

DEEP DIVE PROPOSAL

SOUL BITE FOOD INC.



COMM388 201

Team 2

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Executive Summary

Introduction:

Soul Bite Food Inc. is a socially conscious enterprise that combines culinary innovation with a mission to combat food insecurity. Their primary aim is to create a sustainable source of funding for Immigrant Link Centre Society's (ILCS) charitable activities by commercializing a line of healthy frozen meals inspired by Eastern European and Middle Eastern cuisines. Considering that they are facing the challenge of insufficient brand visibility and market differentiation, Soul Bite has partnered with our team to devise a strategic marketing outreach plan which focuses on expanding the rich heritage and social mission of Soul Bite by telling a compelling story that resonates with consumers.

Marketing Outreach:

Our team's comprehensive outreach plan consists of two main ideas: firstly, enhancing Soul Bite's packaging with storytelling elements will resonate with health- and eco-conscious consumers, highlighting the brand's social mission. The second strategy involves leveraging the power of digital landscapes through targeted social media campaigns and influencer partnerships, aimed at increasing brand recognition and customer engagement.

That way Soul Bite Food Inc. would be primarily aiming at enhancing brand awareness, market penetration, and social impact. Implementing these marketing outreach solutions can help Soul Bite not only to increase its market share and revenue but also to strengthen its brand's association with positive social and environmental impact. Moreover, the success of these strategies directly supports Soul Bite's mission to contribute to social causes, amplifying its impact on food insecurity and sustainability initiatives through its partnership with ILCS.

The Competitive Landscape:

Soul Bite positions itself uniquely in the market by not just selling food, but a vision for a better world. This strong social narrative sets it apart from competitors, placing it at the forefront of a shift towards more sustainable and ethically conscious consumerism.

The Path Forward:

Soul Bite Food Inc. has the potential to broaden its operations and reaffirm its dedication to contributing a significant portion of its profits to ILCS. The comprehensive strategies laid out offer a roadmap to increased brand visibility, market expansion, and reinforced brand values, all while maintaining Soul Bite's foundational commitment to social good.

Our Team

Bachelor of Business Administration

Tamiris Manubens - The Caregiver
A motivated exchange student from Spain adept at collaborating within international teams. I offer adaptability, a keen willingness to learn, and empathetic communication skills to connect with diverse perspectives.



William Hansson - The Hurdler
A Swedish exchange student with a fondness for quantitative analysis and modeling. I'm bringing my international perspective to broaden our discussions.



Masters of Financial Engineering and Risk Management

Sara Morrow - The Collaborator
As a fourth year Entrepreneurship student, I bring a strong skillset of creativity, innovation and organization to all team environments, from corporate to classroom settings. Keeping team moral and dynamics high is a passion I contribute to produce successful team results.



Bachelor of Commerce
Specializing in Entrepreneurship

Mark Morcos - The Hurdler
As a dedicated Computer Engineering student with a minor in Entrepreneurship, I bring a unique blend of technical expertise and innovative business acumen to team projects and entrepreneurial ventures



Peter Luo - The Director
A passionate learner driven to create a positive footprint in all areas of work, school, and relationships. Multifaceted and versatile, hard work is not something I'm able to shy away from.



Bachelor of Arts & Economics

Bachelor of Applied Sciences

Alma Mirani Gulrajani - The Cross-Pollinator
I am a highly motivated and organized individual, passionate about contributing to the success of design projects. My ability to coordinate, do research and adhere to deadlines makes me an invaluable asset to any team looking to achieve exceptional results.



Bachelor of Commerce Specializing in Marketing and Entrepreneurship

We have immersed ourselves in a **dynamic** environment, a hub of **collaboration**. We have applied design processes and thinking strategies for business innovation. Our strength remains in teamwork, leveraging diverse perspectives to drive innovation and generate impactful solutions for Soul Bite Food Inc.

Team Profile

Objective

To collaboratively analyze Soul Bite Food Inc, needs and preferences, leveraging diverse perspectives and expertise within the team to develop tailored solutions that optimize client satisfaction.

Work Methodology

We gather as a team every week to advance in our process, utilizing the iterative Ask, Try, Do process of Design Thinking. Through empathy, ideation, and collaboration, we've leveraged innovation to refine our ideas and prototypes continuously.



Our Skills

- Business Experience
- Time management
- Decision making
- Problem solving
- Organization
- Adaptability

Our **diverse backgrounds** and skills enrich our **collaborative** environment and guide us towards **innovative** solutions and successful outcomes.

By using the individual strengths and international perspectives of our team members, we form a **dynamic** and **multifaceted** team that embodies our core values .

Our Values

- Respect
- Openness,
- Clear Communication
- Active Listening
- Patience.

Let's Fight For Soul Bite Food Inc!

Team Objectives & Value Proposition

As a team our mission is to address the challenge of nurturing the growth of Soul Bite Food Inc., a social enterprise specialising in healthy food.

We are committed to identifying multiple revenue streams, assessing growth potential and developing strategies to ensure the long-term sustainability of Soul Bite Food Inc.

Our primary goal is to help this enterprise distinguish itself in the highly competitive frozen food market and, more importantly, to thrive in order to help support charities like ILCS.

In the context of this project, it is essential to set the right stage to understand the unique nature of Soul Bite Food Inc., its commitment to food quality, social responsibility and its connection to local communities. By creating a strong narrative that highlights these aspects, we can facilitate an understanding of the opportunities and challenges facing the company, which in turn will inform our recommendations and strategies for its future success.

Criteria for Success

Criteria for success shapes team consulting efforts and helps build strong design responses. Through deciding the criteria for success, many factors were taken into consideration, but most importantly the Client Partner and Soul Bite Food Inc. consumers were kept in consideration, to ensure success was well-rounded and fitting for the situation at hand.

1. **Feasibility:** Taking into account the feasibility of proposed solutions and the success of these solutions is crucial in finding design solutions.
2. **Ease of Implementation:** Ensuring that resources including, time, human capital, effort, and financial capital, are available and capable of executing design solutions in order to create success and help solve the problem at hand.
3. **Mission & Value oriented:** ensuring that all design solutions and processes are rooted in the mission to help fund charities like ILCS, and fight food insecurity and food waste. Keeping Sustainability and Health Consciousness is kept in mind.

Client Partner Introduction

A brief overview of Soul Bite Food Inc. & it's connection to ILCS.

Soul Bite Food Inc. has a history rooted in social action, beginning with efforts to address hunger and food waste through the Immigrant Link Centre Society. Their vision is to provide healthy comfort food, influenced by Eastern European and Middle Eastern traditions, while also aiding in the fight against food insecurity and food waste as well as the promotion of a positive environmental impact.

The journey of Soul Bite Food Inc. began with its founders' commitment to combating global hunger, leading to the establishment of the Immigrant Link Centre Society (ILCS) in 2016. Initially a volunteer group, their mission is to support underprivileged families within the community by distributing food weekly. This noble endeavor quickly expanded to providing food across 25 different sites and benefiting over 3,500 individuals monthly. Today, ILCS has significantly scaled up its operations, annually redistributing 3 million dollars worth of food for those who are more vulnerable.

For the past five years, the founders have devoted a majority of their time and resources to sustain and enhance their charitable efforts. As a result, they launched the social enterprise "Soul Bite Food Inc." in 2019. This initiative is aimed at supporting ILCS's growth, enabling it to feed more people in need while addressing the issue of food wastage and hunger.

Soul Bite Food Inc. introduces a line of delicious, frozen vegan meals, drawing inspiration from ancient recipes of Eastern Europe and the Middle East. Offering four unique products, the enterprise strives to acquaint consumers with healthy traditional flavors. Presently, their products are available in select local supermarkets, with the goal of becoming the leading choice for healthy frozen meals across the country. 50% of the profits generated by Soul Bite Food Inc. are donated back to charities like ILCS. Additionally, their current target audience values health, environmental sustainability, and social responsibility.*

Soul Bite Food Inc. will have sharpened its key activities post-implementation of team 2's strategic recommendations, enhancing its digital footprint with focused social media campaigns and influencer partnerships to showcase its healthy products and brand values. The company will continue to innovate in product development while also leveraging event marketing and city-wide advertising to deepen consumer engagement. These efforts are aimed towards expanding market reach and reinforcing Soul Bite Food Inc.'s commitment to donating a significant portion of profits to support community initiatives through the Immigrant Link Centre Society.

*Business Model Canvas



Current Products Overview

What people expect to see when looking for Soul Bite Food Inc. in retail stores



Cabbage Rolls
Price for 1 box: \$17.99



Balkan Mushroom
Price for 1 box: \$17.99



Golden Prairie
Price for 1 box: \$17.99



Taste of Persia
Price for 1 box: \$17.99

*Price as listed on the official website of Soul Bite Food Inc. **Price in grocery stores may vary at each location.



Products. Soul Bite Food Inc. (2024, March 2). <https://soulbitefood.com/products/>

Current Products

Contextual Overview

Soul Bite Food Inc.'s product lineup, featuring items like Cabbage Rolls, Balkan Mushroom, Golden Prairie, and Taste of Persia, encapsulates their strategic approach as highlighted in the SWOT analysis. The diversity of these offerings illustrates the company's strength in delivering unique healthy food options inspired by a mix of cultural cuisines. This is a factor that serves as a differentiator in the health and ethical food market. However, the uniform price of \$17.99 could be perceived as a weakness if consumers deem it too expensive for frozen meals. This would possibly limit broader market appeal. On the opportunity front, the variety within their product range suggests the potential to further expand into new cultural flavours, aligning with growing consumer interest in plant-based diets and ethnic flavors. Yet, the threat of a competitive landscape means these products must continuously stand out among many in the frozen aisle, where branding and competitive pricing play crucial roles in consumer decisions.



Soul Bite Food Inc.'s Team



Figure 1. Part of Soul Bite Food Inc's Team in "setting". From left to right - Alaiya Fayad, Igor Bjelac, Reihaneh Mirjani, Ali Haeri.

Introducing the Soul Bite Food Inc. Team. This team is curated of the founders, leaders, and passionate employees of this social enterprise. They are devoted to the social impact that Soul Bite Food Inc. strives to achieve, supporting charities like ILCS. With compassion, empathy, and determination, they push Soul Bite Food Inc. to prosper in all areas imaginable.

Reihaneh Mirjani
CEO

Alaiya Fayad
Executive Chef

Igor Bjelac
Sales Manager

Melody Moheb
Director of Public Relations

Ali Haeri
Treasurer

(TriCity News, n.d.) (Tri Cities Chamber, 2023)

VISION

"Producing less cruelty vegan comfort food to support charities dedicated to fighting hunger and combating food waste." (Soul Bite Food, n.a)



Problem Identification & Opportunity Statements

A Sales Funnel Analysis

Problem Space:

“Your assignment involves **identifying revenue streams, evaluating growth potential, and strategizing for long-term sustainability**. How can Soul Bite Food Inc. **distinguish itself and thrive** in the market?”

First Version (Week 8: March 6, 2024)

Given that the problem space clearly mentions a need for growth we took a step back to analyze why Soul Bite Food Inc. was not performing as it should. To answer that question, we decided to apply a sales funnel analysis. We were aware that Soul Bite Food Inc. was struggling with the top-most layer of the funnel (which is **awareness**), however, at that time we were unaware of the full scope of the challenges faced within their sales funnel. We also suggested that Soul Bite Food Inc. should implement a marketing outreach strategy to address this issue (although at that time we didn't think deeply of the details of our strategy).

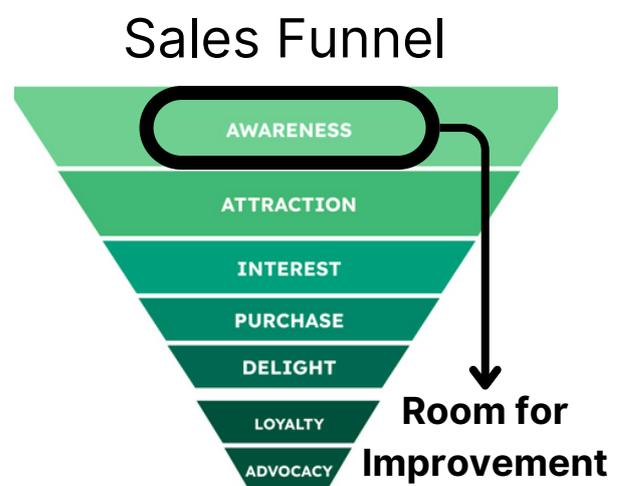


Figure 2. A sales or a marketing funnel describes your customer's journey with you. It decreases from the top down representing less people will proceed to the next stage.

Problem Statement

Soul Bite Food Inc. struggles to be identifiable in the frozen food market primarily due to **the lack of brand awareness**.

Opportunity Statement

By strategically implementing a **marketing outreach strategy**, Soul Bite Food Inc. will be able to thrive and be distinguished in the market by raise awareness for their brand and products.

Problem Identification & Opportunity Statements

Final Version (Week 13: April 10, 2024)

To gain a better understanding of the issues in Soul Bite Food Inc.'s sales funnel, William (one of our team members) went out to try Soul Bite Food Inc.'s cabbage rolls. Drawing from his experience, he found the cabbage rolls to be delicious, indicating that the **purchase and delight phases** in the sales funnel are problem-free. Furthermore, after our discussions with Ali and Igor we found out that people are willing to support their cause once they hear about their mission and values. In other words, the bottom section of their sales funnel was quite developed and they faced no issues there for the most part (this includes the **advocacy and loyalty** sections of the funnel). However, the sections immediately preceding the "purchase" segment required improvement, allowing us to pinpoint the issue.

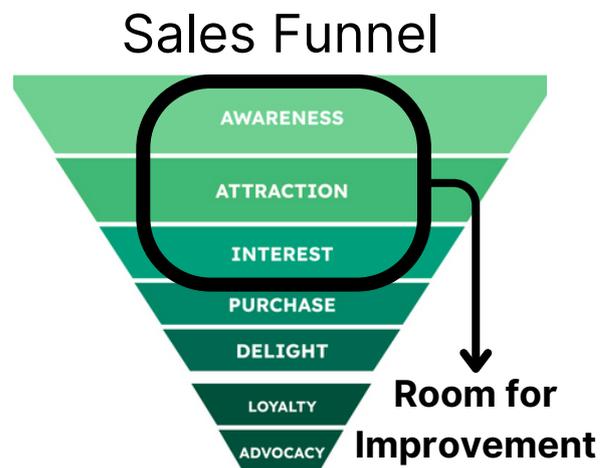


Figure 3. A sales or a marketing funnel describes your customer's journey with you. It decreases from the top down representing less people will proceed to the next stage.

We have decided to leverage the power of social media to focus on raising awareness (potentially expanding the top end of the funnel). We also decided to redesign Soul Bite Food Inc.'s packaging to attract purchasers and gauge interest in their product. Please note that throughout this process, we have come up with other solutions such as product diversification and sector expansion. Please see the "Parking Lot" section in the Appendix for more information regarding the solutions and why we didn't move forward with them. Please also refer to the assumption dumption activity in the appendix to see the assumptions we made to come up with these statements.

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 frozen-food-market, **primarily due to low brand awareness** among consumers.

Opportunity Statement

By strategically implementing a marketing outreach strategy that **leverages social media (to raise awarness)** 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.



Research & Methodology

This following section of Research & Methodology includes all secondary research, applicable case studies, analysis' of techniques used to generate idea creation and methodology of recommendations. Through this analysis of content, experiences, and research outlines the methodology and reasoning behind the company consultation process and the future recommendations and following steps.

Consumer Analysis

Veganism in Canada and British Columbia (BC)

By March 2018 in British Columbia, 8.6% of people identified as vegetarian and 3.9% as vegan—the highest rates in Canada. The Prairies saw the fewest vegetarians and the Atlantic region the fewest vegans. Vegetarians abstain from meat and fish, while vegans also exclude dairy, eggs, and all animal-derived products. Motivations for these diets vary widely. Notably, 43% of Canadians are open to plant-based meat alternatives, with females 18-34 being the most positive about plant-based eating, even more so than in regions with higher veganism rates. (Statista C, 2018). Biggest driver of food consumption is taste - not ethics (CBC News, 2019, September 29).

Soul Bite Food Inc.'s branding as a vegan company has encountered challenges. As they look to expand beyond British Columbia, it may be advantageous to de-emphasise the vegan label. An insight from the Six Thinking hats technique is that doing so could encourage a broader range of consumers to try the food, while allowing Soul Bite Food Inc. to place greater emphasis on their social mission.

Healthy Food - What does consumer believe is healthy?

Definition: "Healthy food is food that gives you all the nutrients you need to stay healthy, feel well and have plenty of energy." (Safefood, 2024)

Conclusions from figure 4 and 5 below are that there is a trend which indicates that the less processed the food is, the healthier it is perceived to be, with a noticeable gradation from fresh to frozen to canned foods in terms of decreasing healthiness. From figure 5, about a quarter of respondents indicate that sugar content and the use of hormones or antibiotics are major factors influencing perception of the healthiness of food. Additionally, fat content and pesticide residue also play significant roles in these perceptions.

Soul Bite Food Inc. has the opportunity to leverage these insights regarding people's perceptions of what healthy food is. Instead of merely relying on being perceived as "healthy", these insights can assist in promoting the healthiness of their products to consumers in a way they understand.

Perceived healthiness of 15 Foods.

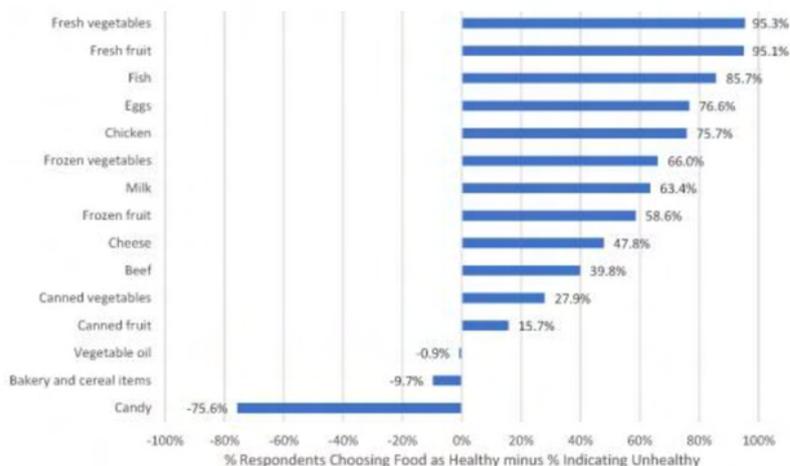


Figure 4. Perceived healthiness of 15 Foods (Lusk, J. L. 2019).

Which of the following affects whether or not you would consider a food healthy for you? (check up to 3 items that most apply)

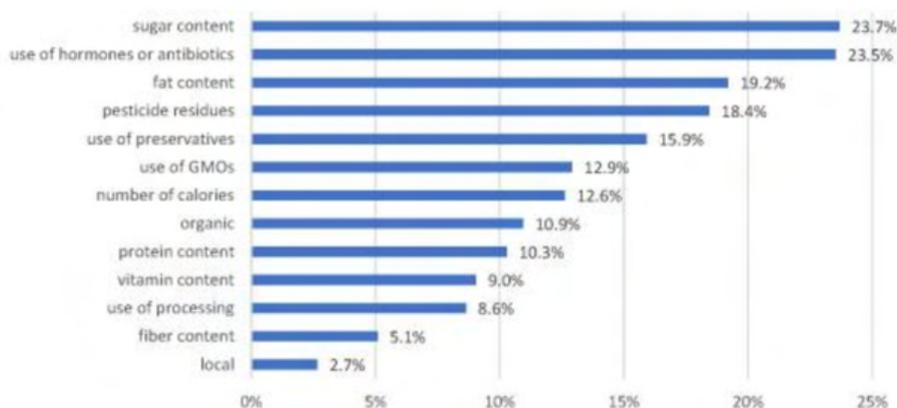


Figure 5. Characteristics affecting perception on food healthiness (Lusk, J. L. 2019).

Market Analysis

The Frozen Food Market

The Ready-to-Eat Meals segment covers prepared food and meals that can be eaten as is or after minimal preparation. These meals do not require cooking and are typically consumed after heating. These meals may also include disposable eating utensils. Classic frozen foods include meat, fish, vegetables, filled pasta, and frozen pizzas (Statista B, n.d.).

The "ready-to-eat"-market segment (also called "heat-and-eat") in supermarket is growing with 5.7% yearly (Statista B, n.d.). Consumers increasingly expect prepared meals at the grocery store when inflation impacts consumers' finances, many are exploring less expensive alternatives to dining out (PYMNTS, 2022). This growth is faster than the overall supermarket sales which are growing 1.5 % annually (IBIS world, n.d.)



It's crucial for Soul Bite Food Inc. to get people to try their products, as they offer very tasty options. To capture a larger share of the frozen food market, the company should concentrate on the five key characteristics from figure 6. While lowering prices is important, achieving economies of scale necessary for price reduction may be challenging at this stage. Therefore, to find ways to encourage more consumers to experience the taste of their products becomes an important strategy

What is most important to you when purchasing frozen meals?

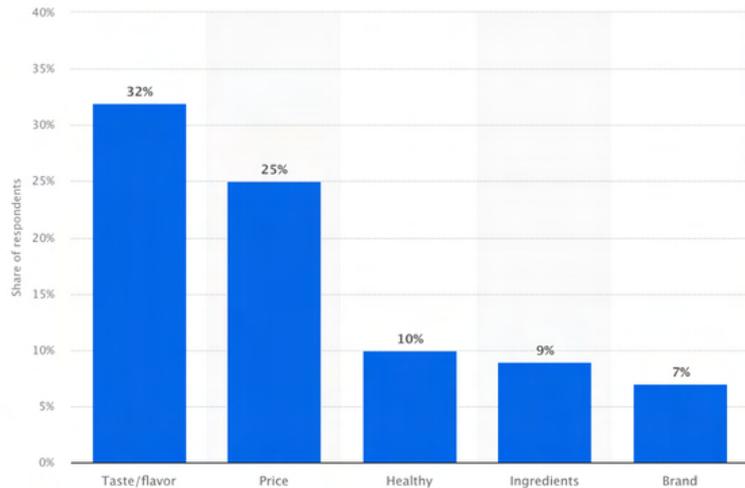


Figure 6. What is important for consumers when purchasing frozen meals? (Statista B, n.d.)

Which of these statements about food do you agree with?
(I actively try to eat healthy)

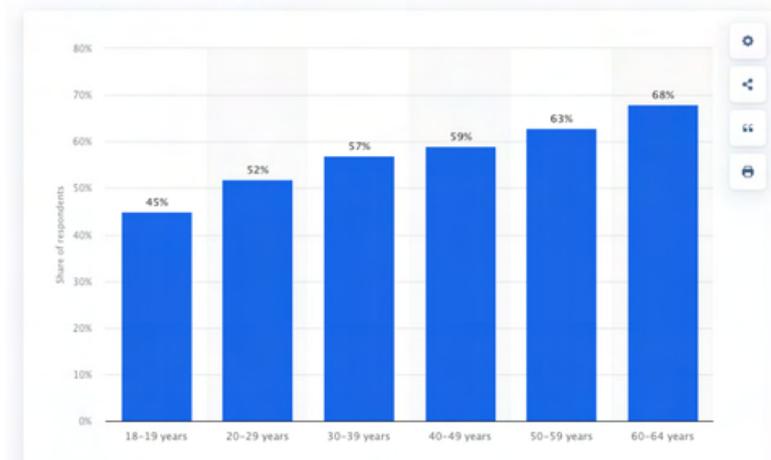


Figure 7. illustrates how consumers in North America increase their efforts to eat healthily as they age (Statista B, n.d.).

Competitor Analysis

Amy's Kitchen

Revenue 600 M USD

Price range 8.49 CAD per package

Net Weight - 255 - 283 g

Product characteristics - Vegetarian, non-GMO, mostly gluten free and organic.

Target market - Families

Social media presence - Instagram

Founded in 1987, Amy's Kitchen is a privately owned American company that today manufactures 250 different heat-and-eat products in 30 countries around the world. The product range includes pizza, pasta, burritos, bowls, entrées, pot pies, snacks, and soup. Every meal is vegetarian, non-GMO, requires no additional ingredients before being consumed, and aims to be organic (Amy's Kitchen, n.d.). Highly focused on their family spirit and traditional values, it's surprising to learn that Amy's Kitchen generates \$600 million in revenue, producing over one million meals a day. In 2022, Amy's Kitchen faced accusations of workplace hazards, leading to calls for a boycott on social media (Méndez, L., 2022, November 10).



As one of the largest players in the frozen food market, Amy's Kitchen doesn't offer the same products as Soul Bite Food Inc. However, they cater to the same need and are, therefore, indirect competitors.

Their packaging design closely resembles that of Soul Bite Food Inc., but it emphasizes organic and non-GMO ingredients, which are highly valued by customers according to previous research.



Front



Side



Figures - Own

Back



Side



Marketing Strategies

Social Media Marketing

In the digital age, developing impactful content is essential for each brand in order to stand out and gain the maximum number of customers. To carve out a space in the market, companies need to create brand awareness. For that purpose, it is highly recommended to create a social media marketing campaign. Social media facilitates two-way communication between brands and their audience. Unlike traditional marketing channels, social media platforms provide a space for real-time interaction and engagement. Brands can actively engage and converse with customers, addressing inquiries, soliciting feedback, and building meaningful relationships that extend beyond mere transactions. Moreover, social media marketing offers low barriers to entry and cost-effective solutions for businesses of all sizes. Through compelling content, interactive posts, and timely responses, companies can foster meaningful dialogues that deepen customer relationships and drive brand loyalty.

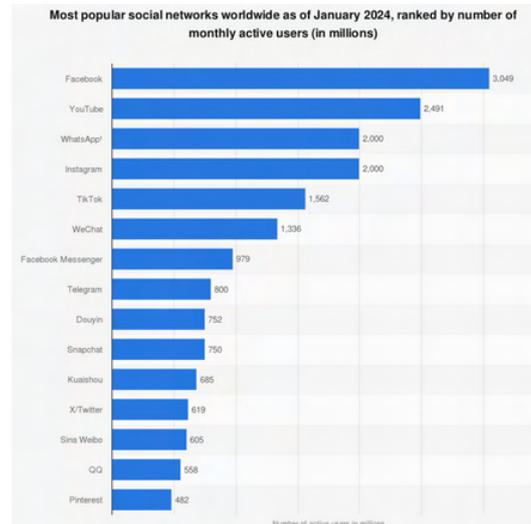


Figure 8. Most popular social networks as of January 2024 (Statista B, n.d.)

A study indicates that beyond using social media platforms for communication with friends and family, the majority of people seek inspiration for activities and purchases, as well as share and discuss opinions with others about the products. Above this, 70% of social marketers use social media to enhance brand awareness, while 59% focus on boosting sales.

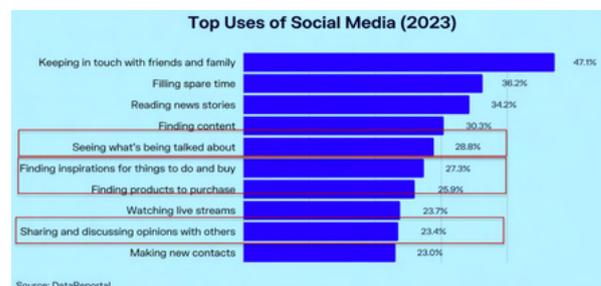


Figure 9. Top Uses of Social Media (DataReportal, n.d.)

Which content appeals to consumers? Good content is characterized by being relevant, personalized, interactive, integrated, and authentic (Gupta, Armstrong, and Clayton, 2011). Relevance involves content being relevant and beneficial to the intended audience, covering their interests, needs, or worries. Personalization, conversely, consists of customizing content based on the unique preferences and traits of individuals or groups, increasing its significance and emotional bond. Active participation is encouraged and audience engagement is highly influenced by interactivity, whether it be through surveys, quizzes, or online discussions. Furthermore, integration guarantees that content is consistently and effectively distributed across various channels and platforms, maximizing its exposure and visibility. Ultimately, being authentic is crucial for establishing trust and credibility with the audience, as it demonstrates transparency, honesty, and sincerity in the content.

Brand Building: Building a strong brand identity is essential for Soul Bite Food Inc. 's long-term success. This entails crafting a compelling brand story that resonates with consumers' values and aspirations. By highlighting its commitment to organic, sustainable, and ethically sourced food products, Soul Bite Food Inc. can differentiate itself from competitors and foster a loyal customer following.

Advertising: Strategic advertising initiatives can amplify Soul Bite Food Inc. brand message and increase its visibility across various channels. From social media campaigns to targeted online ads, Soul Bite Food Inc. should invest in advertising efforts that effectively communicate its brand values and product offerings to its target audience.

Storytelling

What is storytelling/story marketing: *Story marketing involves creating a cohesive sequence of narratives to shape your brand's identity over time. These narratives focus on your customers, the challenges they face that you address, and the culture and expertise of your company (CFIA, n.d.).*

Brand storytelling is a powerful communication tool that conveys a brand's values and establishes an emotional connection with consumers. It differentiates the brand by embedding its core values into memorable stories that resonate with the audience, enhancing brand perception both internally and externally (The Theseus Project, n.d.). This storytelling fosters consumer interest, generates positive feelings, and builds relationships, making the brand more relatable and increasing customer loyalty. However, only when the package type matches the product. Another benefit of storytelling is that it provides opportunities for “face-to-shelf” interactions where more tropical food products can be explained to consumers unfamiliar with the product (Kollontai, P. 2019).

Research also suggests that storytelling is more important for hedonic products than utilitarian products (Spielmann, N., & Gomez, P. 2019). Where hedonic products are “goods which are desirable and yield satisfaction or a sense of happiness to the consumer but cannot be termed as necessities” (Pande & Narayan, 2019) whereas utilitarian products are practical, useful, functional, essential, and effective (Lu, Liu, & Fang, 2016).

Storytelling on packaging, also referred to as “packaging stories” or “the ‘poetry’ of packaging, can mostly be divided into three main categories; invisible labor, (Enchanted) farmer labor and firm labor. These themes collectively illustrate a marketing strategy that blends natural, cultural, and corporate narratives to appeal to consumers. Invisible labor highlights products as natural outcomes of environmental factors, erasing the human effort involved. (Enchanted) farmer labor portrays agricultural work romantically, emphasizing traditional, emotion-laden methods by farmers. Firm labor presents the company's role in product creation, emphasizing managerial, philanthropic, and culinary efforts as a form of skilled labor contributing to the product's value (Kollontai, P. 2019).



Another aspect of storytelling is wherever it should be visual, verbal or a combination of the two. A study made by Linh Pham, H. (2017) reveals a preference customers have for packaging that combines verbal and visual storytelling, showing its effectiveness in engaging consumers. Visual elements like color and design are crucial for in-store visibility and attractiveness, yet storytelling enriches the consumer experience by adding depth and meaning to the brand narrative. This dual approach not only attracts attention but also fosters a stronger connection with the product, highlighting the importance of integrating both methods for effective communication and brand differentiation.

Integrating both verbal and visual storytelling in packaging enhances consumer engagement. Solely visual storytelling may miss detailed narrative nuances, potentially leading to varied interpretations based on cultural or personal backgrounds. Purely verbal storytelling, without visual support, might lack immediate impact and attractiveness, possibly overwhelming consumers with text. The combined approach mitigates these issues, ensuring clear, engaging, and attractive packaging (Linh Pham, H. 2017).

Soul Bite Food Inc. should use the power of a combined, visual and verbal, storytelling to put emphasis on its social impact and their healthy food. It has the potential to add value for consumers, which could decrease their price sensitivity and increase their willingness to pay a premium for their products.

Other

Core Labeling requirements

Most prepackaged foods sold in Canada require a label. Due to a lack of in-depth legal knowledge, the core labeling requirements are presented, and further professional services should be sought to address any possible exceptions. In short, the core labeling requirements include (Canadian Food Inspection Agency, 2023):

- Bilingual labeling
- Common name
- Country of origin
- Date markings and storage instructions
- Name and principal place of business
- Irradiated foods
- Legibility and location
- List of ingredients and allergens
- Net quantity
- Nutrition labeling
- Sweeteners
- Food additives
- Fortification
- Grades
- Standards of identity

Case Study: Beyond Meat



Background: Beyond Meat is a company that produces plant-based meat substitutes, seeking to disrupt the food industry by offering a healthier, sustainable, and animal-friendly alternative to meat. The company's mission resonates with growing consumer trends towards veganism, environmental sustainability, and ethical eating, similar to the ethos of Soul Bite Food Inc.

Challenge: Beyond Meat faced the challenge of convincing meat-eaters to try and switch to plant-based alternatives, overcoming the lack of conviction about taste and texture. Their goal was to build a brand that stood out for more than just food, instead advocate a lifestyle change towards sustainability and health.

Strategy: Beyond Meat's aim was focusing on research and innovation, strategic marketing, and widespread distribution channels. Through engaging marketing campaigns, partnerships with high-profile influencers, and a presence in both retail and foodservice sectors, Beyond Meat seeks to make a presence for plant-based products and increase accessibility to a broad audience (McKinnon, 2022).

- **Influencer Collaboration:** Beyond Meat smartly identified its target demographic as the male, meat-eating population and aligned its influencer strategy accordingly. The partnership with Deandre Hopkins, an all-pro NFL athlete, as one of the #BeyondAmbassadors, was a strategic move (Alfon, 2021). Hopkins, who embodies athleticism and strength, serves as an ideal figure to challenge the stereotype that plant-based diets lack in providing sufficient protein for high performance. His collaboration with Beyond Meat appeals directly to a group of people who might be hesitant to give up regular meat.
- **Food Service Partners:** Beyond Meat's strategy extends beyond influencer partnerships, including partners from the food service industry has also been a key collaboration. Partners like A&W and Carl's Jr. integrated Beyond Meat products into their menus, creating new offerings such as the Beyond Meat burger at A&W and the Beyond Famous Star at Carl's Jr (Beyond Meat, n.d.). The inclusion of Beyond Meat products by these partners aligned with increasing consumer trends towards healthier and more sustainable eating habits, helping to position Beyond Meat as a leader in this space.



- **Social Media engagement:** On platforms like Instagram, Beyond Meat excels in engaging with its audience by actively responding to comments and sharing user-generated content (UGC) (Alfon, 2021). This approach not only fosters a sense of community but also addresses the need for fresh lifestyle content. Encouraging customers to use branded hashtags like #BeyondSausage and #BeyondBurger makes it easier for the brand to find and share UGC, increasing engagement and visibility (Alfon, 2021).
- **Community Building:** Beyond Meat has effectively built a community around its mission and products by sharing content that resonates with its audience's values. This includes educational, inspirational content that highlights the importance of human health, climate change, and animal welfare, alongside recipes that can be made using their products (Alfon, 2021). This strategy not only educates the audience but also instills a sense of belonging and commitment to shared goals.
- **Sustainability Messaging:** The brand's sustainability message is woven throughout its digital content, emphasizing the environmental benefits of a plant-based diet. By highlighting the positive impact of choosing plant-based options, such as reduced CO2 emissions and conservation of natural resources, Beyond Meat aligns itself with consumers' growing environmental consciousness (McKinnon, 2022). This messaging is crucial in differentiating Beyond Meat in the market and appealing to consumers motivated by ecological concerns.

Results: Beyond Meat's strategic approach led to a significant increase in brand awareness, customer base, and sales. Their IPO in May 2019 was one of the most successful in recent years, with stocks soaring, reflecting the market's strong belief in the brand and its mission (Rowland, 2019). Their products are now widely available in supermarkets, restaurants, and even fast-food chains, marking a significant shift in consumer acceptance of plant-based meats.

Analysis for Soul Bite Food Inc. : Beyond Meat's case study offers valuable insights for Soul Bite Food Inc. It underscores the effectiveness of leveraging influential partnerships and social media to educate and engage with potential customers. Building a community around shared values of health, sustainability, and ethical consumption can significantly boost brand loyalty and conversions. Moreover, clear communication about the environmental and health benefits of choosing plant-based options can help Soul Bite Food Inc. resonate with a broader audience, driving both brand awareness and sales.

Current Packaging and Potential Limitations in Design

Soul Bite Food Inc's current packaging is visually appealing with a deep navy base contrasted by gold accents. This effectively conveys the ethnic heritage of its products. The brand logo is prominently placed atop the package, while the product names like "Stuffed Eggplant," "Taste of Persia," and "Balkan Mushroom" are featured in bold, legible type. Accompanying these are clear photographs of the dishes and a notable mention that "50% of earnings go to charity," signaling the brand's commitment to social impact. The design succeeds in merging aesthetic appeal with the ethos of the brand, aiming to attract a socially and environmentally conscious consumer base.

Although the current packaging excels in delivering its purpose, there are several limitations which hinders its potential to be even more impactful in communicating its intended message.

- **Sustainability Communication:** The packaging does not explicitly indicate if it is made from sustainable materials, which is a growing concern for many consumers.
- **Flavor Differentiation:** Without distinct color-coding or design elements for each flavor, consumers might find it challenging to quickly identify their preferred choice, potentially hindering the decision-making process.
- **Interactivity:** The packaging lacks clear interactive elements, such as QR codes, which would engage consumers with more content about the product, brand story, or social impact initiatives.
- **Ethical Messaging:** Although the packaging mentions charitable donations, it might not fully capitalize on communicating the brand's ethical and environmental initiatives which would strengthen consumer trust and loyalty.

Addressing these limitations will enhance the functionality and communicative power of the packaging.

Design Solution & Recommendations

Design Response

The following 13 of pages are recommendations that address the finalized problem & opportunity statement, aligns with the company mission & values, and creates the Growth Soul Bite Food Inc is searching for.

Our team's proposed design intervention is the Marketing Outreach Strategy. This design solution addresses the challenge faced by Soul Bite Food Inc. in the frozen food market, where low brand awareness has led to diminished sales, impacting their mission to contribute financially to charities like ILCS. As a socially conscious venture, Soul Bite Food Inc. aims to combat food insecurity and waste by donating half of its revenue to such causes. To enhance brand visibility and market penetration, our intervention consists of two key components. Firstly, we propose a comprehensive packaging reconstruction approach that leverages storytelling to communicate the company's mission, values, and impact. By infusing packaging with compelling narratives about the journey of each product and the charitable initiatives supported, we aim to establish emotional connections with consumers and differentiate Soul Bite Food Inc. in a crowded market.

Secondly, we advocate for the implementation of expansive marketing strategies across various channels, including digital platforms like social media, and small-scale partnerships. Through targeted advertising campaigns, engaging content creation, and strategic collaborations, we seek to broaden the reach of Soul Bite Food Inc., effectively reaching and resonating with its target audience. The formation of this approach took into account many factors including, creativity, feasibility, ease of implementation, effectiveness, as well as an overall emphasis on values, budget constraints, and mission. Overall, our Marketing Outreach Strategy aims to elevate brand visibility, drive consumer engagement, and ultimately, catalyze increased sales to support Soul Bite Food Inc.'s philanthropic endeavors.

Soul Bite Food Inc. Marketing Outreach Strategy

Recommendation 1: Expansion Strategy

In the digital age, developing impactful content is essential for each brand in order to stand out and gain the maximum number of customers. To carve out a space in the market, companies need to create brand awareness. As mentioned in the problem statement, Soul Bite Food Inc. lacks good positioning in the market. For that purpose, it is highly recommended to create a social media marketing campaign.

The core of this strategy revolves around crafting and disseminating content that not only resonates with the target audience but also encourages active engagement and fosters a genuine connection. By tailoring content to reflect the unique preferences and concerns of its audience, Soul Bite Food Inc. can enhance the relevance and emotional resonance of its message.

Recommendation 2: Package Reconstruction through Storytelling

As a social venture, it is crucial to lead the marketing of products through its value proposition and values, this is no exception for Soul Bite Food Inc. As previously mentioned, storytelling is a strong form of marketing that creates an emotional bond between the consumer and the brand. Therefore, it is recommended that Soul Bite Food Inc., prioritizes sharing its mission, and values of supporting ILCS, fighting food hunger, and reducing food waste, through a storytelling on their product packaging.



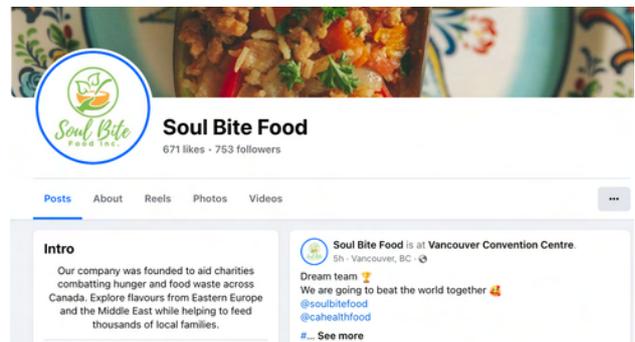
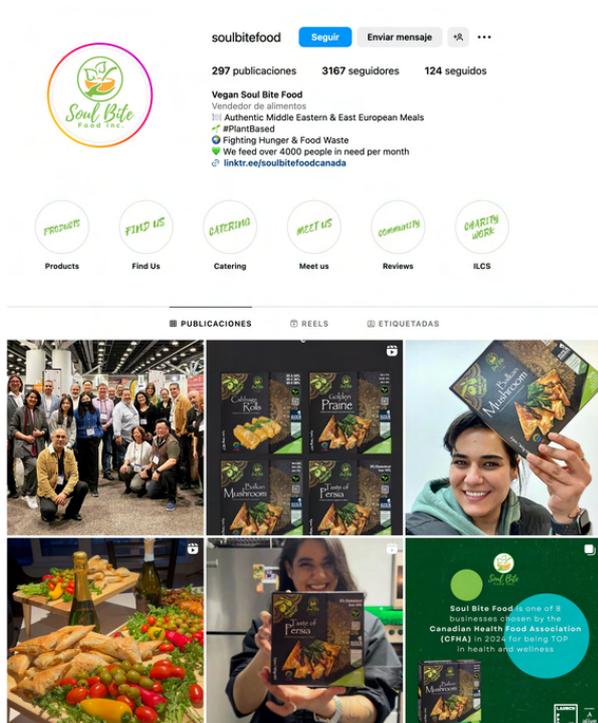
Recommendation 1: Social Media Expansion of Soul Bite Food Inc.

How will Soul Bite Food Inc. expand their brand awareness through social media?

Social media emerges as an essential platform for Soul Bite Food Inc.'s marketing strategy, facilitating a communication that enables direct engagement with its audience, fostering meaningful connections, and enhancing brand loyalty. To elevate its market position and foster brand awareness, Soul Bite Food Inc. must embrace a dynamic and multifaceted marketing approach, capitalizing on the vast potential of digital platforms.

By tailoring content to reflect the unique preferences and concerns of its audience, Soul Bite Food Inc. can enhance the relevance and emotional resonance of its message. Soul Bite Food Inc.'s reach and reputation can be increased through strategic collaborations, such as those with influencers that share the brand's ideals around sustainability, ethical sourcing, and wellness. Additionally, participating in trade fairs and events related to healthy lifestyles can further elevate the brand's visibility, providing direct access to like-minded consumers and potential retail partners.

In summary, Soul Bite Food Inc. could significantly boost brand awareness by implementing a thorough marketing plan that prioritizes content relevance and authenticity as well as influencer collaboration. This strategy not only establishes Soul Bite Food Inc. as a global leader in the healthy food industry, but it also fits in with consumer preferences for sustainability and mindful eating, opening the door for long-term growth and competition.



SHORT TERM

Instagram:

- **Influencer Collaborations:** Partner with food bloggers, lifestyle influencers, environmental activists, or sport enthusiasts who can authentically endorse the products to their followers.

Networking Opportunities:

- **Attend trade fairs and events:** Events related to healthy food and healthy lifestyle to showcase their products and create links with potential customers. Attending industry-related fairs and events can also be beneficial for Soul Bite Food Inc. by creating interest and brand recognition.

LONG TERM

Instagram:

- **Brand ambassadors:** Soul Bite Food Inc. should initiate a collaboration with brand ambassadors who embody the values and lifestyle of the brand's customer base. Long-term brand ambassador partnerships work for one brand for a certain period, hence it creates the potential to increase sales and support the company's social goal by boosting customer engagement and brand recognition.
- **User-Generated Content:** Encourage customers to share their experiences with Soul Bite Food Inc. products, offering incentives for the most creative or engaging posts. At the same time, sharing customer testimonials adds a layer of trust and reliability.
- **Reels:** Create short, engaging videos that offer quick recipes using Soul Bite Food Inc. products, sustainability tips, or stories about the impact on the community through their support of ILCS.

TikTok:

- **Challenge Campaigns:** Initiate branded challenges that encourage users to create their own content with Soul Bite Food Inc. products, such as a "Healthy Recipe Challenge."
- **Educational Content:** Share quick, informative videos that educate viewers on healthy food, sustainability, and the importance of supporting social causes through purchases.



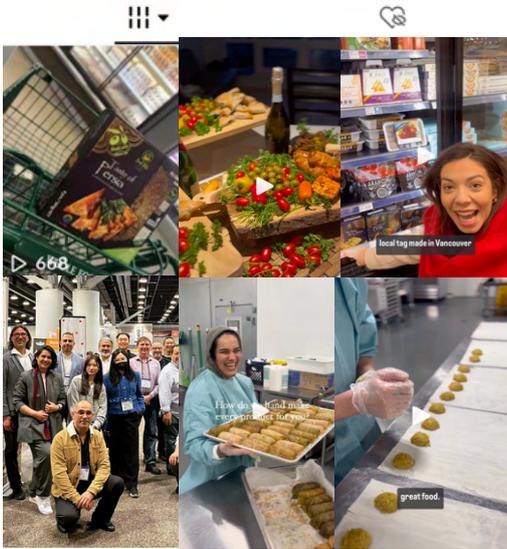


@soulbitefood

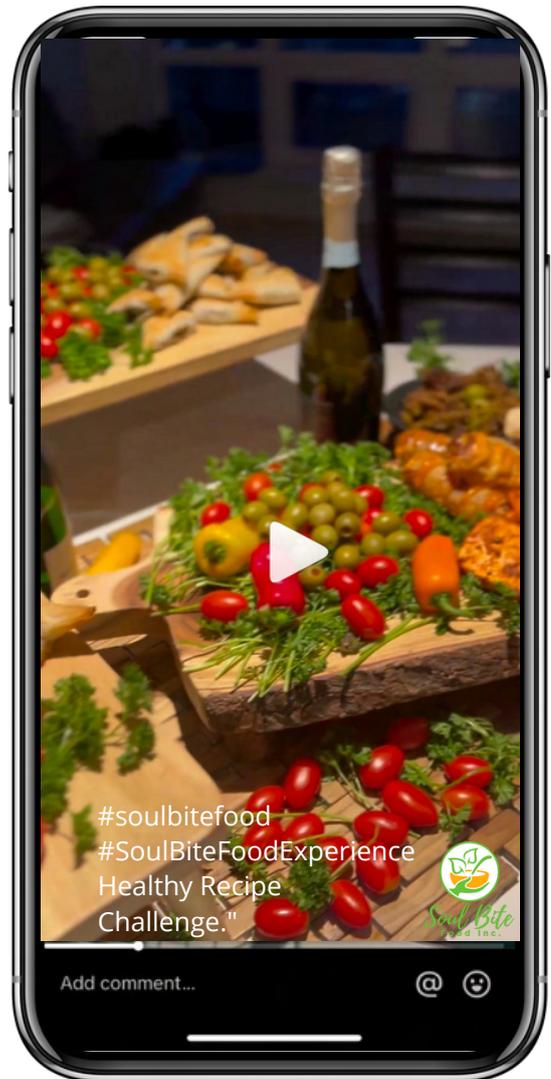
560 Following 1M Followers 50M Likes

Follow Message

Taste Good, Does Good!
Award Winning Vegan Comfort Food
✉ Email



✔ Educational Content



✔ Challenge Campaigns



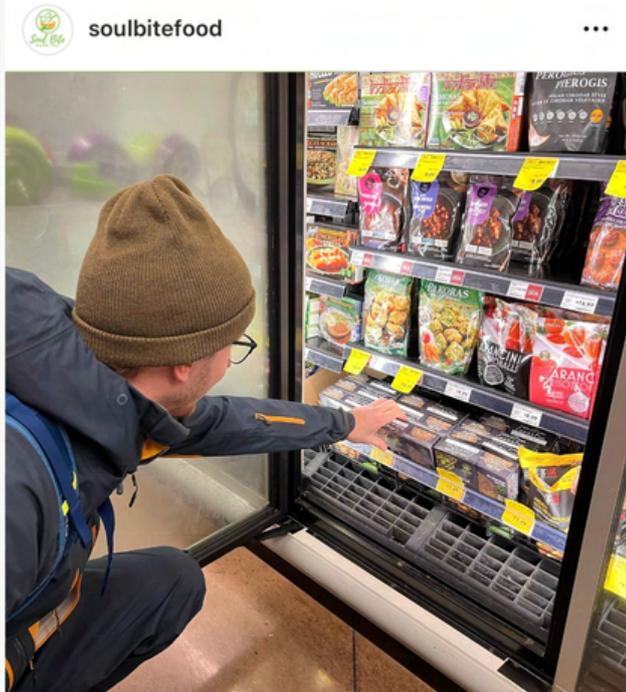


soulbitefood



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! 🛒🌱

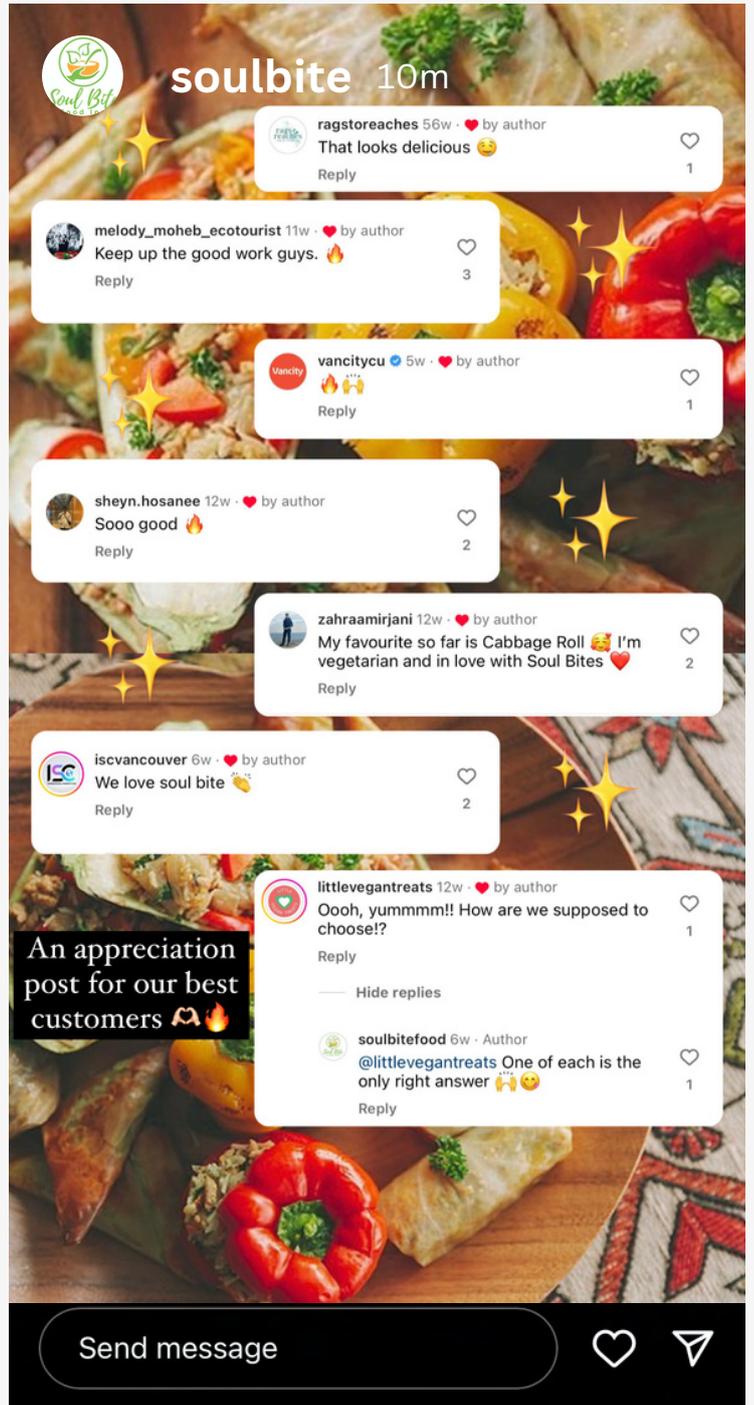


soulbitefood



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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! 🛒🌱



soulbite 10m

ragstoreaches 56w · by author
That looks delicious 😊
Reply 1

melody_moheb_ecotourist 11w · by author
Keep up the good work guys. 🔥
Reply 3

vancity 5w · by author
🔥🔥🔥
Reply 1

sheyn.hosane 12w · by author
Sooo good 🔥
Reply 2

zahraamirjani 12w · by author
My favourite so far is Cabbage Roll 🥘 I'm vegetarian and in love with Soul Bites ❤️
Reply 2

iscvancouver 6w · by author
We love soul bite 🥘
Reply 2

littlevegantreats 12w · by author
Oooh, yummm!! How are we supposed to choose!?
Reply 1

An appreciation post for our best customers 🥘🔥

soulbitefood 6w · Author
@littlevegantreats One of each is the only right answer 🥘🥘
Reply 1



User-Generated Content

Recommendation 1: Social Media Expansion of Soul Bite Food Inc.

How will Soul Bite Food Inc.
expand their brand
awareness through social
media?

Risks & Mitigation

Potential Risks with Recommendation 1:

Social media platforms offer valuable opportunities for brands to connect with their audiences, but they also come with specific challenges. On Instagram, the risk lies in low-quality content, requiring brands to invest in high-quality visuals and compelling storytelling. TikTok presents a challenge with engaging users in branded challenges. Brands need to develop creative concepts aligned with TikTok's culture to incentivize participation. Finally, on Facebook, the risk is limited visibility due to algorithm changes and oversaturation.

Mitigation Potential Risks:

Mitigating the risks associated with social media platforms requires tailored strategies for each platform to maximize effectiveness and meaningful audience engagement. This involves investing in high-quality content production and storytelling on Instagram, developing creative and engaging concepts for branded challenges on TikTok, and diversifying content formats while leveraging advertising tools on Facebook.

By understanding the unique dynamics of each platform and implementing strategic approaches, Soul Bite Food Inc. can effectively navigate challenges and enhance its connection with the audience across social media channels.

Risk of Not Implementing Recommendation 1:

Without a comprehensive social media marketing strategy, Soul Bite Food Inc. runs the risk of not utilizing the power of social media platforms and therefore limiting its potential audience reach and engagement. Lack of authentic and relevant content could lead to a superficial perception by consumers, decreasing interest in its products. All of this could limit brand awareness and miss out on opportunities to grow and connect with their target.

Recommendation 1: Social Media Expansion of Soul Bite Food Inc.

How will Soul Bite Food Inc. expand their brand awareness through social media?

Implementation Process

Step 1: Authentic and Relevant Content Development

April 2024

The Soul Bite Food Inc. Marketing Team should identify the main core values they want to broadcast. A library of engaging visual content should be created highlighting the quality and diversity of Soul Bite Food Inc.'s products, as well as its commitment to health and sustainability. In addition, the Team should work on developing a coherent narrative that connects emotionally with the audience, highlighting the origin and inspiration behind each recipe and product.

Step 2: Active Interaction with the Community

May 2024

The second step would involve establishing a strategy to respond to comments, messages and questions in a timely and genuine manner across all social media platforms. Community engagement should be encouraged through contests, polls and user-generated content campaigns. In addition, Soul Bite Food Inc. could organize online events, such as live broadcasts or Q&A sessions to maintain direct and personalised communication with followers.

Step 3: Measurement and Continuous Optimisation

June 2024 - December 2024

An ongoing process of measurement and optimisation is important to ensure the long-term success of Soul Bite Food Inc.'s social media strategy. Follower growth, post reach and community engagement should be monitored. It is important to regularly analyse content performance and audience interactions to identify trends and areas of opportunity. Adjust social media strategy on a regular basis, constantly optimising content to maximise impact and reach.

Conclusion + Success

In conclusion, the Expansion of Social Media Recommendation would allow Soul Bite Food Inc. to increase product reach, community engagement and in general brand awareness. Our criteria for success will be measured by follower growth, post reach and community engagement. In addition, audience loyalty will be assessed through follower retention and continued interaction with the content.

Recommendation 2: Product Packaging Reconstruction

How will Soul Bite Food Inc. maximize their packaging to share their social venture story & attract consumers?

About this Recommendation:

Based on the research & methodology previously mentioned in this report, along with in the Appendix, this recommendation was constructed to address the lack of brand awareness by attracting consumers through engaging, unique, and bold packaging, and create an emotional connection with the consumer through storytelling.

Storytelling on the back & top of the box:

Reconstructing the back and top of the box to utilize the limited space is crucial in this strategy. Current the box has the French translation of the front on the back of the box. And the top of the box includes the Best Before Date, and the top of the box has the company name, address, phone number, and website. Since this information is required to be included, it will be moved elsewhere on the box, because prioritizing the most visible box sides will deliver the message the best.

Nutrition & Health Label & Attributes highlighted:

As the product is vegan, and the target consumer segment is Health Conscious individuals, highlighting the Nutritional label, which is currently on the bottom of the box, as well as highlighting key health attributes of the product would attract their target segment. Protein is a key point to note based upon research. As the health is extremely important to Soul Bite Food Inc. and its team, making this a key point of differentiation is crucial.

Bigger & Bolder:

Based upon primary and secondary research, it is in the best interest of Soul Bite Food Inc. to enhance current aspects of their packaging by making it bigger and bolder. For example, one of the strongest and most important points of differentiation is their social impact. Making their statement of social impact "50% of our profits are doated to charities dedicated to fightnig hunger & combating food waste", bigger and bolder would better portray this message and attract consumers.

Making small changes can make large differences in terms of packaging. Soul Bite Food Inc. is competing for the ideal shelf space, and through this packaging reconstruction, the product box will attract consumers from any spot of the shelf. Based upon primary research of a competitive analysis, secondary research, and a prototyping process (see Appendix), the packaging reconstruction recommendations are suggested as follows.



Prototype Images: Before (left) & After (right)

Front



- Enhances the social impact to be more clear to attract consumers.
- A more clear consumer engagement approach using a clear QR code.

Back



- Grabbing the attention of consumers through storytelling of the company mission, and social impact.
- Utilizing box space by removing repetitive imagery.

Left



- Including Heating Instructions in both French and English on the same side
- Adding "How we suggest you eat it!" section, for Soul Bite Food Inc. Team members to suggest their favourite ways to eat the dish. Whether with a side, sauce, or complimentary food item, this is an area where consumers can make the best of the product and try new techniques.
- Utilizing box space by removing repetitive imagery.



Prototype Images: Before (left) & After (right)

Right



- Moving the Nutrition Facts Label to the side to be easily viewable by the health conscious consumers Soul Bite Food Inc. is targeting.
- Highlighting the strong health attributes that the product contains to better grab the attention of consumers.
- Organizing box space to have all health related topics in one place.

Top



Before

- Grabbing the attention of consumers through strong slogans that create an emotional connection.
- Utilizing the top of the box for the many stores that keep Soul Bite Food Inc. products on bottom and lower shelves.



After

Bottom



Before



After

- maintaining regulations for food item packaging, while utilizing the space and box orientation to better attract consumers.
- Health conscious consumers care more about nutritional contents than the contact information of the company.

Maintaining the theme, flow and uniqueness of the packaging was important in creating these prototypes. These images were prototyped with the intention for Soul Bite Food Inc. to adopt the ideas, concepts, and new additions provided in this strategy. These images are not prepared for direct printing to the box manufacturing.

Recommendation 2: Product Packaging Reconstruction

How will Soul Bite Food Inc. maximize their packaging to share their social venture story & attract consumers?

Risks & Mitigation

Potential Risks with Recommendation 2:

1. Opportunity Cost: The opportunity cost in terms of time, cost, and effort, may be greater as these resources may have been better utilized elsewhere in Soul Bite Food Inc. if there is not a visible increase in consumer engagement and sales.
2. Packaging Regulations: Packaging regulations in the frozen food sector in Canada has the potential to alter their current mandatory regulation list for companies, causing a new packaging design be required to be put into place.

Mitigation Potential Risks:

1. Small sample of packaging manufacturing: initially creating a small sample of this new packaging design will help mitigate the risk of Opportunity cost in terms of cost, if there is not an immediate visible increase in consumer engagement and sales. As sales increase, and the new design is helping solve the issue at hand, a new batch can be created.
2. Consult a professional in the field: If the risk of new packaging regulations is strong, consulting a food industry marketing professional on this topic to forecast new regulations would help mitigate this risk.

Risk of Not Implementing Recommendation 2:

There is a significant risk to Soul Bite Food Inc.'s brand awareness if this strategy and new packaging design techniques are not adopted in the near future. This strategy provides a strong sense of storytelling and consumer-brand relationships, and without emphasizing the mission and values of Soul Bite Food Inc. as a social venture, then the risk of losing potential loyal consumers, as well as potential health conscious consumers is probable.

These risks are important to consider, but not points to turn away the opportunity to adopt this recommendation and increase their consumer brand-awareness, and therefore increasing sales. Taking calculated risks are crucial for growth, and these low-risk factors mentioned, along with their mitigation suggestions are worth taking this calculated risk of implementing the new packaging design.



Recommendation 2: Product Packaging Reconstruction

How will Soul Bite Food Inc. maximize their packaging to share their social venture story & attract consumers?

Implementation Process

Step 1: Optional Team Consulting April 10th - April 27th, 2024

Consulting with the Team on potential prototyping, changes, alterations, and additions for the current packaging design is Step 1 of the Implementation of this recommendation. Having over two weeks to understand the research and methodology, proposal, and strategy of this recommendation while also discussing potential options and opportunities on both sides of this client-team partnership will allow for a strong implementation into the Soul Bite Food Inc. Marketing Plan.

Step 2: Beginning of Implementation + Adapting to all Products May 2024

The Soul Bite Food Inc. Marketing Department, as well as other important leads, will begin the implementation process apart from the Consulting Team. If further research, redesign, or edits are thought of after the Consulting Team has departed from the partnership, this is the time to do so independently. Implementing the design for all the product offerings is present in this step. Finalizing the design of the new packaging and transferring it to the manufacturing packaging company would be during this step.

Step 3: Bringing the Design to Life June 2024 - December 2024

Once the finalized version has been created for manufacturing, the new box is prepared for the products. Using the lasting supply of products is crucial, as not utilizing the current supply of boxes would not be environmentally friendly or financially responsible. Bringing the new box design to life and starting to shelf the new design is an exciting part of this process. The timeline for this step is undefined and is dependent on shelf space, current supply, and manufacturing time. Updating websites, and social media on this new design is crucial to further attract consumers and remain up to date.



Conclusion + Success

In conclusion, this Packaging Reconstruction Recommendation would allow Soul Bite Food Inc. to share their mission, story, and values to consumers to create an emotional connection to their products and brand, leading to an increase in sales. Our criteria for success of feasibility, ease of implementation, and mission-oriented, perfectly match this recommendation, and will lead to a successful increase in brand-awareness among their target segment.



Future Plans & Milestones

These deliverables are categorized into strategic recommendations and are aimed at enhancing the company's market presence, consumer engagement, and overall brand value. The following deliverables are presented as such:



- **Enhanced Digital Footprint and Social Media Campaigns:** Proposing a comprehensive strategy to increase the company's visibility online, this deliverable focuses on utilizing social media platforms and influencer partnerships. The goal is to showcase Soul Bite's healthy products and its commitment to social causes. This will help further engage a broader audience and build brand awareness.
- **Rebranding and Packaging Redesign:** This deliverable recommends a redesign to better communicate the brand's commitment to sustainability, health, and social impact. The new packaging design will include sustainability communication, distinct storytelling, interactive elements like QR codes, and more pronounced ethical messaging.
- **Market Expansion Strategies:** This will include exploring new distribution channels and market segments to increase product availability and accessibility. Suggestions include partnerships with additional retailers potentially for the future, exploring online sales channels, and identifying niche markets that align with the brand's values.

The parking lot of ideas in the appendix hold significant value for Soul Bite's long-term strategy. As the company increases its funding and brand awareness through current recommendations, these additional ideas will become increasingly available for implementation. Integrating them could further strengthen the company's market position and social impact. Thus, it's recommended to revisit these ideas in future phases of growth.

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Appendix

Appendix - SWOT Analysis

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • Unique Product Offering: Healthy comfort food that taps into traditional Eastern European and Middle Eastern recipes, providing a unique offering in the market. • Social and Environmental Impact: Strong commitment to fighting food insecurity and food waste. 50% of profits donated to charities like ILCS • Brand Recognition and Awards: Established credibility through awards and recognition, including the Premier's People's Choice Award from the Small Business BC Awards in 2022.* • Community Support: Direct partnerships with grocery stores for food redistribution, supporting low-income families, refugees, single mothers, and other vulnerable individuals. 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • Scale and Distribution: As a social enterprise, there might be limitations in scaling up operations and expanding distribution networks compared to larger, more established food companies. • Limited Brand Awareness: Outside of its existing customer base and networks, the company may struggle with gaining wider recognition in the highly competitive food industry. • Resource Constraints: As a social enterprise, there may be limited resources for marketing, research and development, and scaling operations, which could restrict growth opportunities.
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Partnerships with Larger Retailers: Expanding distribution channels by partnering with larger retailers could increase reach and sales. • Online Sales Expansion: Developing a robust online sales platform could open new markets and increase direct consumer engagement. • Brand Collaborations: Collaborating with other brands that share similar values could enhance brand visibility and access to new customer segments. 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Competitive Market: The food industry, particularly the health segment, is highly competitive, with many parties vying for consumer attention. • Economic Downturns: Economic uncertainties can impact consumer willingness to pay a premium for socially responsible products. • Climate Change: Environmental factors affecting agriculture could disrupt the availability or increase the cost of ingredients used in their products.

*(Small Business BC Awards, 2023)



Appendix - Parking Lot

The Parking Lot is an item included the appendix to showcase the idea generation process, brainstorming throughout this iterative process, and the conclusions made along the way. 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.

- 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 other product lines.
 - a. Evaluative criteria: This was not chosen because it did not directly address our problem statement, and the feasibility was not strong enough to further analyze the opportunity here.
- 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 current offerings.
 - 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 product/recipe knowledge is a more ideal approach.
- 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 competitors.
 - 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 values and mission turned us away from this opportunity.
- 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 sampling pushed us towards considering this approach.
 - 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 this suggestion was not suitable.

Appendix - Prototyping Process

The Prototyping process throughout this iterative process of finding potential solutions and recommendations that are the most suitable for Soul Bite Food Inc. to strengthen their brand-awareness to increase their sales, had many different mockups. As the prototyping technique is to test and refine the ideas and solutions at hand, there are many stages of this prototyping process. These are useful to understand the different concepts, stages, and ideas that went through the team discussions and inspired the final product of the prototype of the recommendation.



Appendix - Six Thinking Hats

Decision: Should Soul Bite Food Inc. transition its branding from Vegan foods to plant-based/healthy foods?

FACTS & FIGURES

- Most important when purchasing frozen meals?
 - 32 % taste, 25 % price, 10 % healthy, 9 % ingredients, 7 % brand (Statista, Jan 2023).
- 3.9 % of BC population is vegan and 8.6 % vegetarian as of 2018 (Made In CA, 2024).
- Growth of ready-to-eat foods is 5,7 %. Market size is 6.6 B USD (Statista, Nov 2023).

EMOTIONAL VIEW

- Rebranding and repackaging could enable Soul Bite Food Inc. to place greater emphasis on their social impact, enhancing their storytelling.
- By transitioning to healthy food, Soul Bite Food Inc. would be judged on taste and not on people's perception of veganism.

CONTROL & ORGANIZATION

- Are the sales limited because of the vegan branding or recipe awareness? Or both?
- Is it more difficult to get into supermarkets when branded as plant based/healthy?
- Is there a way to try, to partially rebrand?

NEGATIVE ASPECTS

- There is **too many competitors** in the frozen food market making it difficult to differentiate.
- **Expensive** to make the transition.
- Consumers **prefer** foods they **know tastes good**, over healthy food. Thus, transitioning would not make a different.
- Risk of **losing loyal customers**.

POSITIVE THINKING

- Opportunity to **enter a broader market**.
- Consumers **dare to taste** the food.
- **Increased sales** while keeping loyal customers.

CREATIVITY & NEW IDEAS

- **Launch a new product** to enter the broader plant based/healthy foods market.
- Hand out samples in store. Enables consumers to try your food and gives a chance to tell your story.
- Package the food as a meal - without extra preparation needed. Potentially lowers the barrier to try the products.

HOW DID THIS ACTIVITY HELP US? By clearly stating which perspective from where we were viewing the decision this method enhanced our decision-making by promoting structured, diverse perspectives, encouraging outside-the-box thinking, and enriching discussions.

HOW ARE WE GOING TO USE THIS ACTIVITY? By referring to a specific hat in future discussions our discussion can be both more effective and in-depth.

Appendix - Assumption Dumption Activity

Problems and their assumptions:

1. Ambiguous brand identity causes lack of brand awareness of the company.

- Lack of brand awareness could be caused by other reasons but the main reason is having an ambiguous brand identity.
 - Main reason for lack of brand awareness is due to lack of marketing.
 - (There is only room for improvement).
- Assuming package does not clearly display mission ILCS partners (FACT)
 - It does (not really).
 - Opportunity to display story of Soul Bite Food Inc. and ILCS (plus Ali and Igor).
- The more people know about this company the more sales they'll have.
 - People know about it, but they don't like the recipe/find it expensive so they don't purchase it.
- Lower prices to see more sales - use extra income for better marketing etc...
 - Maybe improve marketing to increase sales (while maintaining same prices).
- Too expensive.
 - Price just right for cause/ can't lower prices until we know more about COGS.
- Can have more sales.

2. High price narrows our audience reach.

- High maintenance costs (overhead costs) are reasoning for high pricing.
 - i. Perhaps product costs are higher than maintenance costs.
- Expensive/inefficient production.
 - Perhaps efficient production (it's just inefficient profit margins).
- Audience reach would be mainly caused by high prices but could also be caused by mismanagement.
- Addressed towards student.

3. Lack of product diversification leads to a narrow customer segments.

- Majority of people prefer products not marketed as vegan.
- Would prefer non vegan food maybe vegetarian.
- Product variety might lead to a larger customer segment.
- Soul Bite Food Inc. doesn't have enough resources.

Appendix - Peter Lynch Approach

When: 5th of February

Where: Whole Foods Market Kitsilano

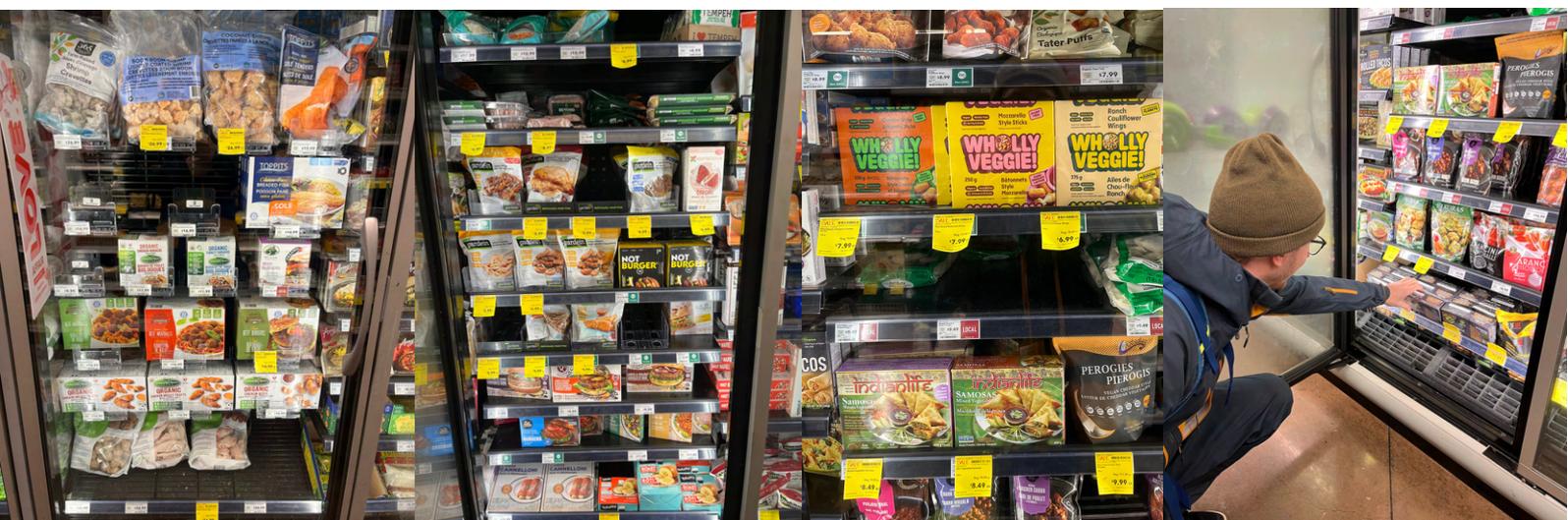
Why: To gain a better understanding of Soul Bite Food Inc. and its competitors.

Takeaways:

Upon entering the Whole Foods Market in Kitsilano, Soul Bite Food Inc.'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 Inc. 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 Inc.'s products are priced higher than those of its indirect competitors.

Key Findings

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



Appendix - Client Partner Q&A

Friday February 2, 2023 (9:30am)

- Do you also know what the Manufacturing costs are approximately per box off the top of your head? (sara)
 - - email.
 - getting machines to make it faster.
 - COGS - material 2.8\$ for
- Who are the charities that 50% of Soul Bite Food Inc. profits are donated to? There is mention of ILCS, but are there any other charities? (Sara)
 - looking for expansion to africa
- What is the manufacturing cost of the production? (Alma)
 - Email
- What are your marketing strategies as of now? What is your audience reach (customer segment) as of now? (Alma)
 - Ads
 - Attract vegan population including vegetarian
 - Switch on to plant based but removed it
 - And talking more about healthy and nutritious food
 - Trying to make a tiktok channel
 - Trying to get students to help them with the strategies

Appendix - Client Partner Q&A

Friday February 2, 2023 (9:30am)

SOUL BITE FOOD INC.

- Healthy nutrition food. Removing vegan and vege from marketing strategy
- Some surveys and demo done orally asking question at farmers market
- Questionnaire at UBC students - provide samples and give mark and choose the best one. - send email
- Ali and Igor are volunteers for Soul Bite Food Inc. - paying for staff
- Sould Bite Food Inc. - breakeven point still. No revenue. They are paying the renting in kitchen, shelf, staff.
- 30 % catering, 70 % sales from stores approximation
- Items: food meal - cabbage role, egg plant
- Appetizer: pastry
- ***Designed box: main job - marketing for giving a gift, valentines etc (delviering to people as a gift) - loved this concept. Not selling much - but COGS cheap and selling for lots
 - Some companies like Edible; beautiful display
- Could be a great idea/concept!

PRODUCTION

- Operational process for Soul Bite Food Inc.: buying from local producer/wholesaler (fresh mushroom leak, cabbage), rent kitchen - process and bake and pack and delivery distributor. Some distributor by ARSA
- Each week different product for production in kitchen
- Projections based on history and inventory
- Deep freeze and vacuum (adding extra layer security so extended shelf life up to three year but they put 2 years for Best before date).
- stores call based on their need.
- Burning through money too quickly - wages (both ILCS or Soul Bite Food Inc.)
- Volunteers only working like 4 hours per week. Some of the people are paid - ones running the charity
- Revenue for Soul Bite Food Inc.

Appendix - Client Partner Q&A

Friday February 2, 2023 (9:30am)

NOTES

MARKET/MARKETING

- They are not rushing too much - market demand for their product not huge.
- *****Brand awareness is too low! Lots ppl never heard of us
- Marketing implementation was not good
- Parents over 40 is customer segment,
- Students finding (“A “”good””) job is second segment look at
- Trying to find how a business can be successful is what they are looking for
- No soul, so it didnt become viral
- ?? YES, some van based marketing with a Vegan ceo apparently. Doing mostly social media.
- They have reached a lot of van based influencers (100k followers asking for serious money for a min of product screen time). “Must have a million followers to make it”
- Marketing on package
- Provide samples for free to talk to influencers and Igor talks to them. Limited and cautious for paying money

ILCS

- ILCS cartoon question:
- 50 billion dollars of food waste?
- Need staff to facilitate the volunteers, distribution site, ali “money”,
- Source of money - grocery stores pay for dumping the food waste to the city
- 4.20\$ from each store going to pick up food
- Not getting any
- Any other revenue streams - people donating
 - Professor donated to the charity with big cheque (bigger than three cities (North Van, west Van, district of North Van donations combined).
- Training for volunteers: go a couple times as a driver, how to act in a store, how to measure, getting knowledge and training through example.
 - How to act with the clients, basic training.
 - Food safety

Appendix - Client Partner Q&A

Friday Feb 16, 2023

Questions and Answers

Given that Soul Bite Food Inc. is trying to maximize profit, would you be willing to expand into different ethnic markets by selling more ethnically inclusive products?

- They started with Jams. they won second place in some award in Feb 2020. Needs mass production to be profitable. Wanted to switch to vegan foods, most people with them wanted to do something healthy and not meat since most are vegetarians. One canadian chef came out and told her the mission, vision, and she wanted to help. So she came and so everyone prepared dishes and they chose ten of them and tested them in tennis club golf club with some clients and got votes from those people. Stuffed egg plant is the canadian made one. Golden prairie - canadians are love with it. Asians in the group do not love the egg plant. But golden prairie is super loved by everyone.

Currently your products cover ethnic markets such as eastern europe and middle east. Have you thought about expanding your products to include a more ethnically inclusive spread of people?

- Have thought about it, it's more expensive to try to expand product line
 - No money right now

Notes:

Loblaws \$35000 listing fee, other bigger grocery stores also require a very expensive listing fee

Medium size grocery stores upon first order of products are free. After they would need promotional events, usually 10% discount given to them

Skeeps 35% -> Distributor keeps 35% -> Consumer

Appendix - Client Partner Q&A

Friday Feb 16, 2023

Questions:

What industry do you see Soul Bite Food Inc in? Frozen food industry? I know there was mention of three different industries in the last class - frozen food industry, vegan/plant-based food industry, and ready to go meal industry?

- Vegan to plant-based to healthy
 - (melody) Changing the packaging - says olive oil big and says nutrition fact ... havent changed the boxes yet - all of their customers are loyal vegans,
 - 2 different ads on vegans catering (15000) and healthy catering (5000)
 - In transition on website of wording
 - Hired a new marketing manager 2 months ago - all of her ve
 - Most sales - vegan supply, donalds market order regularly
 - Even kids can read the ingredients.
-
- Ali Haeri is concerned with moving to healthy fully since the customer base is so strong for vegans. Vegans know them.

How much does it cost per box and the split - cardboard box, food ingredients.

Items	Raw Material	Labor	Selling price to distributor
Balkan Mushroom	\$ 2.9	\$ 3	\$ 8
Taste of Persia	\$ 2	\$ 2.8	\$ 8
Cabbage Rolls	\$ 1.5	\$ 3.7	\$ 8

Profit

Balkan Mushroom \$2.1

Taste of Persia \$3.2

Cabbage Rolls \$2.8

What previous products did you sell? (if other than 4 products, ask why they stopped selling them?)

- Had previous one, stopped selling thru distributor (frozen) - stuffed egg plant, selling it in Deli in grocery stores now (Whole foods, choices). Having many orders rn. Very time consuming production and high costs. Some size egg plants were too big to be for box for frozen food section so selling in deli (Ali Haeri talked on this point)

Where do you think the problem is?

- Revenue stream low
- Low brand awareness
- Poor social media channels
- \$100,000 sales yearly

Appendix - Client Partner Q&A

Friday 8th March

Social enterprise doesn't harm their investments in Soul Bite Food Inc.

Need to sell 4 pallets per month. They are currently selling one - around 30k boxes per year

UPDATE: Applied to be among the 8 company who can pitch in front of a panel.
“<https://www.chfanow.ca/vancouver/launch-pad/>”

Among fifteen - 8th finalist. Got a two minute pitch in front of a judge.

Then he's talking about his certification thing - not going to comment on it.

Appendix - Client Partner Q&A

Friday 15th March

- Who gets grants? ILCS as well as Soul Bite Food Inc.. Is there any donations or assistance outside of internal team contributions
 - General for all the groups - Soul Bite Food Inc. still for profit. Not any special grants for Soul Bite Food Inc.
 - Food mesh is for profit - got huge 1m grant - special connection
 - Buy BC partnership program - they will cover 50% of cost of box with logo on it.

Who is your target audience?

- Women older than 30
- Can you go over the timeline in which you decided to target vegans - when did you decide that and did you decide that from the start? ?

Did you decide to start initially targeting vegans, if so why?

- Rahana - didn't want to sell meat - our personal beliefs didn't want to sell meat.
- 4 years ago - big push for plant based - growing trends
- Switched to healthy - limiting customer
- Zero cholesterol, natural ingredients
- Would consider selling meat
- No for meat for Igor - cruelty reasons and value reasons
- Have they tried advertising to Facebook Groups previously? If so, which ones?
How were the results?
 - S advertising
 - One part time person who does advertising - all they said was nothing they have done has been effective

Small update

- BC food and beverage convo - selling food to health industry
- Sell to hospitals !!
- Looking into selling to other sectors - BC ferries?

Appendix - Business Model Canvas

The Business Model Canvas

<p>Key partners What are your key partners to get competitive advantage?</p> <p>Soul Bite Food Inc.</p> <ul style="list-style-type: none"> • Vancity • Government of British Columbia • Buybc • Spirit of Coquitlam Grant • ILCS (Immigrant Link Centre Society) • University health clubs for promotional events • Social media content creators 	<p>Key activities What are the key steps to move ahead to your customers?</p> <p>ILCS</p> <ul style="list-style-type: none"> • Social media engagement • Community engagement • Food collection, deliveries and sorting <p>Soul Bite Food Inc.</p> <ul style="list-style-type: none"> • 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 	<p>Value propositions How will you make your customers' life happier?</p> <p>ILCS</p> <ul style="list-style-type: none"> • Non-profit organization • Free food delivery service • Enabling access to healthy foods • Preventing food waste • Volunteer engagement <p>Soul Bite Food Inc.</p> <ul style="list-style-type: none"> • 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 impacts the company's social impact and commitment to sustainability • Enhanced brand presence through strategic city-wide advertising and targeted social media campaigns 	<p>Customer relationships How often will you interact with your customers?</p> <p>ILCS</p> <ul style="list-style-type: none"> • Volunteer programs • Community engagement <p>Soul Bite Food Inc.</p> <ul style="list-style-type: none"> • 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 	<p>Customer segments Who are your customers? Describe your target audience in a couple of words.</p> <p>ILCS</p> <ul style="list-style-type: none"> • Immigrant families • Individuals/Families that fall within the LIICO (Low Income Cut Off) • Individuals in need of free healthy food options • Individuals/Families receiving benefits or income assistance <p>Soul Bite Food Inc.</p> <ul style="list-style-type: none"> • 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
<p>ILCS</p> <ul style="list-style-type: none"> • Vancity • Save on Foods • ILCS (Immigrant Link Centre Society) • IGA • Food Mesh • Rotary Club Port Moody • Fresh St. Market 	<p>Key resources What resources do you need to make your idea work?</p> <p>ILCS</p> <ul style="list-style-type: none"> • Volunteers • Paid employees • Government grants • Individual donations • Delivery vehicles • Corporate sponsorships <p>Soul Bite Food Inc.</p> <ul style="list-style-type: none"> • Manufacturing plant • Food chefs • Warehouse • Social media presence • Food stock • Willing partnerships • Develop marketing materials, such as city banners and digital content for social media campaigns • Social media marketing expertise, potentially through hiring or partnering with digital marketing specialists 	<p>Channels How are you going to reach your customers?</p> <p>ILCS</p> <ul style="list-style-type: none"> • Social media marketing • Community kitchen • Immigration services center • Online job listing <p>Soul Bite Food Inc.</p> <ul style="list-style-type: none"> • Social media marketing • Grocery stores • Website • Leverage social media platforms like Instagram & TikTok for advertising, community building, and direct sales through social commerce features • 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 events 	<p>Revenue Streams How much are you planning to earn in a certain period? Compare your costs and revenues.</p> <p>ILCS</p> <ul style="list-style-type: none"> • Receives 50% of profits from Soul Bite Food Inc. • Government bonds • Donations 	<p>Cost Structure How much are you planning to spend on the product development and marketing for a certain period?</p> <p>ILCS</p> <ul style="list-style-type: none"> • Transportation • Communication • Administrative • Insurance & legal compliance <p>Soul Bite Food Inc.</p> <ul style="list-style-type: none"> • Raw materials & ingredients • Production • Marketing & Promotion • Packaging • Allocate a budget for social media advertising, including paid promotions and influencer collaborations • Investment in content creation for social media, such as professional photography, video production, and graphic design • Factor in the costs of events and sample distribution at universities