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# **Marketing audit of Avonmore milk company and marketing plan for Avonmore Protein milk**

## **Executive summary**

The marketing audit of Avonmore Milk Company reveals that the company is a leading dairy brand in Ireland with a wide range of products. The company has a strong distribution network, brand recognition, and a loyal customer base. However, the audit also identifies areas of improvement, such as the need for better communication and engagement with customers, increased focus on product innovation, and a more robust online presence. Based on the audit findings, a marketing plan for Avonmore Protein milk has been developed. The plan outlines the target market, product features, pricing strategy, promotional activities, and distribution channels for the new product. The target market for Avonmore Protein milk is health-conscious consumers who are looking for a protein-rich, low-fat milk option. The product will be priced at a premium to reflect its unique features and benefits. Promotional activities will include social media marketing, influencer partnerships, and in-store displays. Distribution will be through existing Avonmore Milk Company channels, such as supermarkets and convenience stores, as well as online channels. Overall, the marketing plan aims to position Avonmore Protein milk as a high-quality, premium product that meets the needs of health-conscious consumers. The plan also seeks to leverage the strengths of Avonmore Milk Company's brand and distribution network to successfully launch and promote the new product.

## **Introduction:**

A marketing audit or situation analysis is a crucial tool that enables a company to assess its marketing performance and identify areas of improvement. Avonmore is an Irish milk company that specializes in producing dairy products such as milk, butter, and cheese. This paper aims to provide a comprehensive marketing audit of Avonmore by analyzing the company's internal and external environment, market segmentation, target market, and marketing mix strategies.

## **Internal Environment Analysis:**

Avonmore has a strong internal environment that is characterized by a well-established brand reputation, a diverse product portfolio, a strong distribution network, and a loyal customer base.

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The company is a subsidiary of Glanbia, one of the leading food and nutrition companies in the world, which provides Avonmore with the financial and operational support necessary to maintain its market position in Ireland.

It is a well-known brand in Ireland that is known for its fresh and high-quality dairy products. The business has amassed a devoted clientele throughout its more than 60-year existence. Avonmore has a wide selection of dairy products in its product line, including milk, butter, cheese, and cream. The company produces its goods with milk that is procured locally, guaranteeing its quality and freshness. Because of Avonmore's robust distribution network, its products are readily available in the majority of Ireland's retail establishments. The company also supplies its products to the food service industry, including hotels, restaurants, and cafes. Avonmore has a good financial position, which allows them to engage in new product development, marketing activities, and technical developments.

Despite having a wide range of products, Avonmore rarely introduces new ones. The company has not introduced any new items in recent years, which may make it difficult to attract new clients or maintain existing ones. Avonmore has low digital marketing and social media presence, which may impair its capacity to reach a wider audience and communicate with customers. Therefore, it has a chance to increase its product portfolio to cater to evolving client needs and preferences. For instance, the business might release dairy substitutes made from plants or organic dairy products. Avonmore can spend money on social media platforms and digital marketing to engage with customers and reach a larger audience.

Generally, Avonmore enjoys a favorable internal environment highlighted by a solid client base, a wide range of products, and a strong distribution network. In Ireland's fiercely competitive dairy market, the startup must contend with established names. Avonmore has the potential to grow its product portfolio and invest in digital marketing channels to reach a bigger audience and communicate with customers. The business must also be cognizant of other influences that may affect supply and production, such as weather, animal health, and milk costs.

### **External Environment Analysis:**

To conduct an external environment analysis of Avonmore Milk Company, we can use the PESTEL framework:

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- **Political:** The political environment can have an impact on Avonmore's operations, particularly in terms of regulations and trade agreements. For example, changes in import/export regulations could affect the company's ability to source ingredients from other countries.
  - **Economic:** The state of the economy can impact consumer spending habits and purchasing power, which could affect Avonmore's sales. Inflation, interest rates, and exchange rates are other economic factors that can impact the company.
  - **Sociocultural:** Changes in consumer preferences and societal trends can impact Avonmore's marketing and product development strategies. For example, there may be an increasing demand for plant-based milk alternatives, which could affect the company's sales of dairy-based products.
  - **Technological:** Advancements in technology can have an impact on Avonmore's production processes and supply chain management. For example, the company could implement new automation technologies to increase efficiency and reduce costs.
  - **Environmental:** Environmental concerns such as climate change and sustainability are becoming increasingly important to consumers. Avonmore may need to address these concerns by implementing sustainable practices in its production and supply chain.
  - **Legal:** Regulatory changes such as food safety regulations can impact Avonmore's operations. The company may also need to comply with regulations related to labeling and advertising.

### **Market Segmentation and Target Market:**

Avonmore Milk Company may segment its market based on various criteria such as:

- ❖ **Demographic:** Age, gender, income, and education level are examples of demographic factors that may influence consumer preferences for milk products.
- ❖ **Psychographic:** Attitudes, values, and lifestyles can also impact consumer preferences. For example, consumers who prioritize health and fitness may be more interested in Avonmore's protein-enriched milk products.
- ❖ **Geographic:** Location can also play a role in consumer preferences. For example, consumers in regions with a high demand for organic and sustainable products may prefer Avonmore's organic milk products.

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- ❖ **Behavioral:** Consumer behavior, such as purchasing habits and brand loyalty, can also impact preferences for milk products.

## Target Market:

Based on the segmentation criteria, Avonmore Milk Company's target market could be:

- ✓ **Health-conscious consumers:** This group may be interested in Avonmore's protein-enriched milk products, as they may be looking for milk products that can support their fitness and health goals.
- ✓ **Organic and natural product enthusiasts:** Consumers who prioritize organic and sustainable products may prefer Avonmore's organic milk products.
- ✓ **Families with children:** Families may be interested in Avonmore's range of milk products that are fortified with vitamins and minerals, as they may be looking for products that can support their children's health and development.
- ✓ **Loyal customers:** Avonmore may also target consumers who are loyal to the brand, as they may be more likely to try new products and recommend the brand to others.

Overall, Avonmore Milk Company's target market is likely to be consumers who are interested in high-quality, nutritious milk products that support their health and well-being.

## Marketing Mix Strategies:

### Product:

Avonmore's product portfolio consists of a range of dairy products, including milk, butter, cheese, and cream. The company focuses on quality and freshness, using only locally sourced milk in its products. Avonmore also offers a range of packaging sizes to cater to different customer needs. Avonmore Milk Company uses a product strategy that emphasizes innovation, quality, and variety to meet the diverse needs and preferences of its customers. Here are some examples of the product strategy used by the company:

- **Innovation:** Avonmore Milk Company regularly introduces new products to its product line to meet changing customer preferences and to stay competitive in the market. For example, the company has introduced products such as Avonmore Protein Milk, which caters to the growing demand for high-protein milk products among fitness enthusiasts.

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- **Quality:** The company emphasizes the use of high-quality ingredients and sustainable production processes to ensure that its milk products meet high standards of quality and safety. The company's commitment to quality has helped it to build a strong reputation for producing premium milk products.
  - **Variety:** Avonmore Milk Company offers a wide variety of milk products to cater to different customer preferences and needs. This includes products such as whole milk, skimmed milk, organic milk, lactose-free milk, and flavored milk.
  - **Packaging:** The company uses innovative and attractive packaging to distinguish its products from competitors and to appeal to customers. For example, the company's protein milk is packaged in a distinctive black bottle with bold branding, which helps it to stand out on the shelves.

### **Price:**

Pricing strategies in the dairy industry can vary depending on several factors, such as production costs, market demand, and competition. Generally, dairy products are priced based on their perceived value to the consumer, which can be influenced by factors such as taste, quality, brand reputation, and nutritional benefits. Avonmore's pricing strategy is competitive, with prices comparable to those of its main competitors. The company also offers promotions and discounts on its products to attract customers and increase sales.

### **Place:**

In the dairy industry, the place strategy often involves the distribution channels used to make the product available to customers. The distribution channels can include supermarkets, convenience stores, health food stores, online stores, and direct sales. Avonmore has a strong distribution network, with its products available in most retail stores across Ireland. The company also supplies its products to the food service industry, including hotels, restaurants, and cafes.

### **Promotion:**

Avonmore has a well-established marketing program that includes distribution, promotions, and advertising. The company has an extensive distribution network that includes supermarkets, convenience stores, and online platforms. This has allowed the company to reach a wide range of

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customers across the country. In terms of promotions, Avonmore has traditionally relied on price promotions and point-of-sale advertising to drive sales. The company has also run several advertising campaigns over the years, which have focused on the quality and reliability of its products.

### **Competitor Analysis:**

Avonmore faces stiff competition from both domestic and international players such as Kerry Group, Glanbia, Dairygold, and Ornu. These competitors offer similar products and have strong brand reputations.

### **Consumer Analysis:**

The Irish consumer is becoming more health-conscious and is seeking out products that are organic, plant-based, and low in sugar and fat. There is also an increasing demand for convenience and online shopping.

Over the years, Avonmore has faced several challenges in the market, including increasing competition and changes in consumer preferences. However, the company has managed to maintain its position as a leading brand in the Irish dairy market. In recent years, Avonmore has faced increased pressure from competitors who are offering innovative products and targeting specific customer segments. This has led to a decrease in market share for Avonmore and a need to focus on product innovation and differentiation. Overall, Avonmore's past performance has been strong, but the company needs to continue to adapt to changing market conditions and consumer preferences to maintain its position as a leading brand in the Irish dairy market.

### **Opportunities:**

1. Increasing demand for organic and plant-based dairy products - Avonmore can capitalize on this trend by introducing new products or expanding its existing product range to include organic and plant-based options.
2. The growing interest in health and wellness - Avonmore can leverage its reputation for quality and reliability to promote its products as healthy and nutritious.

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3. Expansion into new markets - Avonmore can explore opportunities to expand into new markets, both domestically and internationally, to reduce its dependence on the Irish market.
  4. Online and digital marketing - Avonmore can increase its digital and online marketing efforts to reach a wider audience and promote its products.

### **Threats:**

1. Increasing competition - Avonmore faces stiff competition from both domestic and international players, who are offering innovative products and targeting specific customer segments.
2. Volatility in dairy prices - Fluctuations in dairy prices can affect Avonmore's profitability and make it difficult to maintain competitive pricing.
3. Changing consumer preferences and regulations - Changes in consumer preferences and regulations can impact Avonmore's product range and marketing strategies.
4. Economic and political uncertainty - Economic and political uncertainty can affect consumer spending and create challenges for Avonmore in terms of supply chain and distribution.

### **Strengths:**

- 1) Strong brand reputation - Avonmore has a well-established brand reputation for quality and reliability.
- 2) Wide range of products - Avonmore offers a wide range of dairy products, which allows the company to cater to a diverse customer base.
- 3) Extensive distribution network - Avonmore has an extensive distribution network that includes supermarkets, convenience stores, and online platforms.
- 4) Strong relationships with retailers - Avonmore has developed strong relationships with retailers over the years, which has helped the company to maintain its market position.

### **Weaknesses:**

- 1) Limited international presence - Avonmore has a limited international presence, which makes the company vulnerable to fluctuations in the Irish market.

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- 2) Reliance on the domestic market - Avonmore is heavily reliant on the Irish market, which makes the company vulnerable to changes in the local economy.
  - 3) Limited product innovation - Avonmore has been criticized for a lack of innovation in its product range in recent years, which has led to a decrease in customer interest.
  - 4) Dependence on the dairy market - Avonmore is heavily dependent on the dairy market, which makes the company vulnerable to fluctuations in dairy prices and changes in consumer preferences.

### **Avonmore protein milk**

Avonmore protein milk is a high-quality dairy product that has gained popularity in recent years due to its high protein content and associated health benefits. This milk is made from fresh, locally sourced cow's milk, and is processed using advanced technology to ensure that it retains all its natural goodness. The protein content of Avonmore protein milk is significantly higher than that of regular milk, with each 200ml serving containing around 25g of protein. This makes it an ideal choice for athletes, bodybuilders, and anyone else who wants to increase their protein intake to support muscle growth and repair.

In addition to its high protein content, Avonmore protein milk is also rich in essential nutrients such as calcium, vitamin D, and phosphorus. These nutrients are important for maintaining strong bones and teeth and also play a crucial role in supporting overall health and well-being. Despite its high protein content, Avonmore protein milk is low in fat and sugar, making it a great choice for those who are watching their calorie intake. It is also lactose-free, which makes it an excellent option for people who are lactose intolerant. Avonmore protein milk is available in a range of delicious flavors, including vanilla, chocolate, and strawberry. It can be enjoyed on its own as a tasty and nutritious beverage, or used as a base for smoothies and other healthy drinks.

### **Target Audience:**

The target audience for this product is health-conscious individuals who lead active lifestyles and are looking for a convenient and tasty way to increase their protein intake. This audience could include athletes, fitness enthusiasts, and people who are looking to maintain or build muscle mass.



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The age range for this target audience could be from 18 to 45 years old, and they could be both men and women.

### **Product Differentiation:**

Avonmore Protein Milk offers several unique features that set it apart from other high-protein milk products on the market. For one, it is made from 100% fresh milk from Irish farms, ensuring high quality and purity. Additionally, it contains 25g of protein per 500ml servings, which is significantly higher than other high-protein milk products. Finally, it comes in three delicious flavors - Chocolate, Strawberry, and Vanilla - making it a convenient and enjoyable way to increase protein intake.

### **Objectives**

The following goals could be set for the company in the context of Avonmore protein milk:

- **Sales volume:** Avonmore may set a goal to increase the sales volume of its protein milk product by a certain percentage over a specific period, such as a year. This could be achieved through various marketing and promotional efforts, such as advertising, social media campaigns, and in-store displays.
- **Market share:** Avonmore may aim to increase its market share in the protein milk category, which could involve launching new product variations, expanding distribution channels, or improving customer engagement and loyalty.
- **Profit:** Avonmore may set a goal to increase the profitability of its protein milk product, which could involve reducing production costs, increasing prices, or finding ways to improve operational efficiency.
- **Brand awareness:** Avonmore may aim to improve the awareness and recognition of its protein milk brand among consumers, which could involve investing in advertising and marketing campaigns that promote the health benefits and quality of the product.

Overall, the specific goals that Avonmore sets for its protein milk product will depend on a range of factors, including market conditions, consumer trends, and the company's overall strategic priorities.

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## Strategies to achieve the goals set for Avonmore milk protein

Achieving business goals for a product like Avonmore's protein milk requires a well-defined and executed strategy that focuses on key areas such as product development, marketing, sales, and customer service. Here are some possible strategies that Avonmore could implement to achieve its goals:

- **Increase sales volume:** To increase sales volume, Avonmore may need to identify and target new customer segments and increase its distribution channels to reach a wider audience. For instance, the company could expand its product range to include protein bars, powders, or ready-to-drink shakes, which may appeal to fitness enthusiasts, athletes, and health-conscious consumers. Avonmore could also create special promotions and discounts for customers to encourage repeat purchases and drive volume sales.
- **Increase market share:** To increase its market share, Avonmore may need to differentiate its protein milk product from its competitors and provide added value to customers. For instance, the company could emphasize its high-quality ingredients, unique flavor profile, and product benefits in its marketing messaging. Avonmore could also invest in customer feedback and product development to continuously improve its protein milk, making it more appealing to existing customers and attracting new ones.
- **Increase profitability:** To increase profitability, Avonmore may need to find ways to reduce costs and optimize its operations. For example, the company could explore alternative sources for its raw materials or negotiate better deals with suppliers. Avonmore could also streamline its manufacturing process, improve its logistics and distribution, and invest in technology to automate and optimize its operations.
- **Increase brand awareness:** To increase brand awareness, Avonmore could invest in marketing and advertising campaigns that target its ideal customer segments. For example, the company could create social media campaigns that highlight the nutritional benefits of its protein milk, collaborate with fitness influencers and bloggers, or sponsor sporting events and competitions. Avonmore could also provide exceptional customer service and engagement, which can help increase customer loyalty and brand advocacy.

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- **Distribution and availability:** Avonmore protein milk needs to be readily available to customers to increase sales volume and market share. The company can work on expanding distribution channels and making the product easily accessible to consumers.
  - **Product development and innovation:** Continuous product development and innovation can help to improve customer satisfaction and increase market share. Avonmore protein milk can introduce new flavors, packaging designs, or sizes, or improve the product formulation to meet changing customer demands.
  - **Competitive pricing:** The pricing strategy of the product can greatly impact sales volume and profitability. The company can set a competitive price point that is attractive to customers while still ensuring a reasonable profit margin.
  - **Customer feedback and satisfaction:** Regularly gathering customer feedback and working on addressing any issues or concerns can help to improve customer satisfaction and loyalty. This can lead to increased sales and repeat business.

Overall, achieving business goals for a product like Avonmore's protein milk requires a combination of careful planning, execution, and continuous improvement. By focusing on the key areas outlined above and adapting to changing market conditions and customer needs, Avonmore can position itself for success and growth in the protein milk category.

### **Marketing Strategies for Avonmore protein milk:**

In recent years, there has been a growing trend towards healthier lifestyle choices, particularly when it comes to diet and nutrition. People are becoming more conscious of what they eat and drink and are constantly seeking out products that offer them a better nutritional profile. With that in mind, Avonmore has introduced a new product to their line-up - Avonmore Protein Milk. This product is designed to cater to the growing demand for high-protein milk among consumers. In this article, we will discuss a new marketing strategy for Avonmore Protein Milk, focusing on its unique features, target audience, and promotional activities.

Now that we have identified the target audience and product differentiation, we can develop a marketing strategy for Avonmore Protein Milk.

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### **Product Placement:**

One of the most important elements of any marketing strategy is product placement. To make Avonmore Protein Milk easily accessible to the target audience, it should be placed in supermarkets, convenience stores, gyms, and health food stores. It is also important to create an online store where consumers can purchase the product and have it delivered to their homes (Cespedes & Piercy, 1996).

### **Social Media Marketing:**

Social media is a powerful tool for promoting products and engaging with consumers. Avonmore can leverage social media platforms like Facebook, Instagram, and Twitter to create brand awareness and reach a wider audience. The company should create dedicated social media accounts for Avonmore Protein Milk and regularly post engaging content, such as recipes, workout tips, and nutritional information. Avonmore could also collaborate with social media influencers to promote the product and create buzz around it (Ferrell et al., 2021).

### **Email Marketing:**

Email marketing is an effective way to stay in touch with customers and keep them informed about new products and promotions. Avonmore should create an email list of customers who have purchased Avonmore Protein Milk and regularly send them newsletters with product updates, recipes, and exclusive discounts.

### **Product Sampling:**

Product sampling is a tried-and-tested marketing technique that can help consumers try out a new product and increase brand awareness. Avonmore could offer free samples of Avonmore Protein Milk at gyms, health food stores, and other locations where the target audience is likely to frequent. This will allow consumers to taste the product and provide feedback, which can be used to improve the product and marketing strategy (Miracle, 1965).

### **Promotions and Discounts:**

Promotions and discounts are great ways to incentivize consumers to try out a new product. Avonmore could offer discounts on Avonmore Protein Milk for a limited time or create bundle

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deals where consumers can purchase multiple flavors at a discounted price. Avonmore could also run social media contests where consumers can win free Avonmore Protein Milk or other prizes.

**Influencer Marketing:** Collaborate with fitness influencers on social media platforms such as Instagram, Facebook, and TikTok to create sponsored posts and videos showcasing the benefits of Avonmore Protein Milk. These influencers can also offer exclusive discounts and promo codes to their followers, encouraging them to try the product (Varadarajan & Jayachandran, 1999).

**Educational Content:** Develop educational content on the benefits of protein for fitness enthusiasts and share this on Avonmore's website and social media platforms. This content can include recipes that incorporate Avonmore Protein Milk, as well as tips and tricks for incorporating more protein into one's diet.

**Gamification:** Create a mobile app or game that rewards users for consuming Avonmore Protein Milk. The game can feature challenges that encourage users to incorporate the product into their daily routine, and users can earn rewards such as discounts or free samples for completing the challenges.

**Partnership with Athletes:** Partner with well-known athletes and fitness professionals to create sponsored content and events. These partnerships can include product endorsements, sponsored events, and other collaborations that help to increase brand awareness and reach a wider audience.

By implementing these strategies, Avonmore Protein Milk can increase brand awareness, build customer loyalty, and differentiate itself from competitors in the crowded health and fitness market.

The plan mentioned earlier, which includes marketing and promotional activities, product development and innovation, competitive pricing, and customer engagement strategies, can help Avonmore protein milk to achieve its goals and generate a positive financial payoff. Effective marketing can increase product visibility and awareness, leading to increased sales and revenue. Continuous product development and innovation can improve the product's value proposition, leading to increased customer satisfaction, loyalty, and market share. Competitive pricing can help the product to be more attractive to customers, leading to increased sales volume and market share. Customer engagement strategies can increase customer satisfaction and loyalty, leading to repeat business and positive word-of-mouth marketing. Overall, if Avonmore protein milk can execute

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the plan effectively and make the necessary adjustments as market conditions change, it is possible that the plan can pay off financially.

Monitoring the progress of the plan is crucial to ensure that the company is on track to achieve its goals for Avonmore protein milk. By tracking key performance indicators (KPIs) and metrics, the company can make data-driven decisions and adjust its strategies as needed. The company can track weekly or monthly sales data and compare it to its targets and previous periods. Similarly, tracking market share can help the company to evaluate how well it is competing with other products in the market. By analyzing changes in market share over time, the company can adjust its strategies and tactics as needed to maintain or increase its share of the market. Gathering and analyzing customer feedback can help the company to identify areas where it can improve the product or its marketing strategies. Feedback can be collected through surveys, social media monitoring, and customer service interactions. By monitoring the product's profit margin and ROI, the company can adjust pricing and cost structures to optimize profitability.

Monitoring the performance of marketing and promotional activities can provide insights into the effectiveness of the company's strategies. The company can track metrics such as website traffic, social media engagement, and promotional campaign response rates to evaluate the success of its marketing efforts. Overall, monitoring progress toward achieving the plan's goals for Avonmore protein milk requires tracking a range of KPIs and metrics. By regularly reviewing and analyzing this data, the company can make data-driven decisions and adjust its strategies as needed to ensure that it achieves its goals.

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