



STRATEGIC AND INNOVATION MANAGEMENT

Submitted by:

Nisha Divekar

Nisha Topno

Salu Meghna Marandi

Shagun Bishnoi

Shanmugha Priya

Sumoria Raechal Bilung

MFM- 3RD SEM

OUR COMPANY

Category - sustainable creative packaging

BRAND NAME - EMINEO

Brand Name meaning : Stand out, project, prominent, become conspicuous or prominent

VISION STATEMENT

To envision a world where all packaging is sourced responsibly, sustainably designed to be effective and safe throughout its life cycle.

MISSION STATEMENT

Our goal is to be the efficient supplier of sustainable packaging company in the industry – by delivering packaging excellence defined by superior quality, relentless continuous improvement, and constant innovation which meets market criteria for performance and cost as a part of valuable resource.



ABOUT US

We Emineo recognized the impact that single use plastic was having on our local and the world's marine environment. With moving towards sustainable lifestyle and our personal experience inspired us to create a sustainable packaging sleeve for the industry, which can help to both cut carbon emissions and generate far less waste, playing an important role in keeping the planet healthy.

We Emineo now develop sustainable packaging solutions across a wide range of commercial and industrial sectors.

The main features of our sustainable packaging are:

- 1) *Produces little to no environmental waste .*
- 2) *Made from reusable or biodegradable packaging materials .*
- 3) *Safe for people and the environment.*



REMOVE PLASTICS

Our mission is to reduce global plastic production within the packaging industry and replace with paper based alternatives. We ensure all of our packaging materials come from sustainable sources and are fully recyclable at the end of their life.



WAVES OF CHANGE

Born out of a love for the sea, we pledge to create packaging solutions which will have a high impact on businesses and a low impact on the ocean, whilst helping to provide awareness of the continued threats to our marine environments.



SMALLER FOOTPRINT

As a business, we realize we have a responsibility to act. That's why every stage of our supply chain is carbon considered and we're committed to making the best products using the least possible resources. In 2022 we aim to offset our carbon footprint and support conservation projects we care about.

PACKAGING CATEGORY

We Provide Sustainable Packaging for the below mentioned categories

FOOD & BEVERAGE

- Packed goods
- Beverages
- Food delivery services



PERSONAL AND HOUSEHOLD CARE

- FMCG products
- Gift packing



RETAIL SECTOR

- Garment coveralls
- Carry Bags



INDUSTRIAL PACKAGING

- Automobile parts
- Electronic gadgets



TYPES OF PACKING PROVIDED

The Sustainable Packing Range we provide



LIGHT WEIGHT
PACKAGING



BIODEGRADABLE
PACKAGING



RECYCLABLE PET



CORRUGATED PAPER
BOARDS



DESIGNER GLASS
BOTTLES / CONTAINERS



METAL RECYCLABLE
CONTAINERS



PACKING
REINFORCEMENTS

DEMOGRAPHICS & SEGMENTATION

- Build up of location coverage
- Increase of product utilization in various other segment.

MARKET NEED

- Growth in terms of brand collaborations
- Product extension to larger food delivery chains.

BARRIERS TO ENTRY

- Platforms for launching advertisements
 - Frequency of ads
- Lead time / time period for ad.

POSITIONING AND MARKET NEED

SECONDARY DATA



Public View

Image of packaging : The public and many politicians are considered to have a negative perception of packaging, often confusing it with a litter problem and seeing packaging as a wasteful use of resources.



Consumer Behavior

Consumers react well to initiatives which use packaging to add value through improved functionality or convenience. Retailers and brand owners specify the packaging to be used, and know from their research what consumers want.



Research Inference

Research shows that consumers usually understand the benefits of packaging once they are encouraged to think rationally about it.



Disadvantage

Despite this, a danger exists that small minority action groups campaign loudly against packaging with the result that inappropriate legislation is introduced.

RETAIL AND BRAND OWNER TRENDS

- Retailer – reduce in-store costs; optimize transit packaging; manage packaging waste;
- Brand Owner – consistent international branding and brand protection; manage supply chain complexity;
- Both: own-brand differentiation; added value innovation; improved supply chain efficiency; faster NPD; strategic use of outsourcing; damage reduction



CONSUMER TREND

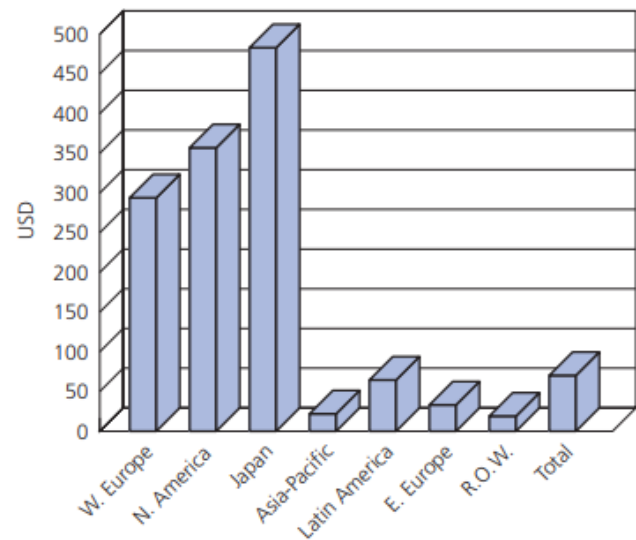
- Key consumer trends include demographic trends towards more single person households and an ageing population.
- Social trends include more working women, fewer family meals and increased snacking and 'eating on the run'.
- Consumer products are increasingly customized for different market sectors .
- Implications for packaging include increasing use of convenience formats

MARKET GROWTH AND SHARE



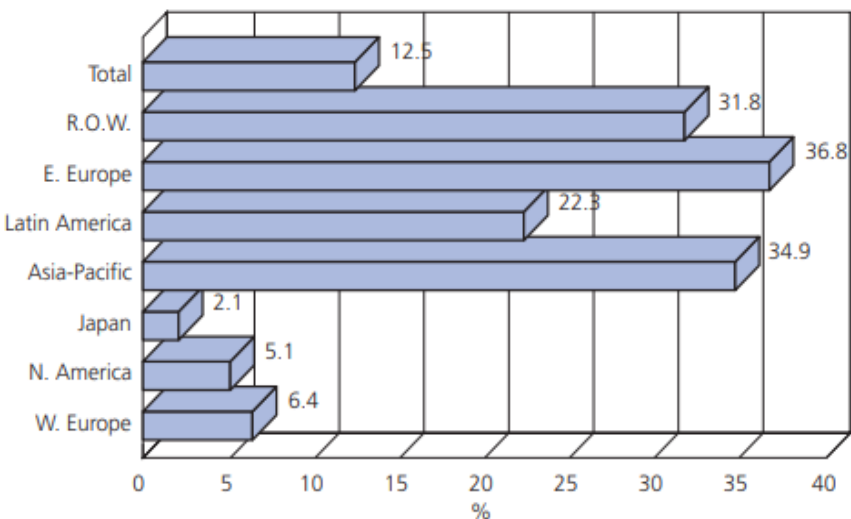
The global sustainable plastic packaging market size is projected to grow from USD 89.0 billion in 2020 to USD 117.3 billion by 2025, at a Compound Annual Growth Rate (CAGR) of 5.6% during the forecast year.

GLOBAL PACKAGE SPENDING PER CAPITA - 2019



Source: The Packaging Federation

GLOBAL PACKAGE INDUSTRY GROWTH RATE - 2019



Source: The Packaging Federation

BUSINESS MODEL CANVAS



KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
<ul style="list-style-type: none">-Other packaging firms that we can partner with, and share technology and can help lower R&D costs.-Key raw materials and manufacturing equipment suppliers.-Wholesalers that stock our products and act as a primary channel with customers.	<ul style="list-style-type: none">-Quick fulfillment process.-Research on new compounds to lower costs and prices for customers.-R&D to increase quality and reduce carbon emission.	<ul style="list-style-type: none">-To provide eco friendly and sustainable packaging solutions.	<ul style="list-style-type: none">-Excellent customer service, working closely with potential customers to understand how the various packaging solutions might work with their needs.-Dealerships that are customer focused, to help with product inquires and purchases.-Online/phone communication channels and built in support channels.	<ul style="list-style-type: none">-Customers looking for an affordable yet sustainable packaging solutions.-Mass market.-Demographic of people supporting the pro-environment movement.
	KEY RESOURCES		CHANNELS	
	<ul style="list-style-type: none">-Raw materials-Shipping services-Warehouses-Servers for cloud services		<ul style="list-style-type: none">-Global distribution channels with our key partners.-Paid advertisements on multiple media.	
COST STRUCTURE		REVENUE STREAMS		
<ul style="list-style-type: none">-Primary costs are relates to R&D to innovate products, specifications, manufacturing costs from raw materials.-Secondary costs arise from marketing on multiple platform & continuous automation of manufacturing process.-Sourcing through key partners allows us to save on raw material costs and mass-market customer segment allows us to utilize economies of scale.		<ul style="list-style-type: none">-Primary revenue stream comes from sales of packages.-Low margin revenue streams from retail, ecommerce sales and fulfillment.-High margin revenue streams from cloud services, advertising and subscription services.		

8.

TO CONVEY THE MESSAGE ON OUR NPD

Product design innovation – origami packing

Category – food delivery services

VALUE ADDITIONAL FACTORS

Multi functional / 100% biodegradable / exciting element /
offers

TARGET CUSTOMER

Customers who mostly prefer food for “ on the go “ , who
mostly depend on delivery services

ESTABLISHING OBJECTIVE



OUR MESSAGE :

We are a company with a mission to boost mental health and wellbeing through nutritious (and delicious) meals wanted them all wrapped up in environmentally conscious packaging complete with contemporary branding.

Indian based sustainable packing service provider “ Emenio “ are taking a positive step towards tackling stress and anxiety in the Indian workforce. Through nutrient-packed salads, sides, and more by collaborating with Swiggy to ensure your excuses and poor time-management skills don't get the better of you.



BRAND STATEMENT

“The act of Implementing eco packaging in our brand’s operations and offering is no longer an option - it’s a necessity”

OBJECTIVES

To spread awareness about 100% biodegradable packaging in our daily activities

FRAME WORK

TARGET AUDIENCE

WORKING PROFESSIONALS
COLLEGE STUDENTS

PRIMARY MESSAGING

Multi-functionality in terms of usage

Serves purpose in every stage –

- Packing – Customer oriented
- Modifiable container
- Manure with seed insulation

OUR GOAL

Our Work with this new product is about creating sustainable packaging that's not only incredibly beautiful, it's super-functional and kinder to the environment too.

AESTHETICS

A natural colour palette of greens and earthy tones, combined with thought-provoking quotes and simply stylised icons and fonts, gives the branding a feel as fresh as the salads themselves.

SUPPORTING FACTORS FOR OUR PRODUCT

VALUE ADDITION

80% compostable and 100% recyclable, the custom-made boxes are a pleasure to open - each meal is presented like a gift, sealed with a little name tag making it special.

CONFIDENCE

Tried and tested, they also keep your food spillage and smush-free. And, you'll feel a lot better too knowing each plant-based bottle won't be lingering in landfill for decades to come once you throw it away.

DESCRIPTION OF PRODUCT CHOSEN

FUNCTIONALITY

We create plastic free packaging solutions for a changing world. 100% recyclable, reusable, adaptable cardboard packaging, bottles and more.

Wine, whisk(e)y, spirit, Champagne, no to low alcohol – no matter where you sit in the drink's industry, we have you covered, and likewise for other products as well. Our adaptable packaging is already renowned for its strength and beauty.

PRODUCT ATTRIBUTES

Intrinsic

Using high quality recyclable materials that provide durability to the product but at the same time has stylish looks and vast design options to choose from for different products.

Extrinsic

Promoting made in India, this is a homegrown brand, established in the heart of Mumbai, keeping up with the upcoming trends but at the same time caring about our upcoming generations. The materials are eco friendly, sustainable and durable. Emineo stands out by having a Sincerity as its brand personality because we are thinking of society by providing packaging which will lead towards the sustainable lifestyle.



PRICE POINTS

Emineo is a fairly affordable brand, providing its services all over India. Our prices are reasonable which won't dig a hole in your pockets.

Sold through :

All Metro cities such as Delhi, Mumbai, Kolkata, Chennai, Hyderabad, Bangalore, Ahmedabad, Pune, Surat and Nashik ;
at least 50% of Tier II cities
at least 25% Tier III cities



BRAND ELEMENTS - INTRODUCTION

BRAND ELEMENTS INTRODUCTION

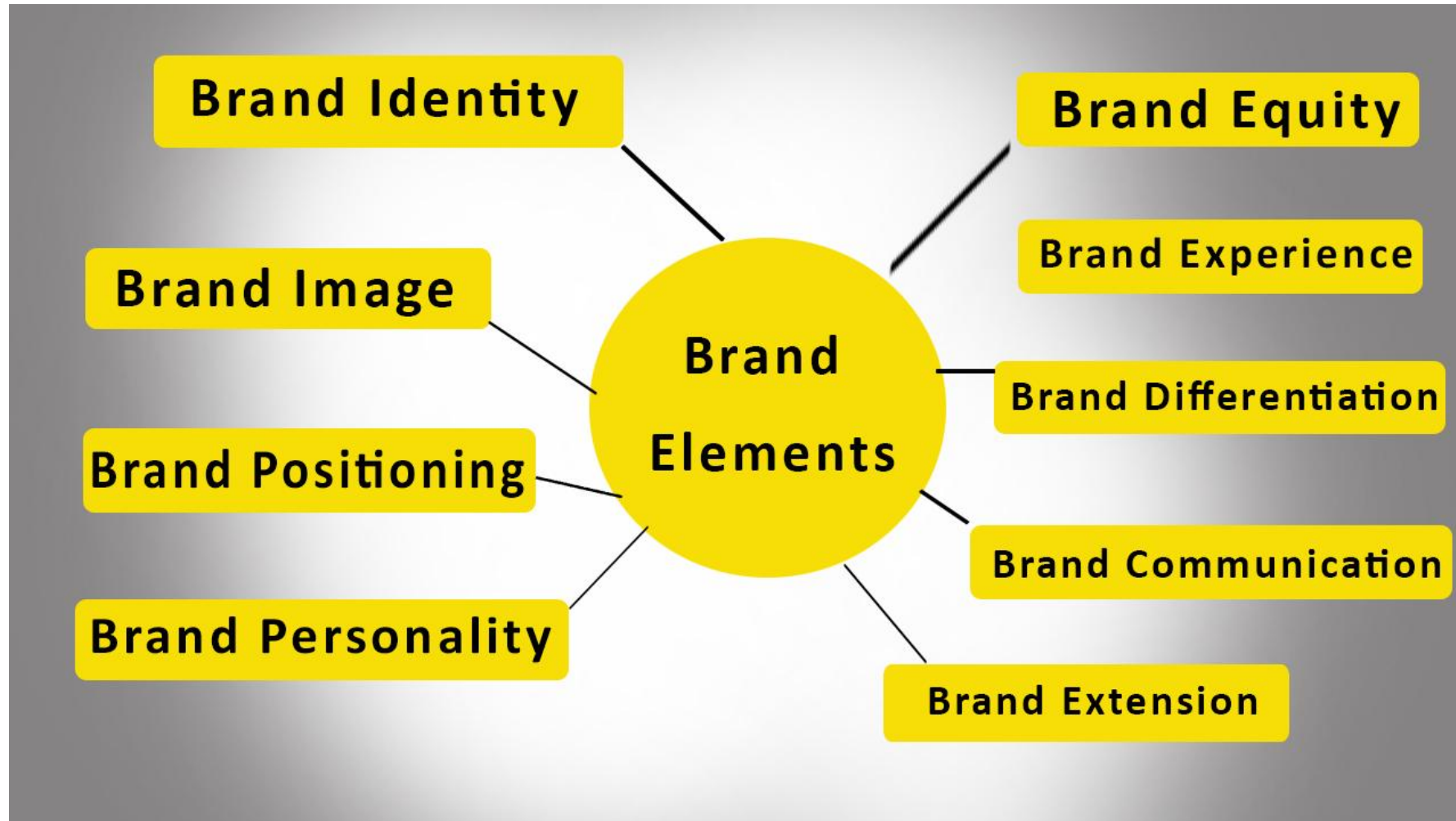
“Brand is the holistic sum of customers’ experiences, composed of visual, tonal and behavioral brand components, many of which are shaped by interaction design”. -Kate Kaplan. Branding consists of so many brand elements that shape the way business is.

Branding plays an integral role and is the backbone for any business to thrive in the long run. Most of the businesses tend to ignore various elements of branding and concentrate just on profits. In recent years, the need for branding has increased as consumers are more aware and intelligent now, all thanks to the fast and ever-growing technology!

Why do we need these elements

1. Branding elements help to create consistency of the brand among the stakeholders.
2. It is the perfect way to pass on the message and communicate efficiently with the audience.
3. Builds a solid base for your brand
4. It helps you stand out from tons of competitors.
5. It leads to Brand equity
6. It can increase your margins and market share
7. Helps in brand recall and reach
8. When elements are hit right, it can reduce a lot of unnecessary costs.
9. Build trust among the consumers
10. It acts as a guide to the organization to clearly define its objectives.

BRAND ELEMENTS



BRAND ELEMENTS

Brand Identity

Brand identity is the visible component of a brand that the audience associates with. In simple terms, it is the way your brand is recognized by the consumers. A brand identity consists of:

- 1. Brand Name:** A brand name is a name by which a brand is called. A brand name should be unique, creative and yet be easy to remember. For example: “Facebook”, “Nestle”, “Nike”, etc are all brand names.
- 2. Logo:** It is a symbol that represents your brand. A logo is visually presenting what your brand stands for! For example, the logo of Apple is a half-eaten apple, McDonald’s is the letter M, etc. Just like the brand name, a logo should also be unique.
- 3. Color Schemes:** Color scheme is using your color palette to represent your brand. Colour schemes should be consistent and should use color psychology. Using color psychology can create a greater impact on the audience. For eg: McDonald’s use Yellow and Red predominantly in all aspects of their brand.
- 4. Taglines:** Taglines are the punchlines that a brand uses to connect with their audience. For Example, McDonald’s tagline is” I’m lovin it”, Nike uses “ Just Do It”, etc.
- 5. Jingles:** Jingles are like the theme song to a brand. Jingles are very appealing when its an FMCG product. For Example, “Kiss Me” is the jingle of Cadbury Dairy Milk.

Thus, a brand identity is the first step that a business should undertake to define their brand among its consumers.

Brand Image

Brand image is the way your potential and existing consumers think about your product/service. It is also the image portrayed by your brand. Brand image depends on the perception of the brand. A strong brand image is necessary to retain existing customers and get more potential customers. Brand image directly adds to the goodwill of the company. It is created through the experience and interaction of the buyers with a brand. Brand image can also be used as a tool for advertising. The values and the purpose of that particular brand are portrayed through its image. For Example, BMW, Audi, etc are perceived to be luxury cars whereas Maruti Suzuki falls under the affordable car category.

Brand Positioning

Brand Positioning is a process of positioning your brand in the minds of your consumers. It is how well your product has been registered among the consumers. Brand Positioning helps your target audience in distinguishing your brand from the others. A well thought brand positioning strategy helps in brand recall and makes your brand stand out among the other competing brands. A positioning statement is a declaration that communicates your brand's unique value to your target audience in comparison to your main competitors.

Brand Personality

Brand Personality is a set of human characteristics that are associated with a brand name. It is something that your target audience can relate to. Brand personality is important to have a good consumer relationship. It is also called as brand personification. It is a certain way that a brand behaves and speaks. Understanding brand personality is really important to choose the right media and the message for communicating with your target audience. A brand personality can be easily found by comparing any two products. For Example, comparing Amazon and Flipkart. Even if both are e-commerce sites, they have their personalities.

Brand Equity

Brand Equity is the commercial value that is added to the brand name rather than the product /service that is offered by the brand. The brand equity is higher when the brand is very renowned and has a good brand image. The value is associated with the perception of the consumer. This value is attached by the consumer and not by the business. Brand Equity is also the loyalty of a customer towards the brand. For example, Apple has good brand equity compared to its competitors in terms of the technology used. There is a lot of trusts associated with Apple Products as the brand is luxurious.

Brand Equity

Brand Equity is the commercial value that is added to the brand name rather than the product /service that is offered by the brand. The brand equity is higher when the brand is very renowned and has a good brand image. The value is associated with the perception of the consumer. This value is attached by the consumer and not by the business. Brand Equity is also the loyalty of a customer towards the brand. For example, Apple has good brand equity compared to its competitors in terms of the technology used. There is a lot of trusts associated with Apple Products as the brand is luxurious.

Brand Experience

Brand experience is the thoughts, emotions and the overall experience that is evoked by a brand upon the consumer. It acts as a subset of the brand image. The brand experience scale that includes four dimensions: sensory, affective, intellectual, and behavioral. Each of these factors is rated to find out the total brand experience. It consists of all the interactions that a consumer has with the brand that creates an impact on his/her mind. Brands that create an experience tend to last longer in the market than the other ordinary brands. Providing the best brand experience has now become a priority to all the brands.

Brand Differentiation

Brand differentiation is how well your brand stands out in comparison to the competitors. Brand differentiation strategies ensure continuous growth and lead to a market monopoly in few cases.

Brand differentiation can be achieved by finding your niche. For example, you can price your product/service differently, being an underdog, offering something exceptionally new, etc.

Brand differentiation can help in consumer experience and get loyal customers. The three qualities that every differentiator should have are true, provable and relevant. Brand differentiation can be achieved through specialization.

Brand Communication

Brand Communication is an important tool for brand management. It is a way in which the companies inform, persuade, enlighten, teach, remind, and enrich the knowledge of their stakeholders about the brand as a whole. Brand Communication is one of the core activities of the brand management and it is imperative to have a purposeful and healthy conversation with the stakeholders. It is one of the tactics opted by a brand to influence the customers and their decision making. Brands can communicate to their audience through multiple channels like social media, newspapers, radio, etc. Public Relations (PR) team has the biggest role to play concerning brand communication.

Brand Extension

Brand extension is using a well-established brand name for new products. Brand extension is helpful while introducing new products into the market under the roof of the existing brand.

**BRAND ELEMENTS – WORKING FOR OUR
BRAND
EMINEO**

BRAND ELEMENTS FOR EMINEO

Brand Identity

Brand identity is the visible component of a brand that the audience associates with. In simple terms, it is the way your brand is recognized by the consumers. A brand identity consists of:

- **Brand Name:** *Brand Name meaning : Stand out, project, prominent, become conspicuous or prominent.*
- **Logo:** It is a symbol that represents The three green arrows going in a triangle simply means that it's capable of being recycled. Sometimes, the symbol will come with a percentage in the middle, signifying how much of it has been made from recycled materials combined with the first letter our brand name emphasizing on the unity between the brand and our pledge to save the environment through our service.
- **Color Schemes:** Yellow seems to appeal to the kid in us, and is associated with feelings of cheerfulness, originality and warmth—suggesting that companies offering pleasurable, fast, accessible products or services may benefit from using yellow in their branding.
- **Taglines:** ***For a better future for you and me, Think Sustainability.***

Though this tagline, we not only want this to be as a pledge for our brand but the web of network, brands we are collaborating with for wider reach of consumers, a trend setting quote for their daily practices.

Brand Image

Sometimes even the big names make packaging decisions that go down badly with consumers. Where you've got flavour, colour and shelf life, it's a requirement to have certain films that have barrier properties. adapting our packaging and marketing strategy to attract eco-conscious consumers, we aim to open up new avenues that were previously inaccessible. For example, our product might become of interest to health food retailers, or our business might be asked to sponsor an eco event.

"The packaging industry still has some way to go in terms of developing more sustainable solutions, but businesses and consumers are driving this change with their determination to use recyclable or compostable packaging wherever possible."

Brand Positioning

It is the traits of the brand in the eyes of the customer. The customer opting for sustainable lifestyle like the packaging which we provide because it is innovative and is of the superior quality making it attractive and simple.

Brand Personality

Brand personality is a framework that helps a company or organization shape the way people feel about its product, service, or mission. Our brand Emineo stands out by having a Sincerity as its brand personality because we are thinking of society by providing packaging which will lead towards the sustainable lifestyle.

Brand Equity

- Brand Strength= $0.65 \times 0.85 = .54$
- Brand Stature= $0.9 \times 0.8 = .72$
- Brand Equity=1.26

Brand Experience

For packaging deliveries, we're moving from mixed material packaging solutions—paper with plastic cushion mailers—to material that is fully compatible in either paper or plastic recycling streams. Our Main aim is to chain the thought process on the creativity of packaging through our brand. “There are so many beautiful, fascinating materials coming onto the market made from things we wouldn't expect,” “That tactile novelty is really enticing to consumers” are the kind of statements we would like to imprint in our consumers mind.

Brand Differentiation

- Brand collaborations – with brands like AMAZON, NYKAA, SWIGGY, AJIO , one of the major e comm websites through which we can reach out to a wider range of customers.
- Innovations – upcycling, seed packaging, closed loop manufacturing from our B2C platform (contract packing)

Brand Communication

Brand Communication is an important tool for brand management. It is a way in which the companies inform, persuade, enlighten, teach, remind, and enrich the knowledge of their stakeholders about the brand as a whole. Brand Communication is one of the core activities of the brand management and it is imperative to have a purposeful and healthy conversation with the stakeholders. It is one of the tactics opted by a brand to influence the customers and their decision making. Brands can communicate to their audience through multiple channels like social media, newspapers, radio, etc. Public Relations (PR) team has the biggest role to play concerning brand communication.

Brand Communication

- ONLINE – Social Media, Web pages, Apps, A
- OFFLINE – Print, Banners, Flyers

Brand Extension

- Food and Beverage sector
- Retail sector
- Household and care products
- Industrial packaging

FOOD & BEVERAGE	STAR			QUESTION MARK			PERSONAL AND HOUSEHOLD CARE
	CATEGORY	MS	MG	CATEGORY	MS	MG	
	Beeswax Packaging	85%	2.10%	Biodegradable Plastic film packaging	65%	15-20%	
	Creative paper and carton Packaging	60%	12%	Plant-based Packaging	35%	20%	
	Biodegradable Aluminium / Tin Based Packaging	45%	20%	Plantable Packaging	10%	5.5%	
RETAIL SECTOR	CASH COW			DOGS			INDUSTRIAL PACKAGING
	CATEGORY	MS	MG	CATEGORY	MS	MG	
	Corrugated Bubble Wrap	42%	40%	Custom Organic Textile Packaging	10%	12.80%	
	Corrugated cardboard Packaging	50%	30.00%	Customised Packaging	5%	15.00%	
	Reusable / Reformable Packaging	20%	20.30%				

Beeswax Packaging



Corrugated Bubble Wrap



Biodegradable Aluminium Packaging



Tin Based Packaging



Reusable / Reformable Packaging



Creative paper and carton Packaging



Plant-based Packaging



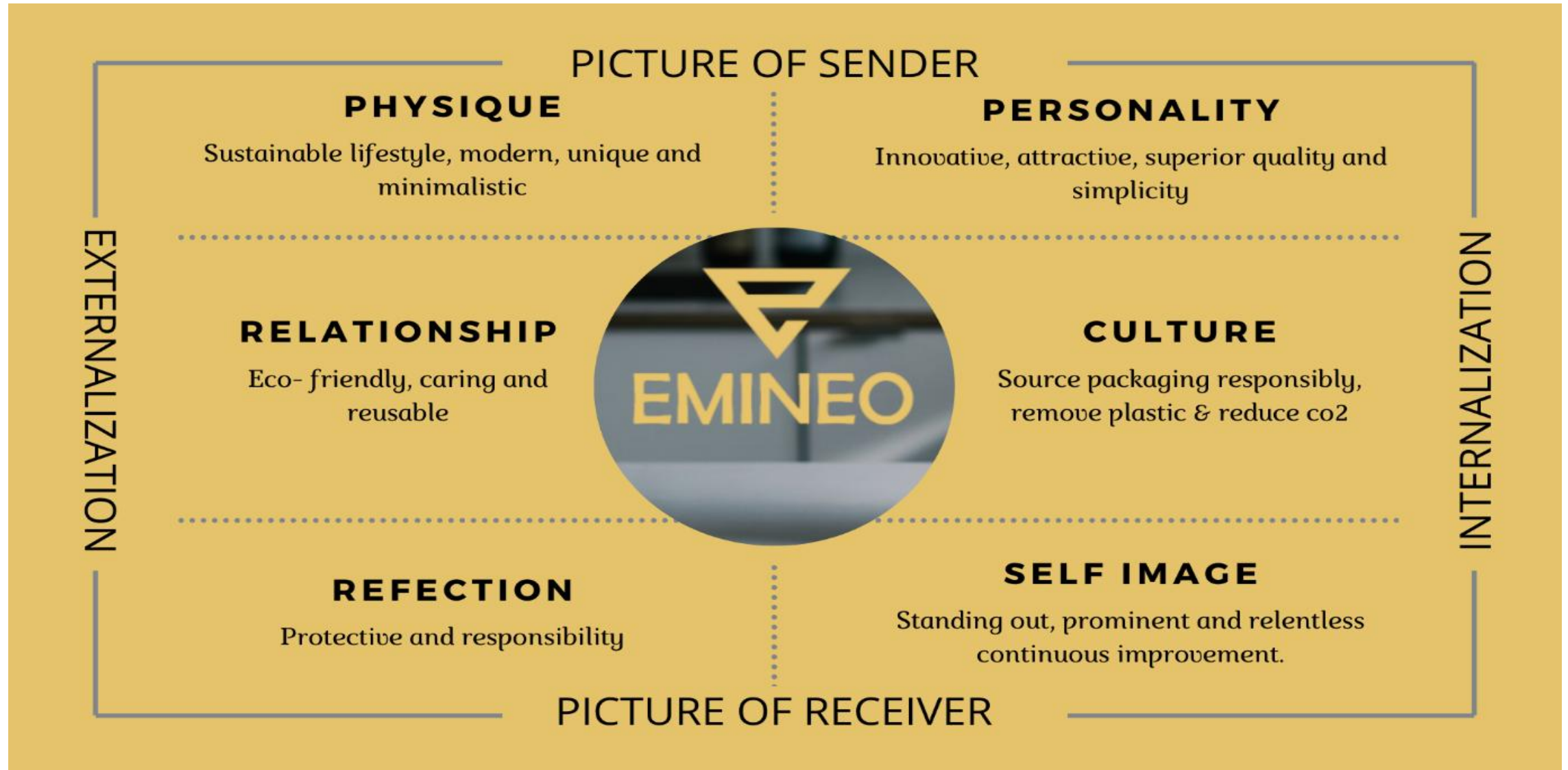
Plantable Packaging



Custom Organic Textile Packaging



BRAND PRISM



BRAND PRISM - DESCRIPTION

- **PHYSIQUE:** It refers to the outer and physical characteristic of the brand. We help our customer to move towards sustainable lifestyle by providing them with minimal biodegradable packaging by using modern and unique technics.
- **PERSONALITY:** It is the traits of the brand in the eyes of the customer. The customer opting for sustainable lifestyle like the packaging which we provide because it is innovative and is of the superior quality making it attractive and simple.
- **CULTURE:** Culture is the set of values that feed into or set a foundation for a brand like our brand Emineo recognized the impact that single use plastic was having on our local and the world's marine environment which made us source packaging responsibly in a way to remove plastics and reduce CO2.
- **SELF IMAGE:** It relates to the way in which the customers sees themselves in a particular brand. As we provide our customers with sustainable packaging it helps them stand out and prominent, at the same time helps them to relentlessly improve their way of living to save the earth.
- **RELATIONSHIP:** It refers to relationship between the brand and its customers which includes both tangible and intangible aspects. Emineo connects to its customer because its eco-friendly which can be reusable and it gives them a sense of caring.
- **REFECTION:** Our brand aims at moving towards sustainable lifestyle and our personal experience inspired us to create a sustainable packaging sleeve for the industry, which can help to both cut carbon emissions and generate far less waste, playing an important role in keeping the planet healthy giving them a feeling of protectiveness and responsibility.

ANSOFF MODEL

MARKET PENETRATION	PRODUCT DEVELOPMENT
Different pricing policies to attract different customers. Example- Discounts for existing collaborated organizations on exceeding a particular amount.	Plant-based packaging for durability and can be used and reused over a period of time. Example- Cornstarch packaging, mushroom packaging and seaweed packaging.
Choosing Earth-friendly packaging supplies and processes will go a long way in minimizing the waste and pollution that end up in our landfills and oceans.	For transparency, adding QR Code on the packaging for customers to access information on how our brand is sustainable.
Collaboration with different banks for cashback offers customized packaging. Example- HDFC bank	Usage of inks made of milk proteins or food like soy for pictures and texts on the packages which is eco friendly and can be deinked easily making the recycling process much easier.
MARKET EXTENSION	DIVERSIFICATION
Biodegradable Aluminum based, tin plate packaging and beeswax packaging for food industry. Example - Food supply chains and online grocery products: fruits and vegetables and other eatables.	Glass planters and other home decor products using sustainable production methods. Example- Clay pots
Custom textile packaging for automotive industry to protect car parts during transportation. The Technical textile insert is put on a metal frame that fits into a metal container.	Manufacturing of mobile phone covers with eco friendly materials like bamboo, cork, or sustainably-harvested wood.
	Pinatex (Pineapple leather) for home furnishings for vegans.

Mushroom packaging



Glass planters



Cornstarch packaging



Clay pots



Seaweed packaging



Pinatex



BUSINESS OPPORTUNITY MAP - STRATEGIES

Radical concept

Biodegradable packing for vending machine



PET for apparels



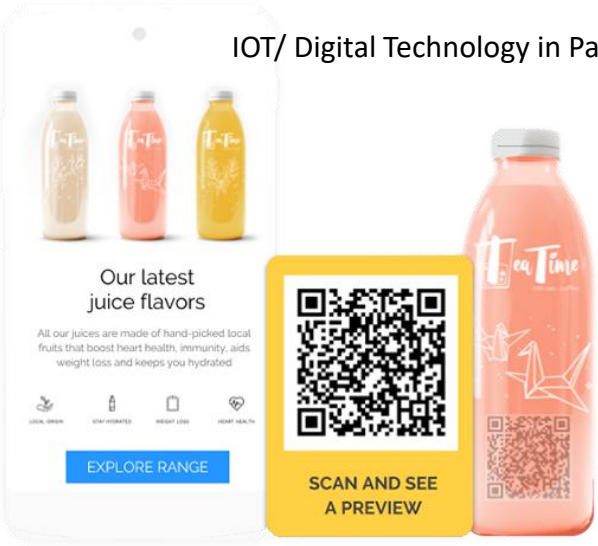
Break Through Concept

Up-cycled Furniture

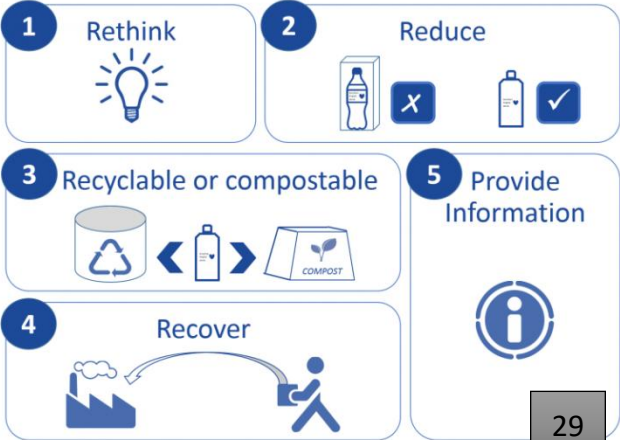


Incremental Concept

IOT/ Digital Technology in Packing



IOT/ Digital Technology in Packing



THANK YOU

WEBSITE REFERENCE LINK :

<https://www.bio4pack.com/mission-vision/>

