

Worksheets LO 9.3-9.5 Suggested Solutions

Product

- Natural protein bars made with Irish grass-fed milk protein, nut butters, and prebiotic fibres.
- “Real food” positioning vs. ultra-processed competitors (clear USP).
- New flavours and formats tested online before full launch.

Price

- Subscription service → predictable recurring revenue and value for loyal customers.
- Online bundles tailored to customer goals (e.g. fitness, everyday snacks).
- Premium pricing justified by authentic, natural ingredients.

Place

- Dual-channel: 50% retail (1,600+ outlets in Ireland & US) and 50% e-commerce.
- Shopify-based website allows direct-to-consumer sales internationally.
- Retail listings provide visibility; online ensures speed and direct connection.

Promotion

- Meta ads (Facebook/Instagram) are cost-effective for targeting and testing.
- Founder-led storytelling and user generated content drive authenticity.
- Strong Irish heritage message (grass-fed dairy, Kerrygold associations) in US market.

People

- Founders actively promote brand values and authenticity (“we’re real”).
- Customer support focused on trust, convenience, and subscription retention.
- Small, engaged team handling much of the marketing and digital presence.

Process

- Subscription model delivers bars automatically to customers.
- Online store tailored for fast checkout with PayPal, Apple Pay, Google Pay.
- Customer feedback loop → flavours tested online, rapid iteration.

Physical Evidence

- Premium packaging with simple, honest design (emphasising “real” ingredients).
- Website refreshed twice for stronger brand storytelling and mobile experience.
- Packaging and online presence reinforce trust and quality (clean label, Irish identity).

USP Analysis – All Real Nutrition vs Fulfil

1. What All Real Nutrition does well that Fulfil doesn't (and the target market wants):

- Uses real, unprocessed ingredients (Irish grass-fed protein, nut butters, prebiotic fibres).
- Positions itself in the “real food” / clean label movement rather than ultra-processed bars.
- Strong ethical and sustainable values: recyclable packaging, transparent sourcing.
- Authentic brand story rooted in Irish origin and founder-led storytelling.

2. What both All Real and Fulfil do well (and the target market wants):

- Convenient, on-the-go high protein bars that suit post-gym or handy snack alternatives to high sugar chocolate bars.
- Individually packaged, portable, and easy to consume e.g. throw in your gym or GAA bag.
- Positioned as healthier alternatives to confectionery so consumers feel like they are better for them (added vitamins, higher protein)

3. What Fulfil does well that All Real doesn't (and the target market wants):

- Wide range of chocolate-inspired flavours (e.g. chocolate caramel, chocolate hazelnut).
- Typically higher protein per bar (>20g) appealing to gym-goers focused on macros.

Benefits of Digital Technology for All Real Nutrition

1. Cost-effective and targeted promotion

Benefit: Digital marketing allows precise targeting of customer segments.

Technology: Meta Ads (Facebook/Instagram) provide tools for A/B testing, audience targeting, and measuring engagement.

All Real Example: They use Meta ads in Ireland and the US to quickly test messaging, creative, and offers, ensuring ad spend is efficient and directly reaches health-conscious consumers.

2. Stronger customer relationships

Benefit: Digital platforms enable direct communication and feedback from customers.

Technology: Shopify e-commerce and subscription systems allow data collection on customer preferences and habits.

All Real Example: Through their Shopify site, All Real gathers feedback on flavours, offers exclusive bundles, and builds deeper loyalty with subscription customers.

3. Faster product development and reduced risk

Benefit: Digital tools allow businesses to trial new products cheaply and quickly before mass production.

Technology: Online storefronts and social media polls provide immediate feedback.

All Real Example: They test new flavours and bar formats online with their direct-to-consumer audience, reducing the risk of launching products that don't fit the market.