



## BRAND BUILDING & MANAGING PRODUCTS IN THE LOCAL MARKET

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General Manager Sales  
Prima Agri-Products Sdn Bhd



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## OUR EXPERIENCE



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Premium Brand for Institutional Customers (B2B)



Retail Brand for Consumers (B2C)



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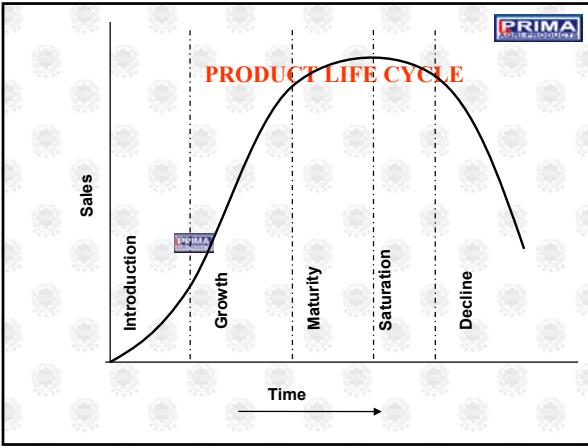
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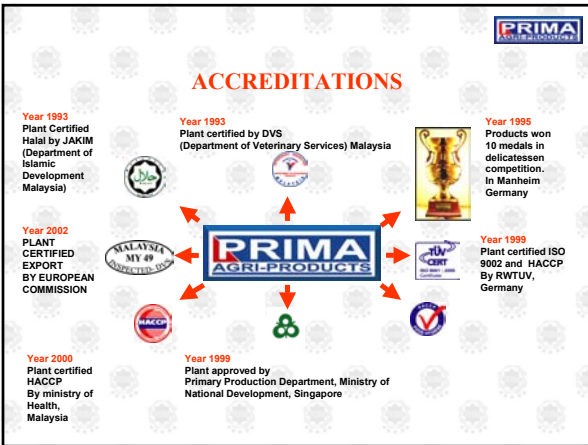
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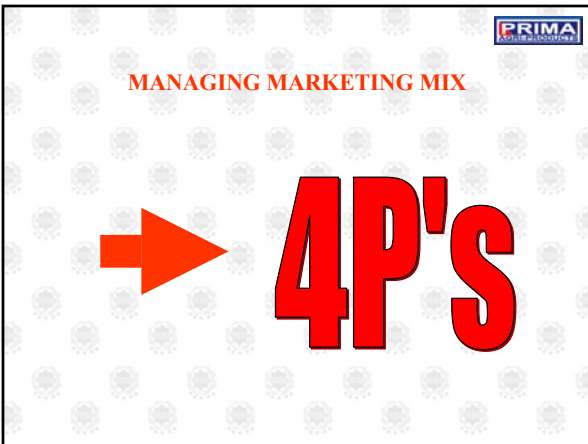
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1. Product Variety
2. Quality
3. Design
4. Features
5. Brand Name
6. Packaging
7. Sizes
8. Service
9. Warranties
10. Returns



1. List Price
2. Discounts
3. Allowances
4. Payment Period
5. Credit Terms

1. Advertising
2. Personal Selling
3. Sales Promotion
4. Public Relations
5. Direct Marketing



1. Channels of distribution
2. Location
3. Coverage
4. Assortments
5. Inventories
6. Logistics

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## PRODUCT

### Customer Needs & Wants

We found our customers were buying Prima products because we have something different to offer.

They are buying because it was what they need and want differentiated taste profile, hygiene, consistent quality, Halal, etc.

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## SAUSAGES, CHIPOLATA, FRANKFURTERS & HOTDOGS

Chicken Breakfast Sausage, Beef Garlic Hotdog, Jumbo Chicken Frankfurter, Chicken Chipolata



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## COLD CUTS & SPECIALTIES

Pepperoni, Turkey Toast, Breakfast Beef, Salami



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## PORTION CONTROL MEATS



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## CONVENIENCE FOODS

Ready To Eat Meals



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## GOURMET SOUP, SAUCES & MARINATES



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## PREPARED FOODS

Sambal Tumis Sauce and Sate Sauce.



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## PRICE

Cost To The Customer

We can lower price or we can make \$\$\$. We are able to navigate this market not by being price conscious but quality competitive.

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## OUR PRICING STRATEGY

1. Overall cost leadership  
Producing standardised product at a low cost
2. Differentiation  
Market a USP (Unique Selling Proposition)
3. Focus  
Concentration on a niche market

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Price is the only element of the 4 Ps of marketing that produces revenue; the other three elements produce cost.

$$V = B - P$$

(Value = Benefit - Price)

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## PLACE

Convenience

The various channels where Prima's products are accessible and available to its customers.

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## OUR DOMESTIC MARKETS

### 1. Business To Business (B2B)

- Quick Service Restaurant (QSR)
- Hotel / Restaurant / Cafe (HoReCa)
- Wholesaler / Distributors
- Manufacturer / Institutional
- Airline
- Bakery
- Catering
- Schools & Child Care Center

### 2. Business To Customers (B2C)

- Supermarket / Hypermarkets /
- Franchising



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## EXPORT MARKETS



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## PROMOTION

### Communication

Activities undertaken to communicate and promote Prima's products to its target market.

- Advertisements
- Food Sampling Activities
- Sales Promotions
- Trade Exhibitions
- Membership of CAM, MFBEA etc

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