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## **ACKNOWLEDGMENT**

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**ABSTRACT:**

Marketing is an important tool for every business in today's business world. Competition is real in today's world, every business is competing with each other on the basis of pricing, product quality, marketing strategies etc. So far for Mashriq Foods it is important to take a step further and improve their marketing strategies to compete in the industry. This report is useful in identifying the use of Enhancing strategies Marketing Campaigns and Social Media in modern global world. The study shows that how it had changed the businesses and helped companies to grow in very short time period and how new companies can enter and grow in the market and capture their share. This study is about Mashriq Foods enhanced marketing strategies, how they market their products, what mediums they are using, and how they can improve their sales practices. This study is about Mashriq Foods enhanced marketing strategies, how they market their products, what mediums they are using, and how they can improve their sales practices. Competition is real in recent world, every business is competing with each other on the basis of pricing, product quality, marketing strategies etc. Specially everything is available online and in this Pandemic times there is a rise in Online buying and selling. So for Mashriq Foods it is important to take a step further and improve their marketing strategies to compete in marketing world sale products through social media and try to grab customers online and grow their business. This will not only help them grow their business but also by adopting new methods of marketing they will be well known and will have a lot of customers from whole over the world.

The study is conducted to determine the marketing strategies that can be used to enhanced the brand value of Mashriq Foods and the research has introduced new marketing techniques in this company to improve their business output and reach. As they are lacking in terms of marketing as they are new in to the market and due to shortage of budget selected marketing ways can be implemented.

## **INTRODUCTION ABOUT THE PROJECT:**

A Marketing Campaign includes the execution of a promoting technique across every one of the advanced channels where purchasers draw in with a brand, generally to further develop an organization's transformation rate. To start a campaign marketers should know who their customers are, how to target them and how to increase the reach. Marketers should connect marketing campaigns across all the channels. In today's world Marketing is a very important tool for every business to grow, because of the competitive market and many players dealing and catering the same audience. Business do their promotions through different marketing strategies, using different ways to create brand awareness and to gain mass reach among the audience which includes influencer marketing, tv and advertisement, social media, post content, do online purchase and selling, and many other traditional marketing techniques to gather and grab customers from all across the targeted region easily. Every business is now competing on the terms of how they can spread more awareness about their products through different marketing channels and so MASHRIQ Foods will now enter the marketing world and compete with its main competitors like Mehran spices, SWAAD etc. on the digital, social media and every other marketing platform. The spice business is one of the fundamental enterprises essential for practical turn of events. It very well may be viewed as the backbone for improvement. MASHRIQ food basket is small scale spices manufacturer based in Rawat industrial state started its operations back in 2019. Its main business activity is manufacturing, marketing and sale of packed spices of different variety used across the different regions of the country. The company is basically in the initial stages and have limited resources to market its products. Marketing with limited resources can be challenging, but there are still a number of strategies that can be effective. Focusing on low-cost or free marketing channels, such as social media and content marketing. By creating valuable and engaging content, and using social media platforms to distribute it, you can reach a wide audience without spending a lot of money. Another strategy is to focus on targeting a specific niche or segment of the market. By understanding your target audience and tailoring your marketing efforts to their specific needs and interests, you can make the most of your limited resources. Networking and PR is also an effective way to reach out potential customers with limited resources. Joining local trade organizations or attending industry events can be a great way to get your name and your business out there, and to connect with potential customers. Staying with in the limited resources we have to design and implement such marketing strategy to launch campaign in the areas which can be more productive and having higher rate of retention so that maximum number of Audience can be captured in minimal resource used.

Since we have established the fact that without marketing no business can flourish. This project is about how to enhance marketing strategies of Mashriq Food Basket.

The brand is currently facing issues regarding marketing strategies and it is affecting the business as well. We diagnosed the problems related to the marketing, and other aspects which might affect marketing.

The problems have been identified with detailed analysis, and possible solutions are recommended at the end of this study, to provide future direction of marketing efforts as to how to increase brand awareness, and sales of the brand through appropriate marketing strategies. Implementation of marketing plan has been suggested, in order to make sure everything goes fine.

### **COMPANY PROFILE:**

MASHRIQ Food Basket, known as MASHRIQ Foods was founded by MR Hassam Awan and currently he is leading it as the CEO. Alongside with his managerial and other team. MASHRIQ Foods is a Pakistani company that specializes in the production and distribution of spice mixes and other food products. The company was founded in 2019, and it has since trying become one of the leading brands in the Pakistani food industry. MASHRIQ Foods' product line includes a wide variety of spice mixes for traditional Pakistani dishes such as biryani, korma, and tikka, as well as pickles, sauces, and other food products. The company is known for its use of high-quality ingredients and traditional Pakistani recipes, and it exports its products to many regions around the country, with the Tagline of MASHRIQ Food Basket **DIL SE DRASTKWAN TAK**, which basically attracted a lot of audience as spices are mainly used as an essential in daily lives and people have a very rich taste in terms of foods in our region.



## PRODUCT LINE:

Our product lines vary from different kind of spices originated from different areas of the world and then blended together to get the authentic and perfect taste.

MASHRIQ foods basically offers a variety of spice blends and seasonings. Their product line includes:

**Garam Masala:** A blend of ground spices used in Indian cooking.

**Tikka Masala:** A blend of spices used to flavor chicken tikka and other dishes.

**Biryani Masala:** A spice blend used to make biryani, a popular South Asian dish.

**Curry Powder:** A blend of spices used to make various types of curry dishes.

**Chat Masala:** A blend of spices used to make chaat, a popular street food in India and Pakistan.

**Chicken Masala:** A blend of spices used to flavor chicken dishes.

**Barbecue Masala:** A blend of spices used to flavor barbecue dishes.

**Chana Choley Masala:** A blend of spices used to make chana masala, a popular vegetarian dish in India and Pakistan.

**Beef Masala:** A blend of spices used to flavor beef dishes.

**Vegetable Masala:** A blend of spices used to flavor vegetable dishes.

This is not a comprehensive list and the exact product line may vary by region and availability. Some of the packed masalas of our current product line with the tagline of our company.



## COMPETITERS:

The spice industry is a highly competitive market, with a wide range of players including large multinational corporations, small and medium-sized enterprises, and independent farmers and growers. The market is segmented by product type, with major categories including herbs, pepper, ginger, turmeric, and others. The industry is also characterized by a high degree of variability in terms of product quality, which can be influenced by factors such as cultivation practices, harvesting methods, and processing techniques. Many big companies also prefer to sell their own brand. In addition to these traditional players, there is also a growing number of online retailers and specialty stores that are entering the market, which is leading to increased competition and greater product diversity for consumers. With the world population growing and the demand for different cuisines increasing, the spice industry is expected to grow in the future.

Keeping our targets and audience in our mind we are competing with the Giants like SHAN or NATIONAL Foods, who are the market since last 4 or 5 decades and have a huge market inside and across the borders. We are in competition with the local and regional manufacturers which are basically operating on a comparatively smaller scale like MEHRAN, SWAAD, MEEZAN, PHOOL, AND KASHAN MASALAS etc.

## MEHRAN FOODS

MEHRAN FOODS started their journey back in 1975 in Middle Eastern market and entered domestic market in 2011. Primarily known for their pickles and chutneys and other ready to mix spices in their product range. They are based in Korangi, Karachi.





## SWAAD

SWAAD is the recent venture launched by STANLAY Foods, a sub company of famous STANLAY pharma industries, which is the highest market share holder in its own pharmaceutical capacity. The SWAAD manufacturing industry is located in the industrial of Hayatabad, Peshawar.



## MEEZAN

MEEZAN spices is a Kashmiri based spices brand, largely operating locally in many areas of Azad Kashmir, such as Bagh, Poonch and lipa valley of Kashmir. It is prominent brand of spices used that region and giving us competition as we want to create our consumer base in that region.





## Kashan Foods

Kashan Foods, mainly working as an online food and spices provider which provides homemade spices and herbs, dealing mostly through social platforms and capturing the targeted audience through different digital platforms. They are mainly operating and processing their material from suburbs of Rawalpindi.



## PHOOL:

A venture of A.R Foods, having different ranges of spices and sweet product in their ranges, operating since 1970, AR foods launched there spices product with the brand name of PHOOL to capture households, they are operating from Hattar industrial area.



## **COMPETITOR ANALYSIS:**

Competitor analysis helps a company understand the competitive landscape of their industry and identify opportunities and threats. By understanding the strengths and weaknesses of competitors, a company can make informed decisions about their own business strategies and positioning.

By understanding the strategies and tactics of competitors, a company can identify new opportunities for growth and expansion. Brands can use competitor analysis to benchmark their own performance against that of their competitors. This can help them identify areas where they need to improve and areas where they excel.

Mashriq food Basket can use competitor analysis to stay informed about changes in the industry, such as new technologies or shifting consumer preferences, and adapt their own strategies accordingly. Mashriq Food needs to regularly keep analyzing competitors, a company can anticipate changes and proactively develop strategies to stay ahead of the competition.

Understanding the pricing strategies of competitors can help a company to lower their own costs or prices in order to remain competitive.

Base	Mashriq Basket	FoodSawaad	MehranFoods	National Foods
Product quality	10	10	10	10
Price	8	7	7	7
Place	5	8	9	9
Promotion	3	6	9	9
Positioning	4	7	10	10
Reputation	7	8	10	10

People	6	7	9	9
Partnership	2	5	7	9

As seen in the chart, Mashriq food has a few strong areas, but it also needs an improvement in a few areas

### **PROBLEM DEFINITION:**

MASHRIQ Foods has been operating in the food industry for the past 3 years, but we have struggled to gain a significant market share and have been unable to effectively compete with other established brands in the industry. Despite offering high-quality products and consistently seeking out new and innovative ways to improve our offerings, we have been unable to attract and retain a significant customer base. As a result, our brand's growth has not been up to the level and we are at risk of falling behind in an increasingly competitive market. We need to find a way to differentiate ourselves from the competition and increase our market share in order to continue to grow and succeed and find a significant market share in the market.

Some of the following points are highlighting problems:

- No proper Marketing
- No niche identified to target
- Competitors like MEHRAN is competing SWAAD Foods are in digital and influencer marketing
- No budget invested in digital marketing or social media marketing
- Lack of seriousness towards creating a brand value among the customers
- Slow process of sales, sales person have to meet the clients by giving on door services, This can beresolved by introducing digital marketing/social media marketing in there company.
- Reach is very less no events and fairs attended
- Low retention rate
- Less conversions, lack of brand awareness

## **Requirement Analysis:**

There are a few ways that a new spice company can try to increase its reach and audience. Here are a few strategies that might be effective:

### **Late orders effecting reputation of brand:**

Lack of Technology To dry 500kg of their spices it takes around 10 to 12 hours of their time. As they do not have any modern equipment or plant. And it leads to delays like hold ups in customers. Solution Use of proper technology can bring operational efficiency and can improve the customer service. The major issue that they face every now and then is regarding the crushing of red chili as they do not have modern grinders and for that they have to depend on third parties to do it for them. By bringing this change they can cut their costs and can bring efficiency in their operations in longer run. So far, they are tracking their inventory manually and incase of any uncertainty or hike in demand like in Ramadan they need to procure more raw materials and MASHRIQ FOODS 27 keeping a record of everything manually gets difficult so they can use different inventory management software like Asaan retail and Square these will help Mashriq foods to cut expenses by avoiding overstocking and it will avoid backorders when it has an accurate inventory count. As they are not a very mature company so they need to avoid human errors and costly mistakes. They have non-technical staff so their rate of production is low as compared to their competitors. And to handle inventory management and POS software they need to provide their staff with necessary training.

### **Focus on Social Media**

Platforms like Instagram, Tiktok and Facebook can be powerful tools for reaching new customers and building a community around your brand. Share engaging content and interact with your followers to build relationships and attract new customers. Other than that paid ads on social media and YouTube will create brands image in audience memory.

### **Content Marketing for spices:**

Creating informative and engaging blog posts: Develop a blog on your website that features recipes, cooking tips, and information about the health benefits of different spices. This can help establish your brand as a valuable resource for food enthusiasts.

Creating recipe videos: Recipe videos can be a great way to showcase your spices and how they can be used in a variety of dishes. This can be shared on your website, social media platforms, and YouTube channel. Creating an email newsletter: Create an email newsletter that shares recipes, cooking tips, and information about new products or promotions. This can help keep your subscribers engaged and informed about your brand.

**Creating infographics:** Create infographics that highlight the health benefits of different spices and how to use them in cooking. Share these on your website and social media platforms to help educate consumers. **Creating a spice pairing guide:** Create a guide that suggests different spice pairings for different types of dishes. This can help educate consumers on how to use your spices to create delicious meals. **Hosting a cooking class or webinars:** Host a cooking class or webinar that teaches consumers how to use your spices to create a variety of dishes. This can be a great way to connect with your target audience and build brand loyalty.

### **Influencer Marketing:**

By working with influencers or bloggers in the food industry you can leverage their audience to expose your brand to a new set of potential customers. Influencer marketing for a spice brand can be an effective way to reach new audiences and build brand awareness. Some strategies for implementing influencer marketing for a spice brand include:

**Identifying influencers in the food and cooking space:** Look for influencers who have a large following and a focus on cooking, recipes, or food-related content. These influencers can help showcase your spices in a relatable and engaging way.

**Collaborating on recipe creation:** Partner with influencers to create delicious recipes that feature your spices. This can help establish your spices as a staple ingredient in popular dishes.

**Product reviews and unboxing:** Influencers can review your spice products, demonstrate how to use them, and share their personal experience and opinion about the product.

**Hosting a Giveaway:** Hosting a giveaway with an influencer can help increase brand awareness and drive sales. Influencers can offer a prize package to their followers that includes your spice products.

**Brand Ambassadors:** Identifying and working with key influencers who align with your brand can help you establish a consistent relationship over time. These influencers can act as brand ambassadors who will promote your products and interact with their followers on a regular basis.

### **Attend food shows and social events:**

Attend industry trade shows and food fairs where we can display your products and interact with potential customers face-to-face. One of the biggest opportunities to meet with audience and engage them to your products. **Exhibiting at industry trade shows:** Participate in trade shows and events that are specific to the food and cooking industry. This will allow you to showcase your spices to a targeted audience of potential customers and industry professionals.

**Sponsoring a food event or competition:** Sponsoring a food event or competition can help increase brand awareness and build a positive association with your brand. This can include

sponsoring a cooking competition, food festival or a chef's cook-off. Hosting a cooking demonstration: Host a cooking demonstration at a trade show or food event to showcase your spices in action and educate consumers about how to use them in different dishes.

Creating a branded space: Create a branded space at a trade show or food event that allows visitors to sample your spices and learn more about your brand. Partnering with complementary brands: Partner with other complementary brands or food-related businesses to create joint promotions or collaborations that can help increase visibility for both brands. Networking with other industry professionals: Take advantage of the opportunity to network with other industry professionals at trade shows and food events. This can help you establish new partnerships and collaborations that can benefit your brand in the long run.

### **Use referral marketing:**

Encourage your satisfied customers to refer their friends and family to your business, by offering a referral reward.

### **Create an online store:**

Working on our website and making it friendly to use and creating an online store, we can reach customers outside of our local area, and make it easy for them to buy our spices. Keep in mind, building a successful brand takes time and effort. It is important to be patient and persistent, and to continue experimenting with new marketing strategies until you find what works best for our business and helps our business to grow.

## **GAP ANALYSIS:**

Gap analysis is the process of comparing a company's actual performance to its target performance. The CEO of Mashriq Foods mentions two important issues/gaps which are acting as big barriers for the progress and development of his Company, economic problems and expansion goals.

### **First Major Gap:**

First Major Gap that we have identified had been the economic problem affecting the company is the ban on imported goods. The food chain had its own unique suppliers for raw material, but because of the economic crisis and the ban on imported goods, they are unable to obtain their desired products and are having trouble finding goods to satisfy their customers' needs, which leaves a significant gap. As people are getting more health conscious after the outbreak of corona virus and they prefer more healthy and homemade food items. Along with the

economic issue one major issue faced these days is the preservation of food, given the limited shelf life of products inventory management has become a serious issue these days to tackle.

### **Second Major Gap:**

Second Major Gap Expansion has a major effect on targeted sales and growth, business that want to expand and diversify their products face a lot of difficulty as Mashriq foods is facing, people belonging to different state do have different taste bud and want the products or food items to be according to their taste for e.g. people of Karachi want to add more spices in their food, people from northern areas prefer meal less spicy and vice versa, so in order of expansion the business has to do a lot of research about the place or state so that they can meet the satisfaction level of the customer and grab the hold of market. For expansion the businesses need proper strategies, proper warehouses etc. Mashriq foods is facing a lot of expansion target issue

## **DESIGN AND IMPLEMENTATION:**

We have designed some traditional as well as digital marketing strategies which will enhance the sales of our brand and create a valuable impact on our customers. Designing and implementing enhanced marketing strategies for a spice brand requires a comprehensive and well-thought-out approach. Here are some steps to consider:

**Conduct Market Research:** Conduct market research to understand the target audience, consumer preferences, and purchasing patterns. This can be done through surveys, focus groups, or analyzing market data. The research can help the company understand its customers and the competitive landscape, and inform the design of its marketing strategy.

**Define Objectives:** Define clear and measurable objectives for the marketing campaign. This can include increasing brand awareness, boosting sales, improving customer engagement, or increasing customer loyalty. The objectives will serve as the foundation for the marketing strategy and guide its implementation.

**Develop a Unique Brand Identity:** Develop a unique brand identity that differentiates the spice brand from its competitors. This could include creating a brand logo, tagline, and messaging that reflects the brand's values and resonates with its target audience.

**Utilize Digital Marketing:** Utilize digital marketing tactics such as targeted advertising, email marketing, social media marketing, and content marketing to reach the target audience and increase brand exposure.

**Diversify Marketing Tactics:** Diversify marketing tactics to reach customers through multiple channels and create a holistic customer experience. This can include influencer marketing, experiential marketing, or product sampling, among others.



**Continuously Measure and Evaluate:** Continuously measure and evaluate the success of the marketing campaign and make adjustments as needed. This can be done through metrics such as website traffic, sales data, customer feedback, and engagement metrics.

**Adapt to Changing Market Conditions:** Stay flexible and be prepared to adapt to changing market conditions. The marketing landscape is constantly evolving, and the company should be prepared to adjust its strategy as needed to stay relevant and effective.

By following these steps, a spice brand can design and implement enhanced marketing strategies that are tailored to its specific needs and goals. It's important to remember that marketing strategies should be ongoing and evolving, and the company should be prepared to adjust and refine its approach as needed to continue driving growth and success.

The effects of implementing digital and different marketing strategies on spice brand sales can vary greatly, as it depends on a number of factors such as target audience, marketing budget, competition, brand reputation, product quality, and the specific marketing tactics used.

However, some potential effects could include:

**Increased brand awareness:** Through targeted digital advertising, email marketing, social media marketing, and other digital marketing tactics, spice brands can reach a wider audience and increase their brand awareness, which can lead to an increase in sales.

**Improved customer engagement:** Digital marketing allows spice brands to connect with their customers in real-time, providing them with an opportunity to ask questions, provide feedback, and interact with the brand. This improved customer engagement can lead to increased customer loyalty and sales.

**Enhanced product differentiation:** By using different marketing tactics such as influencer marketing, content marketing, or experiential marketing, spice brands can differentiate themselves from their competitors and establish a unique brand identity, which can drive sales.

**Greater insights into customer behavior:** Through digital marketing, spice brands can gather valuable data on customer behavior, preferences, and buying patterns. This information can then be used to tailor marketing campaigns and improve the overall customer experience, leading to increased sales.

It's important to note that the effects of digital and different marketing strategies on spice brand sales may not be immediate, and it may take time to see the results. A well-planned and executed marketing strategy can have a positive impact on sales, but it's essential to continually monitor and adjust the strategy to ensure that it remains effective over time.

## **Digital marketing:**



### FACEBOOK POSTS AND DETAILS:



Contrary to the popular belief, facebook can still be effective for marketing, as it has a large user base and offers targeted advertising options. It also provides a opportunities for organic reach and followers.

Mashriq Food Basket has not yet focused on formulating facebook marketing strategy. The lack of engagement and availability of very limited content speaks volumes as to why brand awareness of company is very limited. Mashriq Foods needs to be very specific regarding it's target audience, and should generate powerful message through effective content. Copy writing is very crucial for success on facebook, therefore Mashriq Food is ready to work on facebook marketing by formulating their first social media marketing policy.

Although a full time employee can not be hired for the role but the management has other plans to get the job done. Responding to the feedbacks, creating posts and scheduling them have been identified as distinctive tasks, which would be assigned to different team members, to establish a model of team work. Quizze weeks would be introduced by Mashriq Foods to engage the customers.

As of now the company is only focused on organic audience and therefore no budget is being allocated. Other than Instagram and facebook other social media influencers were hired for promotion and Tik Tok star were hired.

**Instagram marketing:**



Instagram can be an effective marketing tool for a spice company, because it allows the company to visually showcase their products, and engage with potential customers in a creative and attractive way. Instagram Stories can be used to share cooking tips, recipes and share customer feedback. Moreover partnering with Instagram influencers in the food and cooking niche, can help to reach a wider audience and increase visibility for your spices. Influencers can create sponsored posts that feature your spices and provide a testimonial for your brand.

Mashriq food is not using Instagram Shopping, whereas Instagram Shopping allows businesses to tag products in their posts and stories, making it convenient for customers to purchase the products they see on Instagram. This feature can be a great way to drive sales of the company. Instagram's primary advantage over other social media platforms is its visual nature, which comes handy especially if it's about food, because it can trigger a response. So like US, the use of Instagram is going popular in Pakistan, however, neither paid nor unpaid strategy had been made by Mashriq foods regarding Instagram marketing. Instagram is one of the fastest growing medium and illustrious graphics have played important role in increased sales of many spices brands. Therefore, the company needs to work on Instagram marketing. This will not only increase the brand awareness but will bridge the gap between the customer and the brand, which then leads to better understanding of brand and strong customer relationships, which is the base of any successful company.

Company Instagram was officially made and have reach around 10K of views on there stories and promotional videos.

### **E-commerce Store:**

An e-commerce store can be a great way for a spice brand to reach a wider audience and increase sales. Here are some strategies for setting up and promoting an e-commerce store for a spice brand:

Platform selection: Mashriq Food Basket currently has no platform to sell its products using e-commerce. SEO optimization: It can help greatly for Mashriq foods because, they do not need to invest money in SEO.

Review and feedback: Customers will leave reviews and feedback on your products, which can help build trust and credibility with potential customers.

Customer service helplines so people would be able to connect with the brand this way.

We realized that 40 percent of sales are generated by offline markets which improve the profit margins and reduce different kind of costs. We have been more focused on our e stores lately and improved the sales practices by developing a good and easy to use consumer interface.

### **TESTINGS:**

The effects of implementing digital and different marketing strategies on spice brand sales can vary greatly, as it depends on a number of factors such as target audience, marketing budget, competition, brand reputation, product quality, and the specific marketing tactics used.

However, some potential effects could include:

Define the Target Niche: Define the target niche for the spice brand. This could be a specific demographic, geographic region, or customer segment with specific preferences or needs. Mostly women aged 20 to 50 are being targeted by our campaign and got good results as they are the one in direct use of our product.

Increased brand awareness: Through targeted digital advertising, email marketing, social media marketing, and other digital marketing tactics, spice brands can reach a wider audience and increase their brand awareness, which can lead to an increase in sales, and we increased our sales by 50 percent since our social media and digital platforms are being active all the time for queries and customer support.

Improved customer engagement: Digital marketing allows spice brands to connect with their customers in real-time, providing them with an opportunity to ask questions, provide feedback, and interact with the brand. This improved customer engagement can lead to increased

customer loyalty and sales which have been increased by regular posting and active media engagements physically and online.

Enhanced product differentiation: By using different marketing tactics such as influencer marketing, content marketing, or experiential marketing, spice brands can differentiate themselves from their competitors and establish a unique brand identity, which can drive sales. So different kind of packaging is being offered to cater different type of audience and packings, so every class have offerings for them.

Greater insights into customer behavior: Through digital marketing, spice brands can gather valuable data on customer behavior, preferences, and buying patterns. This information can then be used to tailor marketing campaigns and improve the overall customer experience, leading to increased sales.

It's important to note that the effects of digital and different marketing strategies on spice brand sales may not be immediate, and it may take time to see the results. A well-planned and executed marketing strategy can have a positive impact on sales, but it's essential to continually monitor and adjust the strategy to ensure that it remains effective over time.

So basically after adopting all these techniques around 1.2 lacs were invested on different platforms, which led to increase in sales around 19 percent, in number we may say that 2000 plus sales every month which were only limited to 700 previously. On average we can say that the cost of ads per sale averaging around 75 rupees was around 6 to 7 pkr on an average of three months.

Budgeted allocated for ads and promotions depends upon the dollar rate and economic condition of the country but on an average the company spends around 500 dollars on ads and promotions of different type.

Company was only on breakeven on the starting of production but now is profitable, profits are not shared by the organization but have a margin of 30 to 40 percent depending on the nature of sales.

### **SWOT Analysis:**



SWOT analysis can help organizations to improve their performance by providing a clear understanding of the factors that will affect their success. It is as important for organizations, as it is crucial for individuals, to know your strengths, and weaknesses, so you can diagnose the problem and make improvements, same goes for knowing the threats and opportunities coming ahead, to be able to handle the situations effectively.

### **Strengths:**

#### **Young leadership:**

Mr. Hassan is energetic and visionary leader, who knows best to handle the issues arising in front of him. He is tech savvy and believes in adopting modern business practices to thrive in this fast changing world. He understands the value of digital marketing and good customer services.

He walks his talk, as it is evident by supportive and friendly relationship among the team members, cultivated by the leadership.

#### **Locally based business:**

Since it is a locally based business, therefore it is easy to operate it because of easy availability of raw material, better understanding of local market and pros and cons of being in the business.

#### **Cost effective products:**

Mashriq food basket is providing its products with affordable price tags ranging between RS10

and RS20 for spices, which is comparatively very low rate. Similarly other product like pickle and sauces are also cheaper than other competitors' products.

### **Weaknesses:**

#### **Low budget:**

The company is run by young entrepreneurs and without any external investments. However, they still have to bear a lot of expenses to run the operations of the company. This leaves little to no room to spend on marketing and promotional activities. Scaling business with a budget constraint is becoming a big problem for Mashriq Food Basket. Maintaining steady supply line across the country, is very crucial to keep your brand in the market, and it requires a lot of expenses, which is unfortunately not quite possible with limited budget.

#### **Brand Awareness:**

Mashriq food basket has very limited brand awareness as of now, because of lack of marketing activities and few number of customers, who can spread the word. On other hand the competitors come up with very influential marketing campaigns, which results in them grabbing a big share of market. This can make it more difficult for a company to attract and retain customers, as well as to compete with other brands in the market. Factors that can contribute to less brand awareness include a lack of marketing and advertising efforts, a lack of differentiation from other brands, and a lack of customer engagement. To increase brand awareness, companies may use various strategies such as advertising, public relations, and creating a strong online presence. If the brand is well recognised by the consumers it will create a value in there sub minds creating more loyalty and attraction for the brand and an easy to choose option for the consumers when they are purchasing the spices.

#### **Availability:**

The company also lacks making sure the supply of the products across the country in smooth manner. Currently, there are a few cities where company is selling its products, including Rawat, Talagang, Lahore, Kashmir and Kohat. However, there are a lot of other big cities where you would not find the product often, like Islamabad, Karachi, Faisalabad, Quetta, Peshawar and Hazara region.

#### **Lack of experience:**

Contrary to the competitors, Mashriq Food Basket doesn't have decades of experience. The company is still in its initial stages, and there is a lot to learn before settling into the market.

### **Opportunities:**

#### **International market:**



Spices from the sub-continent have always been loved by the world, which is a big plus of being in this business. There is an huge market of spices internationally and with right strategy, quality of services, and trust building, it is quite possible to grab your chunk. It is still untouched market for Mashriq foods, they can target foreign customers and clients to strengthen their cash flows.

**Expanding across the country:**

There are many other big cities of Pakistan, which are yet not targeted by Mashriq foods. Reaching to those markets many add many to the customers list of the company, which would further be beneficial for promotion of the brand.

**Collaboration with other brands and restaurant:**

In order to compete such a strong competitors like Shan and Sawaad, it is a huge opportunity for Mashriq foods to collaborate with other brands and restaurants to intrude the market aggressively.

**Threats:**

**Economic condition of country:**

Unstable economy of country is a big challenge for the company, as it not only the cause of frequent fluctuations in the prices of products, due to changing prices of electricity and raw materials, but it also effects the buying power of customers, hence being fatal for company's finances.

**Competition:**

Mashriq food basket is facing very strong competition from its competitors, because of their brand awareness, finances, loyal customer base, and experience.

**Identifying distinctive capabilities and cashing it:**

As mashriq food basket is in its initial stage of growth, but they have unique taste and its distinctive packaging style has the capabilities to grow in the market. Like they have painted their Sindhi biryani packing within ajrak style, to affiliate the emotional attachment of Sindhi biryani lovers.

**Market research:**

Pakistan is one of the largest producers and exporters of spices in the world, with major exports including cumin, red pepper, and black pepper. The country is also a major producer of other spices such as coriander, turmeric, and cardamom. The spice industry in Pakistan is dominated by small and medium-sized companies, with a significant portion of production taking place in rural areas. The industry is an important source of income and employment for many small farmers and rural communities. (PBC, 2005)

The spice industry is a large and growing market globally. Here are some key figures of the global spice industry:

**Market size:** The global spice market was valued at \$8.9 billion in 2020 and is expected to reach \$11.8 billion by 2026, growing at a CAGR of 5.1% during the forecast period. (IndexBox Inc, 2002).

**Leading countries:** India is the world's largest producer and exporter of spices, followed by China, Vietnam, Indonesia, and Pakistan.

**Leading spices:** The most widely produced and traded spices globally are pepper, followed by ginger, turmeric, and cumin.

**Consumptions:** The consumption of spices is increasing globally, driven by the growing interest in ethnic cuisine and the health benefits of spices.

**E-commerce:** The E-commerce channel is becoming an important distribution channel for the spice industry.

**Organic and Natural:** The organic and natural market segment is expected to grow at the highest CAGR during the forecast period, driven by the growing consumer preference for natural and organic products.

**Distribution channels:** The distribution of spices is mainly through supermarkets and hypermarkets, followed by specialty stores and online channels.

The North American and Europe are the major spice markets in terms of consumption and revenue, driven by the increasing demand for convenient and healthy food products.

### **Major issues with spice marketing:**

Low consumer awareness: Spices are often considered a commodity product, so it can be challenging to differentiate your brand and build consumer awareness.

Limited shelf space: Many retailers have limited shelf space for spices, making it difficult to get your products in front of consumers.

Limited product differentiation: Many spice brands offer similar products, making it difficult to stand out from the competition.

Seasonal fluctuations: The demand for certain spices may fluctuate depending on the time of year, which can make it challenging to maintain consistent sales.

Quality and safety concerns: Consumers may be hesitant to purchase spices from unfamiliar brands due to concerns about the quality and safety of the products. Counterfeit products: There are a lot of counterfeit products available in the market which can hamper the brand reputation.

### **Spice marketing issues in Pakistan**

Marketing spices in Pakistan can be challenging due to a number of factors, including:

High competition: There are many local and international spice brands vying for market share in Pakistan, making it difficult to stand out from the competition.

Lack of standardization: There is a lack of standardization in the spice industry in Pakistan, which can make it difficult for consumers to identify high-quality products.

Limited distribution channels: Many small and medium-sized spice companies in Pakistan may have difficulty getting their products into major retailers and supermarkets.

Low consumer awareness: Many consumers in Pakistan may not be aware of the different types of spices available and how to use them in cooking.

Low-income population: The purchasing power of the population in Pakistan is relatively low, which can limit the potential market for high-end, premium spices.

Branding of spices industry in Pakistan: All companies in Pakistan's packed and branded sector have a range of brands and sub-brands, and they use all modern marketing tactics to promote the consumption of packaged, standardised, and branded spices.

They have targeted convenience-seeking women and health-conscious customers as market categories. National Foods and Shan Foods, the industry giants, have positioned themselves as supporters of high quality, standardised, and wholesomely packaged goods. Their goods have intriguing packaging, are reasonably priced, are distributed nationally, and are marketed

through TV, radio, and print commercials, billboards, sponsorship of culinary contests, and food recipes in TV programmes, among other things.

**This procedure is completed by defining and establishing brand positioning.**

It would allow the brand to hold a distinct and unique place in the minds of customers, They must first define the competition frame of reference before formulating brand positioning. Marketing myopia should be avoided while determining the competition. It implies that unbranded suppliers and other food industry commodities that may be used as a substitute for spices (such as salt, sugar, and tastes) should be monitored as well as other branded spices.

**How to enhance marketing strategies:**

Different marketing strategies can be used, that Mashriq food is lacking somewhere are given as follow:

**Establish a cross-department workflow**

The most important piece of improving your marketing operations is establishing a project workflow between marketing and the rest of the organizational departments. The internal workings of individual teams can be heavily influenced by how other departments request projects and/or expect projects to be done. Once your workflow is established, using a tool to help task assignments, set deadlines, and follow up is critical.

**Audience focused work:**

One issue with marketing, especially in digital, is the noise. There are so many companies saying the exact same thing, and companies don't really do the proper research to figure out who they are, what their message is, who needs to hear that message, and how to get that message out. Start from the top down. Take the time to explore your analytics and the data, interview your customers, pay attention to social media conversations & get involved, then create content that aligns your goals with your audience's goals, speak to your audience in a unique way, and constantly take review on that.

**Knowing your customers:**

The vast majority of the time, people make bad marketing decisions because they don't have the right information about their target audience. To remedy that, work hard to tie our CRM to our email marketing to our signups to our web traffic, so when we're reaching out to someone, we have a complete understanding of them. Mashriq Food basket may target niche markets such as organic or health-conscious consumers. These company may come up with the products that are certified organic, non-GMO, or gluten-free to appeal to consumers, who are looking for natural and healthy options. Additionally, they may also target consumers who are

looking for specific health benefits from the spices they use in their diet. For example, a company may market their spices as low inflammatory products.

### **Align all consumer insights**

An ideal state there is a dedicated consumer insights team, but a team that doesn't work in its own. A team that is interactive not only with the marketing team but also the product team, as well as with others who touch the customer technology. They have to understand the full circle of customers' curiosities so they can put together a real, robust view for those who need it.

### **Keep experimenting with new marketing techniques**

Mashriq Foods Basket needs to test many strategies to find what works best. An issue many marketing departments face is that everyone has their discrete responsibilities, so it's left to the marketing director or VP to initiate new programs. However, this should be everyone's responsibility. Your team should meet regularly to brainstorm and come up with one new idea to apply and measure. It can be big or small, as long as you try something new — otherwise, you may never find that one golden opportunity that makes your revenue curve bend upward

### **Prioritize content development**

Focus on quality content, that grab more attention of your target audience. try to use influential content.

### **Stay on brand**

Ultimately, integrated planning, is a function that's run through the marketing team. We establish the brand voice and try to create and implement consistency across all of our efforts, all of our communications channels, and all of our internal divisions/business units.

### **R&D for spice marketing:**

Mashriq food needs Spice marketing research and development (R&D) to identifying and developing new and unique spices and spice blends, as well as finding new ways to market and promote existing products. They need to research on consumer preferences and trends, developing new packaging and branding, and testing different marketing strategies to enhance the outcome of efforts. Apart from that, spice R&D may also be incorporated in marketing strategy to work with suppliers to improve the quality and availability of raw material. Finally, R&D sets the base of marketing strategy. For Mashriq Foods, its not a matter of while you afford it or not, rather it's a matter of their survival in the industry. Especially in a situation where they can not simply waste any resources, be it in terms of finances, time, or efforts, it becomes even more crucial to develop a well defined, specific and outcome oriented R&D, so Mashriq Food can march ahead in its journey of becoming a successful brand, which is possible through use of data, feedbacks, and other techniques included in R&D. Research and Development (R&D) plays a crucial role in the spice industry, as it allows companies to continuously improve their products and stay competitive in the market. Some strategies for incorporating R&D into spice marketing include:

**Product development:** Continuously researching and developing new and unique spice blends or packaging options to help your brand stand out from the competition.

**Quality control:** Investing in R&D to improve the quality control process, ensuring that your spices are pure and safe for consumption.

**Process improvement:** Developing new and efficient ways to process and package spices to extend their shelf- life and maintain their quality.

**Health and wellness:** Investing in R&D to understand the health benefits of different spices and communicate this information to consumers through packaging, labeling, and marketing materials.

**Flavor research:** Investing in R&D to understand the flavor profiles of different spices and how they can be used in a variety of dishes.

**Sustainable sourcing:** Investing in R&D to understand the sustainable sourcing of spices and how to reduce the environmental impact of the industry.

**Food safety:** Investing in R&D to ensure the food safety of the spices and comply with the food safety regulations.

**Cost-effective production:** Investing in R&D to find new ways to reduce production costs and increase efficiency without compromising on quality.

### **Future of Spice industry:**

One of the major challenges facing the spice industry in the future is the impact of climate change. Many spices are grown in specific regions and have specific temperature and rainfall requirements. Changes in weather patterns, such as droughts or extreme temperatures, can negatively impact crop yields and quality. Additionally, with the increase in global trade and travel, there is also a higher risk of the spread of pests and diseases, which can further damage crops. Another challenge facing the spice industry is the increasing competition from synthetic and artificial flavors and ingredients. As consumers become more health-conscious and demand for natural and organic products rises, companies in the spice industry will need to adapt by offering high-quality and sustainably-sourced spices to remain competitive.

Lastly, the industry will have to navigate the uncertainty of global trade, as tariffs, trade agreements and other policy changes can affect the cost and availability of raw materials and finished goods. However, the spice industry is expected to continue growing in the future, driven by factors such as increasing global demand for flavorful and healthy food, as well as the growing popularity of ethnic cuisines. Advancements in technology and transportation are also expected to improve the efficiency and reach of the industry. Additionally, the use of spices in natural food preservation and as natural alternatives to artificial ingredients is also expected to boost the industry's growth. However, the industry is also facing challenges, such as climate

change, which could affect the yield and quality of certain spices. Overall, the future of the spice industry looks promising, but it will be important for companies to adapt to changing consumer trends and address challenges as they arise.

## **FUTURE ACTION PLAN:**

MASHRIQ FOODS, as a leading spice and food brand, has a strong reputation and has already established itself as a trusted brand. However, there are several ways the company can enhance its offerings and position itself for continued success in the future. Some potential future enhancements could include:

**Product Innovation:** MASHRIQ Foods can explore new product lines or improve existing products to meet changing consumer preferences and needs. For example, the company could introduce new and unique spice blends, or develop gluten-free or organic options.

**Digital Transformation:** As more consumers shift to online shopping, MASHRIQ Foods can enhance its online presence and e-commerce capabilities. This could include developing a robust website, optimizing for search engines, and offering convenient online ordering options.

**Expansion into New Markets:** MASHRIQ Foods can consider expanding its reach into new markets, either domestically or internationally. This could help the company tap into new customer segments and increase its overall sales.

**Sustainability:** MASHRIQ Foods can focus on sustainability initiatives, such as reducing its carbon footprint, using eco-friendly packaging, or sourcing ingredients from sustainable sources. This can help the company appeal to environmentally conscious consumers and build a strong reputation as a socially responsible brand.

**Collaborations and Partnerships:** MASHRIQ Foods can consider collaborating with other brands or companies in the food industry to offer bundled packages or exclusive products. This could help the company reach new customers and increase its brand exposure.

These are just a few examples of potential future enhancements for Mashriq Foods. The company may also want to consider other strategies that are specific to its business needs and goals. By staying on top of industry trends and continuously innovating its offerings, Shan Foods can ensure that it remains a leading brand in the years to come.

## **Analytical Approach:**



Analytical approaches Based on the study problem and research questions, when inquired about branding the spice industry, the participants opined that a conventional commodity-based industry can be branded by providing the product with a unique name and identity and establishing other brands elements which could make the commodity a „Brand“. The industry must apply brand associations that Pak. J. Agri., Agril. Engg., Vet. Sci., 2016, 32 (2) 253 should be distinctive, unique, and favorable to the customers, which must be desirable by customers and deliverable for the company. Leveraging brand associations include its superior quality, taste, and wholesome ingredients. Another important element is the packaging that reflects the high quality and develops superior customer perceptions that justifies the 30 percent higher prices charged by branded spices than the unpacked ones. The logo, brand slogan, and brand mantra (i.e. promise to deliver a superior and distinguished value) are also important here in this case. The industry players can also avail any brand characters, jingles, celebrities, or spokespersons, which will all assist toward establishing the brand equity. They should increase the brand knowledge and the network of brand associations mapped in the customer’s mind to build a distinct brand positioning, which would help them distinguish the brand from the commodity, increase its image and make it preferable for them. The competing firms in the branded spice sector need effective integrated marketing communication (IMC) plan, which would help them to build brand equity. IMC includes usage of the promotional mix elements in the most appropriate proportion to enhance brand recognition by consumers leading to building brand equity. They include advertising, trade and consumer promotions, personnel selling, public relations, and direct marketing. Advertising not only informs and persuade consumers, but continuously remind them. The key players exploit advertising media through TV, Radio and print commercials including magazines and news papers“ ads. However, the market leaders like National and Shan usually advertise seasonally, especially during Ramadan and Eid festivals. Despite developing innovative advertising and marketing campaigns, their campaigns revolve around only for few brands, especially the new ones. In small towns, branded spice promoters should reach the middle class families through cable TV operators to convince them to use branded spices for a healthy life style. In addition, promotional campaigns in various shopping malls are undertaken to educate the potential customers. The mall activities, free distribution of product catalogues, and having kiosks, not just in malls, but in famous public places can further improve the brand presence and brand knowledge. College level promos, cooking contests, and other consumer promotions also take place. Activities like tele-branding and telemarketing can also be supportive in this regard. In villages and far flung areas of the country, consumer health awareness campaigns need to be augmented. Opinion leaders and religious clerics need to be approached and compensated to spread the message in rural gatherings and mosques. Personal selling is also an art to add great value to sales. The branded spice industry players should also avail that. Personalized marketing with the help of a sales force include one-to-one marketing to household consumers and thousands of restaurants and in the country. In addition, relationship management would help them in further penetration in the market, especially in the rural territories with unbranded spices. Moreover, in a bid to enhance public awareness of packaged, branded, and wholesome spices,

they can invest further in public relations activities, especially in the areas where unbranded and unhealthy spices are being used. They should sponsor events and health programs to relate and expose themselves to the target market and its audience or customers. They should specifically develop and fund awareness campaigns to bring unethical activities to light. Pak. J. Agri., Agril. Engg., Vet. Sci., 32 (2) 254 (2016) and educate people about the industry's evil side. It would aid in the enhancement of business credibility and brand image. Appearances at important trade shows, celebrations of important national and international days, recipe demonstrations on TV shows, and so on will prompt the establishment of strong rapport with customers, the general public, civil society, the media, and even government agencies such as the food department. Direct marketing operations allow them to supply items directly to consumers without the need of a formal distribution channel. It can be optimised in addition to the existing distributors/dealers. The effectiveness of the marketing campaign can be judged on two parameters: whether the communication objectives and financial objectives of the company are met or not. For export-oriented spice companies like National Foods and Shan Foods (a global company) should sponsor global events to generate the image of global presence and prestige.

### **Recommendations:**

- One of the major problems is budget constraints, we recommend new partnerships, external investment acquiring and effective use of resources.
- New and untapped market should be targeted, which is not currently targeted by Mashriq Food Basket.

For instance, Islamabad, Lahore, Karachi, and areas of KPK are still untouched by the brand. These regions have great buying power and demand for the product.

- It is suggested to expand product line of the brand along with the spices and sauces. For example, ketchup and mayonese can be added to capture a big chunk of the market, by persuading buyers of similar products.
- A well planned and effective marketing strategy needs to be implemented, incorporating both digital and conventional channels to spread the word about the brand.
- Brand may consider to get sponsorship by collaborating with other similar brands, to increase the visibility of brand in market by spending in sharing.

- Mashriq Food basket may organize smart events like cooking competition, through digital platforms, to engage the targeted audience.
- Mashriq food basket should have proper e-commerce website, which is not yet available. Similarly, call to action can only be fruitful, if the product is accessible through a few clicks, as other competitors products are.
- Business to business marketing has huge potential in the category of spices, as well. Therefore, approaching big restaurants and intermediaries for B2B selling can provide smooth and steady cash flow base for the company to run its operations in a better way.
- There is massive demand and love for the sub-continent's spices, all around the world, especially wherever Asians are living. Mashriq Food is suggested to enter international market through digital channels, and strong brand message, while producing world standard products and packaging. It will boost the growth of company by many times, if implemented correctly.
- Innovation and uniqueness instantly grabs the attention of targeted audience. Hence, the company should try to bring innovation in their system by introducing combination of products, which are used together frequently. In this regard, whole packages of products can be offered at discounted rates to bring in new customers, which have affordability constraint.
- Creating unique blends: Developing unique spice blends that cannot be found elsewhere can give a brand a competitive edge.
- Partnering with food bloggers and influencers: Partnering with food bloggers and influencers can help to increase brand visibility and reach a wider audience.(Panchal, R. 2022)
- Partnering with food bloggers and influencers: Partnering with food bloggers and influencers can help to increase brand visibility and reach a wider audience.

## **Conclusion:**

Mashriq food basket is a great addition in the category of spices. Enthusiastic and energetic leadership is a huge asset of the company. Not only this but quality of products and representation of east through eastern spices itself is a vibrant idea and has a great potential, with a massive customer base of the industry not only in Pakistan but also worldwide. Not only this but, future of the industry also looks promising, with the rapidly growing demand and love for the spices. Spice market is expected to grow up to around \$57.7 billion by 2030,(Dublin,2022 ).Moreover, it also incorporates the innovation and adventure in search of new tastes to meet the requirements to changing customer behavior towards the tastes.

However, being in right category with the right slogan and quality product is unfortunately, not enough at all. In order to stay in the market, the company must not only meet the requirements of customers in terms of quality, affordability, availability and accessibility, but it also needs to be cost efficient and resilient in its operations. As per findings, weaknesses of Mashriq Food Basket and gaps in marketing strategies have been identified and concrete plan have also been suggested for better outcome in future.

The key issues faced by the company are shortage of finances, lack of marketing and promotional campaigns, limited brand awareness, strong competition and weak cashflow. Company can overcome these issues by partnerships, collaboration, sponsorships and getting investments. Other than that, strong and effective marketing strategies, along with the steady and smooth supply chain can significantly increase the opportunities for the company to scale and grow.







Management of the company is dedicated to work on its flaws to improve the situation. They have diagnosed the problem and are working hard to come up with a concrete plan in order to make a difference in their current strategy. Digital marketing and other innovations in the world of internet have opened ways of infinite possibilities for businesses to grow beyond the boundaries and regions. Mashriq Food Basket is committed to gain reputable position among world brands by making sure consistent delivery of value through their products. In future, the pages and website of brand would be more active to increase the awareness of brand. Check out options should be made available on website and call to action needs to be incorporated in strategy for online selling. Since the company is still in its initial years, and already moving towards stability, it can be expected that the company would have a great future and contributions in the industry in coming years. Finally, the long term success can only be achieved through overcoming weaknesses and grabbing new opportunities consistently.

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