



a very foodloving family

Background- Go-Tan SWOT

I. Background

Go-Tan is a family operated company based in the Netherlands since the 1950's operated by the Go family. They sell their products all over Europe but have recently started selling in the United States. The company produces Indonesian-Dutch food that can be made easily in the home. They provide sauces, rice, dips, and kits. It specializes in Indonesian food products that are accessible, of quality, and are intended to bring people together over a good meal. The company has recently been developing more of an online and mobile presence. Some examples of their most recent campaigns are the launch of a clean and easy to use website, an e-mail newsletter, production of a video promo explaining their company's history, and finally use of QR barcodes. Consumers with smart phones can scan the barcode and be directly linked to an online recipe coming directly from the Go-Tan family. The company currently sells over 100 Indonesian products in nearly 20 countries including the United Kingdom. More recently, they have entered the US Market through select, east-coast distributors. They enjoy a large section of the Indonesian home-cooking market but compete with Coni-Mex, a product of Unilever.

II. SWOT Analysis-

Strengths-

- Family based values and image
- Quality online presence
- Easy to make products
- Affordability
- Well-priced
- Quality, authentic Indonesian food
- New, uncommon taste*

Weaknesses-

- Unrecognizable brand
- Not a large market for Indonesian food
- Packaged foods can be interpreted to be processed and thus, low quality
- New, uncommon taste*

Opportunities-

- Cooking families are interested in new flavors
- Since Go-Tan is one of the only, they can define the market for Indonesian packaged food
- Online possibilities

Threats

- Clutter of ethnic representation in the pre-packaged US market

Identify the target audience- Research

- *27% of households with children under 18 are run by single parents –US Census
- In America, 8 out of 10 families eat dinner at home at least 5 times a week. Dinner from scratch- 4 nights, packaged foods- 2 nights, fast food 1 night. – Strength.org- Dinnertime: Report on Low



Income Families Efforts to Plan, Shop for, and Cook Healthy Meals

- 7 out of 10 Americans say they're cooking more to avoid spending money –The Harris Poll
- Of the adults that are cooking at home, 76% say they don't want to compromise on the quality of food despite prices – Whole Foods, The Harris Poll
- Price is an important factor and keeps many families from eating healthily - Strength.org- Dinnertime: Report on Low Income Families Efforts to Plan, Shop for, and Cook Healthy Meals
- Cooking at home has now encouraged Americans to try new flavors and cuisines, in fact 62% are. – Tabasco.com PR News Wire survey
 - Mexican- 36%
 - Chinese 28%
 - Asian/creole- 24%
- Only 35% of Americans are satisfied with the price of healthy food. Strength.org- Dinnertime: Report on Low Income Families Efforts to Plan, Shop for, and Cook Healthy Meals
- 59% of families cooking at home are interested in finding new recipes. –US Daily Review
- Target Audience- American middle-class families with or without single parents. Their average income is 25,000-100,000 dollars a year. After the 2009 economic recession, they decided to start eating at home to save money. They rank the quality of food most important when they're making meals, but admit that price can keep them from eating healthily. They are interested in finding new recipes and flavors to try out. They enjoy using social media like Facebook to see what their friends, favorite brands, and media figures are up to.

III. Positioning-

Go-Tan is a food loving family that provides Indonesian products that are simple to make, authentic, and quality food. Their goal is to bring families together over meals despite busy schedules.

Message-

IV. Go-Tan products are about the dinner experience. They bring people together. The food is quality, authentic Indonesian food and easy to make.

V. Messages

Tone- Light hearted, comfortable, accessible.

Suggested Tactics-

- Video/ Social Media Campaign
 - Create American Facebook account. Website, products and advertisements should all link to the Facebook page and Twitter account.
 - **Target mom blogs:** offer free samples to prominent mom bloggers and let them know who Go-tan is and what they stand for. A gift from One family to another.
 - **Go-tan blog:** A blog site sponsored by Go-tan where people can put suggested recipes they used and liked. They can also offer reviews of products and experiences they had around the table eating Go-tan.
 - -Have a team that is responsible for looking after the site, managing it, offering comments, and supply replies to other user comments
 - **Social Media Campaign:** people can offer their stories of eating Go-tan together and what dinner time means to them (matching the original Go-tan “This is my family, eating together means... Laughter, Chaos, memories, etc.). They should also post pictures of their family.
 - -Tumblr and/or Pinterest and/or Instagram: to create awareness, there can be a photo contest where anyone can upload a picture of a Go-tan dish they made and whichever one gets the most likes, repost, pins, whatever gets a discounted coupon for several Go-tan products.
 - **Corporate Social Responsibility:** Promote a food charity domestically (e.x. meals on wheels, soup



kitchens, etc.) - Go tan supports community and eating together. They want to show that even in unfortunate situations, you don't have to be related to have a family meal.

- Your basic press release: given to regional newspapers

- Print

- Regional Newspapers and Magazines

- An accessible and warm looking advertisement showing either the Go Family and images of their food

- Coupons and recipes featured

- In essence, the ad doubles as a coupon and recipe card

- In store-

- Samples/Demonstrations

The best way to help Go Tan stand out from the competition is to get people to try it. Once they get a taste of one of the several recipes that you can create they'll surely gain interest in the product. The best method of doing this is to offer free samples in grocery stores and markets. Free samples are an optimal way of getting our foot in the door with any consumer that is willing to try something new.

In our sample booths, we will have two workers. One will be constantly cooking up Go Tan products in front of the customers in order to demonstrate how quick and easy it is to prepare Go-Tan as well as keep a constant supply of a variety of Go-Tan recipes for customers to sample.

The second worker will be handing out the samples as well as informing customers of our company's background, values, and answering any questions that they may have on the product. We will be sure to educate our workers in everything Go-Tan, ensuring they are prepared to answer any potential question that is thrown at them.

- Coupons/recipe cards

Another promotion that we can offer both in-store as well as through the mail and magazines are coupons. Coupons are a great way to push unsure consumers into giving our product a shot, however everyone has coupons, so we wanted a way for Go-Tan coupons to stand above the rest.

Therefore, we designed these specialized coupons. Attached to each of them is a photo of a member of the Go family, a brief introduction, and their favorite Go-Tan recipe.

As if the opportunity of saving money wasn't enough, these coupons will also give customers the chance to test out new recipes suggested right from the creators of Go-Tan themselves. Also, the personalized touch will help build a strong connection between the customer and the Go Family, building emotional ties with the Go-Tan brand. It will really help relay the message that Go-Tan is a family brand, hoping to reach out and help other families.

Evaluation

- Evaluations will be ongoing and then culminate following the yearlong campaign. Evaluations will be centered around brand awareness relative to sales. Thus, online hits as well as who is actually buying the product will be considered. Finally, the in-store communication will be tested by monitoring who is using coupons to buy the products as well as who is buying the product after trying a sample.

