



MARKETING *Club* 142nd

142nd Marketing Club
101st Business Club
28th Cairo Club



CLUB FOUNDER, HOST
DR. MAHMOUD BANGAT
LEGENDARY DIRECTOR

FMCG New Product Launch Process



LIVE WEBINAR

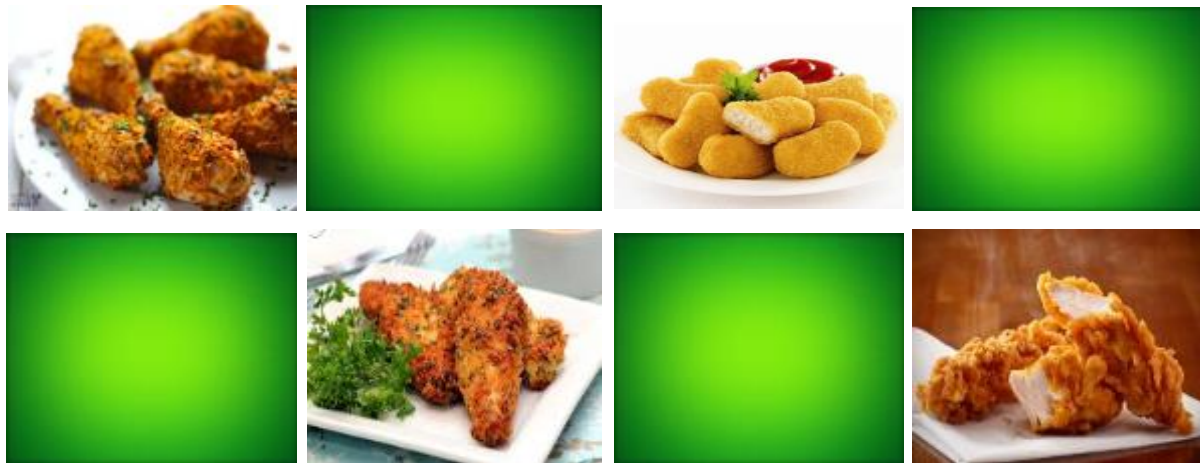
JOIN FREE

Date	Time	Time	Time	Place
18-6-24 Tuesday	10 pm	KSA & Egypt		Online Zoom



Instructor
Dr. Ihab Tawfik
Marketing Consultant

Chicken New Factory Launch Project



Ihab Tawfik CV



- **Pyramids Cosmetics (Haircode – Vibix).**
- **Sekem Group (Holding) ISIS.**
- **Regina Pasta.**
- **Eva Cosmetics (Man Look).**
- **Momen Group (Momen – Planet Africa – Three Chiefs).**
- **Halwani Group.**
- **Intenan (Health Shop).**
- **Lebanese Roastery (Ole).**
- **Silo Foods.**
- **MaaElthahab (Missondima).**
- **Eletihab Group Chicken (Iraq).**
- **RAM pet foods.**
- **Sweetana.**





Breaded Chicken Family Range



Halwani Chicken Business Case Study

طبعاً
حلواني

- Market Size & Retail audit – Situational analysis study.
- Competitors over view.
- Qual. & Quat. Stage.
- Focus Group Stage.
- HB SWOT.
- Segmentation, Targeting & Positioning .
- R&D and Creating Recipes Stage (**Product**).
- Test Panel Stage (**Product**).
- Packaging Design Stage (**Product**).
- Costing & Pricing Stage (**Price**).
- Disruption Channel Strategy Stage (**Place**).
- Marketing objective.
- Marketing strategy.
- Communication Stage (**Promotion**).
- Summary of Marketing mix for relationship management (**4 ' Ps**)
- Budget, implementation and control. (**Promotion**).





Chicken Market Size



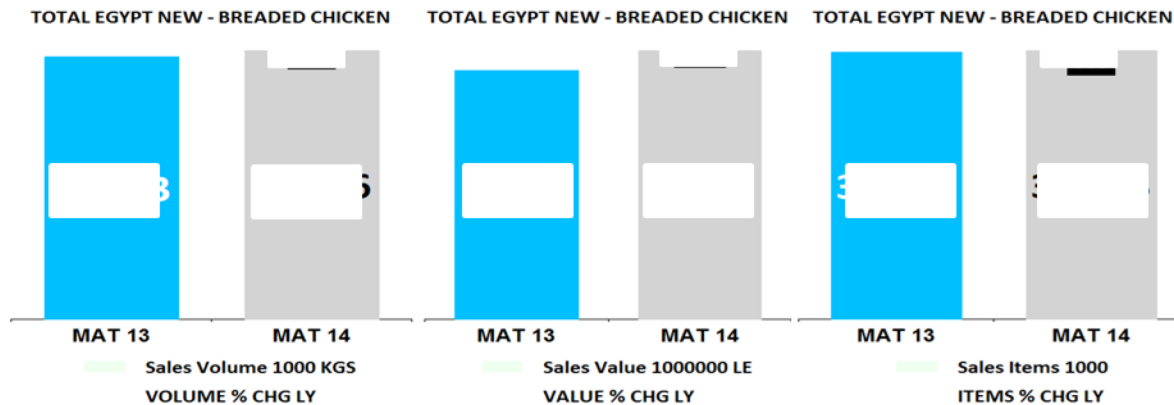
Marketing audit – situational analysis

Breaded Chicken Market overview

The total market breaded chicken is 0000 ton – 000 Million L.E & the market lately is growing very slow by 00% in terms of volume ton (2014 vs. 2013).

BREADED CHICKEN – MARKET SIZE & DYNAMICS

Value is growing at a rate higher than volume due to inflation



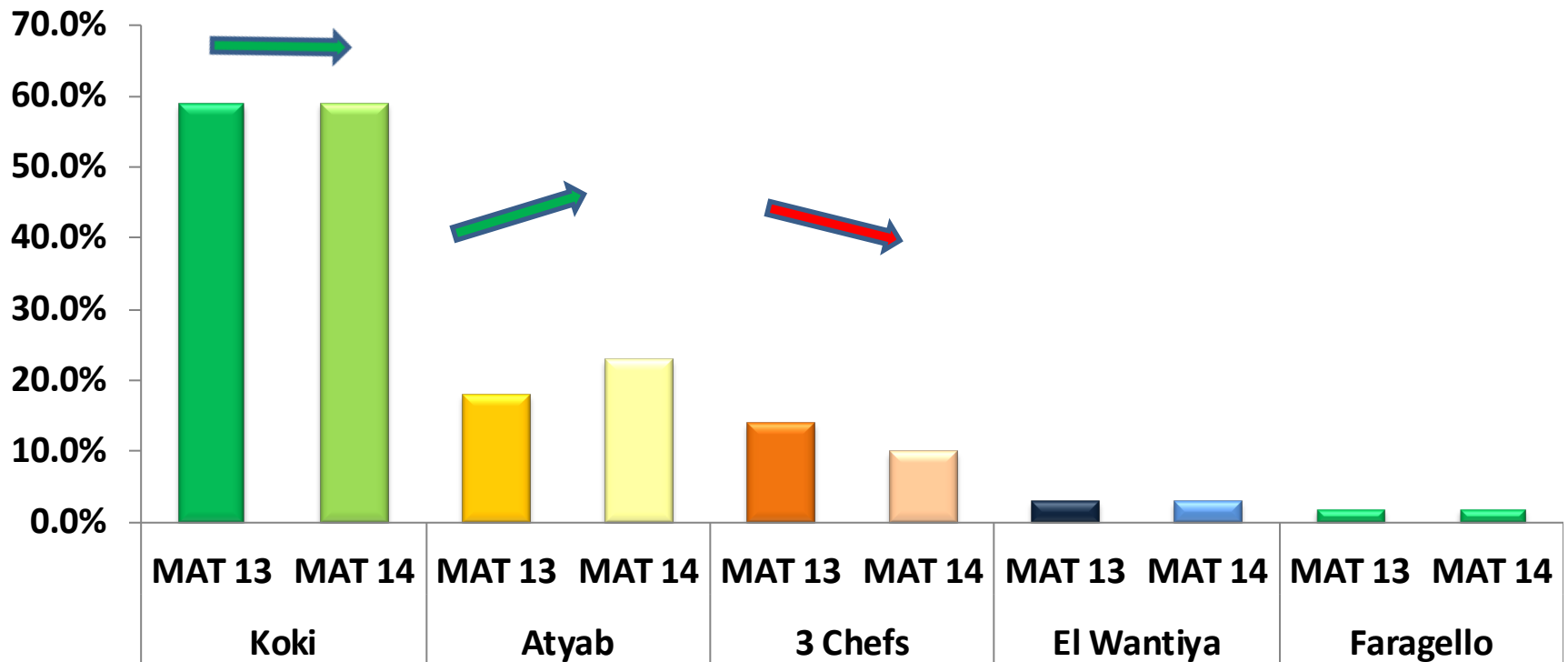


Breaded Chicken Market over view



- Koki is the market leader of total breaded chicken market by 59%.
- Attyab is the follower in Breaded chicken market by 23%
- Three chefs is the follower by 10%.

It means that the three above companies have 93%

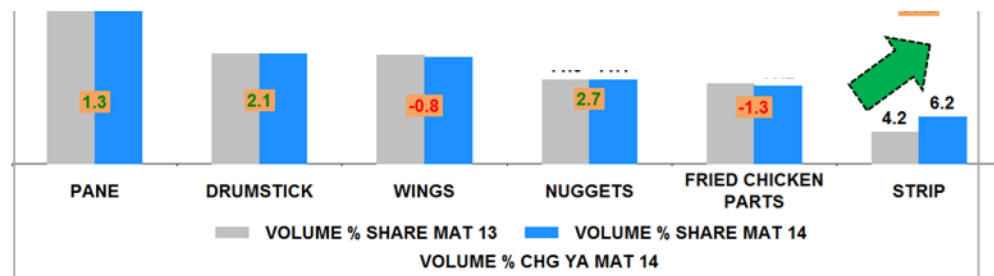
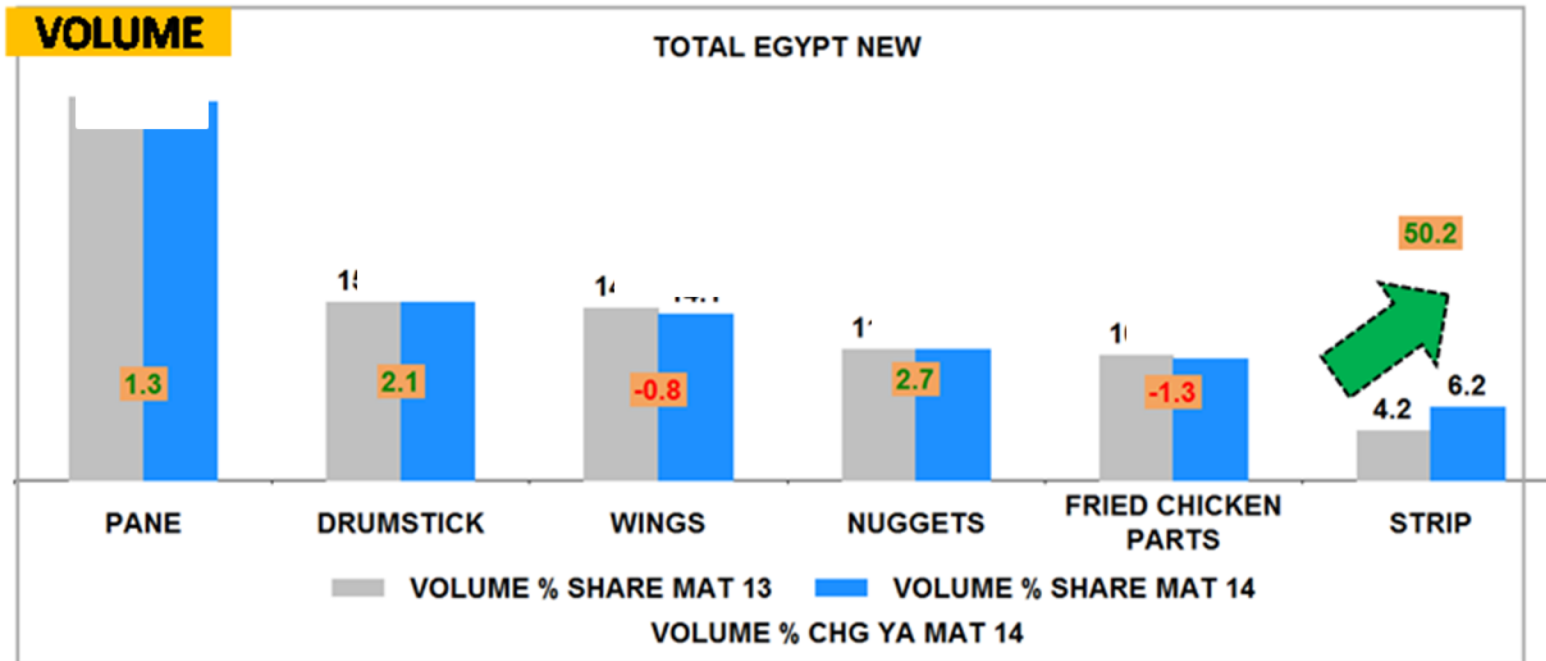




Breaded Chicken Market over view



Breaded sub Segment performance

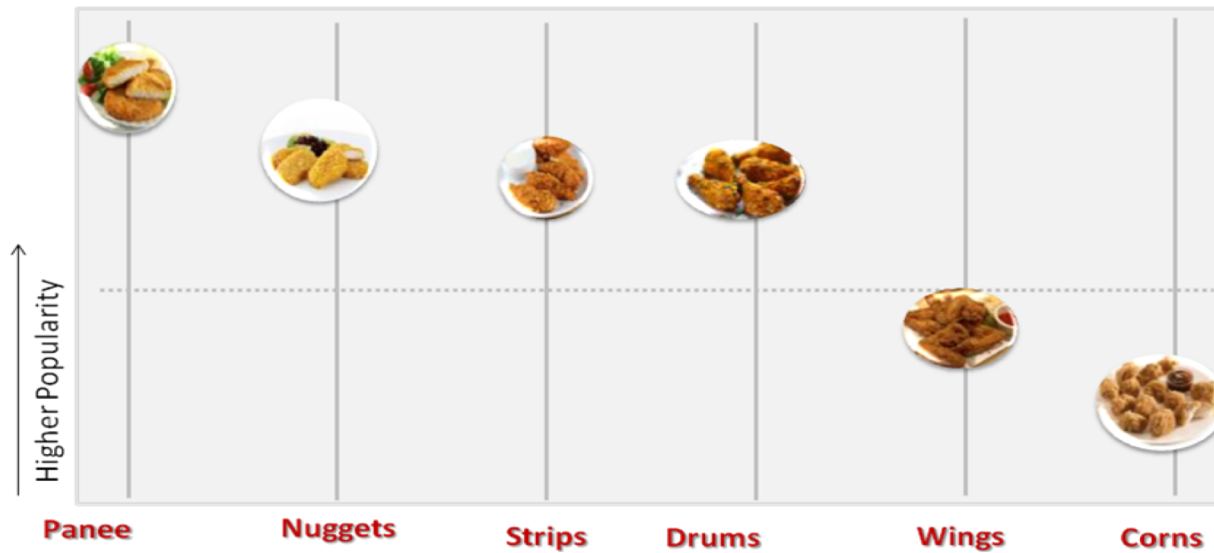




Breaded Chicken Market over view



What are the most popular variants ?





Halwani Chicken STP



Qualitative & Quantities (Stage)



Halwani Chicken



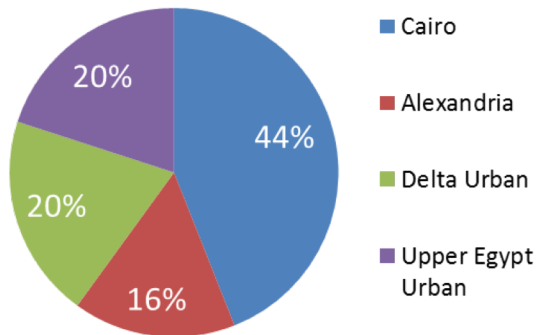
Overall
understanding



Halwani Chicken Profiling



Region



10%

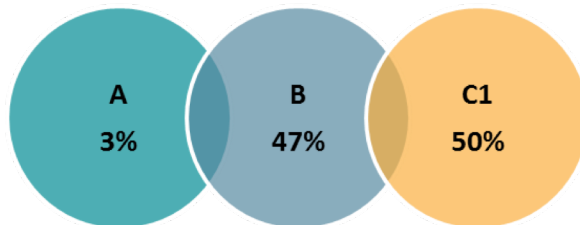


90%



76%

SEC

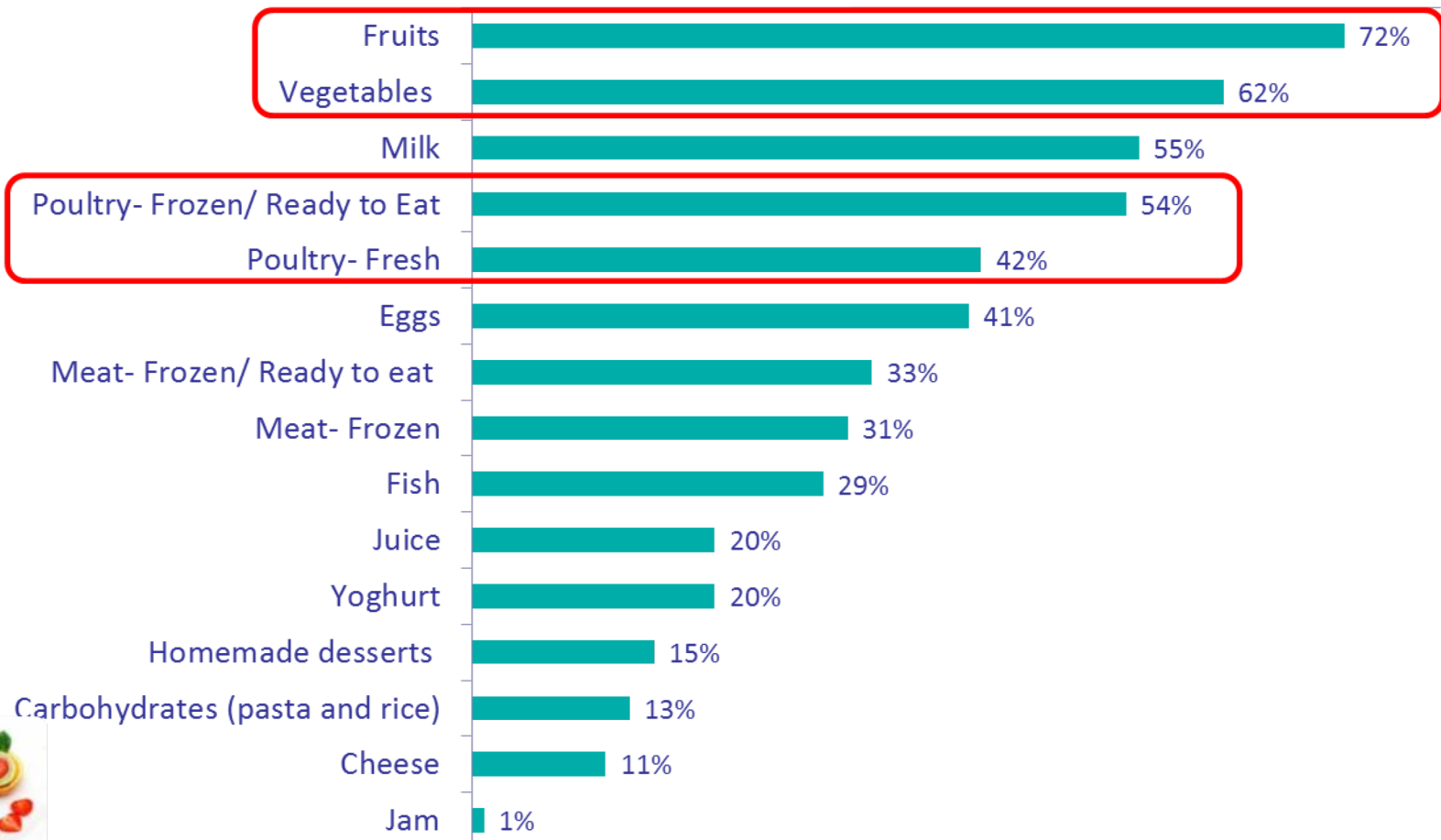


Age Group

25-30 YO	25%
31-35 YO	25%
36- 40 YO	25%
41- 45 YO	25%
Average Age	35.5



Categories Demand inside Egyptian Market





Halwani Chicken Frequency of Consumption



■ Every or nearly every day ■ From 2 to 3 times a week ■ Once a week ■ Once a fortnight ■ Once a month ■ Once every 2-3 months ■ Less frequently

How often do you consume Meat?

Average: 2 times/week



How often do you consume Chicken?

Average: 2 times/week



How often do you consume Sea Food?

Average: once /week



Average: Once/ week





Halwani Chicken Main Consumer



Children are the second main users for chicken after the Females (housewives/mothers). And usually the female housewives use the Fresh and Ready to eat are used almost equally



Father

42%

30%

38%

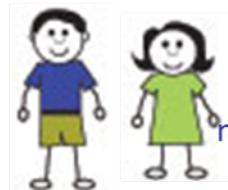


Kids

52%

64%

54%

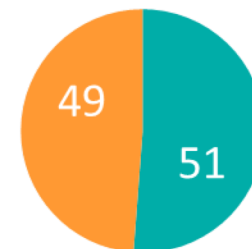


Other
Family
members

7%

5%

7%





Halwani Chicken



Product



Chicken Consumption Frequency



Average/month: 8.3
Twice weekly



Average/ month 6.2



Average/ month 6.0



Average/ month 5.2



Average/ month 5.1



Average/month: 4.9

Average/month: 4.6



Average/month: 4.4



Halwani Chicken



Chicken Panne has the highest frequency of Consumption followed by Chicken Nuggets and Drumsticks.



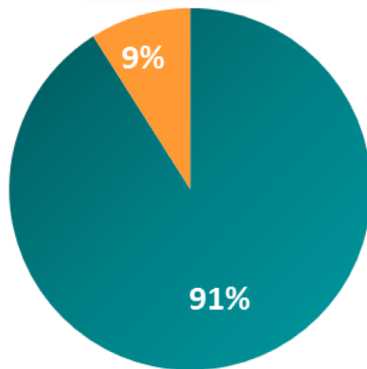
	Chicken Panne	Drumsticks	Whole Chicken	Chicken Nuggets	Chicken Wings	Shish Tawook	Chicken kofta	Shawerma	Grilled Chicken	Chicken Strips
Base	657	409	295	230	88	84	69	55	50	47
Every or nearly every day	8%	2%	1%	3%	1%	1%	1%	2%	2%	2%
From 2 to 3 times a week	44%	33%	27%	36%	30%	25%	17%	27%	18%	17%
Once a week	29%	40%	42%	36%	31%	38%	42%	33%	42%	55%
Once a fortnight	11%	16%	18%	13%	18%	21%	22%	24%	22%	11%
Once a month	6%	5%	9%	8%	15%	7%	10%	11%	10%	11%
Once every 2-3 months	2%	2%	3%	3%	6%	7%	7%	4%	4%	4%
Less frequently	*	1%	-	1%	-	-	-	-	2%	-
Average / month	8.3	6.0	5.1	6.2	5.1	4.9	4.4	5.2	4.6	4.9



Panne Consumption Patterns

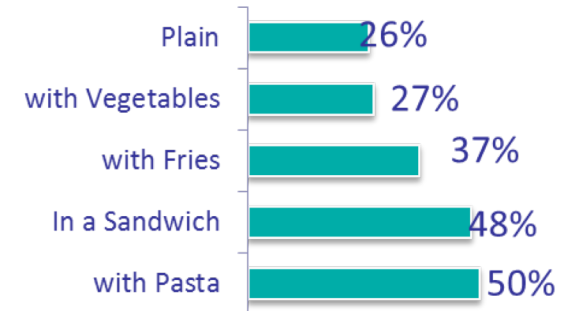


When?



- More at lunch time
- More at dinner time

Ways of consuming it



Consumption Patterns

No change/ Same frequency all year 79%

More at summer time 9%

More at winter time 7%

Increase within Ramadan 5%

Increase during Travelling 2%



Where?



95% of respondents
consume Panne at home

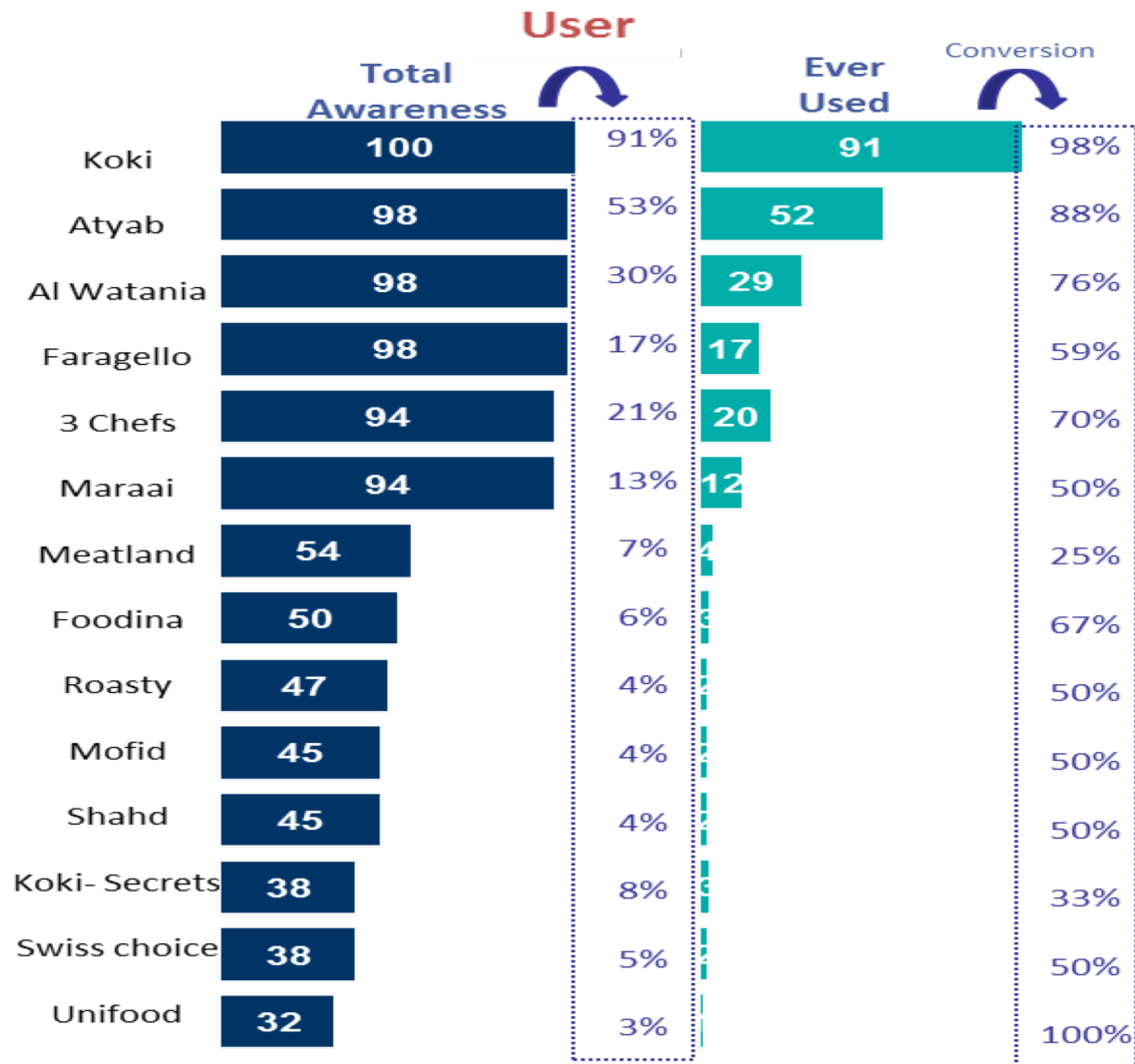
Weekday.... 89%
Weekend.....11%



Weekend versus Weekday



Halwani Chicken Awareness



Base: All Respondents: 806



Halwani Chicken



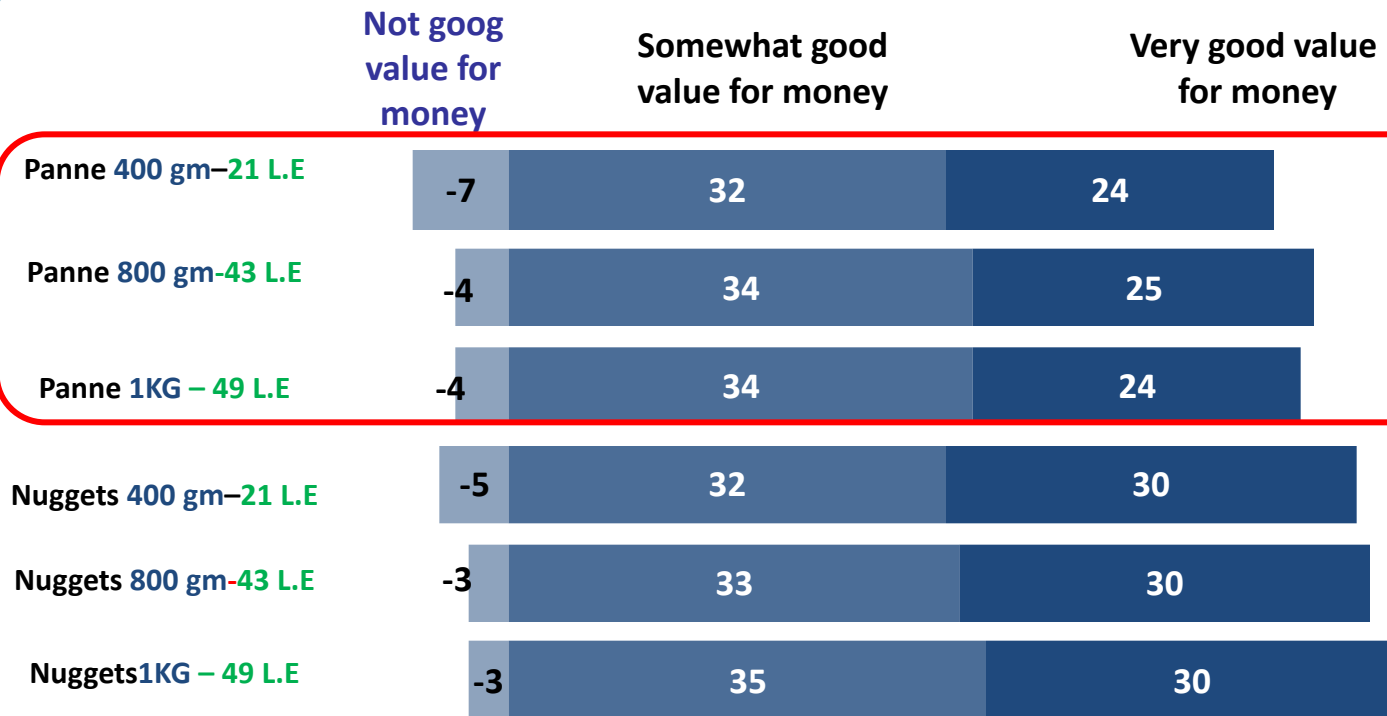
Price



Halwani Chicken



More than half respondents perceive that Nuggets and Panne current prices are of Good value for Money .
Significantly higher among middle aged (31-40 years old) and Cairo residents





Halwani Chicken



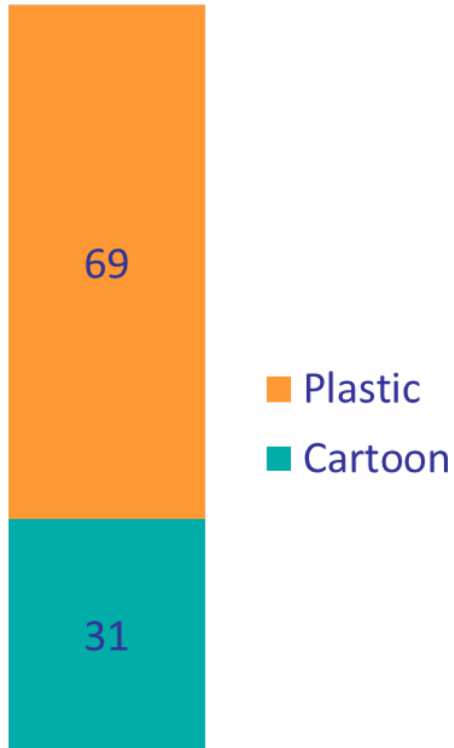
Packaging



Chicken Packaging

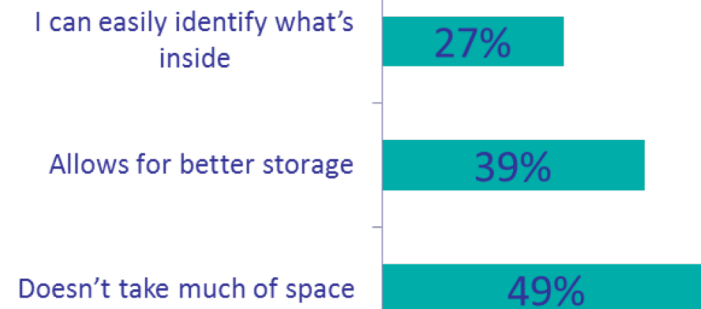


PACKAGING MATERIAL



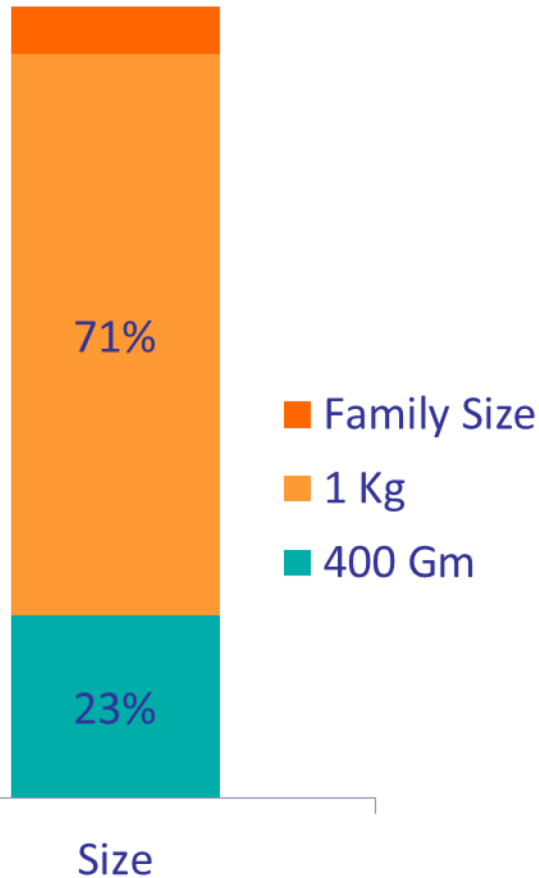
Plastic/ Cartoon

Plastic

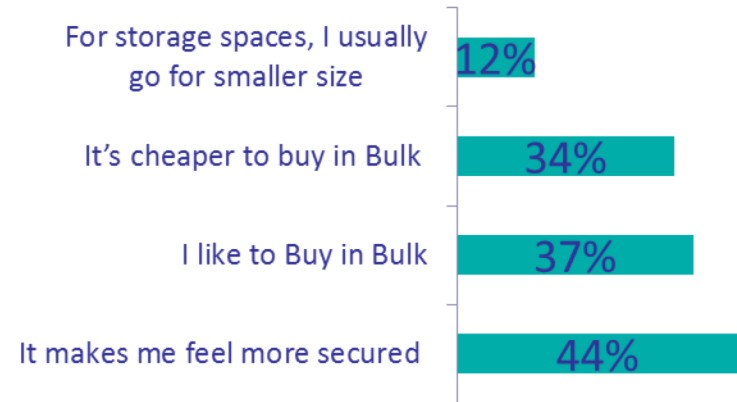




Chicken Packaging



Reason for Preferring size





Halwani Chicken



Promotion



Chicken Ranking Media Effect



93%

Stores*



15%

Word of Mouth



19%



9%

Internet



8%

Outdoors



11%

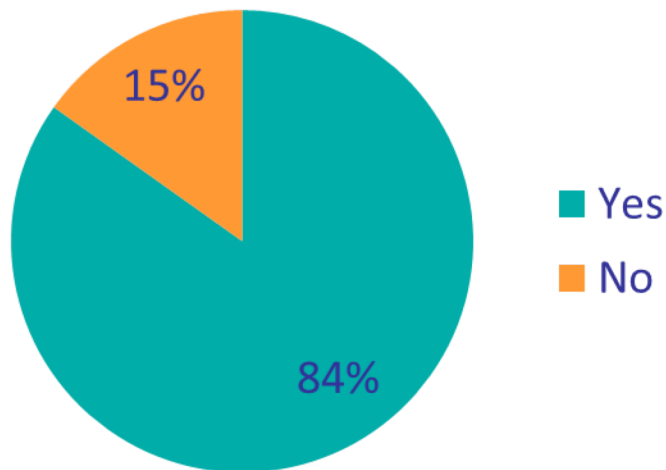


Chicken Ranking Media Effect



RECALL OF ANY RECENT ADS

Majority Recall seeing Recent Ads and the channels were mainly TVs or Billboards



94%

Outdoors



7%



Chicken Brands



Competitors Analysis



Koki Brand Persona



Driven by the femininity of the character, logo and slogan



Driven by the heritage of brand and long existence in the market.

brand imagery

- **Gender:** Female
- **Age:** 40 - 80
- **Profile:**
 - Chubby
 - beautiful and elegant
 - Famous
 - Generous
 - All social classes
 - sociable



ست دلوعة من عامة الشعب و بتقول و هي ماشية يا ارض اتهدى ماعليكي قدى ست كبيره بس محافظه على رشاقتها و حلاوتها بيضه
مليانه ومكبلظه مشهورة و اسمها مسمع



Breaded Market Competitors over view



Koki

Koki value added products sales volumes reached the level of 000 tons monthly with volume market share around 00%.

Koki succeeded in creating a trusted relationship with its consumer during the last period when they launched Koki Secrets & Koki chicken strips. Secrets range were not successful at all in spite it was built on an advertising campaign which koki communicated early last year and the campaign already ongoing till Q1 2015 but I think Koki chicken strips succeeded because it's a high demand variants from the consumer and it's a very trendy product .





Attyab Brand Persona



Derived from the perception that males are usually more experienced in cooking and are professional chefs

Old age derived from the level of high experience

Brand premium positioning and low level of communication

brand imagery

- **Gender:** Male
- **Age:** 40-50
- **Profile:**
 - Strong personality
 - Prestigious
 - Experienced
 - Formally dressed
 - Honest



رجل عشان اشتهر الشيفات كلهم بيكونوا راجل السن 50 عشان عنده خبرة و اثبت مكانه في السوق راقى زياده عن اللزوم بس هو بعيد عن الناس



Breaded Market Competitors over view



Attyab

Attyab the second player, Attyab value added products sales volumes reached the level of **0000**Tons during last year and in average month **000**tons monthly with volume market share around **00**%.

Attyab's market share was **00**% during 2014, they get **0**% from the market share lost by Three chefs. Although Attyab's retreat in their quality ,. During 2014 Attyab had decrease in spite of its quality and we discovered this point during the group discussion which was in the U & A research.





3 chefs Brand Persona



Derived from
advertisements
logo and slogan

Old age derived
from experience
in category and
long existence

brand imagery

- **Gender:** 3 Males
- **Age:** 40-50
- **Profile:**
 - Mature
 - Specialized
 - Experienced
 - Confident
 - Successful
 - Serious
 - Formally dressed



بيعرف يعرف نفسه للناس من خلال الاعلانات عنده اعلان من وهما صغيرين وبيكبرو

المنتج واثق في نفسه لو مش ناجح مكنش عاش لغايه دلوقتى



Breaded Market Competitors over view



Three Chefs

Three chefs the Tired player, Three Chefs value added products sales volumes reached the level of **000**Tons during last year and in average month **000**tons monthly with volume market share around **00**%.

Three Chefs , is on decline on its share due to an internal and external political circumstances ,and due to the relation of the brand name along with Mo'men , and due to the quality retreat and decline on the last period as well the lower packaging material and making a pane pack "2 kilos ,and 2 .5 kilos".





Halwani Chicken SWOT



Strengths	Weaknesses
<ul style="list-style-type: none">-High Brand Equity and Heritage-Strong Network Distributions-Wide Range of Products under Halwani umbrella-Possessing the know-how of Meat industry-Possessing the Consumer trust.	<ul style="list-style-type: none">-High Cost of Chicken raw material-Market growing very slow-Clattered fridge
Opportunities	Threats
<ul style="list-style-type: none">-A good chance to introduce a wide gap of quality-Marketing of product Portfolio-Introduce a chicken healthy line	<ul style="list-style-type: none">-Political environment issue-Bird Flu from time to time-Aggressive Competition



Halwani Chicken STP



Segmentation

- Demographic:

- **Kids'** products segment which targeting kids with funny shapes, eye-catching colorful pack (maybe with gift inside in the feature) it that could easily attract kids like (funny nuggets, and chicken fingers).
- High quality product segment is targeting **Housewives A/B class** who is looking for gourmet breaded chicken products like (Chicken strips, breast grilled, breast fillet breaded, chicken fingers, ...)

- Behavioral:

- Great **changes in purchasing** behavior attitudes because of **price inflation**, affected negatively on the purchasing power .thus consumer are now looking for **value for money products** but they **accept** a little bit **high price** (the expected criteria not more than **5 L.E** vs. the market leader Koki and the second player Attyab).
- We also segment the market based on **consumer health conscious**, we are planning to introduce a **healthy products** that targeting more health conscious consumers like Grilled Chicken and Chicken strips lightly like Tayson products in USA.)

-



Halwani Chicken STP



Targeting

- Halwani decide to target different market segments as follows:
- Halwani is targeting mainly **Housewives between 25-50 years A/B class**.
- Value added products are targeting housewives who are looking for high quality, easy to cook meal.
- **Kids** range is targeting new generation of consumer in order to gain more product loyalty.
- **Family meal** is targeting housewives who are looking for chicken value for money with abundant volume with a very reasonable affordable price.
- **Healthy breaded** variants & Grilled products are targeting healthy conscious consumer who are looking for healthy food away from additives and fat free. Premium price products are targeting A class.



Halwani Chicken STP



Positioning

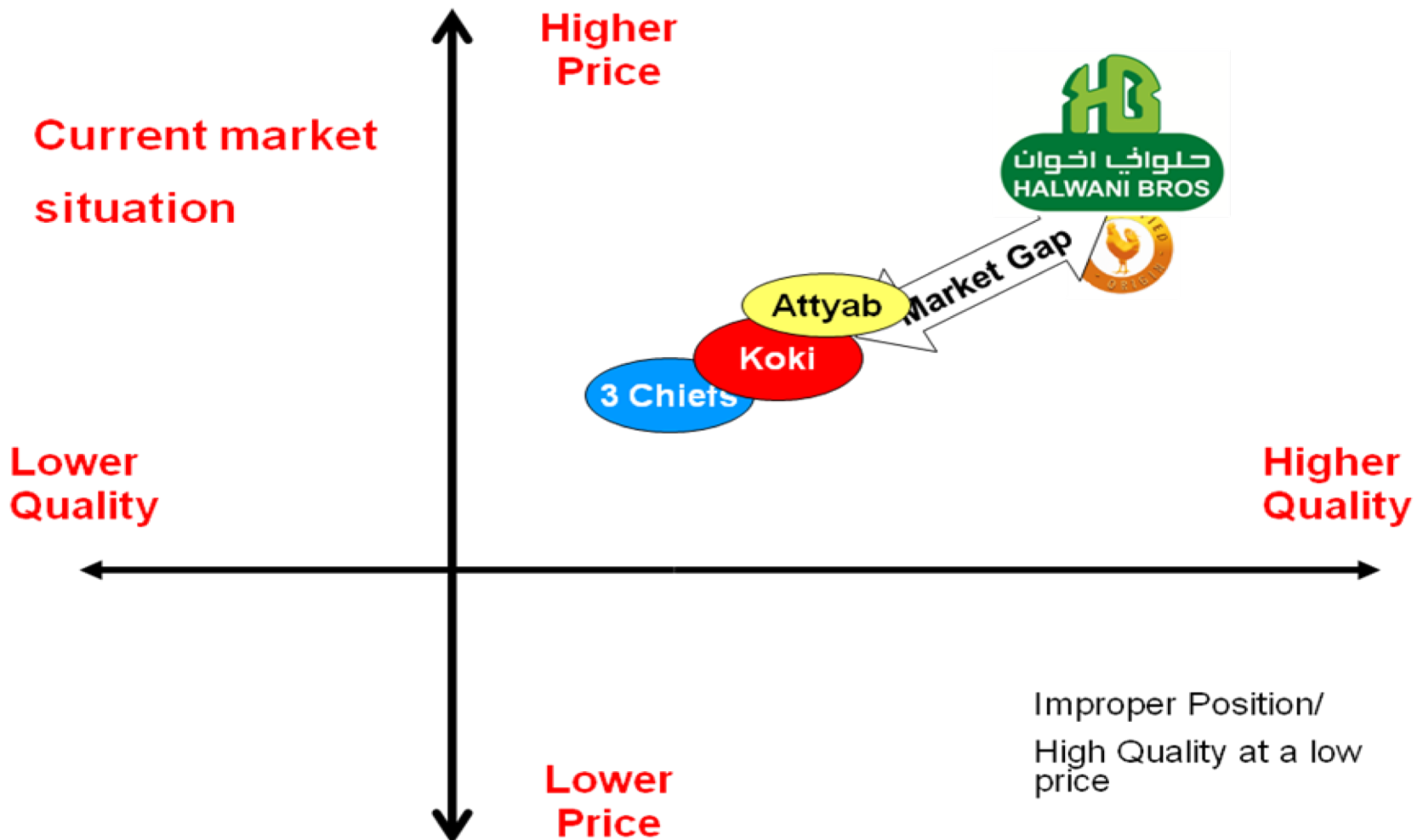
- Halwani will turn the frustration of the Egyptian Consumer in the breaded chicken to a strength points by:
- Changing the **Taste** and creating new recipes contains all the Consumer expectations.
- Selecting the best type of **Breading**.
- Produce new products from the chicken category, **Healthy** and achieve the A class requirement and did not find yet in the market.



Expected Chicken Market Map



The Expected Chicken Breaded market After Halwani Launch





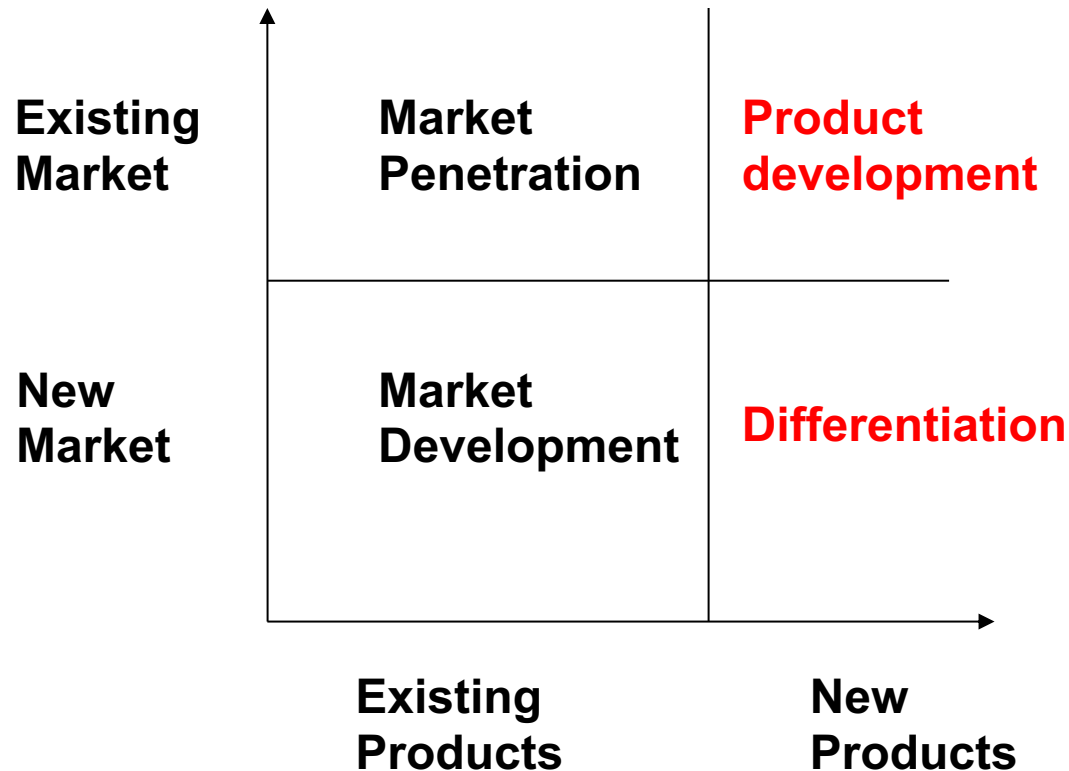
Marketing Objectives



- Achieve sales volume **000 ton** by end of **2015** (from Sep till Dec 2015).
- To achieve **00%** market share from the breaded chicken at the **end of 2015**.
- **Launch aggressive campaign** to generate the awareness about our new breaded chicken line starting from the **back to school till end of Dec** & we are planning to **continue during 2016** to gain our expected market share.
- Achieve sales volume **0000 ton in Modern trade & 0000 ton carting** by **end of 2016** .
- To achieve **00% market** share from the breaded chicken at the **end of 2016**.
- Design all advertising messages based on consumer research feedback.
- **Train merchandiser** able to deal with consumer with a professional way as well optimizing our display.
- Achieve distribution with **100 % coverage** by the end **of 2016**.



Marketing Strategies





Breaded Chicken Potential Areas of Development





Breaded Chicken Potential Areas of Development



Product



Taste:

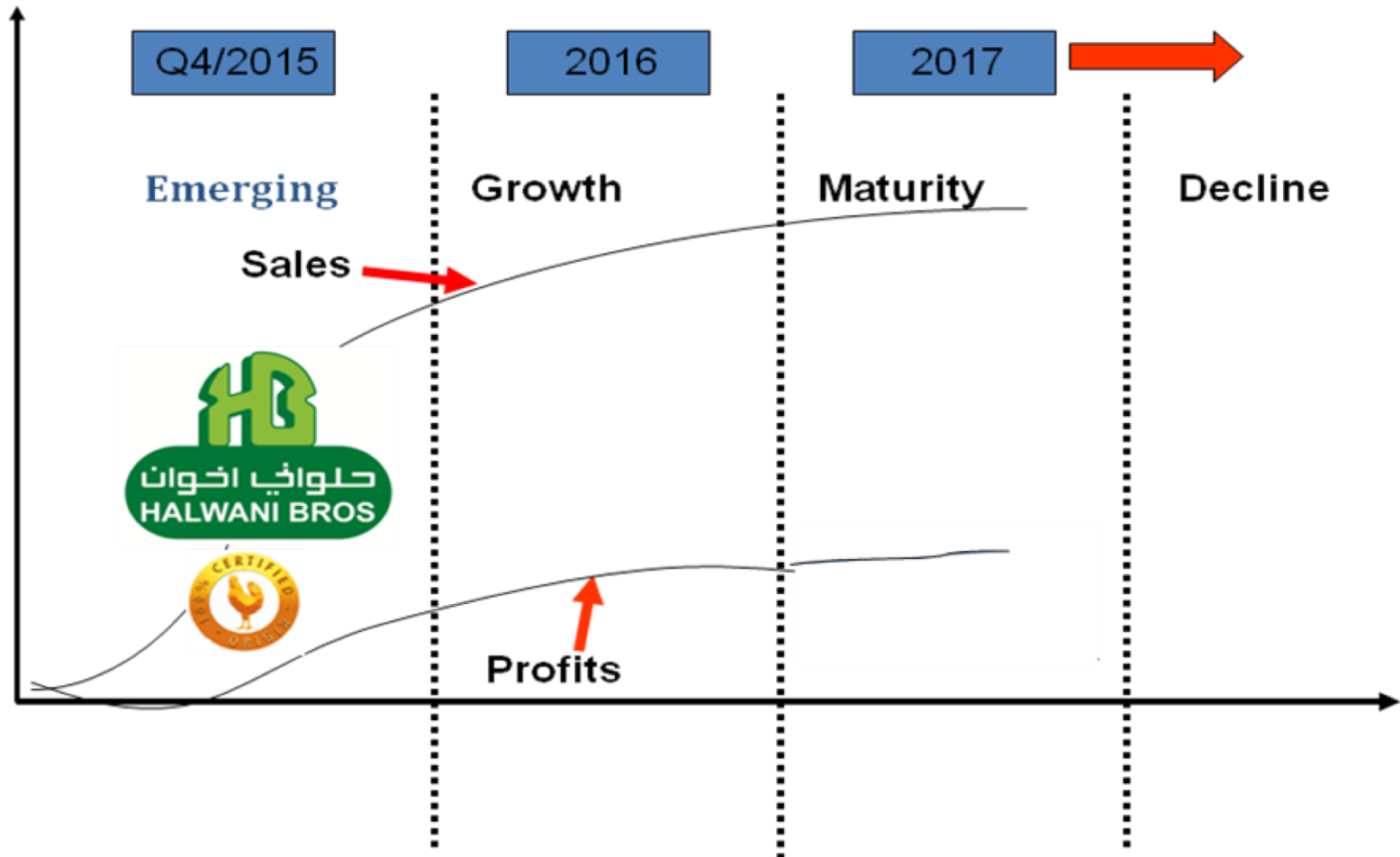
- Real Chicken Taste
- High level of Crunchiness/Crispsness

High Quality Breading
Golden color after fryer.

New/ Innovative Flavors



Halwani Chicken Life Cycle





Breaded Chicken Potential Areas of Development



Place



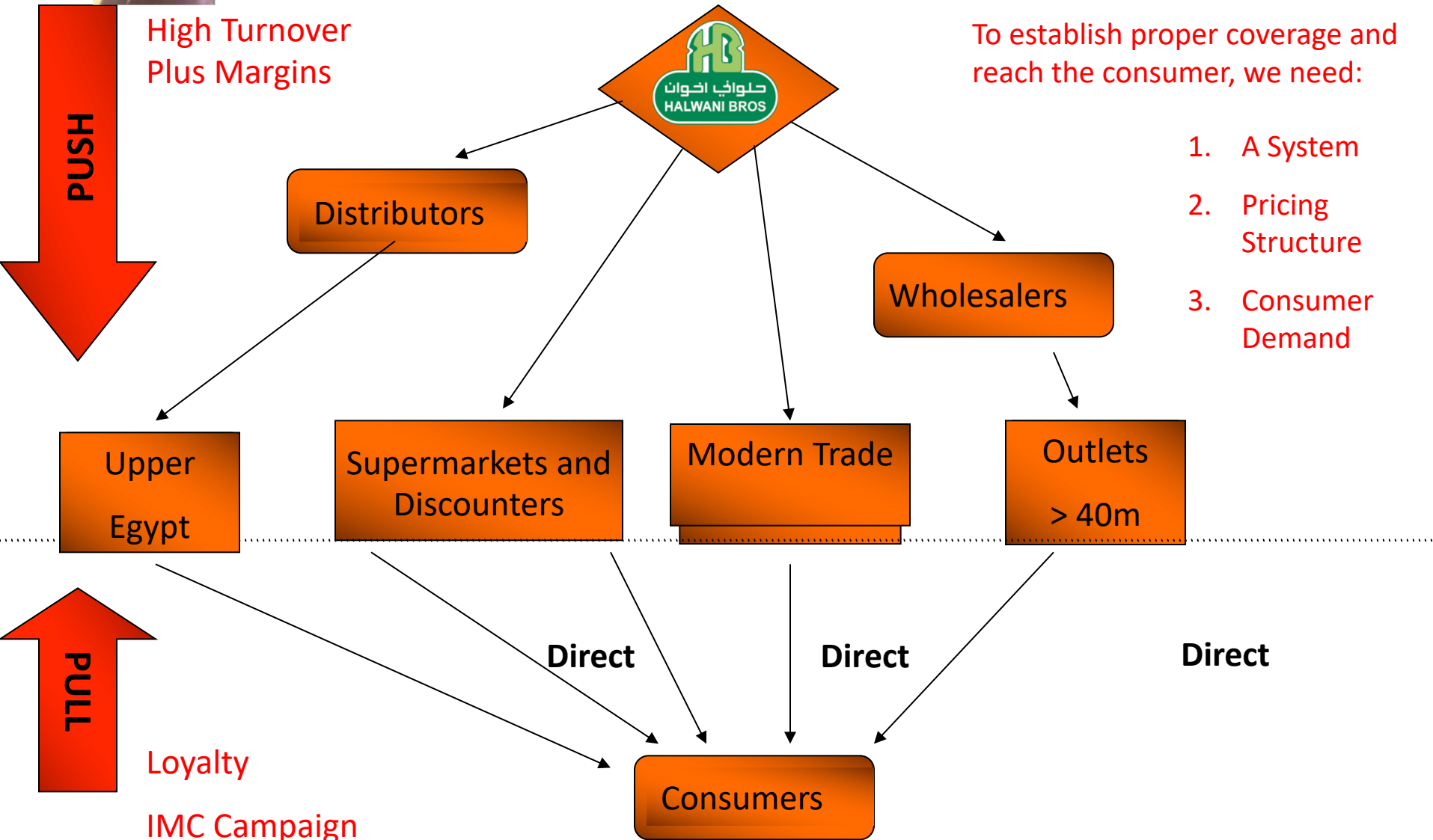
Modern trades: Our target favors the hyper markets as it provides the right conditions for storage plus that guarantee that the products are freshly produced with long expiry dates
However the small super markets (specially in Cairo) are as well visited for breaded chicken purchase in addition to home delivery.

Presentable storage and display for the products which is of high importance for our target to see clean fridges containing our products in an attractive and appealing form.

DISTRIBUTION



Breaded Chicken Potential Areas of Development





Population Breakdown



Alex

C.Zone/Frontier

Delta

Greater Cairo

Upper Egypt

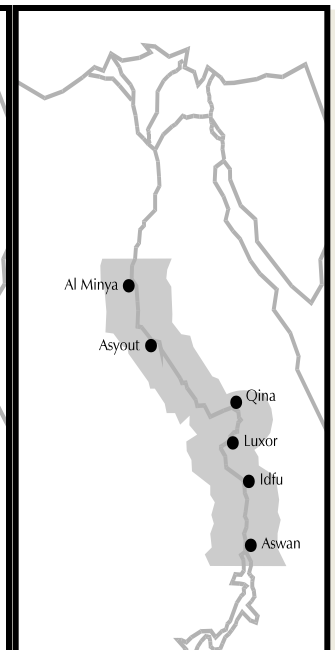
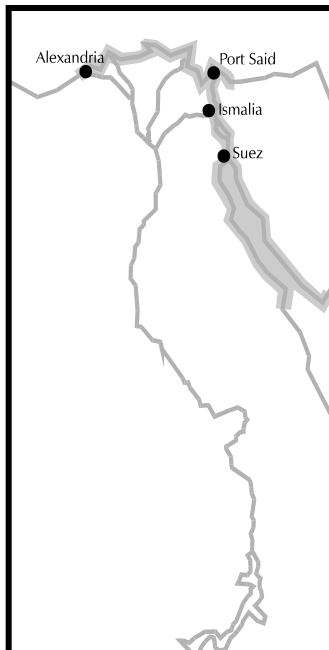
5%

3 %

38%

25%

29%



Delta is the most populated area of Egypt

Egypt's Outlets and Numeric Distribution



Region	Population	% of Population
Greater Cairo	17,826,324	23.0%
Alex	4,262,817	5.5%
Canal Zone	2,092,655	2.7%
Delta	28,212,095	36.4%
Upper Egypt	23,174,221	29.9%
Others	1,937,644	2.5%
Total Egypt	77,505,756	100%

Trade Channel	# of stores
Pharmacies	23,141
Supermarkets	717
Large Groceries	11,199
Small Groceries A	44,731
Small Groceries B	164,615
Haberdasheries	39,534
Kiosks	26,440
Total Egypt	310,377





Breaded Chicken Potential Areas of Development



Price for sure is an important attribute for stimulating the purchased decision, however our target are willing to pay extra money (5 to 7 LE) for higher quality than what is provided in this category.

Price Policy

Pricing objectives and strategies

Introduction Stage (2015)

Product quality leader

**Prime product (premium
Quality / premium price)**

Price





Breaded Chicken Potential Areas of Development

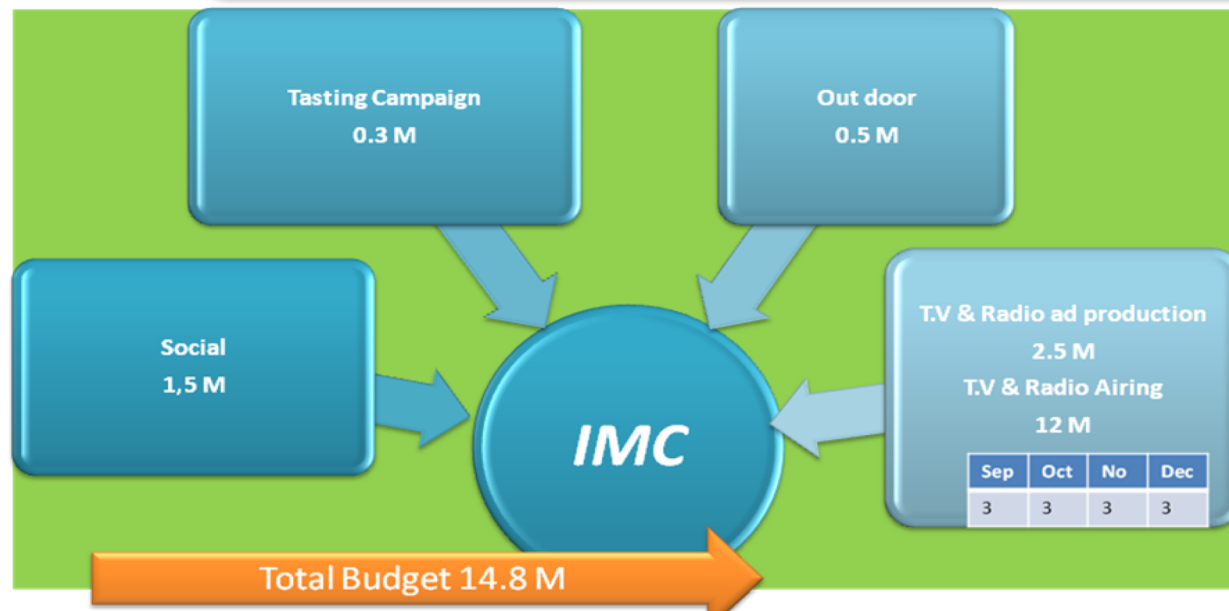


Promotions

Promotions-

Are important to encourage the trial of a new product in this category.

Extra quantity is the most favorite promotion along with free packs of different breaded chicken variant.

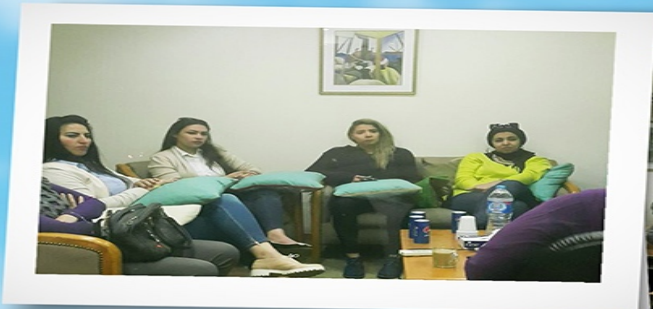




U & A



1-U and A Research



- We conducted a usage and attitude Research with “IPSOS” to study consumer habits toward using Breaded Chicken in Egypt.
- We conduct this Research through SEC A, B and C1 for age - group 25 – 35 and 35 – 50. This Research conducted in Cairo, Delta and upper Egypt regions (Menia, Mansoura) Also, we conducted a research especially for kids, SEC A and age group 10 and above.
- Valuable information were gathered by the focus groups & qualitative/quantitative research in consumers’ home visits which reflected very positive on the project preparation.

March -
April 015





360 Campaign



C- Branded Halwani Fridge:



- We designed a new Halwani Chicken fridge that will be in the most of known retailers, to increase sales volume & visibility as it was organized with the sales department to hire new merchandisers with new chicken branded t-shirts in the key accounts after setting the fridges network.

• 1st May 2016



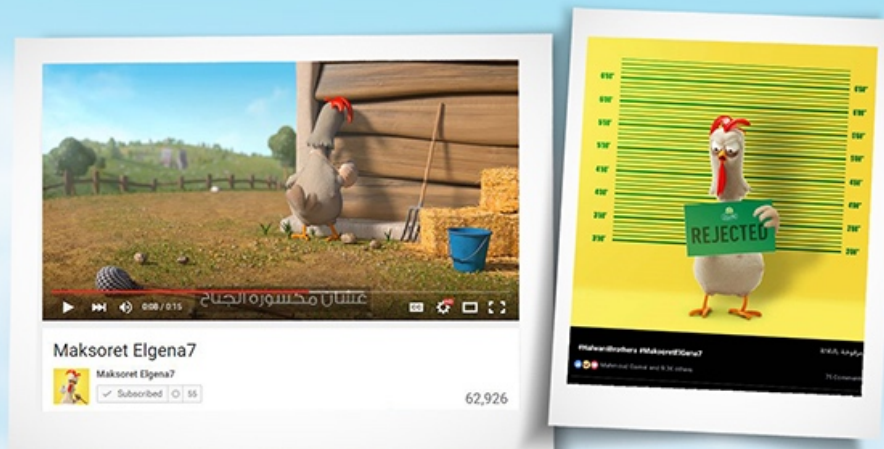


360 Campaign



A- Teaser Campaign:

- We started teasing our campaign end of Feb 2016 on YouTube & our Facebook page by Maksoret elgena7 Character that create high curiosity & word of mouth to consumer, as also its role is the chicken that is refused by Halwani and it presents the competitors.
- Feb 2016





360 Campaign



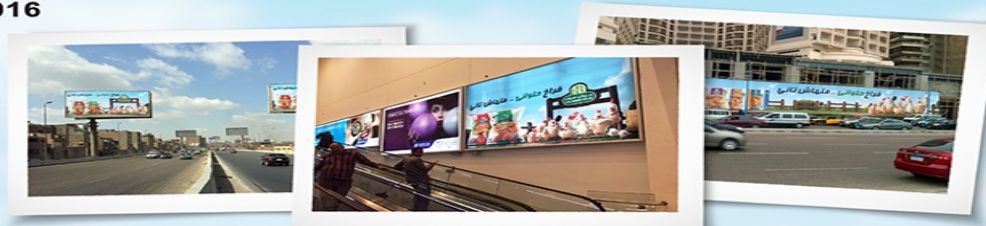
B- Outdoor Campaign:

- We selected four agencies with the best and unique locations with high rate of viewer inside and outside Cairo,



- And “Mahdys” made the creative design for the outdoors that have same identity of Ad character and atmosphere and started to tease our campaign with our outdoor that covered the most popular location in Greater Cairo, Alex. & Regions.

- **March 2016**





360 Campaign



D- Social Media:



- As we know that social media is strongly affects consumer opinion, we pitch three social media agencies, and we selected the motivated agency that introduced creative ideas "BAM" agency won the pitch for managing our social media.

We prepared a unique and catchy designs and posts for the huge chicken social media campaign, which prepared during February 2016.

- Feb 2016

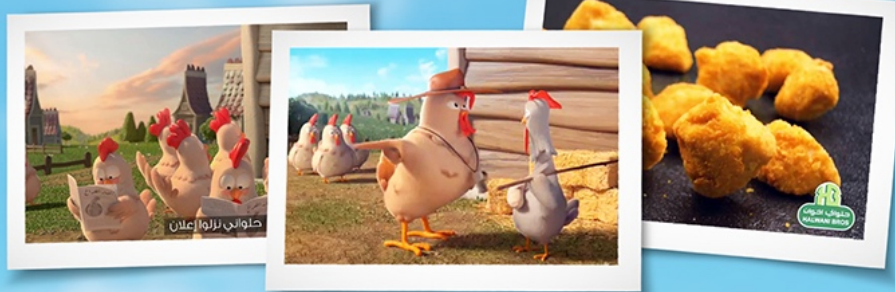




360 Campaign



E- Chicken Ad Airing:



- Our huge Chicken campaign started on TV & Radio in the end of March 2016 and very positive results are appearing from the huge rate of engagement over the social media and word of mouth, looking for keeping the continues of the campaign till the end of 2016.





360 Campaign



F- Magazine Advertisement:

- We published our new Ad with Chicken character in a highly viewed magazine “Nos El Donia” & “Horus” on Egypt Air flight board, and it was a free from “Cuisine Festival” package.
- April 2016





360 Campaign



- We will make an integration inside many cooking shows programs on many-cooking channels like program " مطبخ منال " on the "Set El Biet" channel & "Panorama Food" " الشيف حسن " on "El Hayah" channel and " لقمة هنية " for "Alaa El Sherbiny" on the "El Nahar" channel, and many cooking shows programs on "CBC Sofra".



- We will be shooting 1000 breakfast, - lunch and dinner with the star "مي سليم وابنتها", and will be posting a video every day for a breakfast, lunch and dinner on our Facebook page and the program name will be (يتم اختيار اسم البرنامج).
- In Ramadan we will be introducing 30 Eftar and 30 Sohor and the program name will be (مطبخ هنا في رمضان مع حلواني).



360 Campaign



4-Chicken Packaging Designs & Beauty Shots



- In order to reach the current packaging design, we went through pitching between four agencies in the presences of Halwani's board members, and selected the winner agency "Memark" for the best design and idea.





360 Campaign



A- Trucks:



- We created a new eye catchy design for Chicken trucks as movable advertisement in the street with the theme of outdoor to visualize throughout Egypt.

- Feb 2016



360 Campaign



B- Product distribution:



- We launched and distributed our new chicken product in the market in modern and traditional trade such as Super markets, Key accounts and hyper markets throughout Egypt, to occupy a space in the most of retailer fridge in March 2016.
- March 2016



THANK YOU