrose distinguishes itself through its premium quality and ethical sourcing reputation which differentiates the company from Gousto and Allplants. Sustainable package designs along with profitable menu changes from different global food traditions improve product gratification and customer trust in the brand.

Price

The price strategy used by Waitrose combines management of premium product quality with affordable market rates through value-based pricing. Rising numbers of customers today demonstrate their readiness to spend extra money on sustainable and top-quality food items (Jones & Comfort, 2021). Different subscription levels within the pricing structure allow Waitrose to serve customers from diverse market segments. The Basic Plan comes with four meals for one person at £40 a week while the Family Plan contains eight meals for two people at £70 weekly and the Premium Plan offers twelve gourmet meals at a price of £100 weekly. According to Singh et al. (2022), the pricing strategy employs perceived value principles because customers can see how

ethical sourcing of organic ingredients and exceptional taste justify the product costs. Price strategy allows Waitrose to maintain affordability for big customer groups but delivers elite characteristics which support their premium brand vision.

Place

Waitrose chooses omni channel distribution through its united management of online sales with brick-and-mortar shop operations. Customers can subscribe to Waitrose services either online at the website or through the mobile app and benefit from adaptable home delivery choices. Detailed examination shows that Waitrose will incorporate chosen ready meals into their existing store offerings for customers. Through partnerships with delivery services like Ocado and Deliveroo and Uber Eats the company achieves a wider customer base that includes consumers who value digital convenience (Grewal *et al.*, 2020). Buy-online-pickup-in-store services through click-and-collect enhance the customer shopping process.

Promotion

The engagement of health-conscious consumers will happen through a promotional structure which uses digital advertising along with social media platforms and traditional promotion techniques. According to Chaffey & Smith (2022), the subscription service promotion will combine digital marketing techniques that use SEO content and email campaign targeting and influencer partnerships. Users on social media networks including Instagram and TikTok and YouTube can view attractive meal content along with client testimonials and sustainability programs. Waitrose will strengthen its ethical brand identity through retail promotions and wellness brand relationships and food security community programs accessible in stores. The brand gains maximum visibility and engages customers through various marketing channels.

Implementation Plan

Timeline and Key Milestones

Phase	Key Activities	Timeframe
Market Research & Product Development	Conduct surveys, analyze customer preferences, finalize meal options, and develop partnerships with sustainable suppliers.	Month 1-2
Technology & Logistics Setup	Build the subscription platform on the Waitrose website and integrate with third-party delivery partners like Ocado.	Month 2-3
Marketing Pre-Launch	Implement social media teasers, influencer partnerships, and in-store promotions.	Month 3-4
Soft Launch & Customer Feedback	Launch a trial phase for Waitrose loyalty members to refine operations based on feedback.	Month 4-5
Official Launch & Expansion	Roll out nationwide marketing campaigns and expand delivery options.	Month 6

Budget Considerations

<i>Expense Category</i>	<i>Budget Allocation (£M)</i>
Product Development & Supplier Agreements	1.5M
Technology & Platform Development	1.0M
Marketing & Promotions	1.2M
Logistics & Distribution Setup	0.8M
Contingency & Miscellaneous	0.5M
<i>Total</i>	<i>5.0M</i>

KPIs

To monitor success of this project Waitrose can use more specific indicators called Key Performance Indicators. This will monitor the progress of the company in the market through available data.

- ***Customer Acquisition & Retention:*** Target 50,000 subscriptions in the first year, with a 70% retention rate.

- **Sales & Revenue Growth:** Increase the annual sales to £10M as the quarterly target of 15% growth must be met.
- **Customer Satisfaction & Reviews:** Maintain an 85%+ customer satisfaction rate, with an average rating of 4.5/5.
- **Operational efficiency:** To achieve a goal of implementing efficient operations, the main key performance indicators are on time delivery and little or no customer complaints to the 95%.
- **Brand Awareness & Digital Engagement:** Increase engagement on social media platforms hence the social media engagement should increase by 10% every month as well as growth in website traffic.

Risk Assessment

Risk Category	Potential Risk	Impact Level (High/Medium/Low)	Mitigation Strategy
Market Demand Risk	Lower-than-expected customer adoption of the subscription model.	High	Conduct pre-launch surveys, offer flexible subscription options, and introduce promotional discounts.
Operational Risk	Supply chain disruptions affecting	High	Partner with multiple sustainable suppliers to ensure consistent sourcing.

	ingredient availability.		
Technology Risk	Website or mobile app technical failures affecting order processing.	Medium	Invest in a robust IT infrastructure with regular system maintenance and support.
Logistics & Delivery	Delays in meal deliveries due to external factors (e.g., weather, strikes).	Medium	Work with multiple delivery partners to ensure alternative distribution routes.
Financial Risk	Higher operational costs leading to reduced profit margins.	Medium	Optimize costs by streamlining operations and securing supplier discounts.

Regulatory & Compliance	Changes in food safety regulations impacting production and packaging.	Medium	Maintain compliance with UK food regulations and regularly update quality control processes.
Brand Reputation Risk	Negative customer reviews or food quality issues.	High	Implement a strong quality assurance process and responsive customer service team.
Competitive Risk	Entry of new competitors offering similar services.	High	Continuously innovate with new meal options, emphasize sustainability, and leverage Waitrose's premium brand image.

This table is representing the possible risk that the company can experience during their new product launch. Also, the mitigation strategies are mentioned here in order to dominate those risk and make the implementation process successful.

Conclusion & Recommendations

Conclusion

The Waitrose Plant-Based Ready Meals Subscription can be considered as a related brand development decision that is fully aligned with the interests of the organisation and target consumers as it targets the demand for available healthy and convenient food products that can be delivered in the shortest time possible. With Waitrose's focus

as a premium food retailer, the business has a competitive edge when it comes to the provision of ready-to-eat service. By consumer segmentation the brand is based on health-conscious consumers, working class people and green conscientious people who Fancy quality plant-based foods. The marketing mix (4Ps) works to position the product for differentiation, set a high price for the product, to target the right channel through which the product will be sold and then ensure that promotion of the product is done in a well-coordinated manner to increase customer interest.

Recommendations

In the long run, Waitrose needs to consider extending its stock portfolio by adding a variety of plant-based meals that will incorporate international food options and options that are in season. Offering choices in terms of portion, diet and frequency will enhance client's satisfaction and loyalty to the company. Partnerships with fitness and wellness brands, nutritionists and influencers are likely to increase the company's credibility of the brand and extend its market reach (Huguelet, 2021). In the same way, it is also important for Waitrose to look for internationalisation for areas with future growth in Blended Foods & Plant-Based products sales, Europe and North America especially.

The success of the service depends on operational efficiency along with improved partnerships with suppliers to secure different supply routes which helps stop disruptions and keep product traits steady (O'Connor *et al.*, 2020). Waitrose must use cost-effective production techniques along with value-based rewards and promotional rates to attract and keep their clientele. Waitrose will achieve market leadership position for its Plant-Based Ready Meals Subscription combined with sustainable growth and maintained long-term competition strength through successful implementation of these recommendations.

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