

## **SURVIVAL KIT ITEM SIX**

### **Prima Taste Sauce**

These teaching notes are prepared by Lau Geok Theng.

#### **Item Description and Preparation**

- Packaging of Prima Taste sauces – curry seafood and garlic chilli.
- Preparation:
  - The packaging can be brought into the classroom and pass around for students to have a look and feel.
  - Both sides of the packaging should be scanned and projected in the classroom as later exercises require examination of the details.
  - Students should be asked to examine the website (<http://www.primataste.com>) and check the product display at the supermarket or grocery store.
  - Instructor should arrange for classroom to be linked to internet and have facility to show website on project for Section 2 of this exercise.

#### **Some Possible Topics for Discussions**

##### *Product Functions and Usage*

- Ask students to take a look at the packaging and discuss: what is this product all about? Who is it for?
- The product is pre-prepared sauces for cooking certain dishes. The two we have are curry seafood sauce and garlic chilli sauce.
- Who is it for? What kind of cooks or chefs? Amateur, seasoned or professional?
- What is the purpose of the product? What benefits does it offer? Same time? Give sauces we do not know how to prepare? Save money (since to prepare the sauce, we may need to purchase many different types of basic ingredients)?

- Go to the website (<http://onlinestore.prima.com.sg/onlinestore/onlinestore.asp>) and look at the range of sauces available, Is the range too narrow or broad?
- For students outside Singapore (where the company is based), they can be asked to suggest sauces of local popular dishes which can be made and sold in this format.

### *Online Marketing*

- Students can be asked to explore the online store of Prima at website (<http://onlinestore.prima.com.sg/onlinestore/onlinestore.asp>) on their own before coming to class.
- Check the design of the online store – how products are displayed and price and other information are provided through the “view details” feature. Comment on the design. What can be improved?
- Examine the add to shopping cart and check out process. Comment on the design. What can be improved?
- What are the roles of the online store vis-à-vis the regular distribution channels?
- The online store can provide more information on products. Visitors may use the website to get information but not order online. They buy from the stores after getting sufficient information online. The website can also be used to provide information on usage such as additional recipes for the sauces.
- Online store provides convenience. Buyers need not go down to the stores and can order in the comfort of their homes or offices. However, there is no instant fulfillment. You have to wait for the delivery. Some buyers may also be concerned about security issues when making payment online.
- For the manufacturer, the online store helps it generate additional sales at higher profit margin but this has to be balanced with the costs of making delivery.
- Manufacturers have to guard against suspicion and complaints from retailers who carry its product when they set up online store. Retailers may consider such stores taking away from their stores.
- Manufacturers can cooperate with retailers by taking online orders and getting customers who ordered online to collect the stocks from the retailers’ stores. Alternatively, retailers can be engaged to do the delivery from their stores

which may be of closer proximity to consumers' homes and be paid the usual retail margin.

### *Roles of Packaging and Labeling and Display*

- Students can be asked to examine the package of the Prima Taste products and give comments.
- The package is very colorful with a nice picture of the dish the sauce is supposed to be used to cook for. It serves to attract customers to take a look at the package and the product on offer.
- The next role is to provide information. The information provided by the Curry Seafood Sauce package are (a) types of sauce, (b) degree of spiciness – mild, (c) types of dishes suitable – seafood and meat, (d) serve size – 80 grams, (e) suggested recipe and cooking method, (f) ingredients and nutritional information, and (g) validity or best before date. Two pieces of information highlighted in the front cover are: no added preservatives and no artificial coloring. How important are such attributes to customers?
- Another role of packaging is to protection of the product. Is the packaging sufficient for maintaining the freshness of the product? Does it look air tight?
- Ease of use is another consideration. Is the product easy to open? Easy to apply? What additional features can be provided to enhance ease of use?
- How is the product displayed in the stores? Are there special casing or shelves used to display the product? Are the any point of purchase poster or video to accompany the display?

NOTE: The suggestions for the use of the item above are only guidelines. I have deliberately written this note in outline form, so you can vary some of the ideas or try other ideas. I have not provided detailed descriptions or suggestions as I do not wish to bog you down with reading of unnecessary details. You can provide your feedback on the use of the above item for classroom discussion to McGraw Hill or myself ([laugeoktheng@hotmail.com](mailto:laugeoktheng@hotmail.com)) so we can decide whether to include this item for future editions of the book and if yes, how to modify the suggestions for its use in the classroom.