



# TomatoTEX

## *Research Results*

FINDING THE MARKET POTENTIAL FOR TOMATOTEX

# Meet the team

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# S

- Innovative sustainable product
- Collaborations with Blue City Lab, United Oceans, Duivenstijn Tomaten etc.
- Collaboration with highly skilled researchers at Biophilica
- Location & association "blue city lab" generates online brand awareness

# W

- Facing competition from several established brands
- Lacking in social media presence & marketing plan/budget
- Insufficient information about the product
- Absence of clear goals and planning for the future
- Lack of clarity concerning TomatoTex's board of management
- Production is still a slow and expensive process

# O

- Growing consumer awareness and need for sustainable products (veganism, fast fashion)
- Growing need for sustainable materials from companies and brands
- New laws being implemented about sustainability
- Government goals and efforts aimed at helping the sustainable textile industry
- Dutch purchasing power is growing
- An advantage on the new sustainable laws being implemented

# T

- COVID-19 negatively influencing the economy
- Strong competition from other sustainable companies that are better developed
- Consumer sustainable intentions not matching their purchasing behaviour
- No technological advancement to produce this specific material (tomatotex)



# TOMATO TEX


BLUE CITY LAB

# Problem Definition

Entering a new market means there is a high **uncertainty of market potential** and so it is important **focus on targeting the right market segment to offer the products to**.

## Research Question

What market entry strategy would lead to the most market potential for the TomatoTex concept in the Dutch market?



# Frameworks & Research Methods



# Findings



# Trends

- Abundance of opportunities
  - Help & guidance from the government & EU commission
    - Strategy to strengthen sustainable circular textile industry
- Online sales
- Rising trend of sustainability amongst consumers & brands





# Product Characteristics

- Feedstock:

Agricultural residue from the Tomato plant



*Fig.7: Separated fiber bundles*



*Fig.8: Structurally destroyed fiber bundles*

# Product Characteristics

- Useful for applications with lower requirements
- Contains no plastic (biodegradable)
- Smaller carbon footprint than animal leather
- More sensitive & less durable than animal leather



# Target Audience

- Small businesses and independent fashion retailers are the main potential customers of TomatoTex
- Companies that follow a sustainability strategy with leather products that require low requirements; like Alchemist, Noumenon, MUD Jeans and Joline Jolink



# Main players in the market

## Biggest competitors;

- PinaTex
- BananaTex

## Differences

- Does contain plastic

## Other player in the industry;

- MUD Jeans

## \*Story-telling



# Marketing plan

## Entry strategy:

- Telling a story
- Email marketing
- Social Media Marketing
  - Advertising
    - Content marketing
      - Influencer marketing
        - Networking
        -
- Projected costs to complete is €27,11 for m2  
€1000 per month, total costs for social media marketing



# Conclusion & Recommendations





# Conclusion & Recommendation

- Making products with lower requirements such as bags and watch straps
- Focus on B2B companies in The Netherlands
- Increase brand awareness through social media and email marketing
- Find partnerships in The Netherlands
- Use the marketing plan



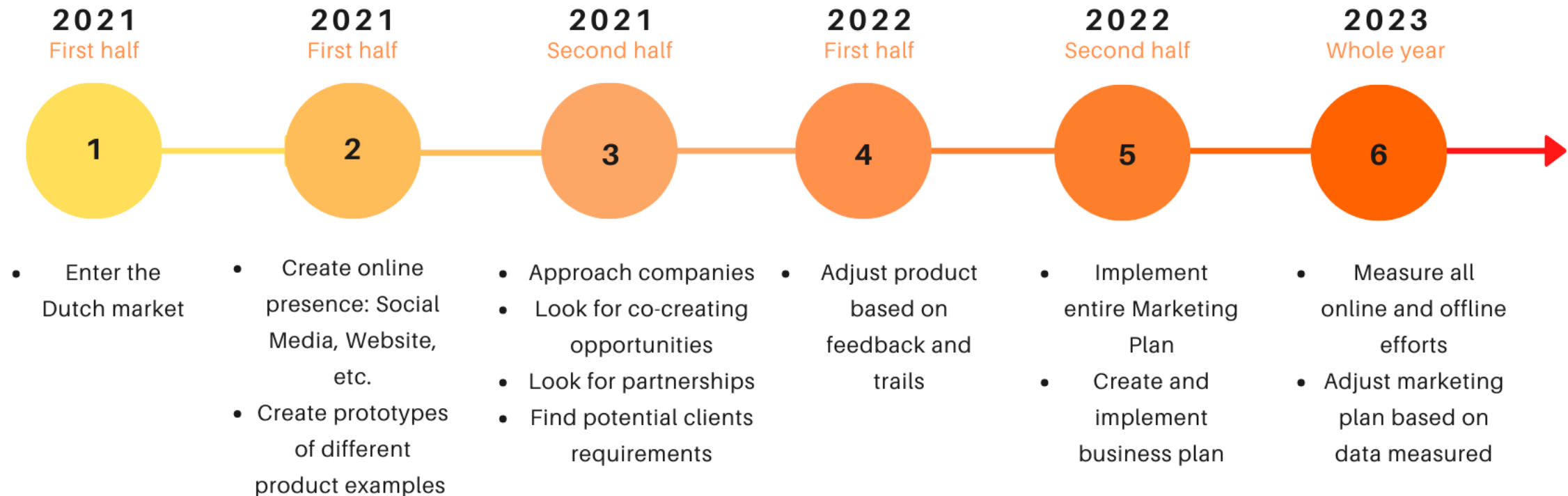
# Marketing action plan

Marketing medium	Action	Activity	Information	Marketing Goal/Target	Conversion Rate	Goal Measuring Medium	Costs Involved
Instagram	Content posts	Once daily	Best time to post: around lunch type  *Light colors, the color blue, and one single dominant color in a post get more likes. Posting at least one hashtag leads to more engagement. (Media, 2020)	100-150 likes per post  10 shares	*N/A  Only applicable after finding the companies personal conversion rate	Instagram analytics	
	Paid advertisements	One to two times a month	Call to action button, engaging visuals	1000 views per advertisement	100 clicks	Instagram analytics	Cost per click €2,00
	Stories	+/- Three stories per day	Best time to post: mornings, lunch and at night. (Chacon, 2020)	10 shares per day	*N/A	Instagram analytics	
	Website Link in bio	One time action	N/A	65% of visitors click on the link	*N/A	Instagram analytics / Google Analytics	
	Reels	Once a week/ or when new products or events are happening	15 sec multi clips with audio and video.  Showcase new products, give a peak behind the scenes, educate the customers.	250 likes per reel	*N/A  Only applicable after finding the companies personal conversion rate	Instagram analytics	Production costs, personnel costs  Minimum wage of personnel is €11.00 per hour. Production costs are non existing as the videos will first be made with a mobile

Website	Content	Make a professional webpage	<ul style="list-style-type: none"> <li>• Landing page</li> <li>• Mission/vision</li> <li>• Company story</li> <li>• Links to social media</li> <li>• Contact information</li> <li>• Call to action buttons</li> </ul>	150-300 visitors per month  *Goal would be reached by the marketing efforts.	*N/A  Only applicable after finding the companies personal conversion rate	Google analytics	
	Blog	One to four times a week(Carmicheal, 2020)	Posting content like expert interviews, brand awareness, infographic and statistics about the industry and efforts (sustainability) (Carmicheal, 2020).	Traffic increase by 10%	*N/A  Only applicable after finding the companies personal conversion rate	Google Analytics	
Email	Introduction email to potential B2B customers	Write a formal email introducing the company	Best time to email Tuesday – Thursday Between 9:00 to 11:00 and 13:00 to 15:00 (Marrs, 2020)	Emailing potential / fitting companies weekly.  50% replies	*N/A  Only applicable after finding the companies personal conversion rate	Email responses/follow up meetings	

# TOMATOTEX

## Plan of Action



**THANK  
YOU**

*For listening*

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Any questions?