

ING1 PAU MARKETING MEETING ROLEPLAY

As part of the continuous assessment mark for the semester, students are required to **simulate a marketing meeting**. See the “Caferoma Case Study” document for information about the subject of the meeting.

Organisation of the meeting

The class must divide into 5 groups of 4.

Using the information contained in the “Caferoma Case Study” document, as well as any ideas of your own, students must prepare to simulate a meeting **to decide what actions are necessary to stop the company’s decline in market share and to increase profits. Your team must decide on a clear action plan by the end of the meeting.**

Each meeting roleplay should last **20 minutes** and students should try to share their speaking time equally. One person must take the role of the chairperson and lead the meeting. You may bring brief notes to the meeting, but please remember that this is above all a **speaking** activity, ***so you should not simply “read from your notes”!***

Assessment

Each student will receive an **individual mark** for their participation in the meeting, which will contribute to your continuous assessment mark for the semester.

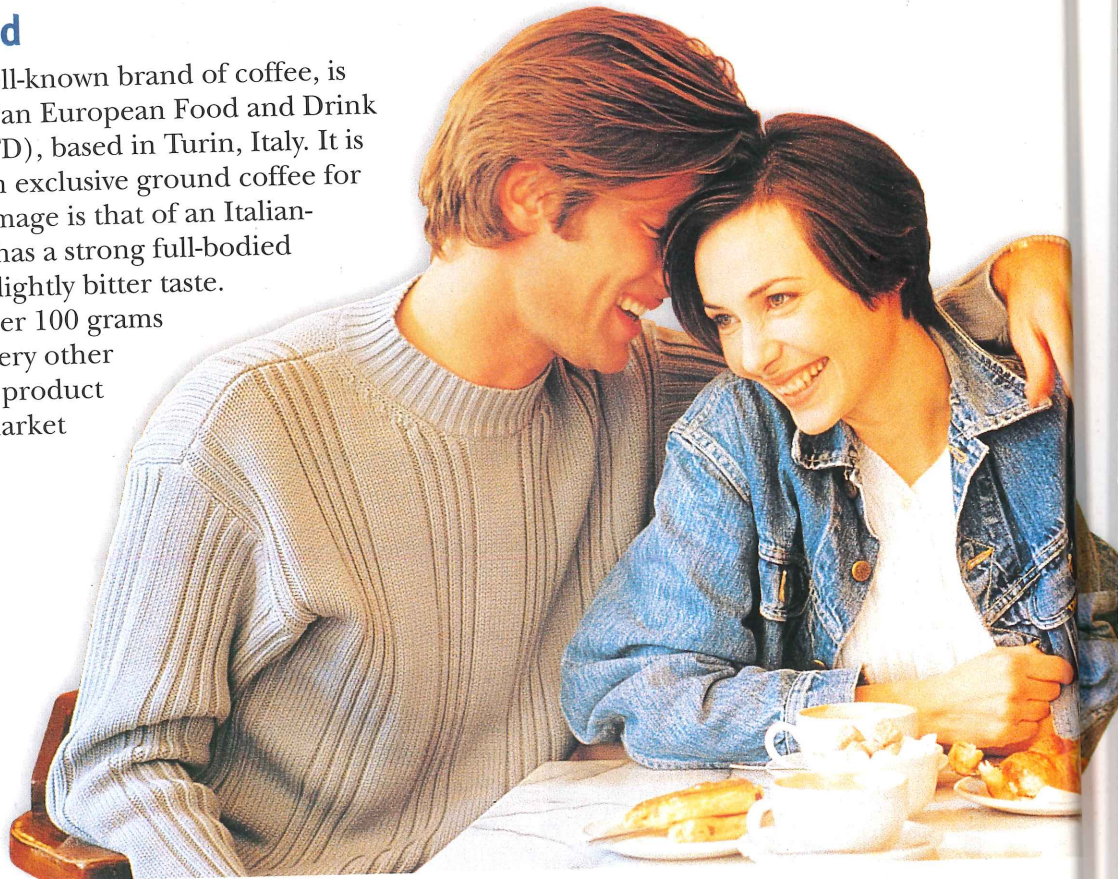
You will be marked according to the following criteria:

- **Content:** Do you know the subject well? Do you offer creative suggestions?
- **Language:** Do you demonstrate a wide grammatical and lexical range? Do you speak fluently and accurately?
- **Interaction:** Do you question the other participants or react to what they say? Do you answer other participants’ questions?

The meetings will take place on 30th January 2020.

Background

Caferoma, a well-known brand of coffee, is owned by the Pan European Food and Drink Company (PEFD), based in Turin, Italy. It is promoted as an exclusive ground coffee for gourmets. Its image is that of an Italian-style coffee. It has a strong full-bodied flavour and a slightly bitter taste. It costs more per 100 grams than almost every other ground coffee product on the supermarket shelves.



Problems

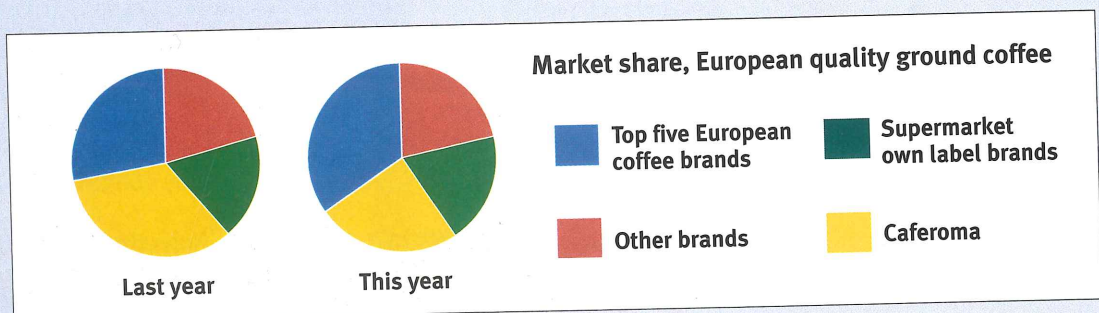
In the last two years, Caferoma's share of the European quality ground coffee market has declined by almost 25% (see chart). There are several reasons for this:

Brand loyalty: Consumers have become less loyal to brands and are more willing to trade down to lower-priced coffee products.

Price: Supermarkets have been producing, under their own label, similar products to Caferoma at much lower prices.

'Copycat' products: Competing brands of Italian-style ground coffee at prices 30% to 40% lower than Caferoma's price have cut into Caferoma's market share.

Brand image: Consumer surveys show that the Caferoma brand no longer conveys a feeling of excitement and enthusiasm, and that it does not give the impression of being up-to-date and contemporary.



Possible solutions

Repositioning the product

Change Caferoma's image to appeal to a different market segment. (Which segment, and what changes should they make to taste, quality, packaging, logo, labelling, etc?)

Pricing

Reduce the price by, say, 20% to 30% to make it more competitive.

Advertising

Devise a new advertising campaign. (The new message, kind of campaign, and any special promotions need to be considered.)

Task

You are members of PEFD's European marketing team. Hold an informal meeting to discuss Caferoma's problems. Decide what actions are necessary to halt the decline in the product's market share and to increase profits.

Multiple brands

Sell Caferoma, with minor product changes, under different brand names at lower prices.

Own label products

Sell Caferoma coffee for supermarkets to package and sell under their own labels (but continue to market the Caferoma brand at the same time).

A new product

Bring out an instant coffee or decaffeinated product under the Caferoma brand.

Stretching the brand

Allow selected manufacturers of coffee equipment (cafetieres, percolators, coffee machines, etc.) to use the brand on their goods – for a licensing fee, of course.

Writing

Write a memo for the attention of Caferoma's Managing Director, Mario Cumino. Summarise what action you agreed to take at the meeting to solve Caferoma's problems. Explain your reasons.

 *Writing file* pages 144 and 145

