

Taste of the World



**Marketing Plan
2016-2017**

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*W*elcome to Taste of the World

A trip for your tastebuds. We deliver the world to your doorstep.

Executive Summary

Every year people deal with the issue of wanting to travel around the world but either have too many responsibilities to deal with or lack of funds. This is a problem that millions of people face within the United States. In 2016 out of the 320,090,857 people that live in the United States only 2,565,779 traveled overseas and 6,166,428 traveled to Mexico or Canada. One of the main reasons that people travel to other countries is to experience the unique culture that the country has to offer; including their own set of unique snacks and knick-knacks.

Taste of the World was created for this exact experience. It looks to capitalize on the box subscription industry by sending the subscriber snacks, knick-knacks and fun facts from different countries all around the world. The company will do this by providing each subscriber with a box once a month filled with the unique snacks and knick-knacks of that country. This will be an affordable alternative to a costly vacation. Our product is the solution to a fast-paced, changing world because it brings the culture right to the subscriber's front door. A simple alternative. No hassle. No headaches. Each month is a trip for your tastebuds.

Taste of the World is based on a box subscription model where the customers subscribe to our service and pay a set price for a certain amount of time. We will be competing against other "box subscription" type companies. We differentiate ourselves by focusing on the foreign snacks and treats from around the world. Customers can choose between a single, three, six or twelve month box subscription. To extend the experience, our yearly subscribers are offered a special optional travel package based on one of the countries from their subscription.

We target those who love to try new things and experiences but might not be able to travel often because of personal or financial issues. This is not a gender specific company and anyone can buy from us. Our focus, however, will be on subscribers who are in middle to upper middle class and have an average to above average income. Subscribers fall predominantly in the 25 to 41 year old age bracket.

Company Overview:

Taste of the World is beginning its first year of operation as a C-corp business in the Consumer Goods and Services industry. Our co-founders: Miguel Santin (Chief Executive Officer), and Bella Sirgy (Chief Operations Officer) are the main supervisors for the company, including the leadership team, and their separate associates that make up our business. We are currently located at 1401 South Grand Ave, Santa Ana, CA 92701. Taste of the World is looking for venture capital investors to partner with our company. We are open to expanding our options and working with other investors to improve our business and expand our market.

Company Description:

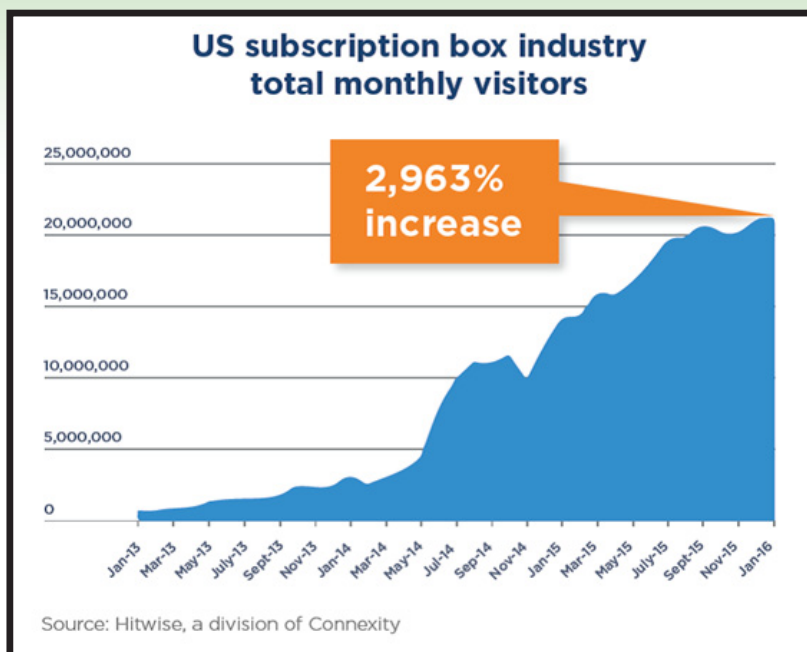
Based on a box subscription model, Taste of the World specializes in delivering exotic treats and gifts from all over the world straight to the customer's doorstep. Our team assembles a box filled with delectable snacks, specialized items, and background information that varies based on different countries as well as your requested selection. Each box will be themed with a specific country and filled with their most popular snacks and specialized items, so every month will be a surprise. In addition, with an added cost, if you are subscribed to our year package, the buyer will have the chance to select one country from twelve options. Our team will then set up an extravagant vacation that the subscriber and any additional members will travel to at the end of the year. Taste of the World is an incredibly unique company that families, young children, and even adults will adore.

Mission Statement:

Our mission at Taste of the World is to provide our customers with an insight into various cultures around the world by simply delivering it to their doorstep.

Industry Analysis

The current market of online subscriptions is a rapidly growing marketplace. The Subscription boxes business model has taken America by storm in the last few years. In a new consumer insights retail report found that visits to top subscription box sites have exploded by nearly 3,000 percent in the United States over the past three years. According to our Hitwise® data, there were more than 21.4 million visits made to a custom category of leading subscription box sites in January 2016, compared to just 722,000 in 2013. By comparison, visits to the Hitwise Retail 500, an aggregation of the top 500 online retail sites, grew by just 168 percent during that same period. While there are numerous regional subscription box services around the world, many of the top sites operate in multiple countries including Birchbox, Dollar Shave Club, loot crate and Graze. Here are the top five sites in the US.



UNITED STATES

Site	Visits	Description
Birchbox	3.6 million	Monthly deliveries of personalized beauty, grooming and lifestyle samples. \$10 a month for women and \$20 a month for men.
Dollar Shave Club	3.6 million	Customers pay between \$3 and \$9 to receive a shipment of the razor blades of their choice monthly or every other month.
Loot Crate	3.1 million	Multiple types of crates for gamers, anime fans or dog owners. Each crate features a curated collection of goods for \$30 and up each month.
Blue Apron	2.8 million	Weekly delivery of the precise amounts of fresh ingredients required to make three home-cooked meals. Cost is \$60 for two people/\$70 for four.
Graze	1.7 million	Four individual snacks selected according to customer's taste are delivered weekly for \$12 per box.

Amounts in local currency unless otherwise stated.
Source: Hitwise, a division of Connexity, and company websites

Competitive Analysis

Taste of the World has two real world competitors that offer similar products and services; World of Snacks and Snack Crate. They are both companies who deliver a box monthly to your door with snacks from all around the world. Customers might choose them over us because we do not offer box sizes, just standard size boxes per order.

Competitive Advantages

An assortment of the finest snacks from all around the world is gathered and placed into a box and then sent right to your door! Not only is it convenient, but it introduces people to snacks they have never heard of from places all around the world.

Personalization has been one of the biggest developments for A Taste Of The World. Not everyone has heard of all the snacks. Subscribers might be apprehensive about trying them all or have certain adversities to food. Whether they are gluten-free, low-carb or vegan we can serve the particular taste of any subscriber. A Taste Of The World allows people to add preferences so that they can enjoy their box comfortably.



Target Market

Subscription box shoppers tend to have above average income and education levels, falling predominantly into the 25 to 41 year-old age bracket and skew more heavily female than the average online shopper. Furthermore, tending to live in multicultural urban neighborhoods in larger cities or the surrounding suburbs, subscription box shoppers are culturally-minded and enjoy active, health-conscious lifestyles. A Taste Of The World's target market is not gender specific or limited by geographic location. We are catering to three distinct demographic groups. The first being the person who is looking to expand their experience of culture. The second to those who are interested in gifting subscriptions to others. We are also interested in a diverse population of ethnic groups. A Taste Of The World is for those who enjoy trying new foods from different places. Our mission is to provide the best snacks for our consumers and to fulfill our consumers needs.

Demographics			
Country	Median Age	Gender: Female	Median Household Income*
US	41	58%	\$78,436 (>6% average)
UK	33	56%	£32,593 (>6% average)
Australia	31	56%	\$71,398 (>11% average)

*Amounts are in local currency
Source: Hitwise, a division of Connexity

Marketing Mix

Product:

Our product is a box subscription service based on a different country each month. Each box is filled with snacks, knick knacks, and a fun fact of that specific country.



Price:

The pricing objective is to maximize profits. Pricing strategy is cost-based where the cost of goods are calculated and the profit is determined by the cost of goods.

Single Box	\$29.99
3 Month	\$84.99
6 Month	\$155.99
12 Month	\$298.99
Optional Travel Package (per person).....	Starting at \$1299



Placement:

25% of sales will come from trade shows, 15% is web based and 60% of sales will be from non-virtual customers.

Promotion:

Subscribers will know about our company through commercials and advertising through social media. The benefits of doing business with us is that we are customer focused and we provide different subscription options.



Positioning:

Unlike other companies our product is a box filled with delectable snacks, specialized items, and background information that varies based off of different countries as well as your requested selection. Each box will be themed with a specific country and filled with their most popular snacks and specialized items. Every month will be a surprise! In addition, with an added fee, if you are subscribed to our year package, the buyer will have the chance to select one country from their twelve options.

SWOT Analysis

Strengths: (Internal)

Taste of The World specializes in selling exotic treats from varying countries all over the world. Our company has several advantages over other corporations because of the combination of; unique foreign foods and items, convenience, and overall experience that we provide. For instance, unlike several grocery stores and marketplaces, our company is able to deliver delectable treats and items straight to your doorstep without the hassle. We strive to spread knowledge of different cultures by providing our customers with informational sheets and facts about the country itself. In addition, we also offer a travel package in which our team assembles an entire vacation to the country of your choice at the end of the year. Taste of The World presents a completely unique, and exhilarating opportunity that people of all age, gender, and race would enjoy.

Weaknesses: (Internal)

Because Taste of the World is a fresh, new company, we have several areas of opportunity and improvement for the business. Our main weakness is maintaining our customer's interest once they subscribe to the company. Yet, we have gathered additional countries, snacks, and items that we will inevitably add onto our list each year.

Opportunities: (External)

After we have developed and refined our business, Taste of the World will have fortuity to partner with popular markets such as Trader Joe's, Target, and Albertsons in order to further sell our product to the general population. Our company's growth will be based off of marketing strategies and expanding our company as a whole in order to upscale into a larger corporation, and be recognized nationally.

Threats: (External)

Our company has an incredibly unique ensemble, filled with plentiful options for our customers, yet Taste of the World's main subject includes fitting into a specific industry, and competing with alternative box subscription companies.



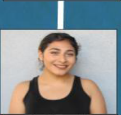
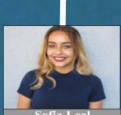
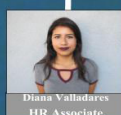
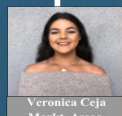
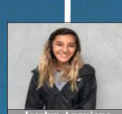
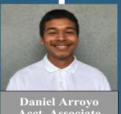
Ownership

Leadership

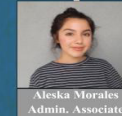
Associates



Accounting Department



Admin. Department



*Taste of the
World*

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