
LAUNCH OF AN ORGANIC PRODUCT - NATURAL CAKE SWEETENED WITH ORGANIC HONEY

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Abstract

The organic products market has seen an upward trend in Romania in the last decade. People are more and more interested in having a healthy diet and consuming natural products that taste much better. That is why it is also up to economists in the agri-food and environmental fields to design environmentally friendly products that meet the needs of consumers and know how to promote them in order to be successful. Given the growing trend of the dessert market, it was considered that a natural cake sweetened with organic honey and various fillings will attract many customers.

Keywords: organic product, natural cake, ecomarketing, bibliometric analysis

JEL classification: *D2 Production and Organizations*

Introduction

The objective of the paper is presenting the process of launching an organic product on Romanian market. The article is organized in 3 sections: literature review- in which it is conducted the bibliometric analysis on the ecomarketing domain; methodology, data, results and discussions- in this section it was analysed the importance of launching new/organic products, the market in which the product will be launched and the main steps of the marketing program, the last section being dedicated to the conclusions.

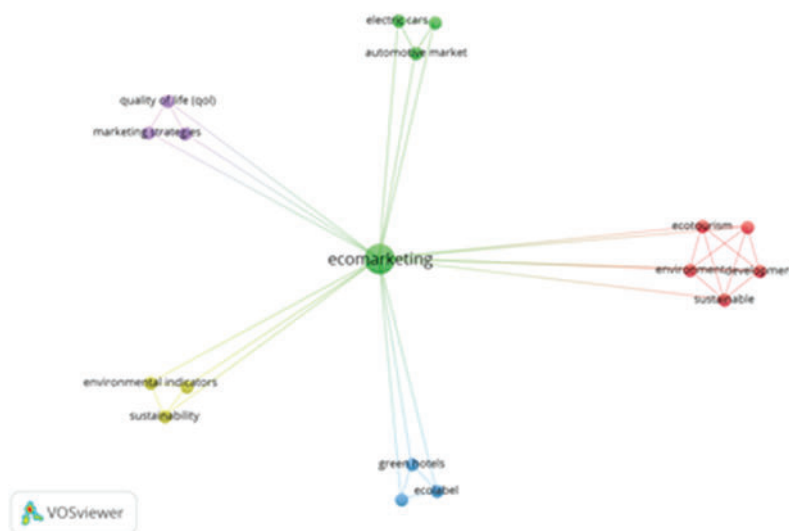
I. Review of scientific literature

Quantitative analysis of scientific documents found in the Scopus database - Bibliometric analysis performed in VOSviewer

In this chapter, the bibliometric analysis will be performed on an inventory of the advertising activity in the field of ecomarketing. The figure below shows the analysis of the keywords used by the authors in the research papers.

Keyword analysis

Fig.1



Own conceptualization based on data from Scopus

The most commonly used word is “ecomarketing” with 5 occurrences, followed by “environmental indicators”, “sustainability”, “green label”, “environment”, “ecotourism”, “market strategies”, “quality of life”.

II. Methodology, data, results and discussions

Bibliometrics is a branch of Scientometry that relies on the quantitative analysis of scientific publications to perform statistical analyzes. Therefore, bibliometrics is a research method that involves developing an inventory specific to journalistic activity either at the level of states or at the level of institutions to perform a comparative analysis of research productivity (Pătărlăgeanu, 2020). Thus, in order to identify the scientific interest in the field of ecomarketing, 5 articles were analyzed and the keywords used by the authors were reproduced. Next, a synthetic plan for launching an organic cake will be presented.

2.1 Importance of launching new organic products / products

As is well known, the market is complex, dynamic and is influenced by both demand and supply. Thus, the market will constantly evolve by making new products. There is an increase in the organic products sector, due to the fact that they are tastier, but also healthier. Given the fact that the

market is already saturated with conventional products, made on an industrial scale, a higher profit can be achieved by making organic products from natural ingredients. Moreover, the realization of ecological products also contributes to the protection of the environment.

2.2 Presentation of the market in which the new product will be launched

The natural cake sweetened with organic bee honey, with various fillings, will be launched on a market that has an upward trend in demand, namely the market for organic desserts. This sector, as well as other organic products sectors, has seen spectacular growth in recent years. It is expected that the product will be successful, and a 15 p.p increase in turnover in the period 2020-2021. The product is aimed at all consumers, children and adults alike. The offer does not resemble the product to be made, as most cakes are not made from 100% natural ingredients and are not sweetened with organic honey. The cake on offer is also available in a wide range of flavors, from cocoa, vanilla, to apricots and berries. Thus, it can be stated that the product has a competitive advantage. The demand is growing for ready-made desserts, especially for organic and tasty ones.

2.3 The market for similar / ecological conventional products

The dessert market in general and the organic dessert market in particular are characterized by complexity and heterogeneity. Desserts are aimed at both children and adults. Therefore, the fact that the cake is made with natural ingredients and sweetened with organic honey, can attract more customers. The offer of similar conventional desserts is varied and consists of all cakes made from ingredients other than organic. Here we can mention the cakes from TipTop, Casa Antoine, etc. The supply of organic desserts is limited. There are cakes that use natural ingredients and are sweetened with honey, but do not have the same assortment diversity as the cake presented in this study. Both the consumption of conventional cakes and the consumption of cakes made with organic ingredients are on the rise. However, there is a growing consumer interest in organic products. In terms of price, it is higher in the case of natural cake sweetened with organic honey, as the price of honey is high. Eggs from organic farms, cocoa and organically certified ingredients are also used. The price of such a cake, 800g is about 60 lei, compared to a cake with the same weight made in the conventional system, which has a price of 45 lei. The consumer responds favorably to sweet products, especially if they are of exceptional quality. It is estimated a 15 p.p increase in turnover in the period 2020-2021.

2.4 Presentation of the new product

The natural cake sweetened with organic honey is a new product made in Romania, which is addressed to both children and adults. The cake is found in various assortments with cocoa, honey and walnuts, apricots, berries. The cake weighs 800 grams and is packed in a cardboard box that protects the contents. The price of such a cake is 60 lei depending on the assortment. It is not a luxury product, it is addressed to all consumers, especially to those who appreciate quality sweets, made with natural ingredients. The cake is packed in a protective box, which facilitates distribution. From the point of view of how to make it, the cake has 5 sheets between which there is a layer of cream with various flavors. Both the top and the cream are sweetened with organic honey. The launch of this type of cake is expected to be successful, especially for the 18-50 age group, as this category is more open to try new things, and for now, the sale of cakes is online.

2.5 Stages of the marketing program for the launch of the new product. Need identification

It was found that the demand for desserts has increased in recent years, especially those of quality and made from natural ingredients. People want to have a healthy diet and at the same time eat tasty products. Also, people's free time has diminished, so making a cake that consumers can buy and serve with their loved ones, without having to cook it, satisfies the needs of customers in this regard.

The idea of the new product (generation, inventory, selection of ideas)

The idea for the new product came from the analysis of the confectionery market, especially ready-made desserts. Thus, there was an increase in demand for this type of product. We started from the idea that a simple product should be made, which can target a target group of as many people as possible and meet the needs of consumers today. It was concluded that there are few cakes on the Romanian market made with 100% natural ingredients. Also, by making this cake, the help that can be offered to local producers was taken into account. Thus, the honey used to sweeten the cake comes from a local producer in Gorj County, and the eggs used for the top of the cake come from locals in the same county.

Creating and testing the concept

The concept was created following the market analysis, which showed an increase for the ready-made and natural desserts sector. It was concluded that the natural cake sweetened with organic honey will be well received by consumers.

The concept, more precisely the recipe, was initially tested in the family, then a cake was tasted according to assortments, in a fair of natural agri-food products. The tasting was well received and appreciated by those who participated.

Product design

The recipe was developed with inspiration from an Armenian recipe. The cake contains condensed milk (milk, sugar, glucose syrup), vegetable fats and oils, hydrogenated fats, wheat flour, sugar, eggs, honey (3.3%), cocoa powder (1.7%), yeast: baking soda, flavoring substance: vanilla ethyl. In terms of storage, the cake has a shelf life of 90 days and is kept at a temperature between 2 - 24 degrees Celsius 6 months when stored in an area where the temperature does not exceed 8 degrees Celsius and 12 months when it is frozen at a temperature of -18 degrees Celsius

Prototype making and testing

The first cake was made by the family, out of the desire to enjoy a tasty and healthy dessert. After extensive research, I found several old recipes for honey-sweetened cakes. Searching for such cakes in our country, we found that there are not many such products. Thus, we decided to organize a tasting of this cake in a fair with agri-food tastings. It was found that the cake was appreciated by consumers.

Studying consumer behavior / preferences

It has been observed that there is an increase in demand for desserts already prepared, this being explained by the lack of time for consumers. Demand for organic products is also rising. Moreover, there has been an intensification of the trend according to which the support of local producers is encouraged. By making the cake, we support local honey producers, but also people in rural areas who have no one to sell their eggs to.

With all these things in mind, we can think that the launch of our product will be successful on the Romanian market, especially in urban areas, for social categories with medium-high incomes.

Product finalization

The cake recipe is strictly followed. The final product is packed in a cardboard box with a protective role and to facilitate transport. The product is sold online, and in the future we will have a store where people can come and taste the cakes, along with a coffee.

Market testing

The concept, more precisely the recipe, was initially tested in the family, then a cake was tasted according to assortments, in a fair of natural agri-food products. The tasting was well received and appreciated by those who participated.

2.6 The process of launching the new product. Launch period

The product was launched in early 2020, following a tasting organized at an agri-food fair. After tasting, it was found that the product was successful and began online sales on its website www.prajituricumiere.ro. Sales began to grow gradually as consumers became accustomed to the quality of the products offered.

Place of launch

The product was launched online, on the website www.prajituricumiere.ro, considering the current situation, it was considered that this is the best alternative, for a moment.

Target market

The target market is made up of people who want to enjoy a tasty and healthy dessert, made with 100% natural ingredients. As a consumer profile, it can be said that this is a person open to novelty, who wants to consume tasty products as before, willing to pay a higher price for the product and be a follower of organic products. In terms of age, the ideal consumers are in the 18-50 age range.

Market strategy followed

Initially, the strategy of penetrating the market was approached, by offering free samples, later, the strategy of increasing the market share was used. Through this strategy, the aim is to increase sales and, implicitly, to increase market share.

Conclusions

In conclusion, the natural cake sweetened with organic honey is a product that was launched on the market earlier this year, following a tasting that was very well received. The product comes in several varieties, from cocoa and walnut, to apricots and berries. In terms of strategy, the market penetration strategy was used first, then the market penetration strategy. Annual sales growth is estimated at 15%. We want to make new assortments

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