

I PRO 336

Marketing Pasteurized Shell Eggs



Problem

Uncooked eggs can be a source of salmonella and other harmful bacteria

- Consumers are generally unaware of the risks

Our sponsor, National Pasteurized Eggs and Davidson's Safest Choice Eggs, has a patented pasteurization process

- The food service industry buys their eggs but...
- The consumer market knows little about them or their product



Goal of the Project

Successfully position NPE, Davidson's Safest Choice Eggs, in the consumer segment of the egg market



Organization of the Team

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Consumer Awareness/
Psychology

Amir
Mark

Competitor
Analysis

Monmayuri

Display

Constantin

Packaging/
Labeling

Meredith
Carissa

Promotion

Babajide
Minjeong

Website
Improvement

Elizabeth
Yang Z



10 LARGE

Progress Towards Goals

- Determined areas of improvement based on initial research of the website and visits to local grocery stores
- Met with the President and Marketing Rep from Davidson's
- Secondary research conducted
- Focus group screener and moderator's guide prepared
- Recruited for first focus group
- Created online survey for Website Improvement
- Developed in-store questionnaires



Major Obstacles Encountered

- Inexperience in conducting focus groups/writing surveys
- Underestimation of time needed for tasks
- Finding useful secondary research
- Finding a free online survey site



Anticipated Major Challenges

- Time constraints
- Obtaining all information from focus groups/surveys



Questions?

