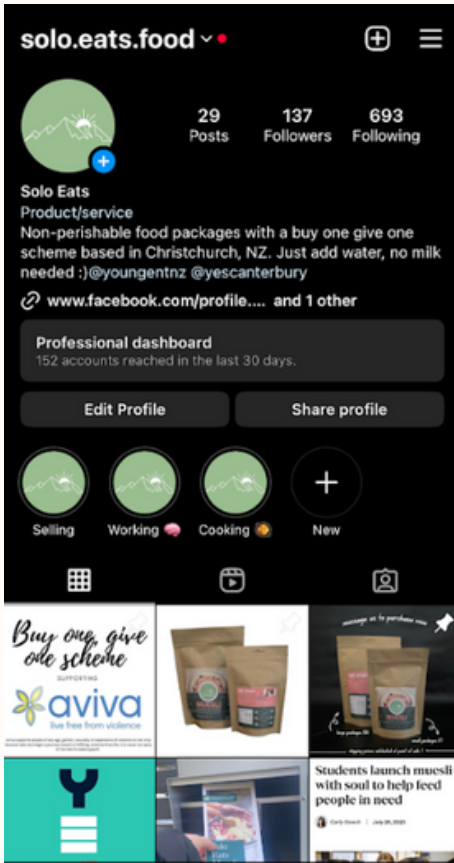




SOLO EATS

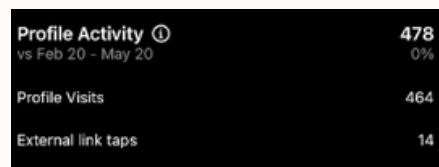
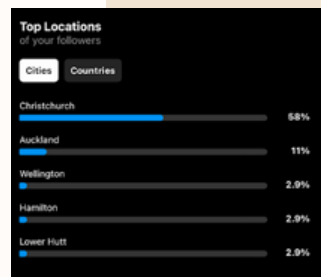
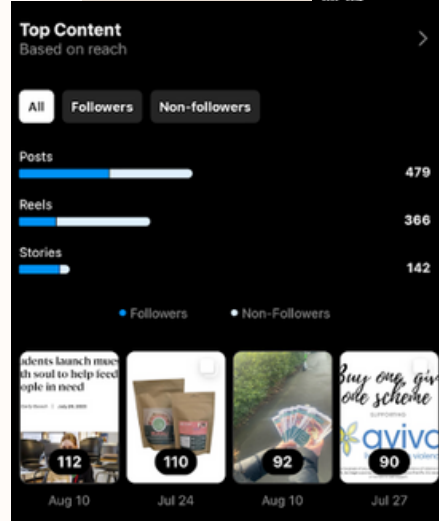
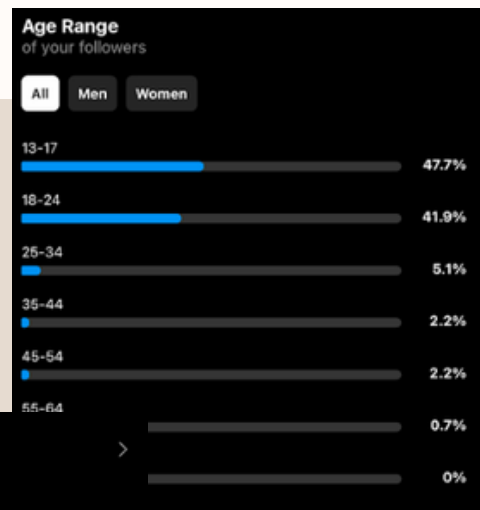
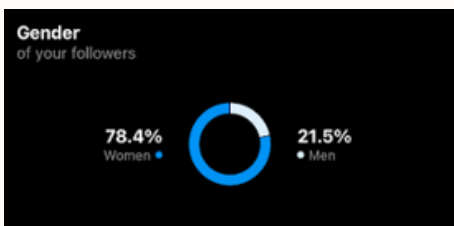
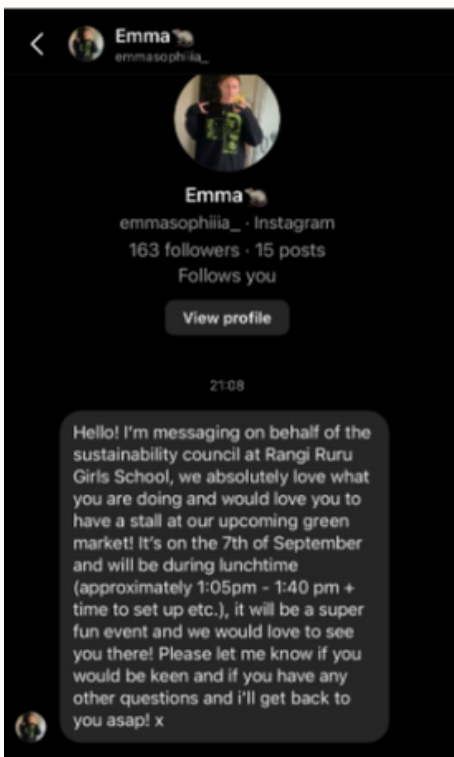
INSTAGRAM SOCIAL MEDIA PLATFORM



Solo Eats posts weekly on our Instagram page to promote our product and website. We post about our selling opportunities and our work behind the scenes. We chose to do this as according to Khor's "The 2022 Social Media Demographics Guide", 67% of people ages 18–29 use Instagram, 47% of people ages 30–49 use Instagram, and 23% of people ages 50–64 use Instagram. This is a large number of people that fall in our target market, this is an effective way to reach and engage with them. From Instagram we also had other business studies groups and local sustainability committees.

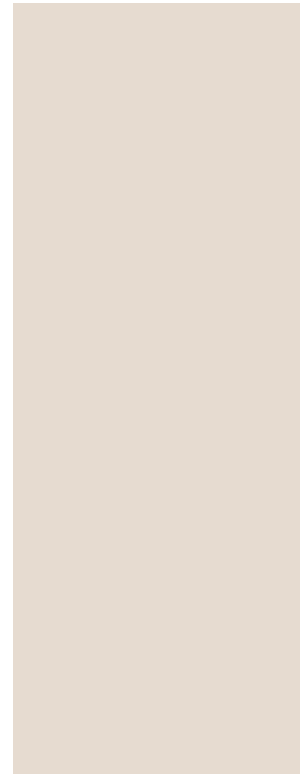
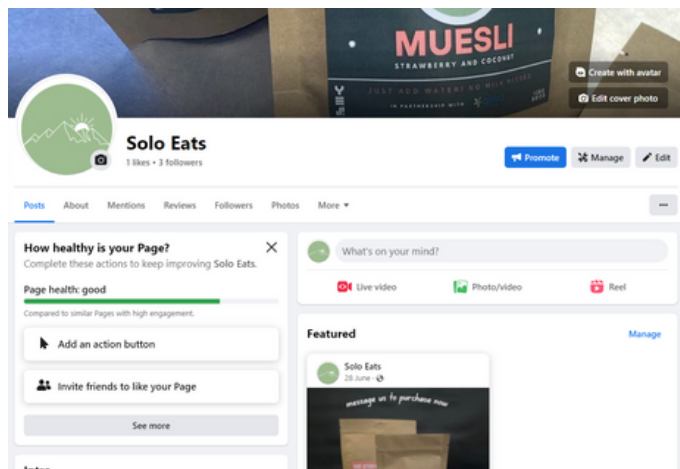
From our Instagram analytics, the following posts were the highest-reaching ones. These high-reaching posts on average lead to ten new followers and reach around 100 non-followers. Furthermore, these are the insights given from Instagram showing our audience and the ages, locations, and genders of the people interacting with our Instagram page. This provides evidence that this is a great promotional method and that it has led to engagement.

The link to our : <https://instagram.com/solo.eats.food?igshid=MjEwN2IyYWYwYw==>



FACEBOOK SOCIAL MEDIA PLATFORM

We also have a Facebook platform which is linked to our Instagram profile and has the same posts and stories. This is because according to Khoros' "The 2022 Social Media Demographics Guide" 86% of people ages 18-29 use Facebook, 77% of people ages 30-49 use Facebook, 51% of people ages 50-65 use Facebook, and 34% of people that are 65+ years old use Facebook which is furthermore in our target audience and thus this is an effective way to engage with them.



Top post

[See all](#)

Last 28 days

Boost this post to reach up to 4563 more people with every NZ\$357 that you spend.

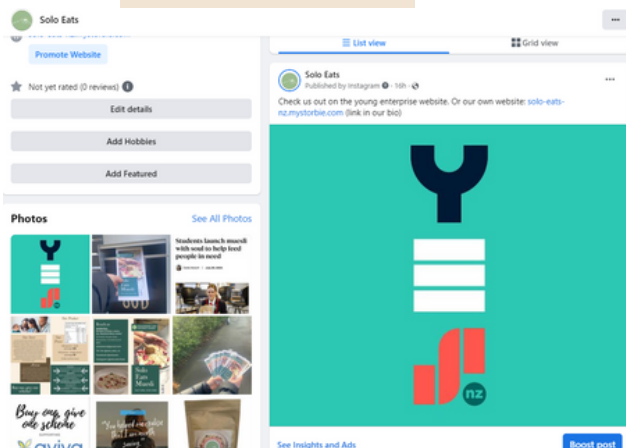
Our Muesli is ready and our website is live! We have a 465g Bulk Package Muesli and a 138g Single Serve Muesli available! <https://solo-eats-...>

Published by Instagram · 24 July at 19:36 · 🌐

Post impressions	Post reach	Post engagement
15	11	2

[See insights](#)

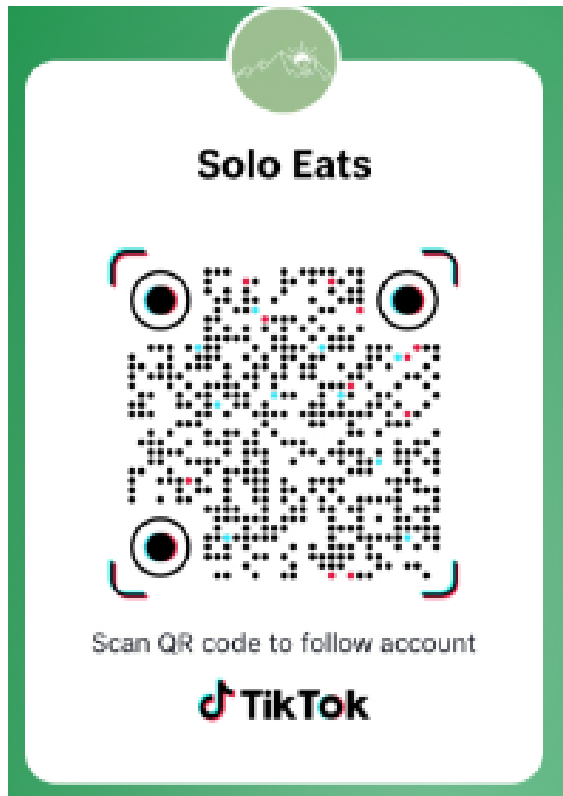
[Boost post](#)



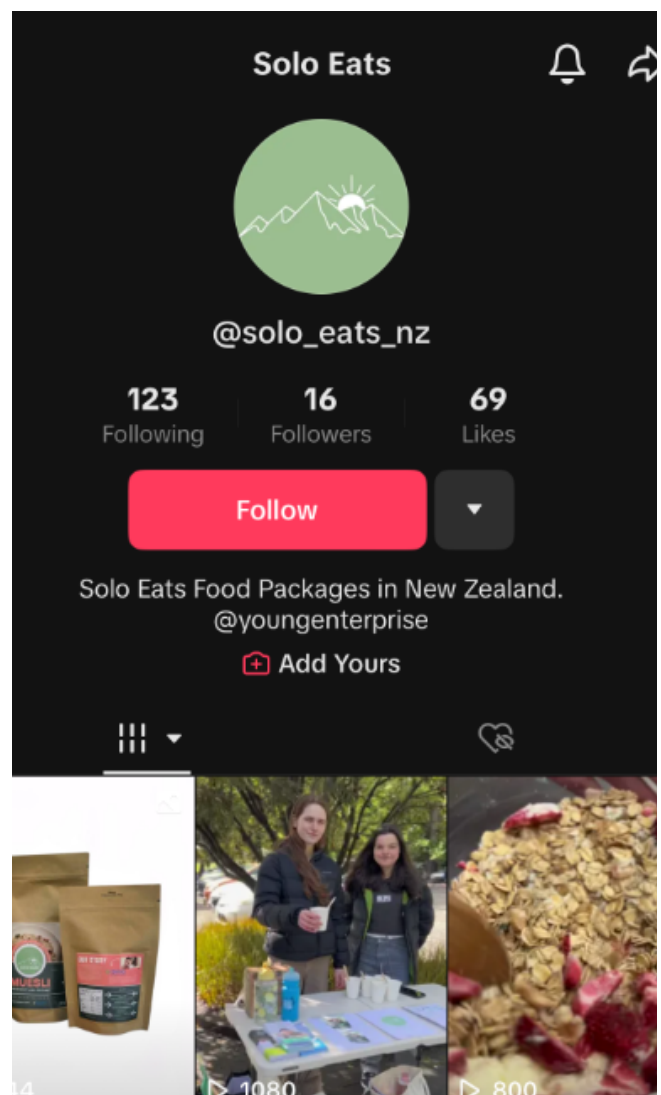
More engagement leads to more sales, which is true as at markets many customers admitted to seeing us on Facebook. This is further proven from our Facebook analytics that show the outreach of our posts showing that it was effective. The link to our Facebook page is: <https://www.facebook.com/profile.php?id=100094115502737>.

TIK TOK SOCIAL MEDIA PLATFORM.

Lastly, we have a TikTok profile that has behind-the-scenes short vlogs about our packaging, setting up at markets, delivering posters and brochures, and more. We did this as our target market of 18 to 65 year old males and females is one Tik Tok according to Khor's "The 2022 Social Media Demographics Guide", thus it is a good way to reach our target market. We also did this as we think this is effective because #youngenterprise is trending on TikTok and has over 200K videos. This led to more questions and engagement with friends and family. One of our TikTok has over 1000 views and our other TikTok has over 800 views.



Our Tiktok account does get attention from our target market (females and males aged 25 to 60, specifically those who don't have an emergency box or pack at home, have families and earn middle-class to upper-middle-class income), but does get new people to get interested in a ready to eat meal. Although, this is the least sales channel that would get attention compared to Instagram and Facebook, we could make our posts more community, family, trampers, people who want non-perishable food-based. We could do this by adding in our reasons, and our backstory as a way to promote Solo Eats.



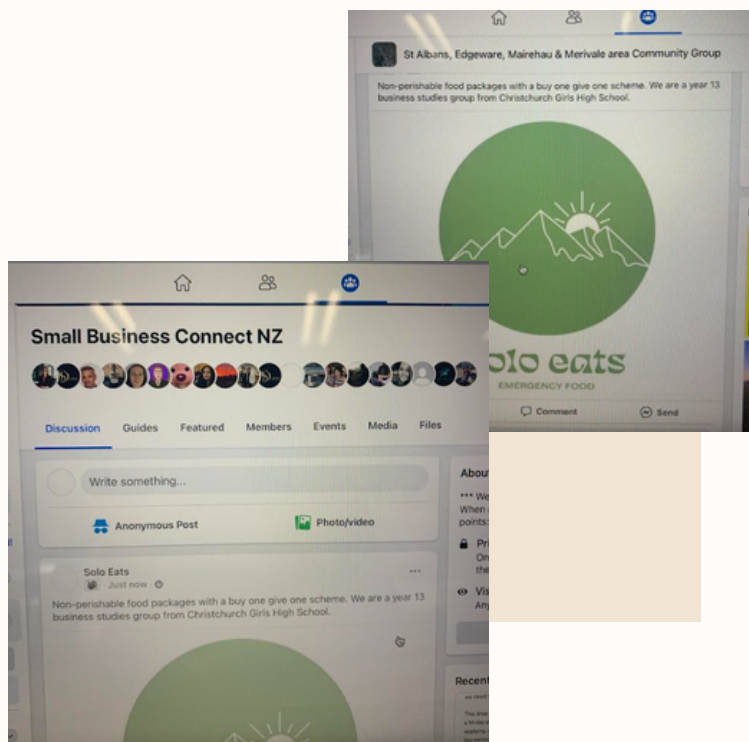
ARTICLE IN THE PRESS NEWSPAPER ON JULY 29TH, 2023.

To attract more customers and get our brand out in the New Zealand community we approached the press to see if they could do an article on us. Carly Gooch reached out and had a phone interview with our CEO, Cleo McLaughlin. From that we had a photographer, Alden Williams come into school to take some photos of our CEO and co-marketing director, Zoë Jackson for the article. We chose this promotion method because our brand, Solo Eats, wasn't well known in the community and we were at the early stages of selling so we needed to promote our business and the good we were doing in the community. From having this article in the press newspaper as well as on their online site, we gained a lot of interest from family, friends, teachers and school students. We made a few sales from family and friends from this news article.

This is the link to our article:
<https://www.thepress.co.nz/a/business/350042401/students-launch-muesli-soul-help-feed-people-need>



PROMOTION ON OTHER FACEBOOK PAGES



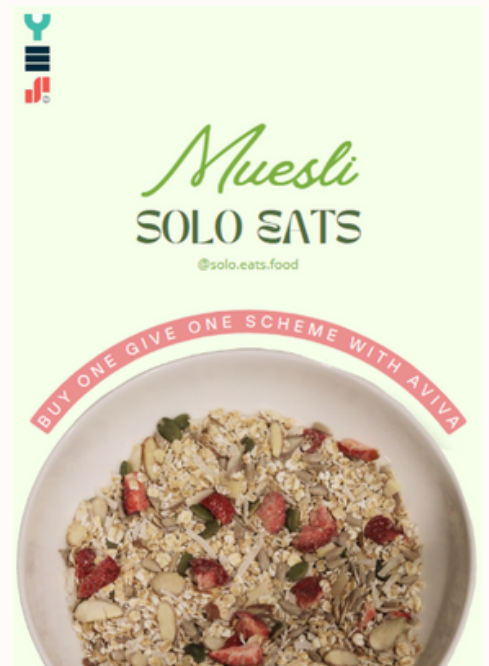
We promoted our business on other Facebook community pages to gain awareness of our product. We added posts to groups that our target market is in such as Fendalton and Strowan community groups as they are more likely the high-income areas of Christchurch which would have our high-income target market. Furthermore, we added it to groups for trampers and backpackers as we think they will be interested in our product for days on the go when they don't want to carry milk around. We chose this promotional method as many of our target market uses Facebook and posting on groups is more effective than posting on your own account as it can reach more people and create better brand awareness. This wasn't the most effective promotional method as we didn't start this method until later into selling. We probably should have started promoting on Facebook earlier to create better brand awareness which could lead to more sales.

POSTERS AROUND TOWN



Staff at our school brought our product after seeing it advertised from a poster in the staff room.

We have designed and distributed many posters. Posters were distributed all over Christchurch township. We left them at hostels and backpackers over town as product validation earlier in the year told us that trampers were interested in our product to reduce waste on tramp. We also left them at bus benches and popular cafes around town such as Ci Espresso. We left them at art centres and exhibits. We got interest while hanging out posters thus we believe these were an effective marketing strategy and draw interest later on while they were hanging. We hung one poster in the staff room of our school in order for staff to see how to purchase our products. We chose this promotional method because sometimes seeing a poster in person rather than online is more effective. We put them in places where people have time to sit and read the material, online it's easy to skip past the post and ignore it.



BROCHURES

Reach us
website:
<https://solo-eats-nz.mystorbie.com/>
 10 Matai Street East,
 Riccarton, Christchurch
 8011
 soloeatsnz@gmail.com
 Tik Tok @solo_eats_nz
 Facebook @soloeats
 Instagram @solo.eats.food

STRAWBERRY AND COCONUT MUESLI



Solo Eats Muesli
 BUY ONE, GIVE ONE!

Our Product

NUTRITION INFORMATION		
Servings per package	465	
Serving size	100 g	Average Quantity per Serving
		100 g
Energy	1930 kJ	1930 kJ
Protein	16.4 g	16.4 g
Fat, total	25.6 g	25.6 g
- saturated	10.4 g	10.4 g
Carbohydrate	37.8 g	37.8 g
- sugars	10.3 g	10.3 g
Sodium	80 mg	80 mg

Our Story
 Our story started with a problem. For our Year 13 Business group, we had to come up with a product that helps a certain problem. As a group, we wanted to focus on women in need in our local community of Ōtautahi. We did a lot of research to find a charity to work alongside with and we found Aviva, an organisation about living life free of violence. After talking with Aviva, we shifted our focus to people in need and talked about something that would be helpful for Aviva, and we came to the conclusion of creating easy, nutritious, and delicious meals. Something that any and everyone could eat regardless of cooking facilities or abilities. This led us to our product today.

Our Prices
 465 grams - bulk package **\$16**
 138 grams - single serve package **\$7**
 Order online now!

Directions
 Store on a cold dry shelf, away from direct sunlight. When ready to eat add as much water as desired.

Ingredients
 Oats (42%), milk powder (20%), pumpkin seeds (20%), sunflower seeds (10%), coconut (8%), cinnamon (2%), dried fruit, strawberries.
contains gluten and dairy and nuts

Manufactured and packed by:
 Solo Eats Food Company
 soloeatsnz@gmail.com
 10 Matai Street East,
 Riccarton, Christchurch 8011

Aviva
 Aviva supports people of any age, gender, sexuality or experience of violence to not only become safe, but begin a journey toward a fulfilling, violence-free life. It is never too early or too late to seek support. By donating to Aviva, we are helping pave the way to a violence-free future for thousands of tamariki and whānau in Aotearoa.

Buy one, give one scheme!



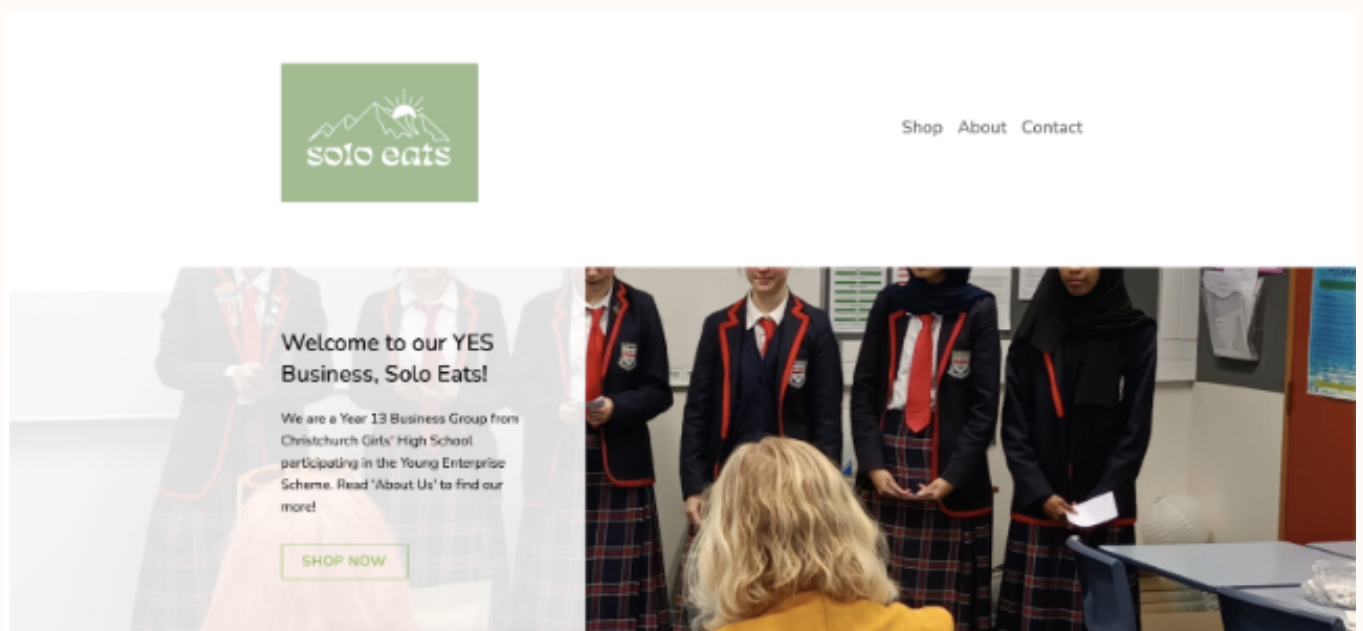
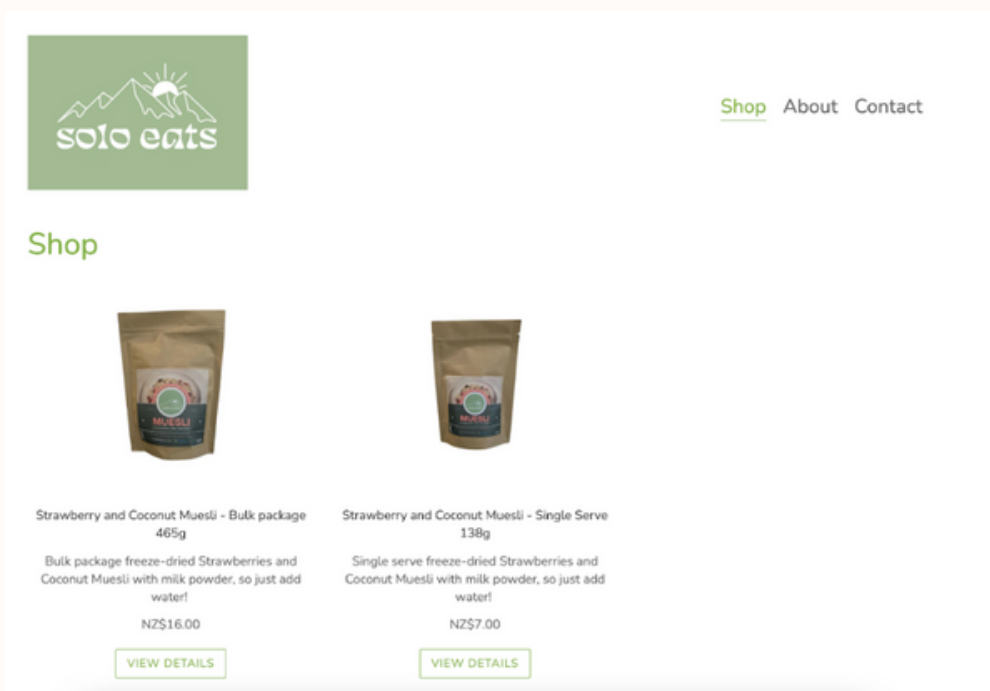
We also designed bi-fold brochures with information about our newly made website, how to purchase our products, who we were and how we were helping Aviva (Christchurch violence-free organisation). We delivered them to our target market residential areas such as Fendalton, Merivale, and Cashmere into their letterboxes. We were promoting our new website and how to purchase our products. We chose this method because the process of getting the brochures was super easy and putting them in people's letterboxes ensures that the consumer receives it instead of denying it if we were handing it out in person. This promotional method wasn't super effective but might be more effective if we had printed more brochures so we could hand more out.



STORBIE WEBSITE

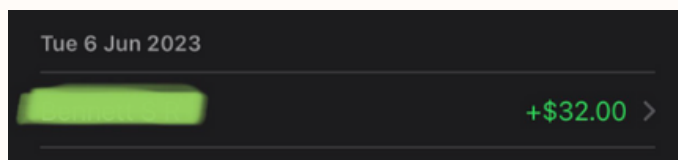
To attract more customers, and to have another platform where we can see our muesli, we made a website for Solo Eats through Storbie. We created an 'About Us' page where we wrote about how our product was started and about our buy one, give scheme with Aviva, to inform our customers about our business and our product. By having an informative page, it helps us to promote our muesli to potential customers, because they know that by buying our product, they are also helping the community. This will also increase our sales, as having a website which is easily accessible, means anyone can buy our product from anywhere in New Zealand. We have also added our website to the YES Market, so anyone can search through area or product type, and find Solo eats. The link to our website is;

<https://solo-eats-nz.mystorbie.com/?mode=live>



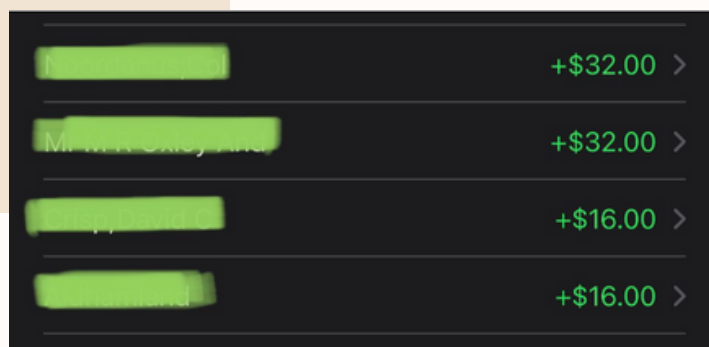
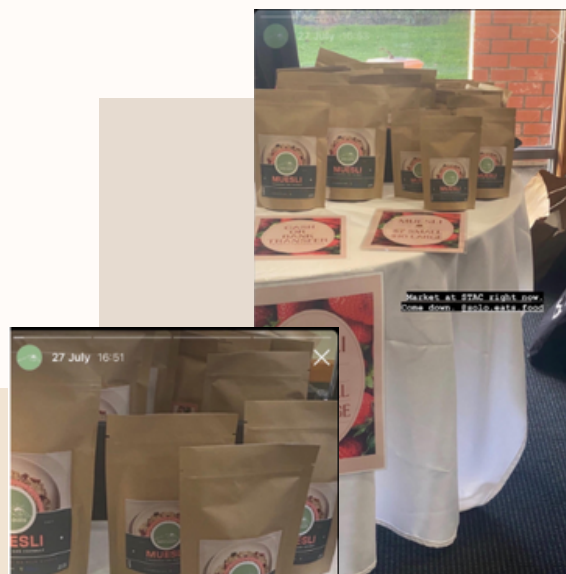
RIVERSIDE MARKET ON THE 4TH OF JUNE.

Solo Eats initially launched its first market on the 4th of July at Riverside Market. During this event, we successfully sold three of our bulk packages along with one individual package. Majority of these sales were handled through cash however, we had one bank transfer. In preparation for this pop-up stall, we proactively spread awareness by distributing posters across the town a few days prior. The purpose was to attract potential customers within our target demographic and encourage them to come along. These posters displayed our social media handles, including our Instagram business account, providing interested individuals with more information about our company and offerings. This approach also contributes to the growth of our social media, therefore creating a broader following and overall development for our digital platforms. This led to a revenue of \$55.



ST ANDREWS MARKET

The St Andrews School market was a successful selling opportunity which we attended on the 27th of July. The market was not only a success as an opportunity to sell our product but also as another opportunity to gain feedback, validation, and attention to our company and to work together as a team. From this opportunity, we were able to gain brand awareness in the forms of word of mouth as well as new followers to our Instagram, Facebook, and TikTok. Our total sales from the market amount to 7 bulk packages and 2 single serve packages. Which is \$126 in revenue.



KEY LEARNING TAKEAWAYS

- Facebook was a successful sales channel, as we could join community groups, rather than physically going to each community to promote Solo Eats. Facebook was an effective sales channel compared to TikTok or Instagram as it did get more community/family attention, whereas the other sales channels didn't.
- We learned that Instagram is a great sales channel for food businesses, as they get a lot of customers browsing and purchasing products. This is an effective sales channel for Solo Eats, as we can get our attention to 18-35-year-olds, who majority use Instagram as their everyday social media channel.
- We found that local markets that have more products and goods instead of ready-made food to eat right there, were more suited to us. Overall the markets were successful as we were able to sell 27% of our products and gain new Instagram and Facebook followers which increased our brand recognition. If we were to attend another in-person market we would choose somewhere that had more product stalls such as the Lyttleton/Mt Pleasant market and advertise our connection to Aviva better to ensure customers understand our buy one, give one scheme and who it is helping. We found that people were more interested in our products when they knew more about our service to Aviva.
- We found that the St Andrews market designed for people interested in Young Enterprise products was most successful as they were interested in interacting with us and learning more about our buy-one give-one scheme, how their support would help and affect others, and how we made our product. This led to STAC market being our most successful selling opportunity, with 18.75% of sales made here.
- Our website as a sales channel was something we assumed would be a good sales channel but unfortunately wasn't. We found that having the website set up before starting selling is ideal as we don't have to rely on in-person selling when our products are made. Next time, we could have marketed our website a bit better to increase sales and business awareness.