

Al-Ain Dairy: Recommendations to Improve Fresh Chicken Sales

Mahra Mughrabi: 201701234

Maitha Al-Mansouri: 201601234

Maha Al-Misri: 201501234

ESPU 104 -109

Instructor: Adam Smith

Submission Date: October 22, 2017



--	--	--

Market Research Report: Al Ain Dairy Poultry Production

1. Introduction

We are a team of marketers and researchers from the Research and Development department of Al Ain Dairy. This report aims to explain why the company is having problems with fresh poultry sales and give recommendations based on research to the company. Since 2015, our customers have not bought a lot of fresh chicken from us so our profits from this section of the company are not growing. Based on this problem, we developed the following focus question, 'What can Al Ain Dairy do to make its fresh poultry section profitable?'. We designed a survey to find out our customers' opinions about our poultry and shopping preferences. As well as the introduction, this report will contain the following sections:

- Methodology for Problem Resolution – describing how the research was carried out
- Results and Solutions: Part 1 – giving details about information discovered by the research
- Results and Solutions: Part 2 – giving further details about information discovered by the research
- Conclusions – recommendations for the future development of the Poultry Section of the company and suggestions on how to improve the research

2. Methodology for Problem Resolution

The survey (see Appendix A) used 10 questions – 6 multiple choice questions and 4 scaled response questions. We asked some general questions about the respondents' choices when buying dairy products before focusing on the questions on Al Ain Dairy poultry products. The survey was carried out between 26-29th March 2016 in Jimi Mall, Al Ain Mall and Bawadi Mall, all in Al Ain from 10am to 6pm. We interviewed adults of all ages as they are the people who buy food for their families. Our sample size was 100 because there was not much time to carry out the survey. We expected that our survey would show that people did not know about our poultry products.

3. Results and Solutions: Part 1

We focused on 4 questions from the survey. Question 2 (see Appendix B) asked if people prefer Al Ain Dairy products. 61% prefer our products. Only 14% disagreed with the statement. This shows we have a lot of customer loyalty to build on.

- We highly recommend that Al Ain Dairy continues with its production of poultry because we have a strong customer base that views our company products favorably.

Question 4 (see Appendix B) shows that milk (37%) and yoghurt (34%) are our products that are most bought by shoppers. Only 14% of respondents buy poultry. This shows that people do not think of buying our poultry products, which confirmed our expectations.

--	--	--

- We suggest printing a coupon on the milk and yoghurt labels so customers who are already purchasing and trust in our dairy products may be persuaded to try our poultry.

4. Results and Solutions: Part 2

Question 7 (see Appendix C) aimed at finding how often our customers buy our products. Again, the loyalty of our customers was very strong with 64% of respondents buying our products once or twice a week.

- This indicates that customers are in stores frequently, so we recommend offering a tasting station near the dairy case to offer free bites of cooked chicken to in-store shoppers.

Question 10 (see Appendix C) was to find out our customers' preferences. It shows that 72% of our respondents either prefer to purchase their poultry frozen or fully cooked (machine chicken). We can understand that there is a lot of interest in poultry, however most shoppers are not purchasing fresh chicken.

- We recommend reaching out to small restaurants that cook and sell rotisserie chickens to try and create business to business partnerships whereby they purchase Al Ain Dairy fresh poultry to then cook and sell to consumers.

5. Conclusions

This report aimed to explain why the company is having problems with poultry sales and give recommendations based on research to the company. We believe that we have met our aim of investigating possible solutions to increase sales of Al Ain Dairy poultry.

The following recommendations are based on the data from our survey:

- continue poultry production
- print coupons on dairy labels
- offer free point-of-sales tastings
- establish B to B relationships

Unfortunately, our survey sample is very small at 100 people. This means that our data may not be 100% reliable. Some of our respondents had problems with understanding the questions so their responses may not have been accurate.

The following improvements would be needed to improve this research if it is repeated:

- longer time to carry out the research so the sample size could be increased
- Arabic and English versions so that problems with language do not affect the results

Suggestions for future research include:

- exploring a possible line of fresh beef products since chicken is more readily available in the UAE than beef
- looking into why 14% of respondents have an unfavorable view of Al Ain Dairy

--	--	--

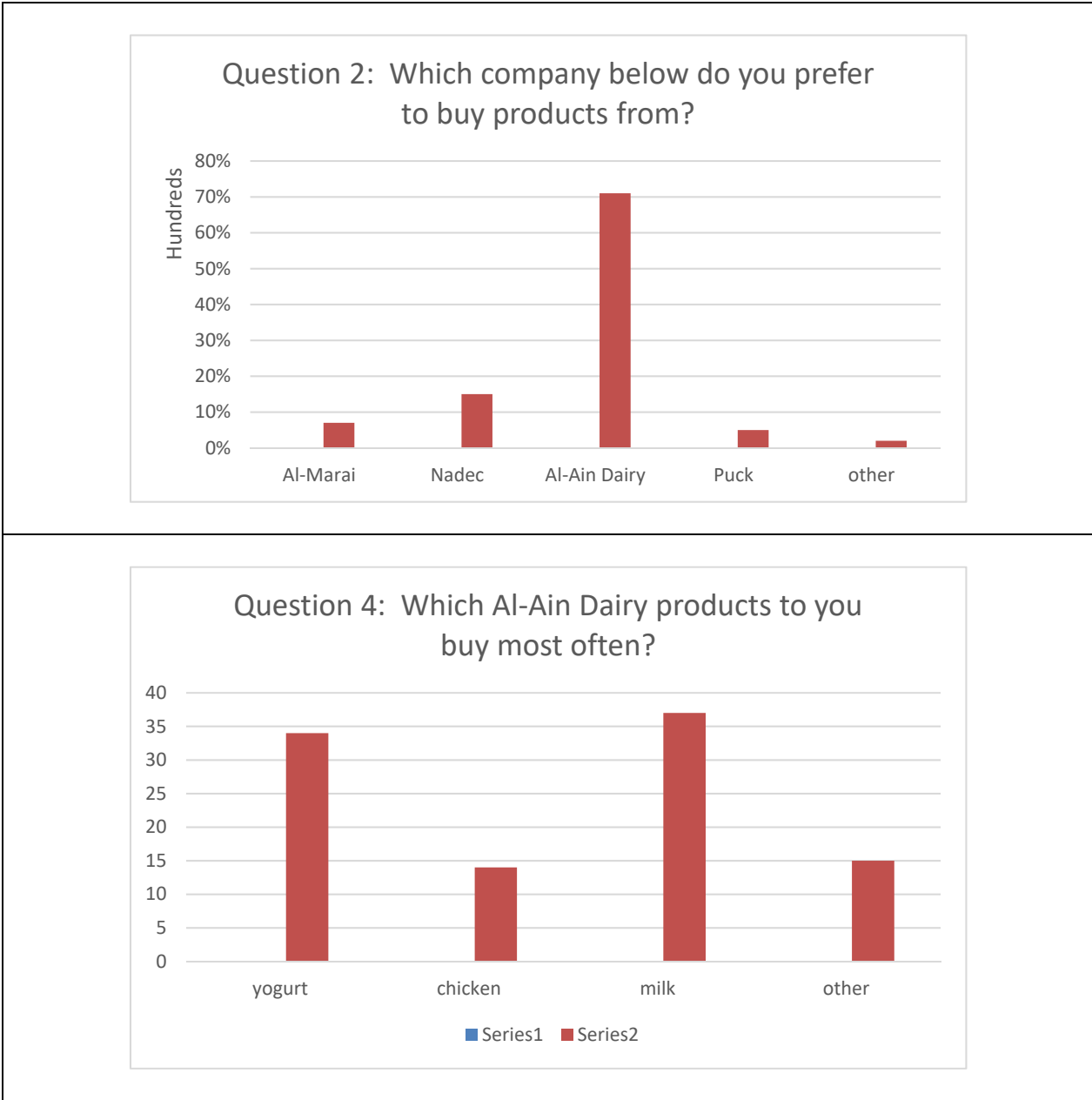
Appendix A:

Survey Instrument

1.	In the past month, how often did you buy Al-Ain Dairy's brand of chicken?					
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%; padding: 5px;">a. never</td> <td style="width: 20%; padding: 5px;">b. one time</td> <td style="width: 20%; padding: 5px;">c. two times</td> <td style="width: 20%; padding: 5px;">d. three times or more</td> <td style="width: 20%; padding: 5px;">e. four times or more</td> </tr> </table>		a. never	b. one time	c. two times	d. three times or more	e. four times or more
a. never	b. one time	c. two times	d. three times or more	e. four times or more		
2.	Which company below do you prefer to buy products from?					
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%; padding: 5px;">a. Al-Marai</td> <td style="width: 20%; padding: 5px;">b. Nadec</td> <td style="width: 20%; padding: 5px;">c. Al-Ain Dairy</td> <td style="width: 20%; padding: 5px;">d. Puck</td> <td style="width: 20%; padding: 5px;">e. other</td> </tr> </table>		a. Al-Marai	b. Nadec	c. Al-Ain Dairy	d. Puck	e. other
a. Al-Marai	b. Nadec	c. Al-Ain Dairy	d. Puck	e. other		
3.	In the past week, how many times was chicken included in your meal?					
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%; padding: 5px;">a. never</td> <td style="width: 20%; padding: 5px;">b. 1-2 times</td> <td style="width: 20%; padding: 5px;">c. 3-4 times</td> <td style="width: 20%; padding: 5px;">d. 5-6 times</td> <td style="width: 20%; padding: 5px;">e. 7 times or more</td> </tr> </table>		a. never	b. 1-2 times	c. 3-4 times	d. 5-6 times	e. 7 times or more
a. never	b. 1-2 times	c. 3-4 times	d. 5-6 times	e. 7 times or more		
4.	Which Al-Ain Dairy products do you buy most often?					
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; padding: 5px;">a. yogurt</td> <td style="width: 25%; padding: 5px;">b. chicken</td> <td style="width: 25%; padding: 5px;">c. milk</td> <td style="width: 25%; padding: 5px;">d. other</td> </tr> </table>		a. yogurt	b. chicken	c. milk	d. other	
a. yogurt	b. chicken	c. milk	d. other			
5.	What is the most frequent way that you cook chicken?					
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%; padding: 5px;">a. baked</td> <td style="width: 20%; padding: 5px;">b. fried</td> <td style="width: 20%; padding: 5px;">c. barbequed</td> <td style="width: 20%; padding: 5px;">d. poached</td> <td style="width: 20%; padding: 5px;">e. other</td> </tr> </table>		a. baked	b. fried	c. barbequed	d. poached	e. other
a. baked	b. fried	c. barbequed	d. poached	e. other		
6.	When you buy a chicken, what size (i.e., weight) do you most often choose?					
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%; padding: 5px;">a. from 4-5 kg</td> <td style="width: 20%; padding: 5px;">b. from 5-6 kg</td> <td style="width: 20%; padding: 5px;">c. from 6-7 kg</td> <td style="width: 20%; padding: 5px;">d. from 7-8 kg</td> <td style="width: 20%; padding: 5px;">e. other</td> </tr> </table>		a. from 4-5 kg	b. from 5-6 kg	c. from 6-7 kg	d. from 7-8 kg	e. other
a. from 4-5 kg	b. from 5-6 kg	c. from 6-7 kg	d. from 7-8 kg	e. other		
7.	How often do you buy Al-Ain Dairy products?					
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%; padding: 5px;">a. never</td> <td style="width: 20%; padding: 5px;">b. once every 3 months</td> <td style="width: 20%; padding: 5px;">c. once every month</td> <td style="width: 20%; padding: 5px;">d. once every 2 weeks</td> <td style="width: 20%; padding: 5px;">e. once or twice each week</td> </tr> </table>		a. never	b. once every 3 months	c. once every month	d. once every 2 weeks	e. once or twice each week
a. never	b. once every 3 months	c. once every month	d. once every 2 weeks	e. once or twice each week		
8.	Which product below is the healthiest?					
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%; padding: 5px;">a. beef</td> <td style="width: 20%; padding: 5px;">b. chicken</td> <td style="width: 20%; padding: 5px;">c. fish</td> <td style="width: 20%; padding: 5px;">d. lamb</td> <td style="width: 20%; padding: 5px;">e. other</td> </tr> </table>		a. beef	b. chicken	c. fish	d. lamb	e. other
a. beef	b. chicken	c. fish	d. lamb	e. other		
9.	I have a positive feeling about Al-Ain Dairy products					
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; padding: 5px;">a. strongly agree</td> <td style="width: 25%; padding: 5px;">b. somewhat agree</td> <td style="width: 25%; padding: 5px;">c. somewhat disagree</td> <td style="width: 25%; padding: 5px;">d. disagree</td> </tr> </table>		a. strongly agree	b. somewhat agree	c. somewhat disagree	d. disagree	
a. strongly agree	b. somewhat agree	c. somewhat disagree	d. disagree			
10.	How do you prefer to buy chicken?					
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%; padding: 5px;">a. fresh</td> <td style="width: 25%; padding: 5px;">b. frozen</td> <td style="width: 25%; padding: 5px;">c. fully cooked</td> <td style="width: 25%; padding: 5px;">d. other</td> </tr> </table>		a. fresh	b. frozen	c. fully cooked	d. other	
a. fresh	b. frozen	c. fully cooked	d. other			

Appendix B:

Question 2 and Question 4



Appendix C:

Question 7 and Question 10

