DEEP DIVE SOUL BITE FOOD INC.

COMM388 201 TEAM 2 ALMA MIRANI GULRAJANI MARK MORCOS PETER LUO SARA MORROW TAMIRIS MANUBENS WILLIAM HANSSON





OUTLINE





CLIENT PARTNER INTRODUCTION SOUL BITE FOOD INC.

CORE VALUES

- Sustainability.
- Reducing Food Waste.

MISSION STATEMENT

"Making a Global Impact: 50% of Our Profits Donated to Tackling Hunger and Food Waste!"

VALUE PROPOSITION

- Healthy comfort food
- wastage
- Award-winning

• Fighting food insecurity in Canada.

• Supporting the fight against food insecurity and food

• Environmental responsibility

OUR TEAM



Tamiris Manubens

• ?

The Caregiver

Sara Morrow

The Collaborator

•••

Bachelor of Business Administration

Bachelor of Commerce Specializing in Entrepreneurship

Bachelor of Commerce Specializing in Marketing and Entrepreneurship



The Cross- Pollinator



••••

Mark Morcos The Hurdler

Bachelor of Applied Sciences

William Hansson

The Hurdler

Master of Financial Engineering and Risk Management

Peter Luo

The Director



Bachelor of Arts & Economics

PROBLEM IDENTIFICATION & OPPORTUNITY STATEMENT

PROBLEM STATEMENT

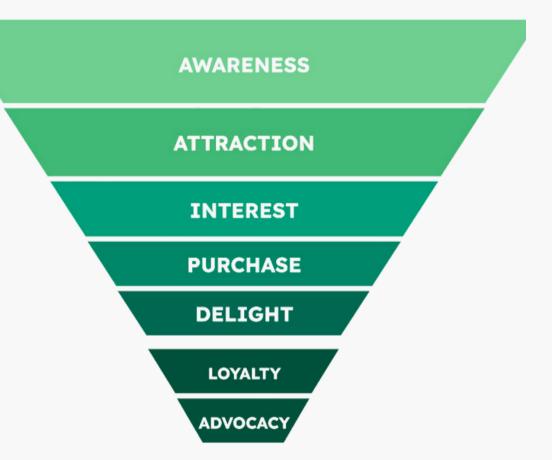
Despite offering a unique range of delicious and healthy food options, Soul Bite Food Inc. faces low sales and remains undistinguished in the frozenfood-market, primarily due to low brand awareness among consumers.

OPPORTUNITY STATEMENT

By strategically implementing a marketing outreach strategy that leverages social media (to raise awareness) and packaging design (to gauge interest in their products), Soul Bite Food Inc. can communicate its compelling social story and the appeal of its delicious, healthy food offerings to a broader health-conscious audience more effectively.

METHODOLOGY

Sales Funnel Analysis



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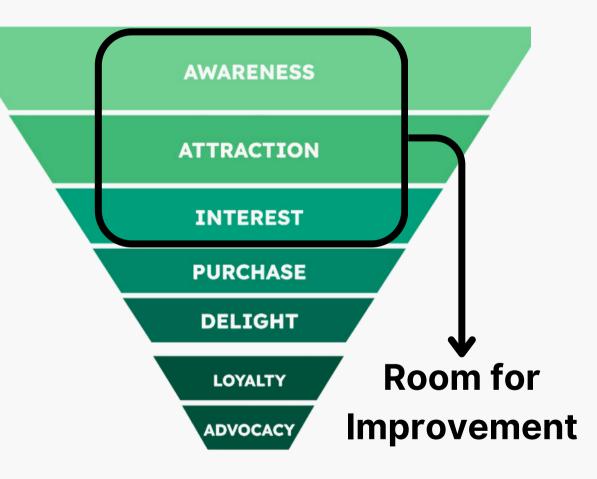
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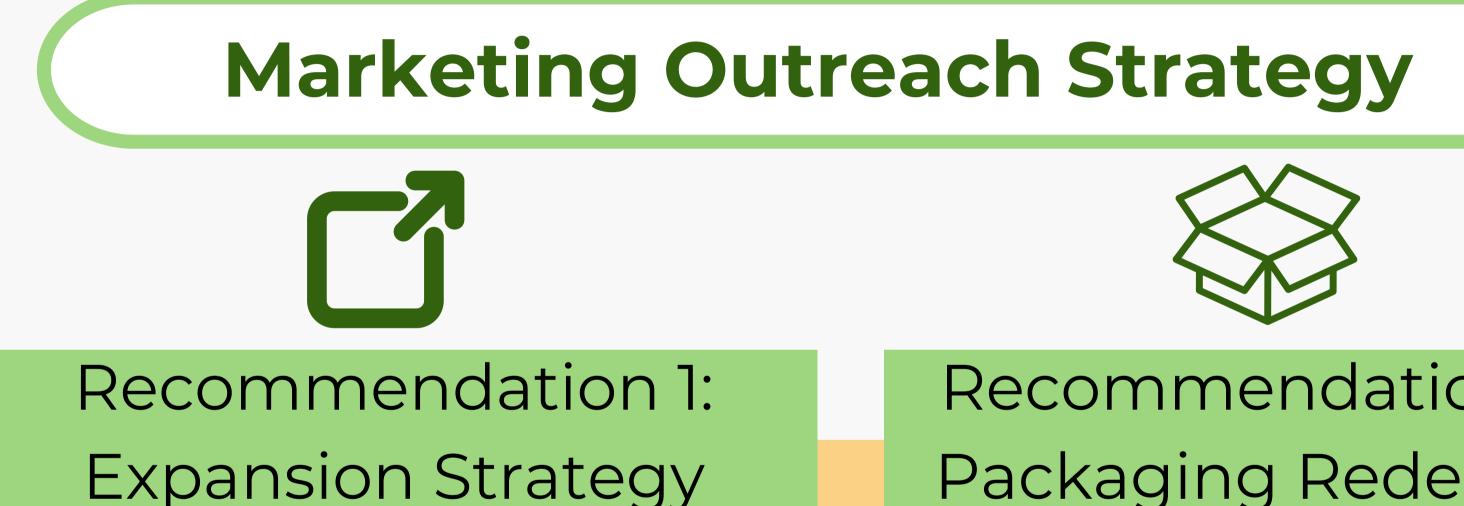
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Sales Funnel Analysis

METHODOLOGY



Our Design Response:



Increasing brand awareness in a pragmatic and cost effective way to attract a larger consumer base and increase sales of Soul Bite Food Inc. frozen food products.

Recommendation 2: Packaging Redesign

FIRST RECOMMENDATION: SOCIAL MEDIA EXPANSION



SOCIAL MEDIA EXPANSION

SHORT TERM

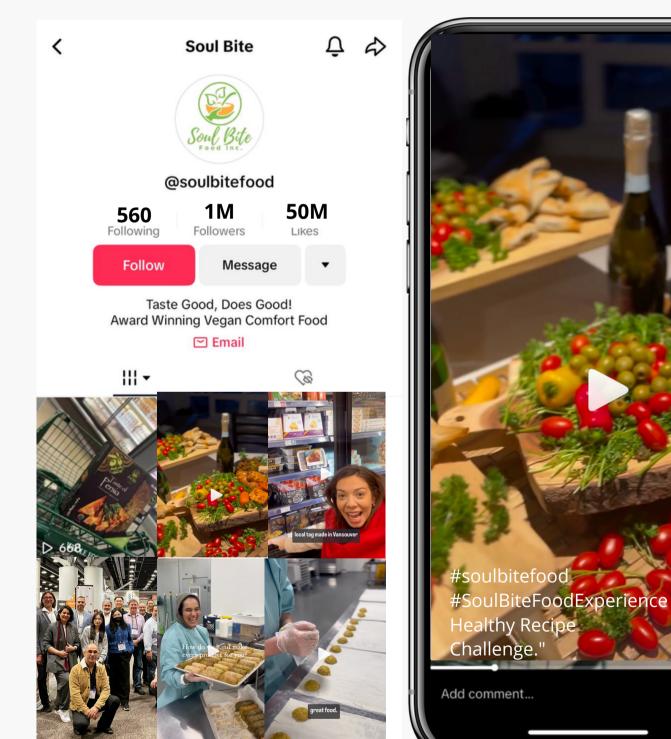
- Influencer Collaboration
- Attend trade fairs and events

LONG TERM

- Brand ambassadors
- Challenge Campaigns
- User-Generated Content
- Educational Content















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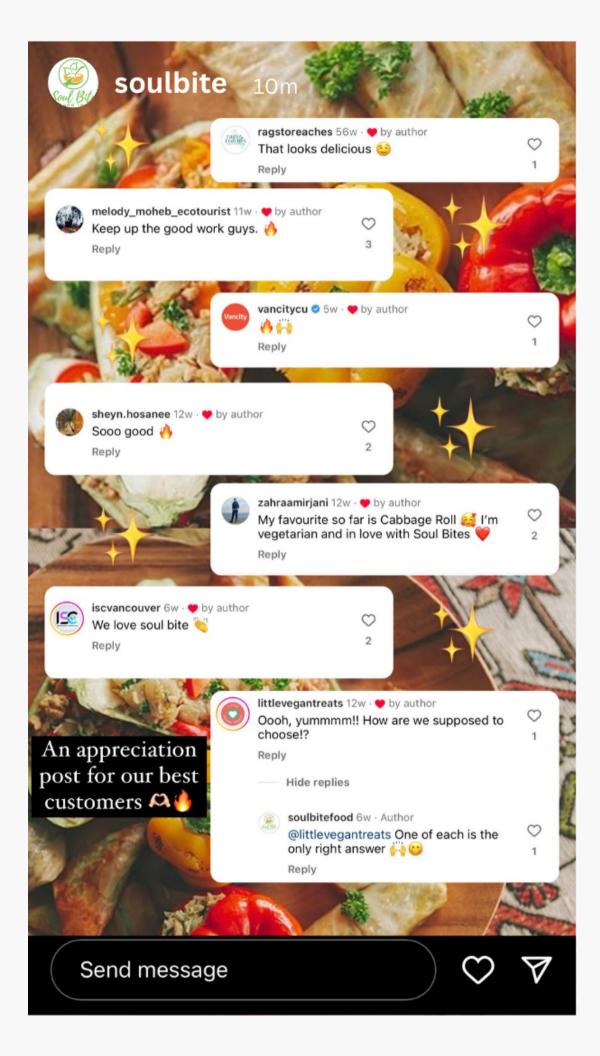
Liked by elaahealipour and others

soulbitefood 42w · William just discovered the comfort of our vegan cabbage rolls! Ready to taste the goodness and make a difference? Find us in the frozen section and join William in the #SoulBiteMovement today!

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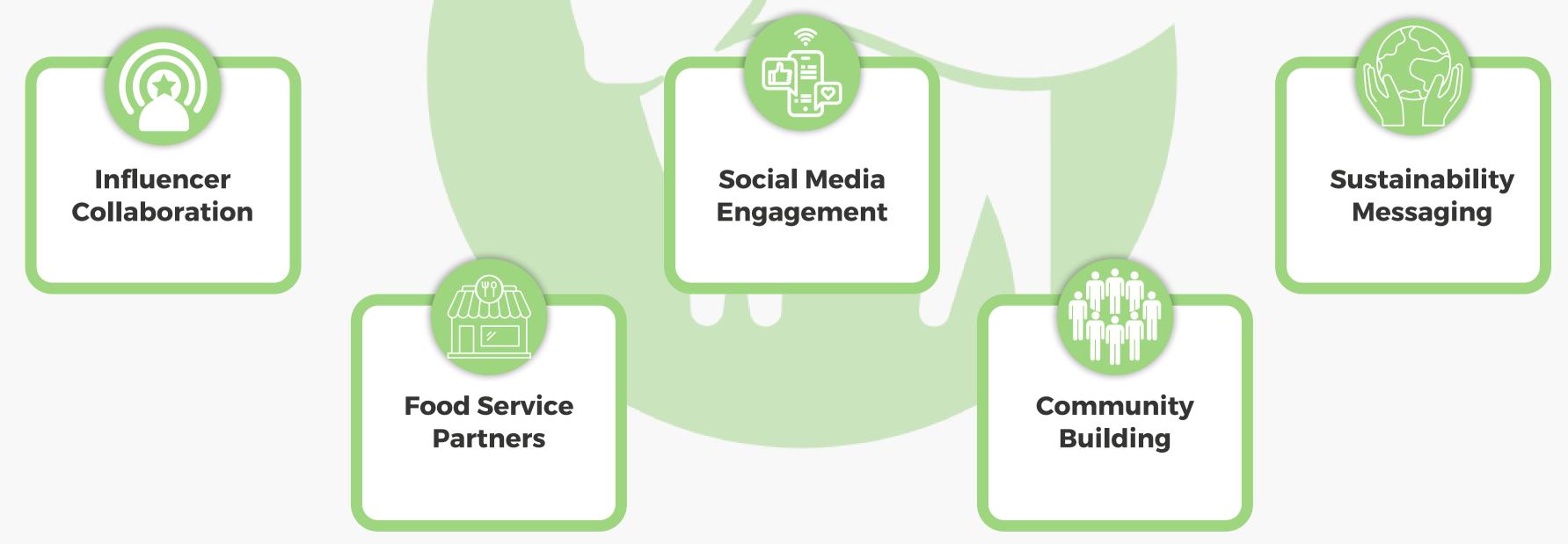
 $\bigcirc \square$

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Case Study - Beyond Meat

Strategy: Beyond Meat seeks to make a presence for plant-based products and increase accessibility to a broad audience. Focusing on research and innovation, strategic marketing, and widespread distribution channels.



RISK & MITIGATION

RISKS

- Low quality content
- Engagement
- Limited visibility

MITIGATION

- Storytelling
- Diversify content
- Deep understanding



SECOND RECOMMENDATION: PACKAGING REDESIGN



PACKAGING REDESIGN

IN STORE PRESENCE

- 100+ stores.
- Probably the current largest marketing channel.

ALIGNING WITH CONSUMER PREFERENCES AND SHOWCASING SOUL BITE'S UNIQUE MISSION & TEAM

- Prompting.
- Healthy food.
- Igor, Ali and the team behind Soul Bite Food Inc.









Front





you're taking action on hunger and food waste around the world



Scan Me



to learn more about our social impact!



Who is Soul Bite Food Inc.?

Soul Bite Food Inc. is a social venture sellling high quality, healthy & culturally diverse frozen foods. Soul Bite Food Inc. values the health and production of their products, and ensure all ingredients are of high quality. The mission of Soul Bite Food Inc. is to help support "harities fighting food hunger and food waste, such as the Immigrant Link Centre Society (ILCS).

Soul Bite Food Inc. est une entreprise sociale vendant des aliments surgelés de haute qualité, sains et culturellement diversifiés. Soul Bite Food Inc. valorise la santé et la production de ses produits et garantit que tous les ingrédients sont de haute qualité. La mission de Soul Bite Food Inc. est d'aider à soutenir les organisations caritatives luttant contre la faim et le gaspillage alimentaire, telles que l'Immigrant Link Center Society (ILCS).

Goof for your Health & Good for the World!

before

hunger al With even you're ta aroui

Left

after

Heating Instructions Oven (cook from frozen)

Preheat oven to 380* F.
 Remove from package and place on

a lined baking tray.

3. Bake for 20 min or until pastries are aolden brown

Instructions a rechauffer

Au Four

1. Prechauffer le four a 380° F. 2. Retirer les patisseries de l'emballage et placer sur la tole. 3. Cuire au four pendant 20 min ou jusqu'a ce que les patisseries soient hien dorees



How we suggest you eat it!

We suggest you eat this dish with

Although delicious on its own, make it an entire well-rounded meal with these sides. This box does not come with these additional food items. This box only comes with the eggplant & walnut pasteries.

Comme nous vous proposons de le manger !

Nous vous suggérons de manger ce plat avec

. Bien que délicieux en soi, faites-en un repas complet et complet avec ces accompagnements. Cette boîte ne comprend pas ces aliments supplémentaires. Cette boîte est livrée uniquement avec les pâtisseries aux aubergines et aux noix.

Utilizing space

Health highlights

before

after



Amount Per Ser	ving	
Calories 250	Calories fr	om fat 10
	% Dai	ly Value
Total Fat 4%		49
Saturated Fat	1.5%	49
Trans Fat		
Cholesterol 50	mg	289
Sodium 150mg		159
Total Carbohyd	irate 10g	39
Dietary Fiber	5g	
Sugars 3g		
Protein 16%		
Vitamin A 1%	Vitamin	C 3%
Calcium 2%	 Iron 2% 	

Your health is important to us!

Which is why our products are made from real, high-quality ingredients! Vegan & Plant-based food is for everyone. Take the stride to make a difference in your life and choose Health & Happiness!

0% Cholesterol

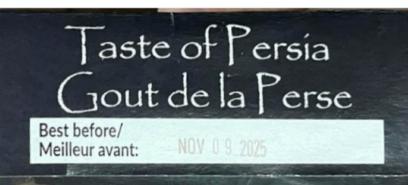
Iron 10%

Made with Olive Oil!

Right

Тор

Soul Bite 1770 Foster Ave, Coquitlam, BC, V3J 2N4 Tel: 1-(778) 819-3555 soulbitefood.com



Try Me, I'm Tasty! Best before/ 57 Meilleur avant: Soul Bite ...and together we can fight hunger & food waste!



ngredients: Eggplant, Wheat flour, Mint, Salt, and spices. Contains: Wheat and walnut pomme de terre. Sel et épices. Contient : Blé, Noix de grenoble

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Bottom





Of Standard



RISK & MITIGATION

RISKS

- Losing core customer
- Packaging regulations

MITIGATION

- Small Changes
- Consult legal experts

NEXT STEPS

- Try out packages together with consumers
- Align with Social media plan



CONCLUSION **& THE FUTURE**

DELIVERABLES

- Social Media Marketing Campaign
- Packaging Redesign

THE FUTURE

Waste!"



- "Making a Global Impact: 50% of Our Profits Donated to Tackling Hunger and Food

THANK YOU! **OPEN FOR QUESTIONS!**



The Business Model Canvas

Key partners

What are your key partners to get competitive advantage?

Soul Bite Food Inc.

- Vancity
- Government of British Columbia
- Buybc
- Spirit of Coguitlam Grant
- ILCS (Inmigrant Link) Centre Society)
- University health clubs for promotional events
- Social media content creators

ILCS

- Vancity
- Save on Foods
- ILCS (Immigrant Link Centre) Society)
- IGA

Cost Structure

- Food Mesh
- Rotary Club Port Moody
- Fresh St. Market

Key activities

ILCS

Social media

engagement

Community

engagement

Food collection,

deliveries and

sorting

What are the key steps to move ahead to your customers?

Soul Bite Food Inc.

- Promotional events Social media engagement
- Product development
- Social impact programs
- Conduct city wide marketing campaigns
- Host events and give out free samples in collaboration
- with university clubs Implement a structured social media strategy aimed at increasing engagement
- and follower base

Key resources

What resources do you need to make

ILCS

- Volunteers
- Paid employees
- Government grants
- Individual
- donations
- Delivery vehicles Corporate
- sponsorships

Soul Bite Food Inc.

- city banners and digital content for
- Social media marketing expertise, potentially through hiring or partnering with digital marketing

Value propositions

How will you make your customers' life happier? ILCS

- Non-profit organization
- Free food delivery service
- Enabling access to healthy foods
- Preventing food waste
- Volunteer engagement

Soul Bite Food Inc.

- Social enterprise
- 50% of earnings go to charity
- Health foods
- Unique flavour profiles
- Strengthened community ties through active involvement with university clubs and local events
- Improved customer engagement with interactive and educational content on social media platforms
- New packaging that clearly communicates the company's social impact and commitment to sustainability
- Enhanced brand presence through strategic city-wide advertising and targeted social media campaigns

Revenue Streams How much are you planning to earn in a certain period? Compare your costs and revenues.

Soul Bite Food Inc. ILCS Raw materials & Ingredients How much are you planning to spend Production Transportation Marketing & Promotion on the product development and Communication Packaging marketing for a certain period? Adminsitrative Allocate a budget for social media advertising, including paid Insurance & legal compliance promotions and influencer collaborations Investment in content creation for social media, such as

customers?

- marketing
- center

vour idea work?

- Manufacturing plant
- Willing partnerships
- - specialists

Food chefs Warehouse

- Food stock

professional photography, video production, and graphic design Factor in the costs of events and sample distribution at universities

- Develop marketing materials, such as
- social media campaigns

Social media presence

Customer relationships

How often will you interact with your

_	-
customers?	Soul Bite Food Inc.
ILCS • Volunteer programs • Community engagement	 Community initiatives Social media engagement Engage with the student population through university club partnerships Engage with customers through regular interactive posts, live sessions, and prompt responses to queries on

social media

Channels

How are you going to reach your Soul Bite Food Inc.

 Social media marketing ILCS Grocery stores Social media Website Leverage social media platforms like Instagram & Community kitchen TikTok for advertising, Immigration services community building, and direct sales through social commerce features Online job listing Create a YouTube channel to share behind-the-scenes content, product information, and mission-

related stories

Utilize university clubs as a

channel for promoting products and hosting event

Customer segments

Who are your customers? Describe your target audience in a couple of words.

ILCS

- Immigrant families
- Individuals/Families that fall within the LICO (Low Income Cut Off)
- Individuals in need of free healthy food options
- Individuals/Families receiving benefits or income assistance

Soul Bite Food Inc.

- Anybody who enjoys healthy foods
- "Green-minded" people
- Families
- Students
- · People of all dietary conditions
- Include a focus on university students and faculty, especially those involved in health-related and environmentally friendly clubs
- Health and eco-conscious individuals reached through targeted advertising in city spots and social media
- Socially conscious consumers attracted by the improved packaging that communicates the company's ethos

ILCS Receives 50% of profits from Soul Bite Food Inc. Government bonds Donations 	 Soul Bite Food Inc. Food products (sales in stores) Catering Expect an increase in sales driven by enhanced brand visibility through advertising and university partnerships Special event catering for university and community events, expanding beyond traditional retail channels

PETER LYNCH APPROACH

When: 5th of February

Where: Whole Foods Market Kitsilano

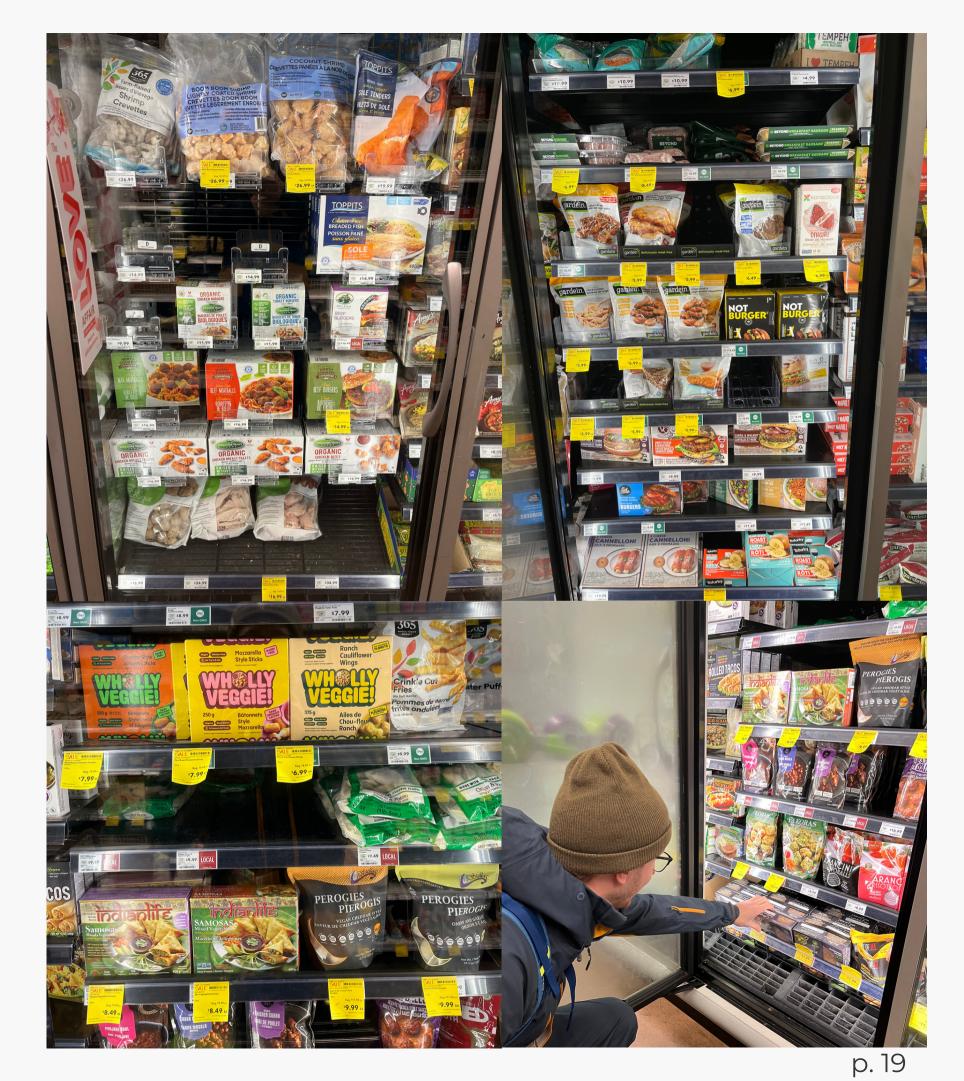
Why: To gain a better understanding of Soul Bite Food and its competitors.

Takeaways:

Upon entering the Whole Foods Market in Kitsilano, Soul Bite Food's products are situated in the center of the Meatless food section, located on the bottom shelf. By focusing solely on the nearby products, examples of items surrounding Soul Bite Food include meatless burgers, pizza, chicken breast fillets, and various kinds of ready-to-eat meals. Their main indirect competitors are other frozen foods from brands such as "Wholly Veggie!", "North Country", or Gardein. It is noticeable that Soul Bite Food's products are priced higher than those of its indirect competitors.

Key Findings

- Part of the Meatless section on Whole Foods Market.
- Soul Bite Foods products are priced higher than its shelf-competitors.
- Products are placed on the bottom shelf.



Parking Lot of Ideas

The Parking Lot is an item included the appendix to showcase the idea generation brainstorming throughout process, this iterative process, and the conclusions made way. along the Showcasing the recommendations that were not pursued as the final recommendation, the journey behind them, the details and specifics, or lack thereof, and their comparison to the evaluative criteria will provide an in-depth look at the reasoning behind not going forward with the recommendation. Although more efforts were not applied to dive deeper into the recommendations below due to their applicability to the problem statement, evaluative criteria and overall appeal, they have strong potential to be further discovered, to be taken as inspiration, or to be implemented in the future.

- other product lines.
 - and the feasibility was not strong enough to further analyze the opportunity here.
- current offerings.
 - product/recipe knowledge is a more ideal approach.
- competitors.
 - values and mission turned us away from this opportunity.
- sampling pushed us towards considering this approach. this suggestion was not suitable.

1. Sector Expansion Recommendation: Soul Bite Food Inc. can generate a new and consistent revenue stream through expanding to new sectors. This recommendation was initially brought to our attention through Igor & Ali's work with attempting to expand into the Health Food Sector (eg Hospitals). Through connecting with new sectors such as Elderly homes and Private schools, Soul Bite Food Inc. will be able to have a strong partnership and receive a new consistent form of income while also staying true to their recipes and brand identity, and further spreading brand awareness on the company, mission, values and

a. Evaluative criteria: This was not chosen because it did not directly address our problem statement,

2. Product Diversification Recommendation: This recommendation was one of our final recommendations considered. We put a great deal into the discussion and potential for a fitting opportunity to apply a product diversification recommendation to Soul Bite Food Inc. This recommendation included adding a new product line in Indian Cuisine to diversify their product offerings and connect with a larger audience reach to attract new consumers. Still remaining under the title of healthy, advertising as healthy but remaining a vegan approved product, a new product would align with their unique and culturally diverse

a. Evaluative Criteria: This recommendation was not put through to the final stage of consideration due to a strong connection to the brand awareness aspect of the problem statement. Maintaining a strong connection with the brand and attracting consumers through this area rather than through consumers

3. Vegan Brand Identity & Target Segment: An initial recommendation or idea that was brainstormed in early stages was to maintain the vegan brand identity that was currently being publicly portrayed at the time of ideation. With confusion on the current brand identity and consumer segment, whether vegan or healthy individuals, through research and brainstorming, we considered continuing with the vegan identity to not lose loyal consumers, and have more of a specific niche to set them apart from

a. Evaluative criteria: As discussion were furthered with the Soul Bite Food Inc. team, this idea did not come to fruition, but also inspired other aspects of our current recommendation. Understanding Igor and Ali's experience in the market, and knowledge on their products and consumers, sticking to their

4. Experiential Marketing Recommendation: Connecting with consumers in person through experiential marketing in grocery stores and markets where Soul Bite Food Inc is sold, for example through in-store samples, was a recommendation considered. Through research and first-hand experience, in store

a. Evaluative Criteria: This recommendation did not come to fruition due to lack of information. After gaining further information that Soul Bite Food Inc, more specially Igor has done in-store sampling in the past and continues to do so currently, but has not seen drastic changes to their sales, we decided