Design of A Marketing Plan for Garlic Paste for The Central Zone of Puebla, Mexico

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Abstract. The main objective of this article is to create a marketing plan for garlic paste for the downtown area of Puebla, Mexico, containing the most appropriate strategies for penetration and product positioning. This plan is structured based on the analysis of the results of the market study that was carried out in the 147 restaurants to which a survey with 19 items was applied personally from the study variables that are the 4 P of the marketing (product, price, place and promotion).

1. Introduction:

Garlic is a vegetable that belongs to the genus Allium and the Liliácea family, garlic is a perennial plant that provides a large numbers of nutrients and characteristic medicinal properties that make this bulb one of the most consumed plant products worldwide and is present in Mexican gastronomy. Garlic is a condiment that is used for different culinary processes and is marketed in different presentations in Mexico as Garlic heads, garlic wedges, garlic powder and garlic paste (Garcia, 2000).

In Mexico, garlic is an ingredient with a great presence in our kitchen, being an indispensable food in the preparation of many dishes since it is a natural flavoring and is used in stews, stir-fries, moles, pickles, soups and sauces (INEGI, 2019). For beneficiaries in the agri-food sector who are producers of garlic, it is extremely important to have appropriate elements for business development decision-making, although national and regional production has increased consistently, it is clear that it is necessary to identify alternative routes for the use of the product lag. The presentation of minced garlic and garlic paste is a viable alternative to use the product lag, According to Monje Peters (2003) the result of ground garlic, passing through a cleaning process, is garlic paste.

Garlic in Pasta or Puree is minced garlic, packed in cubes, bags or cans and that you want to commercialize in the downtown area of the city of Puebla, Mexico. For this, it is necessary to know if there is demand and what preferences the market has regarding the product such as the presentation size, consumption volume, price and where to buy it, among some other marketing data, therefore a market study was carried out through personal application of surveys designed with 19 items based on the variables product, price, place, promotion and with the results a marketing plan is designed that contains the strategies to penetrate the market of the study area.

A good marketing strategy offers us some benefits such as:

Generate addressing. If you do not know where your project is going or how to achieve it, nothing may be achieved, the plan indicates the objectives and how to achieve them, becoming a director of all areas.

Maintains motivation. The plan is also a document that, properly prepared, generates and maintains the motivational status in the organization. When everyone is clear about what vision one works with, the reasons why things are done, how they are done, and the achievements are shown, the motivation will be at an adequate level and it will be easier to obtain what is sought, that is, the goals or objectives (Cohen, 2007).

Decrease the risk. Investing in a new product will always have a risk of failure and economic loss, therefore having a marketing plan will indicate which way to go based on the customer's wishes and thus decrease the probability of failure.

2. Objective:

Propose a marketing plan for a company in the city of Puebla that manufactures garlic paste, which details the necessary characteristics of the product and the strategies to position it in the restaurant market based on market research.

2. Methodological Proposal:

It is necessary to know the needs of the restaurant sector in the study area and this information, which is so specific to the sector, has to be obtained with a voice study of the client and it is proposed that it be through a survey.

Based on the DENUES 2019 tool, the population of the limited area of downtown Puebla at a radius of 700m from the socket in the portals is 269 establishments in the Centro, El Carmen, Barrio de Analco and El Refugio neighborhoods.

Table 1.1: Demand for kg of garlic paste according to survey data.

Demand for garlic paste (survey data)						
	Businesses surveyed	Total population	Business ready to use garlic paste	Demand per month	Normal demand	Optimistic Demand
Units 1 kg	147	269	134	421	421	771

Source: self-made.

With a population of less than 500,000 units, the following formula is used Walpole (2007):

$$n = \frac{\alpha^2 \ Npq}{e^2(N-1)+\alpha^2 \ pq}$$

$$n= \frac{(1.96)^2(269)(.70)(.30)}{(.05)^2(269-1)+(1.96)^2(.70).30)}$$

$$n= \frac{3.8416(269)(.70)(.30)}{0.0025(268)+3.8416(.70).30)}$$

$$n= \frac{217.01}{1.4767}$$

n=146.97

Where:

α = 1.96 (value table Z)
N = 269 (Population)
p = .70 (event probability)
q = .30 (event probability)
e = 0.5 (estimation error)
n = sample size

The sample size is 147 surveys that were applied to restaurateurs in the downtown area of the city of Puebla. The survey that was designed is 19 items divided into the study variables, which are the 4 P of marketing: product, price, place and promotion, with a Likert scale, the survey was validated by 3 experts and was also applied a pilot survey having a level of consistency or reliability using the alpha method of cronbach, obtaining the value of α (Alpha) = 080008174, which showed an acceptable level of consistency and reliability. Regarding the results of the

final survey, it can be established that the most relevant factors are:

1. Product.- The daily use of the product in more than 80% of the menu items and its presentation of 1 kg.
2. Price. 25% is willing to pay the price of $ 80.00.
3. Plaza. 100% prefer home delivery.
4. Promotion. 91% of the restaurants affirm that they are willing to use it.

The results of the surveys indicate that if there is a potential demand for garlic paste in the study area of more than 90% of the respondents, as shown in table 1.1 and 1.2:

Table 1.2: Sales projection.

Demand	Minimum	Maximum	Reserved
Units 1KG	421	771	211
Price by unit	$80.00	$80.00	$80.00
Total in $ per month	$33,680.00	$61,680.00	$16,000.00
Total in $ in 1 year	$404,160.00	$740,160.00	$192,000.00

Source: self-made.

Based on the results of the field study and the market study, the following strategies were established, shown in the table 1.3 for market garlic paste.

3. Discussion:

Based on the results of the survey, it is viable to commercialize garlic paste in the study area. The consumer of natural garlic is willing to try and change the consumption of natural garlic for garlic paste or use both. The consumer does not know brands of garlic paste which is an area of opportunity to position the brand and generate constant consumption. The proposed strategies will increase the chances of success on marketing garlic paste in the study area.

4. Conclusions:

In conclusion, thanks to the market study, the objective of the research was achieved, it is known what the market demand is about the product and its preferences, details that will help us establish the most appropriate elements to be able to market the product.

The proposed methodology was the most appropriate to be able to carry out the market study and

thus better understand and understand the needs of the market objectively.

Therefore, there are very useful elements to create a product that has the most suitable elements for its commercialization in the study area.

Following 4 areas that are positioning, distribution, penetration, and sales.

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Table 1.3 Table of strategies to market garlic paste in the study area.

MARKETING STRATEGIES FOR GARLIC PASTA				
Name	Indicator	Goal	Actions	Formula
Positioning strategy	Product acceptance and customer satisfaction	Achieve that the product is suitable for the client and their satisfaction is high.	1. Presentation of 1 kg, plastic container. 2. Label design with nutritional and content table. 3. Open communication channel for feedback.	Unsatisfied customers visited
Distribution strategy	Delivery and customer visit	Cover at least 25% of the delivery area (39 restaurants) in one week.	1. Visit 8 clients a day to carry out sales work. 2. Make monthly sales report.	Customers in the area Customers visited
Penetration strategy	Penetration of the market niche study area Puebla center	Obtain tests with at least half of the restaurants surveyed, which would be 78 establishments in two weeks.	1. Implement visits to clients to deliver samples of the product to carry out tests in the kitchen. 2. Deliver flyer of benefits and advantages of using garlic paste.	Customers visited Confirmed sales
Sales strategy	Sales volume	Achieve sales in at least 78 establishments for the first month and gradually increase until reaching 267 establishments in the study area.	1. Perform weekly customer visit report 2. Cover the weekly customer visit fee 3. Generate sales of at least 211 kg per 1 month.	Volume sold Planned volume

Source: self-made.

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