

# IPRO 336

## Marketing Pasteurized Shell Eggs



**Corporate Sponsor:** National Pasteurized Eggs Inc.

**Faculty Advisors:** Prof. Jim Braband, Prof. Suzanne Mueller

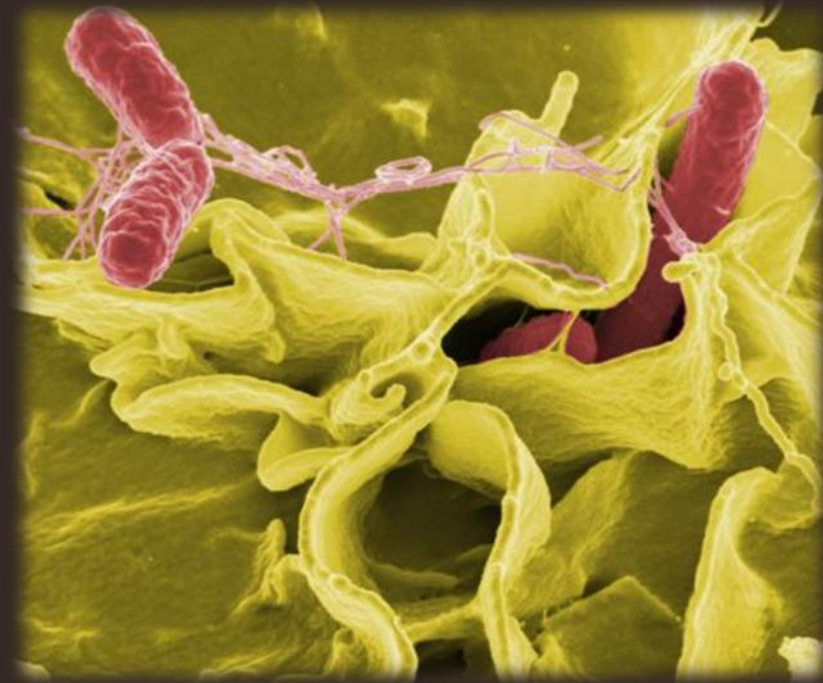
**Student Members:** Amir Rahnavard, Babajide Oke, Carissa Christensen, Constantin Kari, Elizabeth Kuebrich, Mark Chauhan, Meredith Stella, Minjeong Kwon, Monmayuri Ray, Yang Zhao



# Background

*Food Safety is becoming a top priority:*

- Salmonella outbreaks
- Uncooked eggs can be source of salmonella, other harmful bacteria
- Consumers generally unaware of the risks



# Problem

*A huge disconnect between pasteurized eggs and consumer market.*

- Patented pasteurization process for eggs exists
- Product sells well in food service industry
- Slow growth in retail market



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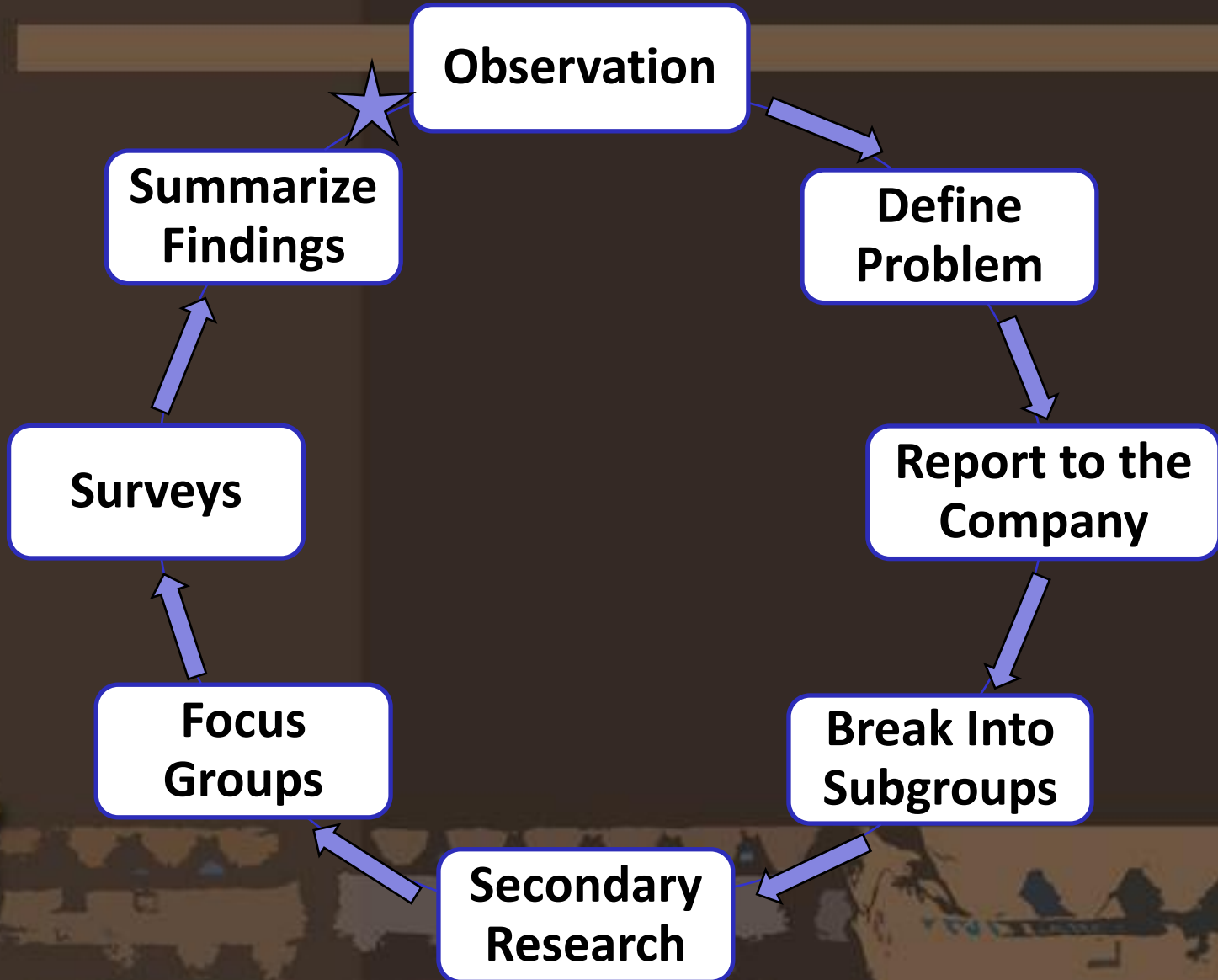
# Goal of the Project

*Provide recommendations to NPE*  
so that they can

- Successfully position Davidson's Safest Choice Eggs
- Generate awareness in the retail segment of the egg market



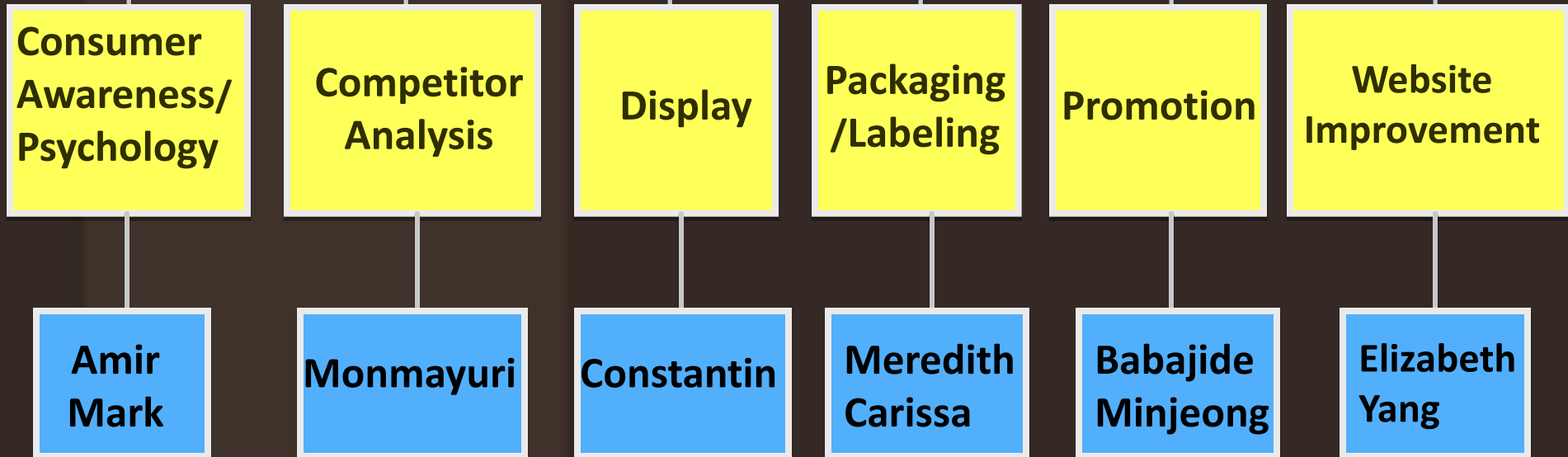
# Action Plan



# Team Structure

**IPRO 336**  
**Meredith**

*Subgroups and Members*



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# Methodology

- Conducted extensive secondary research on food safety and competitive analysis
- Conducted in-store interviews with both the customers and the store manager
- Conducted three focus groups and summarized findings



# Methodology (Cont'd)

- Designed a survey for consumer insight about egg purchases
- Designed a survey for website improvement and collected responses





# Findings

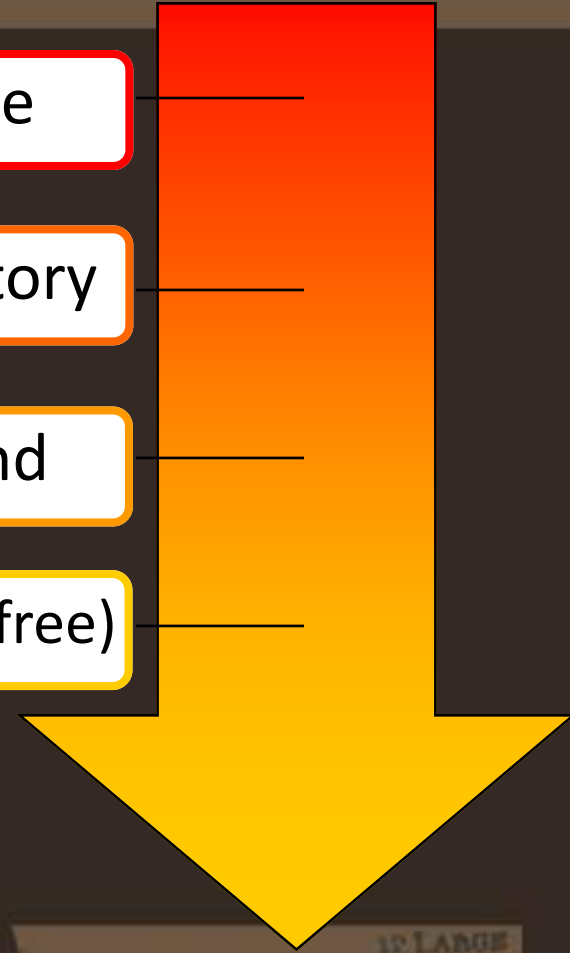
Hierarchy for  
Consumer  
Purchasing  
Influences

Price

Family Purchasing History

Brand

Claims (i.e., organic, cage free)



# Findings (Cont'd)

## *Major Focus Group Findings*

- Most consumers aware of salmonella, less familiar with pasteurization
- However, egg safety not a major concern
- Would pay only minimal amount more
- Claims on carton not generally investigated or verified
- Most consumers unaware of product
- Incentives required for purchase



# Findings (Cont'd)

## *Preferences for the design of the package and label:*

- In general, cardboard cartons
- Limited writing
- No bright or bold colors
- Words other than “pasteurized”
- Recipes



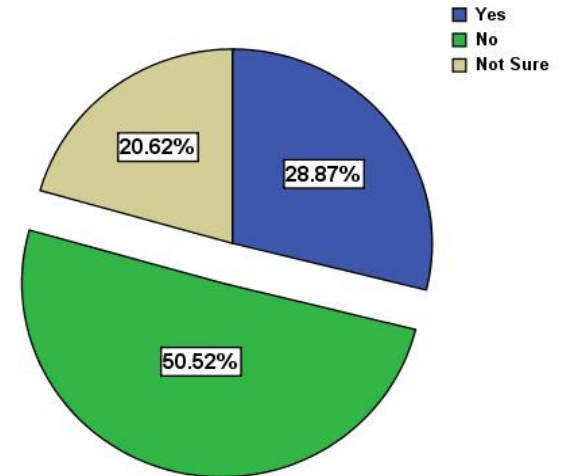
# Findings - Continued

## Website Improvement

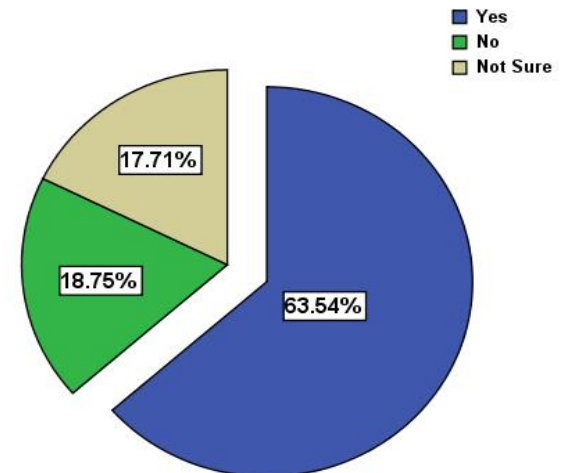
- Brand-name not prominent
- Confusing link headings and difficult navigation
- Lengthy paragraphs



Have You Heard of Davidson's Safest Choice Eggs?



Have you heard of Eggland's Best?



# Major Obstacles

- Finding free or economical resources for primary research
- Learning proper techniques for conducting focus groups
- Designing surveys using Survey Monkey and Question Pro



# Major Obstacles (Cont'd)

- Finding useful secondary research
- Studying how to analyze data with SPSS
- Allocating time efficiently while conducting multiple tasks



# Budget Control

- Opportunity presented itself mid-semester to do nationwide e-Rewards survey at reduced price
- Requested \$500 from sponsor to help with this cost



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# Conclusion

- Gained a strong initial understanding of the target audience
- Developed preliminary suggestions for improving the current marketing plan
- Made significant progress in the area of primary research





# Steps for Next Semester

- Analyze data from the surveys
- Design prototype marketing materials
- Test and revise designs based on consumer feedback
- Finalize a marketing plan for NPE Inc.



# Acknowledgements

- NPE Inc.: Greg West, Beth Patrick, and Jay Berglind
- e-Rewards Inc.
- IIT Office of Institutional Advancement
- Participants of our focus groups and surveys
- IPRO Office
- All of our guests today!



# Questions?

