

Marketing Plan: Rubber Gloves in Rwanda

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Summary

The product to be introduced in the Rwandan market is rubber gloves. Gloves are usually worn on hands during gardening or any other work that might harm the skin on hands. Rwanda is a country in a region where many people do farming or are involved in a lot of handwork. Additionally, Rwanda has been described as a country whose economy has immensely grown for the past ten years. This means that Rwanda is the perfect market that the glove market will be able to thrive in. The new gloves are specially designed in ensuring that they are of high quality, which makes them durable and desirable among the Rwandese. The product is expected to serve all the Rwandese both living in rural areas and in the urban areas. The channels to reach the customers will be through social media, promotions, and advertisements on TV and radio. The implementation plan will be carried in phases where the results of each phase will determine the next course of action to be taken.

Marketing Strategy

The current glove market in Rwanda is not competitive. This means that the current people who use gloves only rely on the imported garden gloves from China, which are of low quality. By introducing a new glove to the market, the people will be interested in testing the new products whose specifications seem better than the current product. Rwanda has been a growing economy, which means that there is a growing population that is earning. The growth of suburban areas is also growing, which means that people who have small gardens in the city have also been considered as potential customers. According to a recent research, the economy of Rwanda has been growing than any other economy in the region, which has translated to the

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why?

growth of the middle class. From the growth of the middle class, it means that the potential customers have also increased.

Marketing Objectives

One of the major objectives in introducing the new glove in the market is being able to make the product known to the people. As a new product in the market, it is important to ensure that everyone is informed about the new product, its price, and specifications. Once the people in Rwanda are informed about the new product, it will be easier to convince them to buy the product. The other objective of marketing is brand management. As a new product in the market, it is important to maintain a place in the mind of the customers, which means that the marketing efforts will be geared towards maintaining the first customers while expanding the bracket of the customers. The third marketing objective is increasing sales. Sales determine how a company is performing, which means that the company will be focused on increasing the number of sales within the organization, which will not only help in maintaining the operations of the organization but also expanding the influence of the company. These objectives will go a long way in helping the new organization in attaining its goals and objectives.

Target Market

According to the research, the economy in Rwanda is steadily growing, which means that there is an increase in the people who belong to the middle class. The target market for the gloves is the members of the middle class who usually are up and about in activities that might harm their hands. By introducing the new gloves to the middle class, it will be easier to create effective marketing strategies that target the middle class. Since Rwanda is a small country, the marketing strategies will target mostly the people in the urban areas.

Competitor Analysis

The glove business in Rwanda has not yet kicked in and the only competitors are Chinese companies that export garden gloves, which are of less quality as compared to the rubber gloves. This means that by introducing new gloves in the market that are of high quality, it is likely that they will be able to reach the targeted market, which are the members of the urban middle class.

What makes your glove better?

Market Channels

Given the advancements in technology,

CHANNEL	TARGET AUDIENCE	MARKET/ COMMUNICATION ACTIVITY
Social media	Young adults aged 18-35	Online
TV and Radio	Adults above 35	Radio and TV frequencies
Promotions	Everyone	Online

The above three channels will be used in influencing the target audience. The reason is because the three channels reach all members of the middle class regardless of their age, which increases the chances of the new gloves in the market being successful.

proof?

Implementation

Given that Rwanda is a new country to operate in, the implementation process will take place in phases. The success of each phase will determine the metrics, budget, timeframe, and

responsibility of the following phase. For a start, the organization will conduct a pilot phase, which will help in understanding the reality in the market and help in streamlining other subsequent operations in marketing of the gloves.

OBJECTIVES	METRICS	BUDGET	TIMEFRAM E	RESPONSIBILITY
Reaching out to clients	Numbers of people who were reached	\$2500	3 months	Informing the public about the new gloves
Marketing the product	Getting most people to buy the gloves <i>How many</i>	\$5000	3 months	Actual selling of the gloves

Price?
 Promotion?
 Distribution - through retailers?
 You've a long way to go to a completed paper!

References

Marysse, S. (2016). Basic Needs Income Distribution and the Political Economy of Rwanda. Centrum Derde Wereld, Centre for Development Studies, University Faculties St. Ignatius, University of Antwerp.