



The Greek Gourmet Marketplace

70-381 : Marketing Plan

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Executive Summary

Greek Gourmet Marketplace, owned by Michael Smalis, is a family run and locally operated fast food seller and distributor in Squirrel Hill. The storefront sells traditional Greek and Mediterranean cuisine as well as Greek delicacies directly to customers. In particular, Greek Gourmet's hummus is very popular. Over the past two years, Mike has distributed and sold his hummus wholesale to a number of local grocery stores, restaurants, and market places. It is at his request and our interest that we focus on improving the marketing tactics of Greek Gourmet's hummus in the wholesaler to retailer space.

Greek Gourmet lacks formality. They have neither a formal marketing plan outside of cold calls and word-of-mouth, nor an accurate accounting of sales and volume data. This inaccuracy in conjunction with Mike's reluctance to share data has resulted in our team knowing very little about his costs and sales figures. Because Mike doesn't have a current marketing plan or efforts, the awareness and exposure of Greek Gourmet, both to customers and wholesalers, is quite low.

We approached Mike's problems by identifying the target market for both hummus and retail. All of our primary research came from a survey passed out to 101 grocery store customers, passers-by, and Carnegie Mellon University students. This information allows us to better identify the end user of Greek Gourmet's hummus. As a result, Mike will be able to approach retail distributors with this

knowledge and understand the importance of the various aspects of the marketing mix. For example, we found that the vast majority of customers buy their hummus from grocery stores based on convenience. This further highlights the importance for Greek Gourmet to distribute their product to more convenient locations and therefore focus on wholesale distribution.

We suggest a number of ways in which Mike can improve the wholesale distribution of his hummus. Most tactics stem from a “pull-demand” philosophy whereby making Greek Gourmet’s hummus in larger demand by end consumers will entice grocery stores to stock more of it. We then developed an action plan and budget to accomplish the tasks of better promotion of his hummus, along with more accurately keeping the books.

Company Information and Objectives

Company Background

Greek Gourmet is unique for its take-out style Mediterranean cuisine, located on Murray Avenue in Squirrel Hill. The restaurant is a family business, originally owned by Despina Smalis. Her son, Michael Smalis experienced effects of the recession when the bank that he was employed at was shut down. As business began to pick up at Greek Gourmet, Michael recognized this as a great opportunity to take over the family business. By 2004, Michael Smalis owned Greek Gourmet.

The restaurant features a tempting deal of \$5.00 for any gyro, falafel, chicken gyro, and hummus and feta with a free soda. While Greek Gourmet recognizes this to be one of their most popular deals, hummus has proven to be their most profitable product. Available in a variety of thirteen flavors, Greek Gourmet's hummus is unique for its extra smooth texture that is made fresh in the restaurant.

Greek Gourmet offers take-out, catering, and wholesale. In past two years, Michael has recognized that sixty percent of the company's sales are from the wholesale of its hummus to local grocery stores and restaurants. Greek Gourmet's first wholesale account belongs to Whole Foods, a large carrier of local foods. They carry ten of the Greek Gourmet's thirteen flavors and have largely

contributed to Smalis's success. The restaurant also sells to Quiet Storm, a vegetarian and vegan café in East End Pittsburgh, T-Bones Marketplace, a specialty grocer in Wexford, Pennsylvania, and Giant Eagle Market District in Shadyside. Michael Smalis is eager to expand his wholesale ventures to more grocery stores and restaurants, such as the Giant Eagle located in Squirrel Hill and Trader Joes.

Problems and Symptoms

Our group has identified four key problems for Greek Gourmet: lack of a formal marketing plan, inefficient way of wholesale marketing, limited exposure, and little promotion of product to target market. Some of these problems have proven to be a direct result of another.

Currently, Greek Gourmet does not have a proper bookkeeping system or a formal marketing plan. Therefore, Mike cannot keep track of his sales data and does not maintain information regarding the quantities of items sold. As a result, he is losing out on valuable information and useful statistics. Moreover, lack of a formal marketing plan leaves him relying solely on word-of-mouth of customers, which is a very inefficient and ineffective way of advertising. The same problem can be identified for wholesale marketing, in which his current marketing strategy is cold calling individuals/ companies and offering hummus samples in the hopes of acquiring new business.

Ineffective marketing strategies result in limited exposure and low brand awareness of Greek Gourmet. Few people have heard of Greek Gourmet even though it serves relatively high-quality products with a reasonable price. Therefore, if Greek Gourmet had a more effective and extensive marketing plan, brand awareness and penetration would most definitely increase.

Also, Greek Gourmet currently has not identified a target market and hence, has no advertising strategies directed towards it. As a result, Mike has not been able to specifically consider the aspects most valued by Greek Gourmet's target segment of customers and therefore has been unable to promote his products based on their needs.

Marketing Plan Objectives

The first step is to prove that there is a potential market for Greek Gourmet hummus in the local Pittsburgh area. This would be done through analyzing the market situation to come up with a suitable brand portfolio for Greek Gourmet hummus.

The second objective is to increase brand awareness of Greek Gourmet for both individual customers and wholesale retailers. This would be accomplished through more effective and extensive marketing strategies and community outreach activities.

The last and most important objective is to increase the number of wholesale Pittsburgh-area grocery store clients, which would be done through utilizing the data and useful statistics collected to increase the bargaining power and brand value of Greek Gourmet.

Market Research

Primary Research

In order to determine the interest for packaged hummus in grocery stores, we distributed a survey asking a variety of questions about hummus. The survey was structured so that we could gauge people's awareness of both Greek Gourmet and hummus while also figuring out individuals' hummus buying habits.

All together, our survey had one hundred and one participants. Thirty-three of the participants were given the survey in front of the Giant Eagle in Squirrel Hill, while thirty-four were given the survey on Walnut Street in Shadyside, and another thirty-four were given to Carnegie Mellon students. We received fifty-seven (56%) surveys from males and forty-four (44%) from female. The majority of our participants were between the ages of eighteen to twenty nine, whom made up sixty-five of the participants. The other thirty-six participants were almost evenly distributed over the remaining age groups: under eighteen, thirty to forty-nine, fifty to sixty-four, and sixty-five years or older age ranges.

When the participants were asked how often they eat hummus, we received a wide range of responses. The most frequent response given was 'once a week,' given by 35 individuals. Two other responses, 'never' and 'once a month,' respectively were given by twenty-one and twenty

times. All together we found that eighty of the one hundred and one participants, had eaten hummus before (Appendix A). With their preferences for hummus flavor being almost evenly split with forty-one individuals preferring flavored hummus, while thirty-four preferred plain hummus, and only five individuals had no preference between flavored and plain.

Building off the previous question, we asked hummus eaters 'How often do you buy packaged hummus' which also received a wide range of responses. The most frequent response given twenty-three times of 'Every 2 weeks.' Only thirteen individuals had never bought packaged hummus. while the responses 'Every 6 months' and 'Once a week' were given more than eight times each. Overall we found that sixty-seven out of the eighty participants (84% of hummus eating participants) who had tried hummus before had purchased packaged hummus some point within the past six months (Appendix B).

We also found that forty-one out of the forty-four female participants had purchased packaged hummus before, while only twenty-six out of the fifty-seven males participants had purchased packaged hummus before. Also thirty-seven (57%) out of the sixty-five participants between the ages of eighteen to twenty-nine had bought packaged hummus before. While twelve (92%) out of thirteen participants between the ages of thirty to forty-nine, four out of five participants (80%) between the ages fifty to sixty-four, and eight (80%) out of ten participants over the age of sixty-five had purchased packaged hummus before.

The responses we received showed that a large number of customers do eat and buy hummus, leading us to ask further questions based on gaining more insight on hummus buying habits. We asked participants who have purchased packaged hummus before where they buy it. We found

that out of the sixty-seven packaged hummus buyers surveyed, fifty (75%) of them bought it at grocery stores (Appendix C). Of those fifty participants, thirty-six (72%) of them purchased it there because of the convenience of it being available at grocery stores (Appendix D). Making the wholesale market that much more significant for Greek Gourmet, since individuals who buy hummus do not seek out their hummus but rather buy it based on the convenience of its location.

To further supplement the information we had already gained about individuals who buy hummus, we asked whether they purchase locally produced food when it is available. We found that fifty-five (82%) out of the sixty-seven packaged hummus buyers do purchase locally produced food when available. We also found that sixty-one (91%) out of the sixty-seven packaged hummus buyers consider themselves to be healthy eaters.

We also wanted to gauge the awareness of Greek Gourmet and its hummus in the Pittsburgh community. We found that only twenty-eight (21%) of the one hundred and one participants were aware of Greek Gourmet with only sixteen (16%) of those participants ever purchasing Greek Gourmet packaged hummus before.

Our primary research has allowed us to see that there is a market for hummus, especially for packaged hummus. Based on our findings, a large number of customers buy packaged hummus at grocery stores. By leveraging Greek Gourmet's locally produced and healthy hummus, Greek Gourmet should be able to successfully enter the wholesale hummus market in the Greater Pittsburgh-area.

Marketing Analyses

Marketing Situation

The hummus market is in its infancy and growing everyday in the United States. This growth has created all types of opportunities for Greek Gourmet to position themselves nicely in the wholesale hummus market.

U.S. retail sales of natural and organic foods and beverages rose to nearly \$39 billion in 2010, an increase of 9% over the previous year's sales of \$35 billion, far outpacing growth in conventional groceries, which crept ahead less than 2%. Despite the continued sluggish economic recovery, Packaged Facts projects sales to more than double by 2015, to exceed \$78 billion. Packaged hummus is also found in 17% of American households; while over 70% of Americans have never tried hummus.

Hummus is also increasing its presence in more places than just grocery stores. You are now able to find hummus-dedicated restaurants all over New York City. These include Hummus Place, Nanoosh, and Hummus Kitchen. There is also some integration of hummus in the fast food market seen at Au Bon Pain, Panera, Einstein Brothers, Cosi, and Jason's Deli.

Due to the growing nature of the hummus market, more and more companies, both nationally and locally, are creating their own hummus and selling it at grocery stores. By focusing on creating a product that grocery stores will want to carry, Greek Gourmet will be able to gain a share of the growing \$39 billion market.

Product Situation

The variety of products offered by Greek Gourmet is very diverse, due to it being a restaurant, marketplace, and wholesaler. They offer many products within their store specifically gyros, hummus, and Greek olives. Their most popular deal within the restaurant is a gyro and drink for \$5.00. Greek Gourmet's wholesale business focuses on their hummus, in which they offer 13 flavors (Classic, Cajun, Seasonal, etc...). An 8 oz. container of Greek Gourmet hummus is priced at \$3.50, with the option to buy three 8 oz. containers for \$10.00.

The net profits and contribution margin of Greek Gourmet's wholesale hummus cannot be determined, since the business does not have any formal method to track total wholesale sales. We also do not know the profit margin of each container of hummus, due to the owner's refusal to provide those numbers.

Competitive Situation

Hummus, being one of the major food items in the natural and organic foods category, has been one of the most popular dips of the last decade. Surging sales by leading brands such as Sabra, along with the remarkable consumer response to these products have led to more and more retailers' decisions to develop their own brands of hummus. Therefore, the hummus market is rapidly growing with more and more brands entering the market, hence increasing competition.

Greek Gourmet

Major Competitors

Out of the major hummus brands available in the current market, Sabra is the leading brand sold in local supermarkets in Pittsburgh, with its “Go Mediterranean” product line consisting of 8 varieties of hummus. Its current price is \$0.45 per oz. at local Giant Eagles.

Other brands sold in local supermarkets include Tribe and Wild Garden, with relatively limited selections of flavors.

The commonality of these brands is that they are factory-made and mass-produced and distributed, which represents a lack of fresh, local, and homemade hummus products, unlike Greek Gourmet hummus. This proves that while there are already strong and well-established competitors in the hummus market, Greek Gourmet provides an advantage in its fresh and high-quality attributes.

Another option customers have is to make their own hummus, which costs approximately \$0.30 per oz. for plain hummus. Price varies depending on the additional ingredients and flavors.

Greek Gourmet hummus costs \$0.43 per oz., which makes it only slightly cheaper than Sabra and more expensive than homemade hummus. However, it offers the largest variety of choices (13+ flavors) and relatively higher quality.

Distribution Situation

Greek Gourmet's wholesale distribution makes up for 60% of its revenue. Because Mike rejected our inquisition about sales data and numbers and partly because he doesn't keep detailed records himself, we can't make accurate assumptions about the size of this channel. However we do know that it is significant. He currently produces his hummus to retail in his own store as well as retail to Giant Eagle Market District, T-Bone Market Place, Whole Foods, and Quiet Storm. He produces, ships, and sells his hummus directly from his store in Squirrel Hill. Much of his efforts are spent in increasing the number of stores in which his hummus is sold so that Greek Gourmet hummus is more widely distributed.

Macroenvironmental Situation

Our team analyzed the macroenvironment situation by looking at the societal, demographical, and economical factors that influenced the promotion and sales of Greek Gourmet's hummus. From a societal perspective, the increase in demand for snack options that are both healthy and quick are very positive for the wholesale distribution of hummus. Consumers are looking to eat healthy, but don't want to sacrifice time to do so. Hummus caters to both of these needs and Greek Gourmet should look to promote their product with emphasis on these qualities.

Demographically, age and gender proved to be revealing in knowing what kind of consumer should be targeted. Females, ages thirty and above bought hummus most frequently, as often as once a week. Greek Gourmet should target this age range to receive the highest response in sales. To do so, the company should target a mature audience through their promotion and packaging. Sales in this age range may increase if these consumers recognize the product is being catered specifically to them. Furthermore, it is important that Greek Gourmet present this data to the retailers they are

pursuing. By explaining that a large segment of the current grocery store market would potentially purchase this hummus weekly, it translates to retailers as a considerable gain for their company.

On an economical level it is important to take the current recession into consideration. Luckily, Greek Gourmet already has a leg up against competitors. At \$0.43 an ounce, it already provides a cheaper option against its largest competitor, Sabra. Additionally, Greek Gourmet has a sales promotion established that offers customers three 8-ounce containers of hummus for \$10.00. This deal is yet to be matched by strong competitors and Greek Gourmet should be very active in promoting this. Consumers are looking for healthy options for as cheap as possible and it is important that Greek Gourmet allow this in-restaurant deal to transfer to retail locations as well.

SWOT Analysis

Strength

Mike's hummus competes with other brands of hummus on quality, variety, and cost. These are very important strengths in the food market. Compared with its competition, Mike's hummus is made locally with fresher ingredients. He has almost double the variety that his competitors do at 3 cents less per cost.

Weakness

Greek Gourmet, and ultimately its hummus, has a very low brand awareness in Pittsburgh. Brand awareness is important because people trust brands they recognize. Somebody might not be comfortable reaching for a Greek Gourmet package simply because they don't know what it is and thusly do not know its strengths. Greek Gourmet hummus also has little distribution, which further affects brand awareness by making the hummus harder to find. Lastly, Mike's production line is

located in the back of his shop. This can be problematic if he chooses to scale upwards as he might have to hire more workers or even outsource his production to meet demand.

Opportunities

The hummus market is rapidly growing in the US. People look to hummus as a quick and easy, while still healthy and wholesome, snack option. Greek Gourmet is entering an expanding market that is very favorable to his attempt to distribute it wider as more retailers demand hummus. From this, and with better promotion, he has the opportunity to increase his distribution and wholesale customer base as well as his brand awareness.

Threats

With the opportunity of an expanding market comes the threat of over competition. Especially with large nationally distributed brands like Sabra, that are ubiquitous in grocery stores these days, Mike may find it difficult to enter this space. However, if Greek Gourmet's hummus does attract the trust and interest we hope, Mike may be in need of producing hummus beyond his capabilities. His inability to increase production is a looming threat unless he can intelligently solve it. Lastly, hummus has very low retail margins. This could impact the retailer's willingness to take a chance with Greek Gourmet's hummus because it could be too costly.

Marketing Plan

Target Market and Positioning

The target market of Greek Gourmet's hummus is to consumers who are looking for healthy and quick snack options. There has been an increased desire for healthy food options that require little to no prep-time. In a recent study by Neilson in August of 2010, thirty-five percent of respondents replied that they cannot always eat healthily because of a lack of time (Neilson). Hummus directly responds to this issue as a healthy option that requires no prep-time. Greek Gourmet should position its hummus to promote its ability to be a quick, healthy, and yet still tasty snack option. Furthermore, people will appreciate its fresh quality that cannot be matched by the restaurant's largest hummus competitors such as Sabra and Tribe. These larger companies manufacture their hummus in a factory and ship it throughout the country. On the contrary, Greek Gourmet's hummus is locally made. Greek Gourmet should use its high quality of freshness as a positioning tactic to place itself above its strongest competitors.

Furthermore, it is important to note that the gender and age group most susceptible to purchasing hummus is females above the age of thirty. The positioning of Greek Gourmet's hummus should be directed to a mature audience. This can be achieved through the product's packaging with a focus on images that are attractive to middle-aged and older women consumers.

This data is valuable to retailers. Greek Gourmet should use the target market that was discovered through our team's data collection and analysis to present to retailers such as the Giant Eagle in Squirrel Hill and Trader Joes. This information will prove to grocery store owners that this product will be profitable in the current market and that there is a clear demand for hummus in local grocery stores. It is important to make retailers knowledgeable of the potential gains that they could receive by purchasing Greek Gourmet's hummus for retail.

In terms of a target market for retailers Greek Gourmet should pursue, our team found that locally produced hummus would sell most successfully to local grocery stores that provide an ethnic section. Greek Gourmet has experienced success in this segment of the market already and we believe that the business's wholesale ventures will continue to grow most rapidly in this arena.

Marketing Mix

Product

Greek Gourmet's hummus is made fresh from locally cultivated chickpeas. Mike makes this recipe with his employees in the back kitchen of their store. Greek Gourmet's packaged hummus is sold in 8 oz. containers and is offered in over 13 different flavors, with occasional seasonal flavors, such as pumpkin hummus for the fall. Despite the large variety of flavors offered, we recommend reserving only the most popular flavors, namely Original, Roasted Red Pepper, and Greek Olive, for wholesale distribution in order to be able to target the largest percentage possible of the general population of hummus eaters.

Price

Currently, Greek Gourmet offers its hummus at \$3.50 per 8-ounce container. We recommend that Greek Gourmet continue to price their hummus at \$0.43 an ounce. By Greek Gourmet maintaining their current price, they will position themselves as a slightly cheaper alternative to their largest threat in the wholesale market, Sabra. Additionally, Mike should continue offering his deal of three 8-ounce containers for \$10.00. By not altering the pricing scheme, Greek Gourmet hummus will present itself as a local and fresh alternative while remaining relatively cheaper than the majority of its competitors.

Promotion

Currently Mike does very little to promote Greek Gourmet; therefore, brand awareness of Greek Gourmet is very low and only restricted to the local community in Squirrel Hill, where the store is located.

In order for Greek Gourmet to expand its wholesale business, it must first increase its brand awareness throughout the whole Pittsburgh community. We recommend doing so through extensive advertising – both offline and online.

Offline Advertising

As Greek Gourmet already has a 3 for \$10.00 hummus deal, we recommend that Mike advertise this in trade magazines. This could potentially increase the incentives for wholesale retailers to consider a potential business with Greek Gourmet. Moreover, brand awareness of Greek Gourmet in the wholesale market would also increase.

Also, Mike could participate in community outreach activities such as the Farmer's Market and the Annual Pittsburgh Greek Food Festival, which would increase the overall company awareness throughout the Pittsburgh community.

Online Advertising

As Greek Gourmet currently does not have an online presence, the first step of online advertising is to set up a website. Because we are in a technological era where almost everybody owns a smart phone, having a website would most definitely increase the accessibility of Greek Gourmet to both individual customers and wholesale retailers, which in turn would increase the penetration of the company.

Moreover, Mike could also utilize other online free forms of advertising such as setting up a Facebook page and creating a Twitter account to expand Greek Gourmet's image. Both of these options are simple and efficient ways to increase company awareness.

Place

As mentioned in the objectives, we want Greek Gourmet to increase the number of wholesale Pittsburgh-area grocery store clients. Currently, Greek Gourmet's hummus is distributed to grocery stores/markets such as Whole Foods, Giant Eagle Market District in Shadyside, and T-Bone Marketplace. They have also distributed their hummus to Quiet Storm, a vegan restaurant in East Liberty. Even with these locations already carrying Greek Gourmet hummus, we believe that Greek Gourmet should aim to distribute their hummus to new retailers.

We decided that Greek Gourmet should specifically seek out large retailers such as grocery stores due the responses we found in our survey, proving that consumers purchase hummus based off of convenience. Some specific potential clients Mike has in mind are Giant Eagle and Trader Joes (Shady Side). Both of these retailers provide a perfect market for Greek Gourmet, in that they carry ethnic sections and locally produced food. If Greek Gourmet finds that they are able to successfully increase the number of wholesale grocery store client, they could then look into distributing their hummus to local Pittsburgh-area restaurants. These could include the Murray Avenue Grill and Sababa; two restaurants that have menus open to diverse and ethnic meal options.

Action Plan, Budget, and Controls

Action Plan & Budget

Our group has come up with a two-year action plan for Mike and Greek Gourmet, which extend from the first quarter of 2012 to the end of 2013. A diagram of the program can be seen in Appendix E.

The action plan is mainly divided into 3 stages. The first stage involves data input and documentation of sales data. The second stage is extensive advertising – both online and offline. The purpose of these 2 stages is to gather sales data and useful statistics to prove that there is a potential market for Greek Gourmet hummus, which would then increase Mike's bargaining power with potential clients. The final stage of the action plan is to actually present the data collected to potential clients.

At the end of the eighth quarter, we recommend that a feasibility assessment be done. As Greek Gourmet is a small, local company, production of hummus is currently done in-store and a lot of the production and packaging work is mainly done by hand. If Mike successfully expands his hummus wholesale business, he may need to consider buying new machinery, hiring more workers, etc.

The budget that we came up with is provided in Appendix F. The first stage of the action plan costs essentially nothing and mainly serves as a means for Mike to keep track of his sales as he currently does not have any sort of formal marketing plan.

The second stage of the plan, which would be implemented in parallel to the first part, is divided into offline and online advertising. Offline advertising includes posting advertisements in trade magazines, which would cost \$200 for 6 months and community outreach, which would cost \$75 for 2 days. The aim of both of these is to increase the brand awareness of Greek Gourmet. When pursuing online advertising, we highly recommend that Mike create a website. Even though the cost is relatively high, we feel it is necessary not only to create a more professional image for Greek Gourmet, but more importantly, to make Greek Gourmet more readily accessible for both individual customers and wholesale retailers.

Other forms of online advertising would be done through Facebook, Twitter, etc. These would not only increase the penetration of Greek Gourmet but also provide useful statistics (such as the number of Facebook fans or Twitter followers) which could be useful to further prove to wholesale clients that there is a potential market for Greek Gourmet hummus.

Controls

In order for Greek Gourmet to successfully implement our action program we have developed controls in order to monitor the plan's progress. These controls will act so that Greek Gourmet will be able to measure the success and further illustrate the potential of the hummus market in the

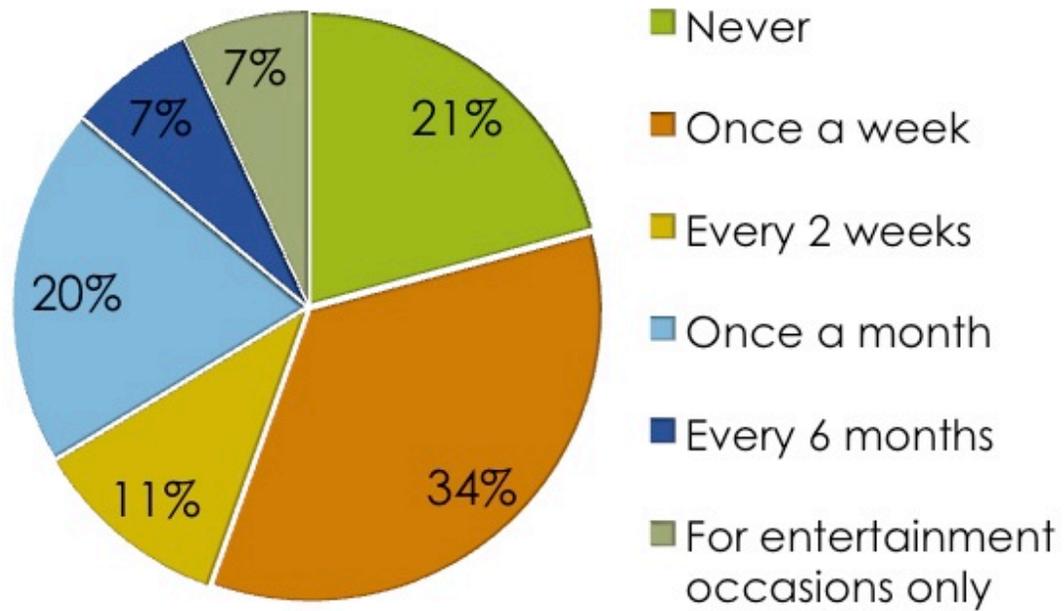
Pittsburgh area to a number of wholesale Pittsburgh area grocery store clients. Furthermore, this will increase Greek Gourmet's brand awareness among both customers and retailers.

To determine the success of efforts aimed at increasing customer's awareness of Greek Gourmet, purchasers of Greek Gourmet hummus will be given the chance to participate in an optional survey aimed at determining their awareness of the brand and how this awareness was acquired. Also, any inquiries made by retailers about potentially carrying Greek Gourmet hummus should be followed by asking them how they became aware of the Greek Gourmet brand. Through the prescribed data documentation efforts, Greek Gourmet will acquire data showing the level of success of the prescribed marketing mix. Specifically, volume of sales will be measured quarterly to gauge if the brand promotion efforts have increased the number of Greek Gourmet purchasers. There will also be quarterly evaluations on the prescribed data collection effort to see if the amount of data Greek Gourmet has acquired is increasing positively. Additionally, the wholesale expansion will be evaluated to ensure there is a continuous push to bring the product to new locations.

Appendices

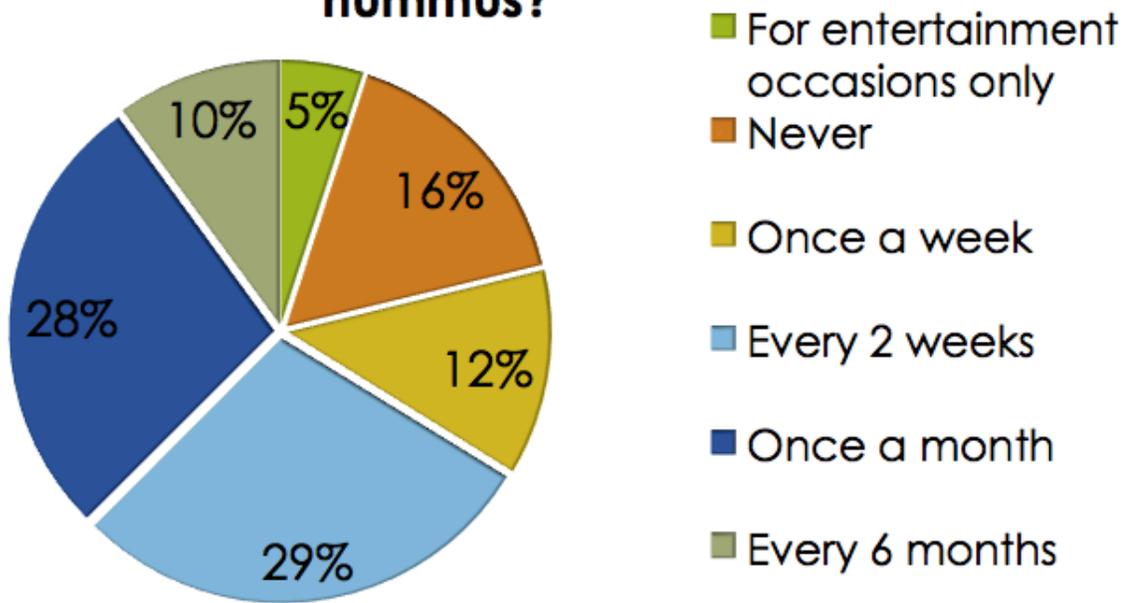
Appendix A

How often do participants eat hummus?



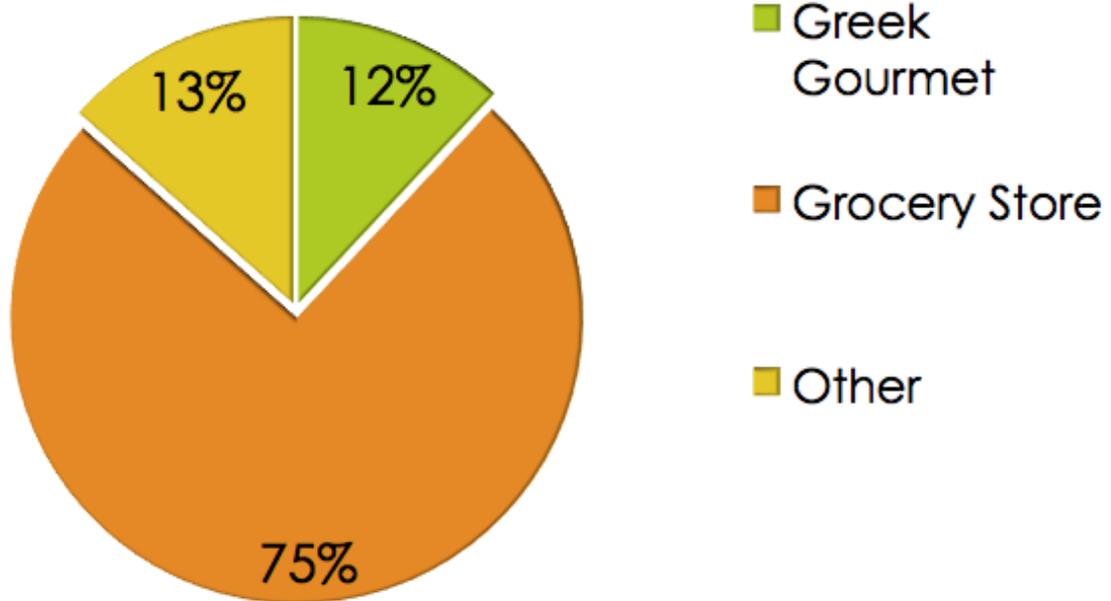
Appendix B

How often do participants who have eaten hummus before purchase packaged hummus?



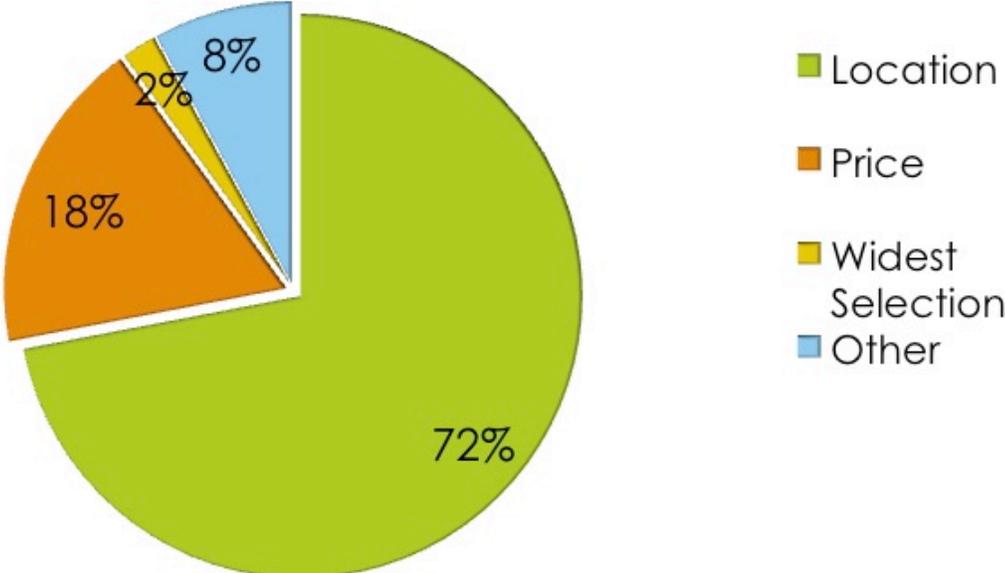
Appendix C

Where do participants who buy packaged hummus buyers buy their hummus?



Appendix D

Why do participants who buy their packaged hummus at grocery stores purchase it there?



Appendix E

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Data Input and Documentation of Sales	○	○	○	○	○	○	○	○
Trade Magazine	○	○			∅	∅		
Community Outreach		○	○			∅	∅	
Online Promotion	○	○	○	○	○	○	○	○
Present Sales to Potential Cilents							○	○

○ – action will be taken
 ∅ – action will or will not be taken based upon feasibility

Appendix F

Action	Cost
Input Data from Past Sales	Free
Document Current Sales	Free
Trade Magazine	\$200 for 6 months
Present Sales to Potential Clients	Free
Community Outreach	\$75 for 2 days
-Greek Food Festival	
-Farmer's Market	
Online Promotion	\$2000
-Website	
-Twitter	
-Facebook	