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Our Findings and Sugardale's Next Steps

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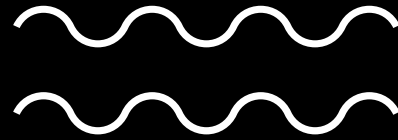
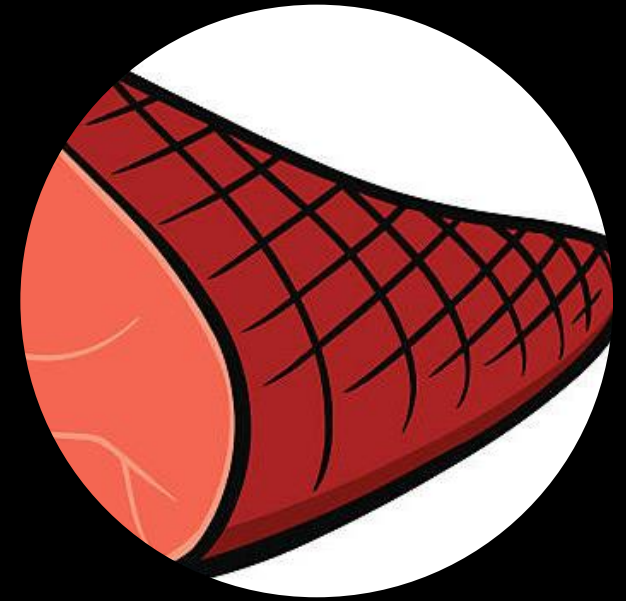
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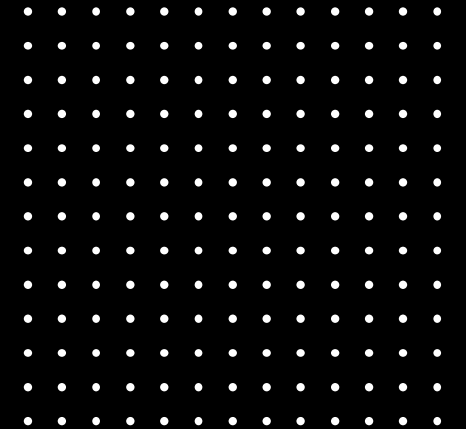
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Our Findings... Your Next Steps...



Team 3: Laura Tucker, Isaiah
Nichols, Luke Caruso and
Greyson Droste (out for
Baseball)





Our Main problem is...

- Awareness of the Sugardale brand
- Because of that, Sugardale has asked us:
 - How to increase sales and engagement with the younger demographic.





Sugardale®

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- Awareness of the Sugardale brand
- Because of that, Sugardale has asked us:
 - How to increase sales and engagement with the younger demographic.

Demographic Problem:

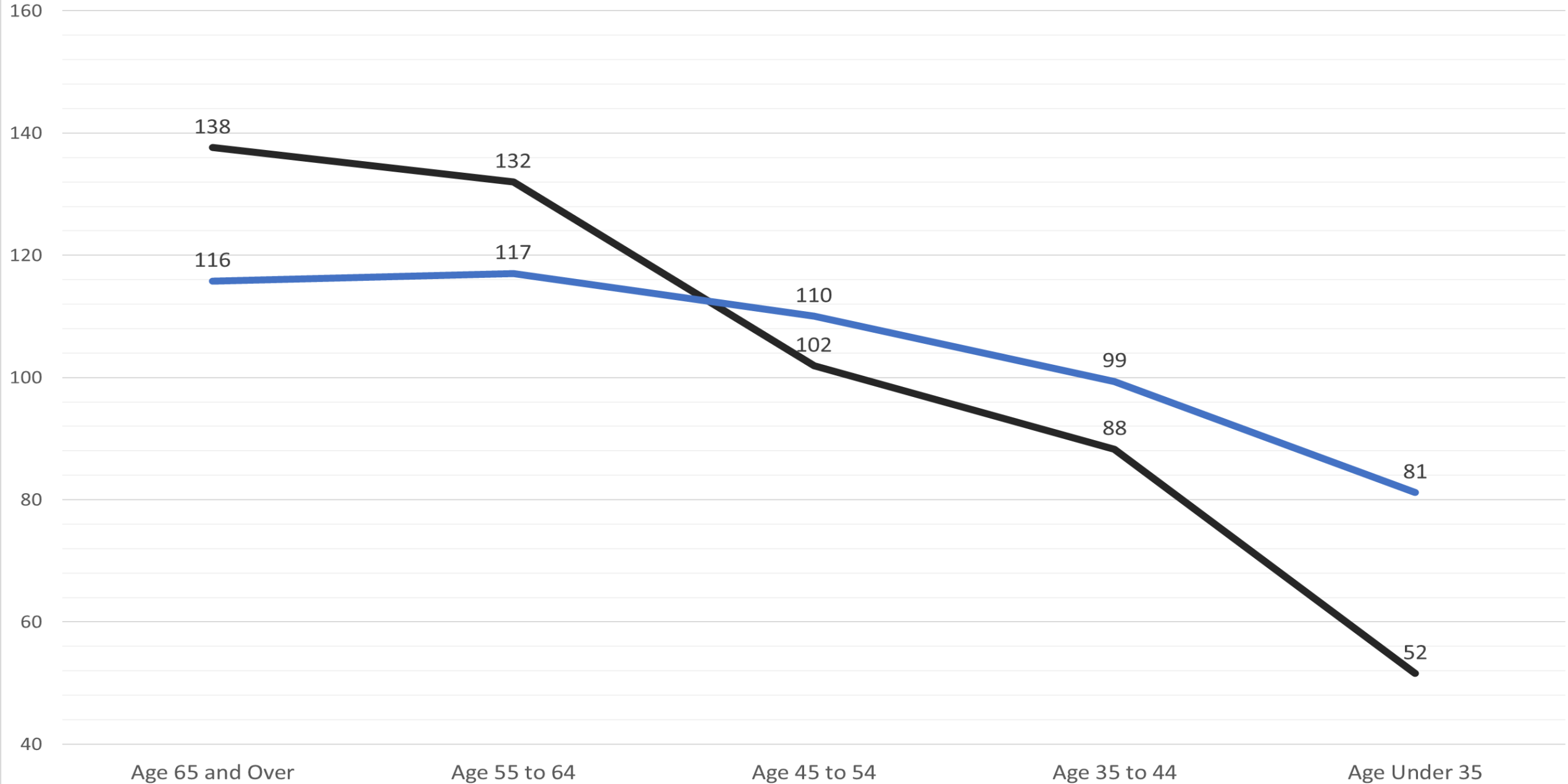
1. Problem in bacon consumption in younger ages.
2. Sugardale as a brand is performing worse than others with the younger audience



Popularity of Bacon & Ham Amongst Age Groups

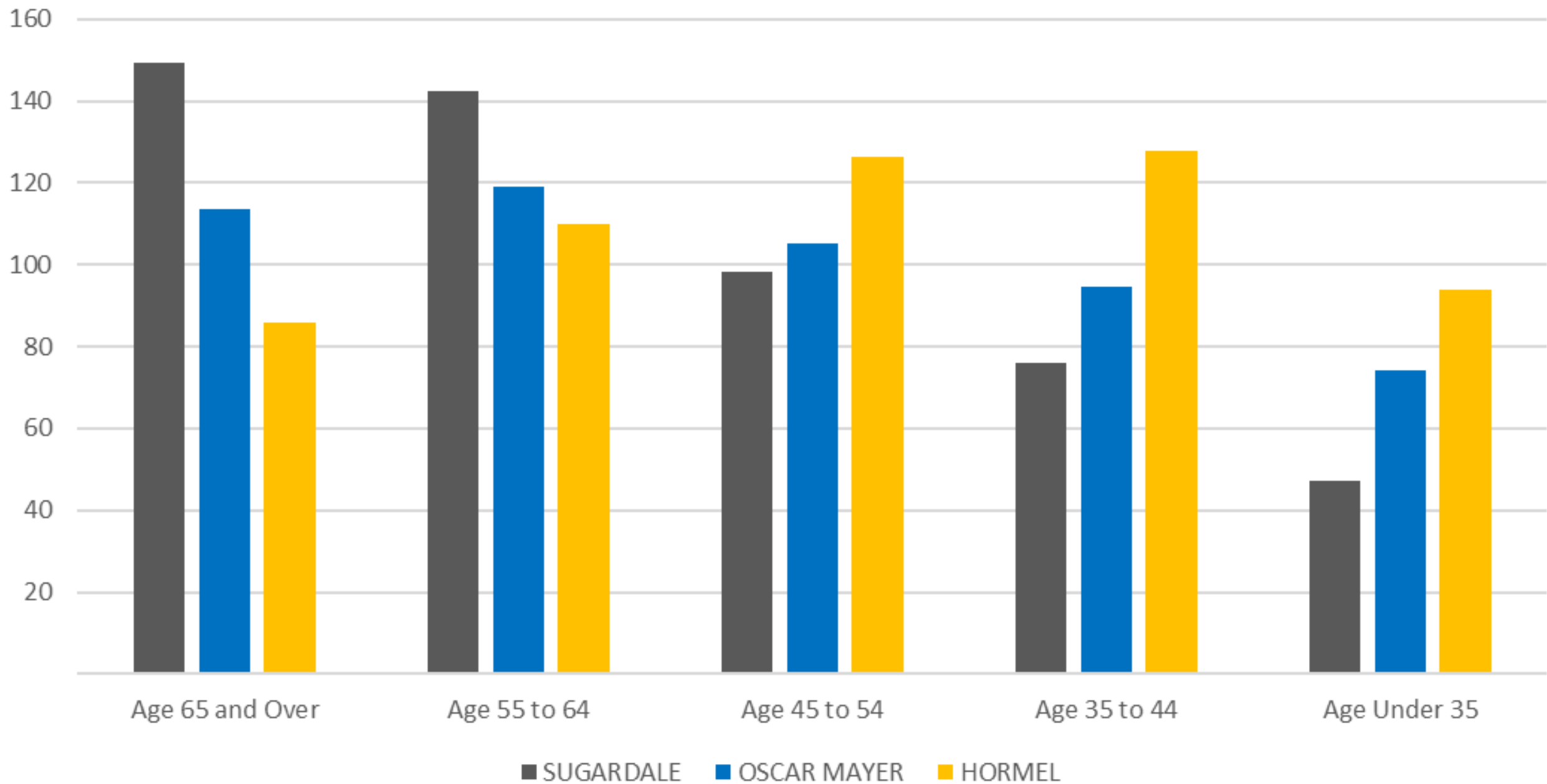
Source: data acquired from Freshmark

HAM BACON



Household Index by Age

Source: data acquired from Freshmark



Sugardale's Aspects



After hearing the presentation at Sugardale...

We found out their four main areas Sugardale want to focus on are:

- Packaging
- Distribution
- Communication
- Media

These four aspects will be touched on throughout our primary research.

Agenda

Improvements to

1. Pricing and Quality
2. Packaging
3. Brand Awareness
4. Distribution, Media and Communications



Primary Research Methods

Interviews:

- Interviewed 8 people
- Women aged 25-40 with children
- Asked 21 Questions

Focus Groups:

- 10 individuals
- Women, 25-40 years old with children
- We asked questions in 4 main categories:
 - Bacon vs. Ham
 - Images of Packaging / Prices of Bacon
 - Coupons / QR Codes
 - Sugardale Brand

Survey:

- Sent to 100 participants
- Conducted electronically
- Made through Qualtrics
- Survey was open to anyone



1. Improvement to: The Perception of Price and Quality of Sugardale

Majority of people view Sugardale as a cheap brand.

Not enough people know how Sugardale stacks up against the competition.

Pricing Comparison

This research is compiled from a data comparison between Sugardale, Hormel, Jimmy Dean, Smithfield, Oscar Mayer, Wright, and Farmland



1.

Pricing Comparison

- Sugardale has by far the lowest average price per pound of the seven companies.
- Sugardale's average price per pound is nearly \$1.50 lower than the group average.

Row Labels	Sum of DOLLAR SALES	Average of AVG PRICE/LB.	Sum of # STORES SELLING
HORMEL (HORMEL FOODS CORPORATION)	792,608,229.54	9.28	29,031
OSCAR MAYER (OSCAR MAYER FOODS CORPORATION)	999,138,435.89	8.32	46,883
SMITHFIELD (SMITHFIELD PACKING CO)	544,964,467.05	6.66	51,648
WRIGHT (WRIGHT BRAND FOODS, INC.)	518,522,267.54	6.33	20,247
FARMLAND (FARMLAND FOODS DIV)	174,763,408.49	6.30	11,682
JIMMY DEAN (JIMMY DEAN FOODS)	171,988,652.56	6.08	17,780
SUGARDALE (SUGARDALE FOODS INCORPORATED)	109,262,305.80	5.51	12,071
Grand Total	3,311,247,766.86	6.93	189,341

Interview Results

- Price and quality were split 50/50 in importance to customers.

"I feel like quality is important, but I also look at price. Like I will not touch packaged bacon bits with a ten-foot pole with all the added chemicals, but I will also never go to the meat counter and get any form of high-quality bacon. I look for quality bacon at an affordable price".

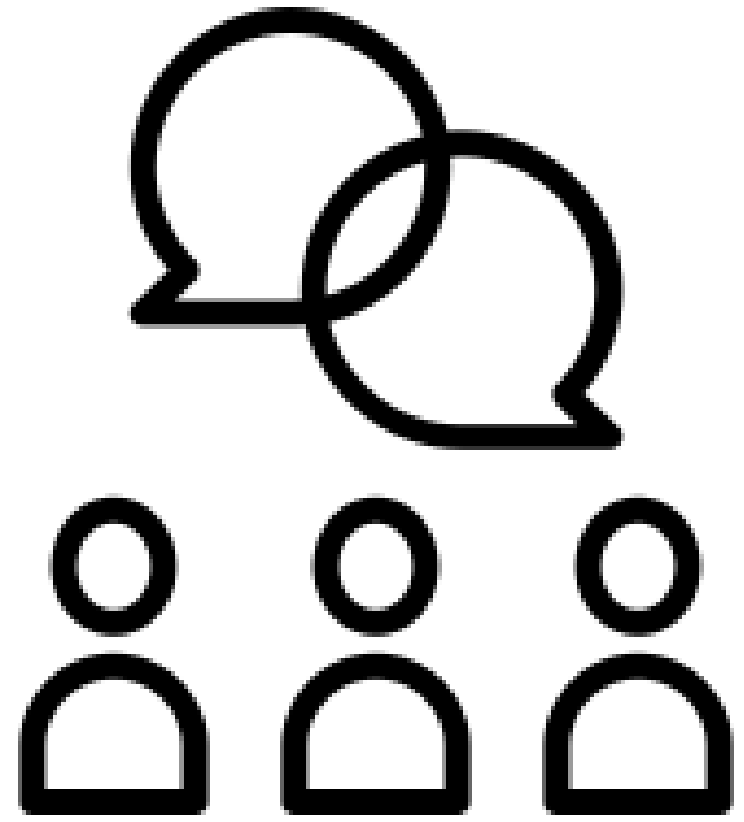
- Female, 38

- Participants valued price and quality above things like packaging and brand awareness



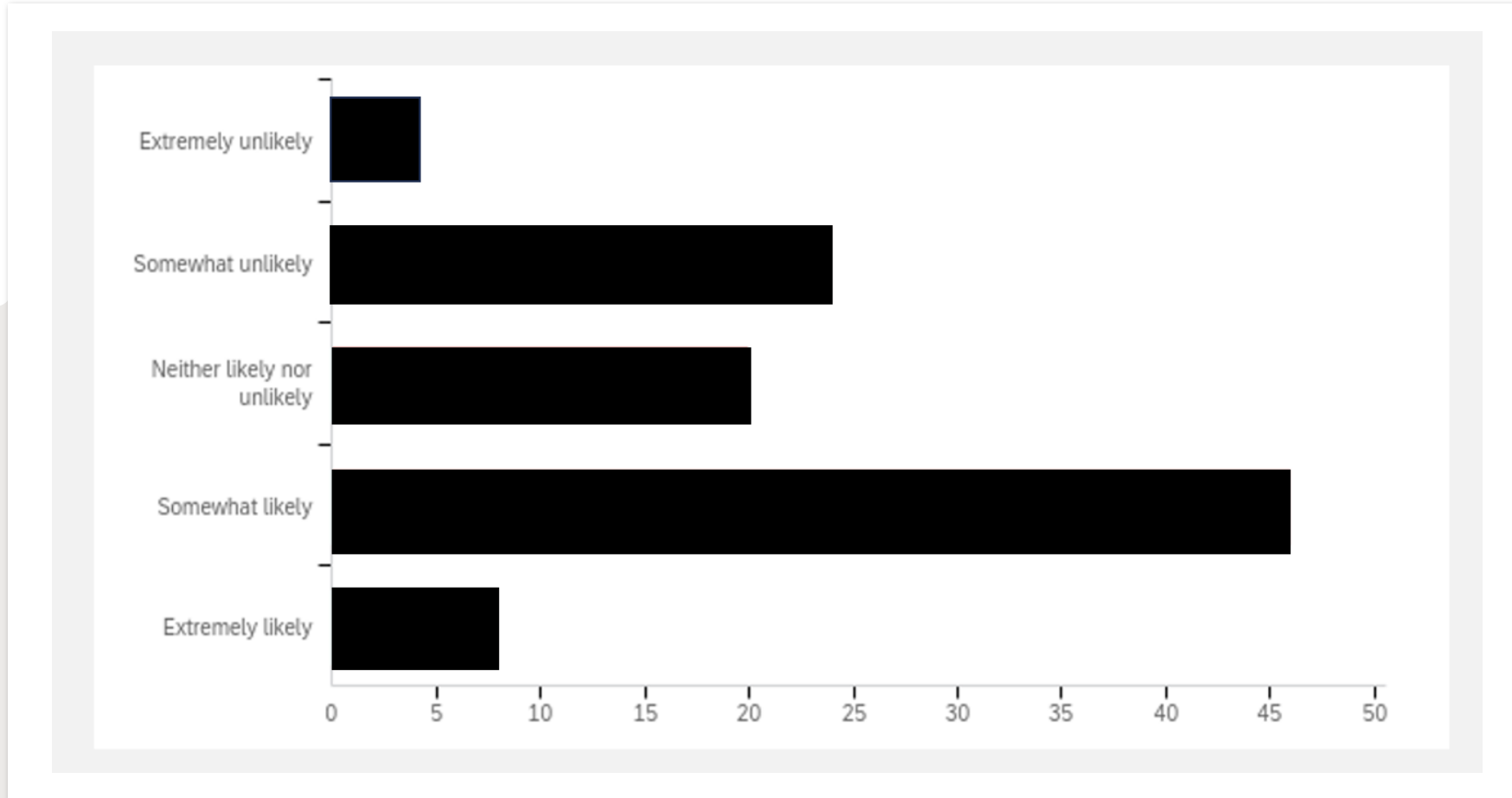
Focus Group Results

- 50% of the participants knew that Sugardale was the "cheaper brand."
- Of the people that said it was cheaper, few related Sugardale to good quality



1.

Survey Results:



The majority of participants believed it to be somewhat likely that Sugardale and Oscar Mayer cost around the same amount.



1. Solution To: Perception of Price and Quality

Focus on a marketing campaign targeting the idea of "better quality at a price you can afford."

Show the advantage in quality and price that the company already holds.



2. Improvement to: The Packaging

The primary colors need updated to a more premiere - black look.

Resealable packages are highly recommended.

Interview Results

- Most participants typically look for a "healthier look" in the packaging of bacon

"The packaging options included a **smaller amount** or if there were **resealable bags.**"



Focus Group Results

- The participants loved the labels with black. They thought it had a fancier appearance.
- They didn't like the pairing of **yellow** and **red** colors on the Sugardale package. They thought it needed updated.

"The colors of the package don't scream quality."

"Maybe use fewer primary colors for the packaging."



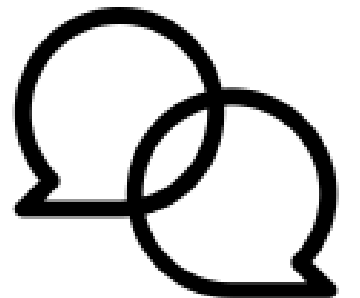
Focus Group Results

- 100% of participants recommended taking advantage of the resealable option for packaging.

"Looks like
a **premium** brand."

"The black stands
out against the
meat."

"Looks classier
and cleaner."



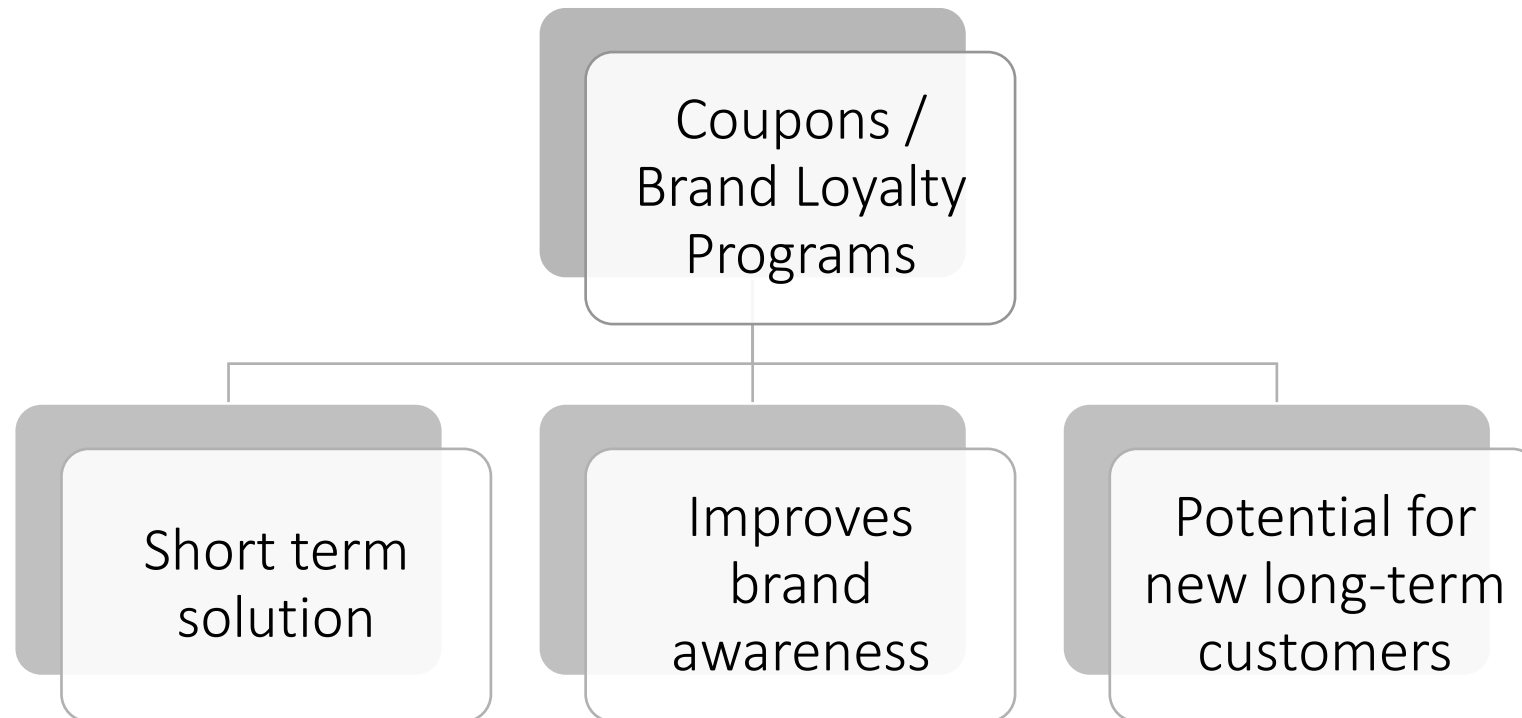


2. Solution To: Packaging

Make the packaging a black and red theme.

Make a resealable option.

3. Improvement to: Brand Awareness



Interview Results

- Price is an important factor in deciding which bacon people buy.
- 75% participants said they would be more likely to buy a specific brand of bacon if received a coupon for it.
- 75% participants said that they prefer to receive coupons digitally or QR codes on packages.



Focus Group Results

- 60% would use a coupon if on an app (grocery store app).
- 70% don't like paper coupons due to time, forgetting to use it, and hassle.
- 80% would not use a QR code as a coupon
 - Unless on the package and/or do not require multiple steps.

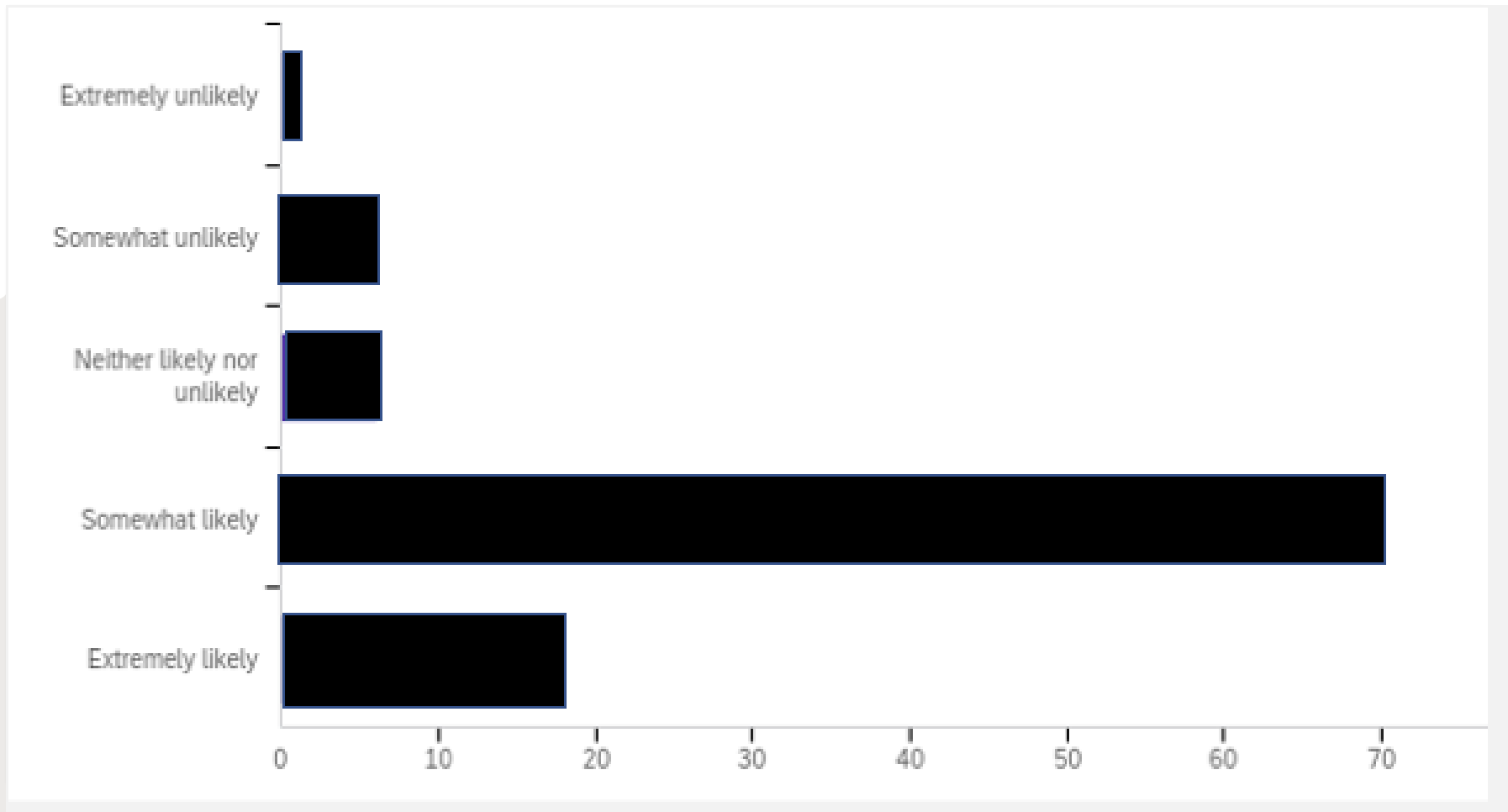
"No paper coupons because it is too much of a hassle."

"I don't remember to bring the coupon to the store."



3.

Survey Results:



Nearly 80% of participants said they would be somewhat or extremely likely to try a new bacon brand if it is on sale.



3. Solution To: Brand Awareness

Start using coupons to encourage consumption of Sugardale bacon to counteract the sales findings

Will lead to long-term brand loyalty.



4. Improvement to: Distribution / Communication / Media

A better media platform could be used for this demographic.

There is an opportunity to partner with your distributors.

Interview Results

"If it is a store I visit frequently and use the app, then I'm happy to use the online coupon".

"I shop at Dollar General on Sundays for their \$5 off \$25 coupon available on their app."

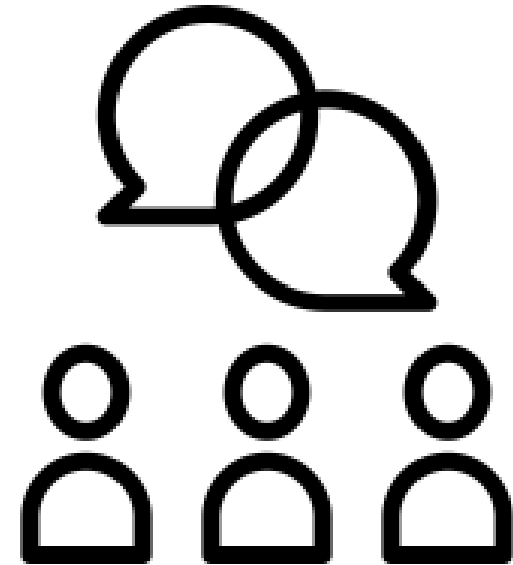
"I use in-store coupons from the Kroger website, this often times affects the brand that I buy".

"I clip the digital coupons when I shop at Giant Eagle."

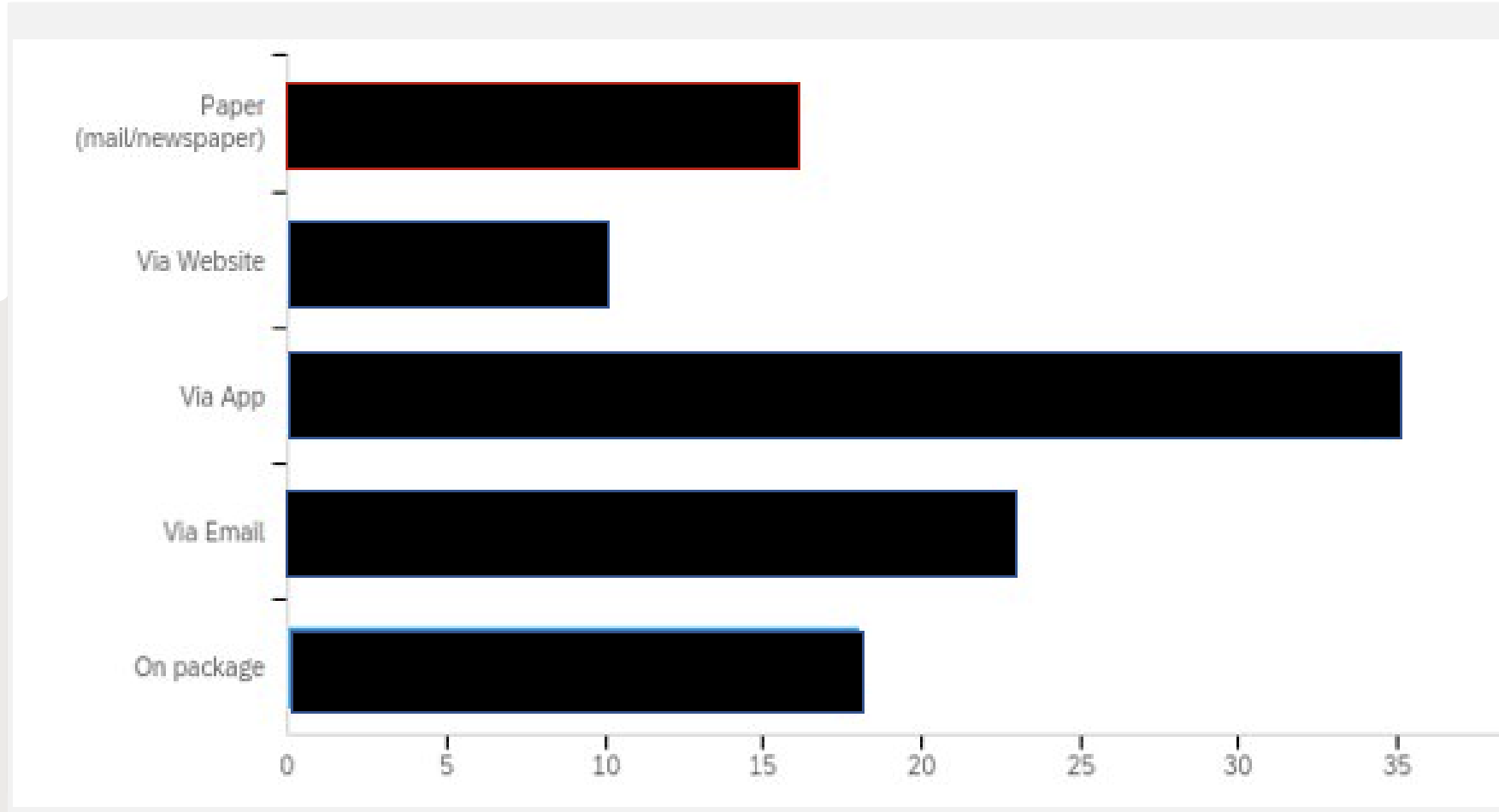


Focus Group Results

- 100% of participants won't use paper coupons.
- The majority of participants agreed coupons on the app or package were the best.
- Once the "app" response was introduced, the others jumped on the idea fast.



Survey Results:



Of the given options, the most preferred coupon source for those surveyed was through an app.



4. Solution To: Distribution/Communication / Media

Partner with grocery store apps

Share coupons to customers

Make promotions

Conclusion/Recap



Inaccurate
perceptions of
price v. quality



Know Sugardale
as: quality meat at
an affordable price.

Out-dated primary
colored packaging



New black and red
premiere packaging.

Brand Awareness is
too low in young
demographics.



A coupons/ grocery
store app is the
perfect channel to
advertise.