**PAPER OUTLINE**

1. **Table of Contents/Executive Summary**

I. Introduction and History of Silo

-

II. Product Environment

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1. Recent sales, profits, and history

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V. Appendix

-*The appendix includes a compiled list of all figures, graphs, and statistical information used in this study for marketing and strategic business development purposes*

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**BOSTON (Demographics, market shares, and prospective influencers):**

\*\*\*Tupperware was created in Massachusetts (not Boston, though)

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\*Somerville (north Boston area) = highest pop density of 18,431.6 ppl/mi^2

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Poverty rate = 20.5%

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Prospective Influencers/Promotion & Place(distribution):

-NE Patriots, Boston Bruins, Red Sox (sports teams/organizations)

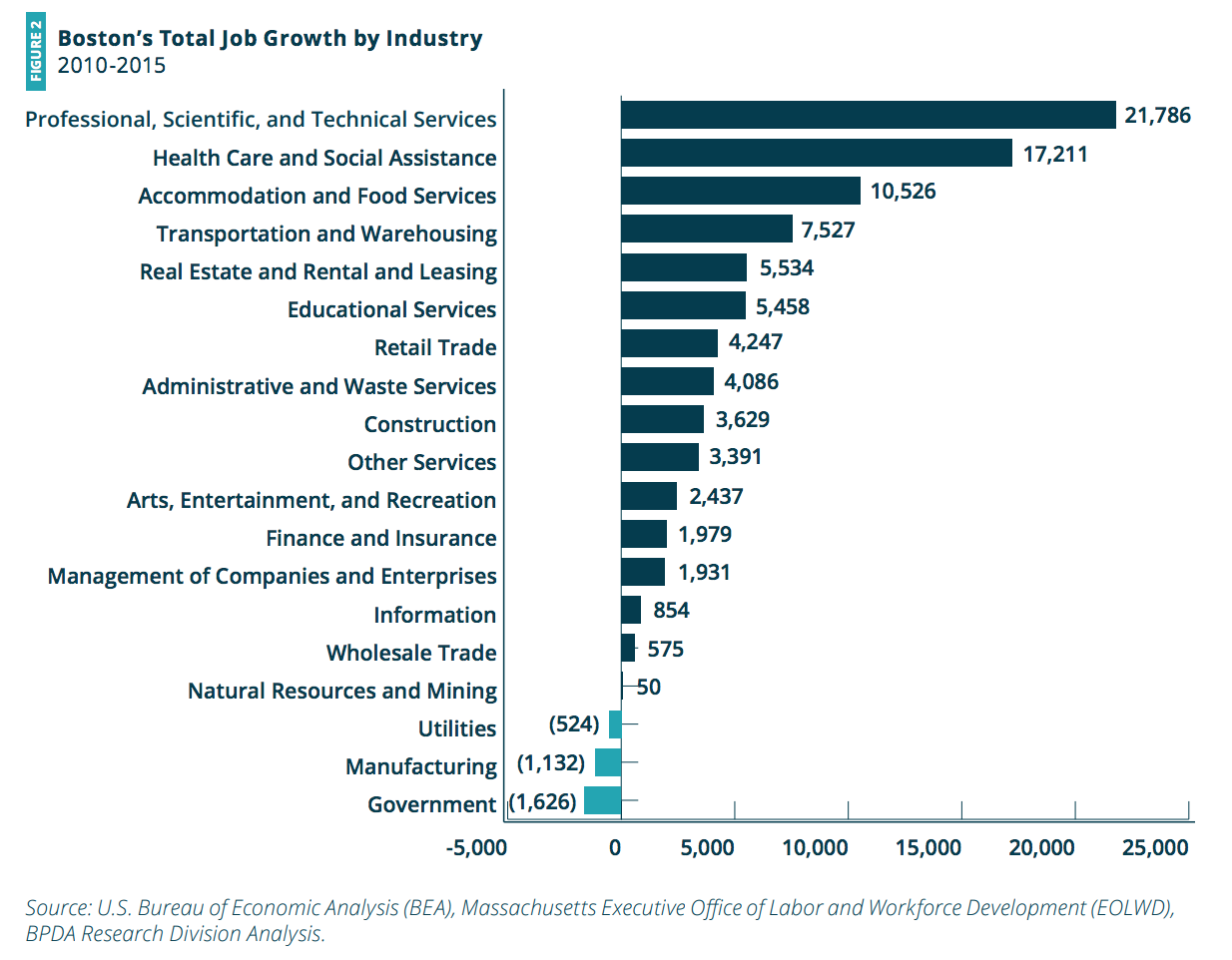
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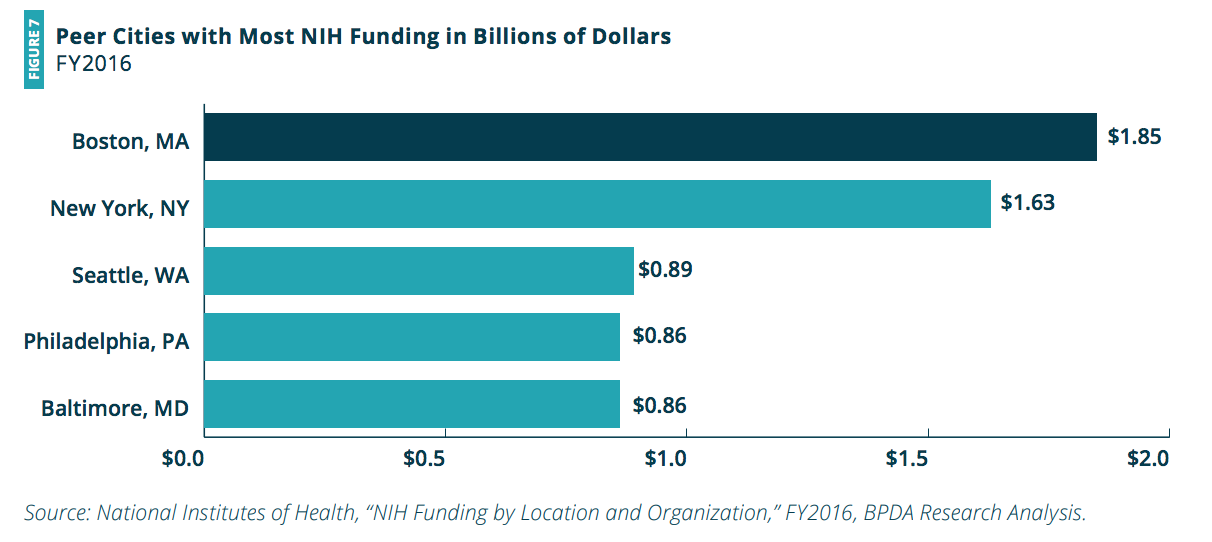
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Residents of Greater Boston rank fourth among U.S. metropolitan areas in the percentage of the population with at least a Bachelor’s degree at 43.4 percent.

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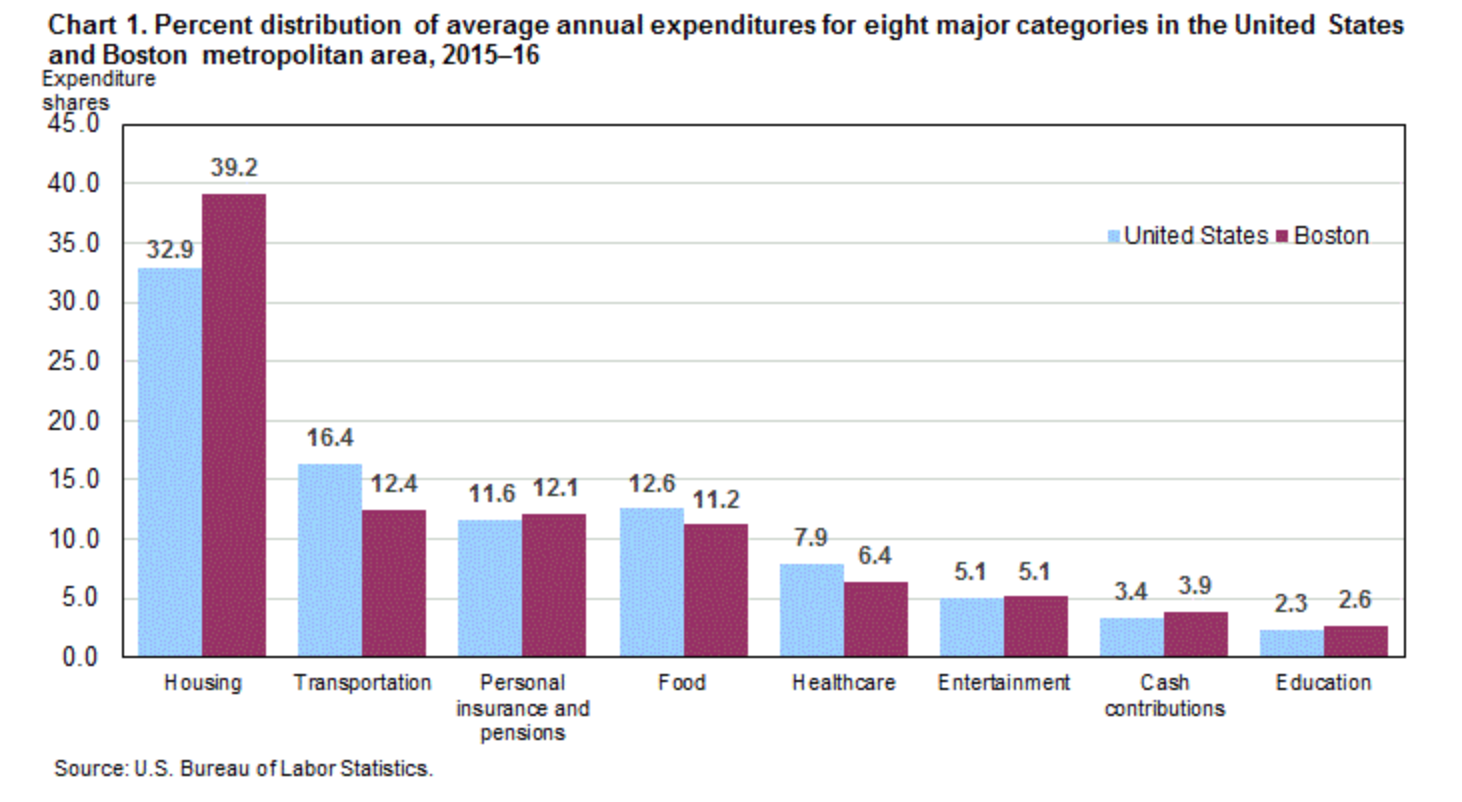
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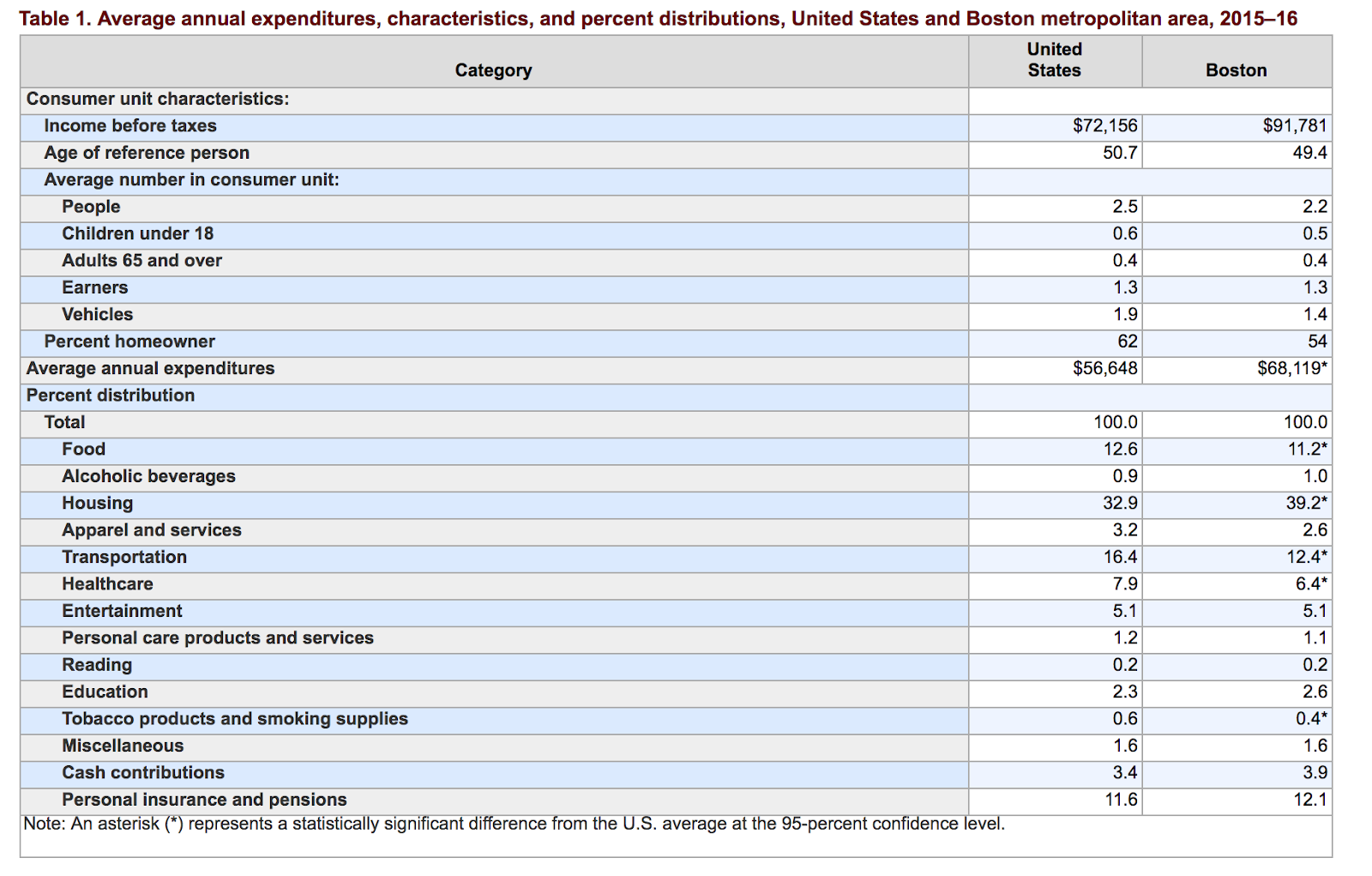
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**Food Storage Market Analysis:**

<https://www.marketwatch.com/press-release/food-container-market-worldwide-overview-by-industry-size-share-future-trends-growth-factors-and-leading-players-to-2023-2018-11-16>

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“The global [food container market](https://www.marketresearchfuture.com/reports/food-container-market-1799) has been segmented based on type, material, application, product, and region”

“Rigid containers are utilized extensively in the food & beverage industry for facilitating convenience in handling food products and preventing damages. Rigid packaging products have high stiffness, high impact strength, and high barrier properties”

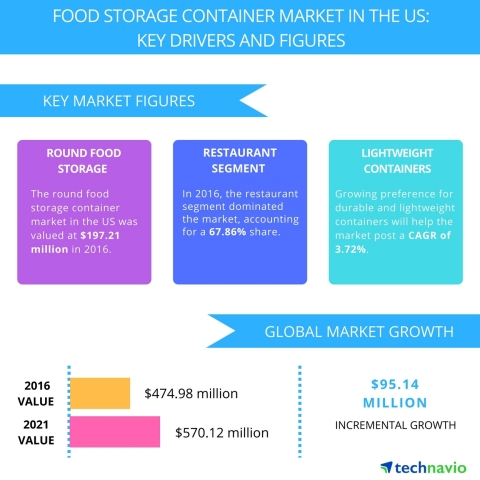
“Plastic accounts for the highest share with respect to consumption in the manufacturing of food containers followed by paper & paper boards. Glass storage containers generally have a plastic lid that helps in keeping the container airtight. These containers are available in clear, frosted, and colored varieties. The demand for glass containers is more because of its ability to keep the food fresh for a longer period as compared to other container types”

“basis of the product, the market has been segmented into bags, pouches, containers, and others. Bags and pouches will remain the largest category due to benefits of lightweight, portability, and convenience. Pouches are expected to make further inroads into rigid packaging applications due to cost and performance advantages”

“The dairy and frozen meat segment accounted for the highest market share in 2017 and is expected to continue to dominate the market. Frozen food was the leading segment and is expected to show strong growth”

“North America accounts for the largest share of the market. The reasons contributing to the growth of the food container market in this region include growing use of packaged goods, reduce waste, increasing adoption of small-sized food containers in homes, and the demand for fresh foods. Asia-Pacific is the fastest growing region in the food container market, followed by Europe”

https://www.businesswire.com/news/home/20170308005035/en/Food-Storage-Container-Market---Top-Trends



**Key vendors in this market are -**

* Amcor
* Bemis
* Berry Plastics
* RPC
* Silgan Holdings
* Cambro Manufacturing
* Carlisle
* Newell Brands
* Vollrath

Berry Plastics, Bemis, Silgan Holdings, Amcor, Ball Corporation, Ardagh Group, Sealed Air Corporation, and Graham Packaging

<https://www.marketresearchfuture.com/reports/food-container-market-1799>

The popularity of quality, leakage proof, airtight, and aesthetically appealing products is leading to the demand for a variety of food containers. Additionally, government regulations towards greenhouse emissions in the food and beverage industry are expected to drive the demand for sustainable packaging which can contribute to the growth of the market

Moreover, growth in the demand for perishable products such as meat and dairy products worldwide is creating new opportunities for the growth of the market for food containers



Market Segments by Application:

Grain Mill Products

Fruits & Vegetables

Bakery Products

Meat Processed Products

Others

Read more: <http://www.digitaljournal.com/pr/4039045#ixzz5kQAbe5Eb>

<https://www.persistencemarketresearch.com/market-research/household-food-storage-container-market.asp>

The consumer demands for quality products, which are leakage proof, airtight, micro able and aesthetically appealing. It has become highly important for food container manufacturers to keep pace with these changing consumer preferences.  The plastic container industry is growing at the rate of 12-15% with the increasing storage requirement of people and preference for more aesthetically appealing containers rather than stainless steel containers due to modular kitchen concept coming in place

Moreover the rising number of women in workforce, rise in per capita income and vast surge in double income families help drive the demand for household food storage container in global market

\*Some of the key players in this market are Alcan Packaging Food Americas, Tupperware, Caraustar Industries Incorporated, Anchor Glass Container Corporation, Constar International Incorporated, Plastipak Holdings Incorporated, Evergreen Packaging, Ring Companies, PWP Industries, Rio Tinto Group, Sonoco Products Company, Printpack Incorporated

<https://www.freedoniagroup.com/industry-study/world-food-containers-3124.htm>

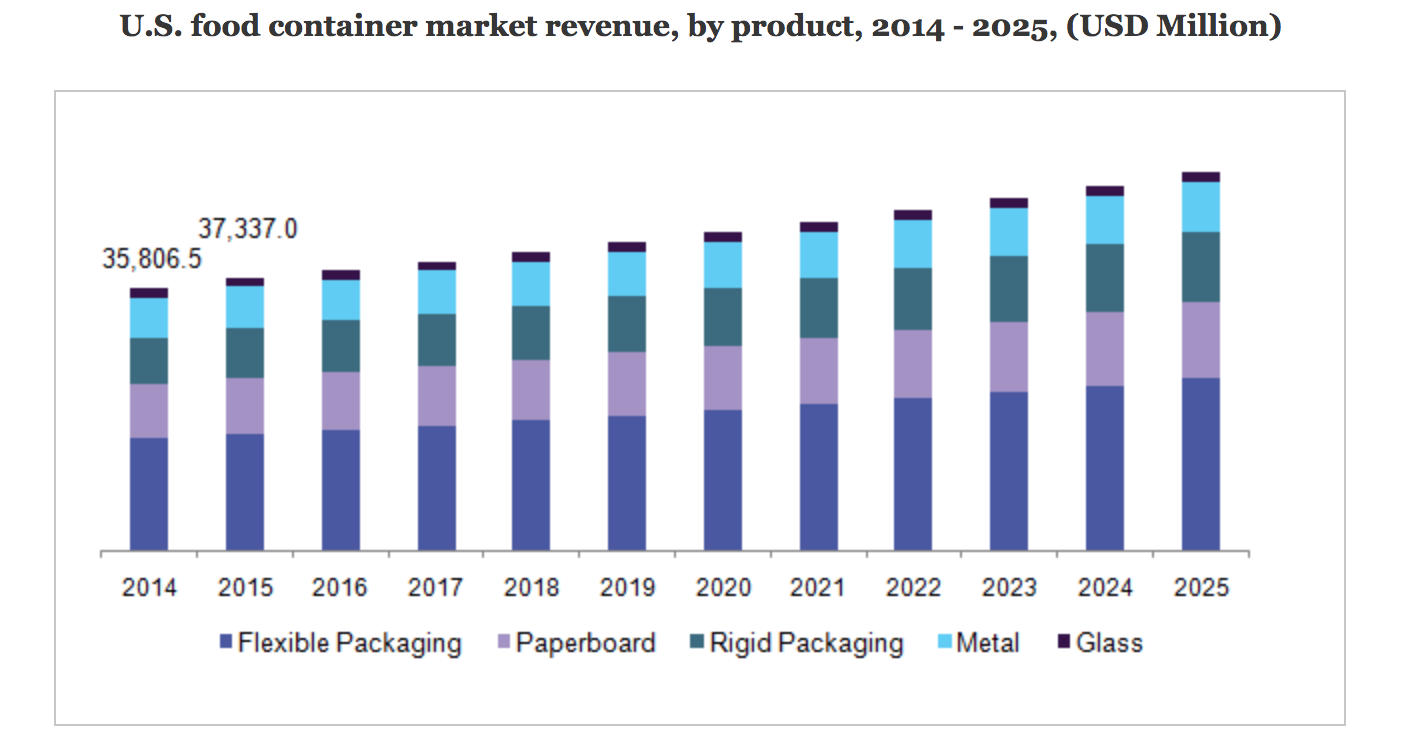
China is expected to become the largest global consumer of food packaging, surpassing the US based on increasing urbanization, rising personal incomes, and an escalating interest in packaged foods. Robust food container demand growth is also expected in other emerging markets such as Thailand, Brazil, Argentina, and Turkey. For developed countries, especially those in North America and Western Europe, market maturity will restrict growth, but technological innovation and higher end formats will boost particular material and package types

<http://news.bostonnewsdesk.com/story/178522/plastic-product-market-news-business-growth-top-key-players-update-business-statistics-and-research-methodology-till-2022-radiant-insights-inc.html>

<https://www.westernmassedc.com/industries/plastics/>

<http://www.ktvn.com/story/39972212/long-term-food-storage-market-2019-global-industry-key-players-size-trends-opportunities-growth-analysis-to-2025>

* <https://www.freedoniagroup.com/Food-Containers-Rigid-Flexible.html>
* <https://www.grandviewresearch.com/industry-analysis/food-container-market>



<https://www.refrigeratedfrozenfood.com/articles/95199-demand-for-reusable-plastic-containers-to-grow-76-annually>

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<https://www.prnewswire.com/news-releases/global-food-storage-containers-market-2017-2021-300393935.html>

SWOT Analysis (Silo):

* Target market, business strategies and development/innovation matrix, market segmentation, sustainability, and environment of product

STRENGTHS

-Innovative

-Smart and customizable

-Integrated into everyday activities

-Potential to provide complementary/alternative services and products

-Increases shelf life of food

-Prevention of cross-contamination of food

-Increased life compared relative to other storage containers

-dishwasher safe

-multiple product markets = frozen and raw/fresh foods, food storage, restaurant, marijuana dispensary, gardening, fitness/meal prepping, appliances

-multiple demographic/lifestyle markets = families, households, babysitters/nannies, male, female, athletes, gardeners, weight-watchers/conscious eaters, young adults or elderly, businesses

WEAKNESSES

-changes in consumer preferences

-communication of product utility, ease of use without trial

-takes up counter space

-not currently integrated into an app

-defining the product category/market

-retail/commercial, partnership, or exclusive distribution?

-price

-price for additional products

-partner with major fridge appliance company for innovative tech?

-Proof of differentiation from competitors

-No alternative bags, pouches, or more flexible products

-

OPPORTUNITIES - define target market, describe business strategies,

-worldwide demand for perishable products/fresh foods (dairy, meats, etc)

-dairy and frozen meat holds largest market share

-Increased disposable income (global- Eur/Asia)

-Asia = fastest growing

-Increased interest in diet/nutrition

-Increasing demand for ergonomically designed containers

-COLORS

-Chargeable option rather than plug-in

-partner with major fridge appliance company for innovative tech?

-distribution = retail, ecommerce, exclusivity?

-partner with local grocery stores/markets for suggested promotions, sales, recipes based on current food being stored

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-complementary/alternative products = bags/pouches, app development, integrate local grocery store promotions/rewards/coupons, recipe suggestions, \*smart-garden urban gardening kit

-Amazon + whole foods + silo = no need to go to the store at all!

-lifetime warranty on device (still have to pay for containers)?

-antimicrobial storage solutions?

THREATS/CHALLENGES

-PRICE

-Environmental consciousness

-Increased demand for glass

-cost of replacement/additional containers or lids

-Additional “smart” appliances with built in features

-Freezer bags, pouches, etc.

-tupperware

-plastic vs glass or other material

-global market sustainability = decrease in use of plastics

-Storage solutions = containers are bulky and take up a lot of room

Competition:

-Tupperware

**OUR (NEW) MISSION:**

**MARKETING MIX IDEAS:**

PRODUCT

* Cordless design = rechargeable battery for easy storage
* Integrated app
  + Tells you what you have
  + Tells you possible recipes
  + Gives you local grocery store promotions/discounts on food you are low on or things that you could get to add to recipe
* Monitor dietary/caloric intake
* Marijuana storage, weight, and freshness (dispensaries, manufacturers, and distributors)
* Create smart-water filter (combat tap water contamination & monitor water intake)
  + Appliance partnership?? = built in features or multi-feature appliances
* Amazon/whole foods partnership = software, promotions, delivery (convenience)

PRICE

PROMOTION

* Influencers
* Public Advertisement (physical/digital throughout metro)
* Partnerships with local household ware/ kitchen ware stores & amazon (built in alexa)
* Partner with dispensaries and marijuana distribution/manufacturers

PLACE (DISTRIBUTION)

Other sources for information:

<https://www.scribd.com/doc/204007214/Marketing-Report-Tupperware>

<http://bi.galegroup.com.esearch.ut.edu/global/?u=tamp73569>

<http://bi.galegroup.com.esearch.ut.edu/essentials/?u=tamp73569>

<http://web.a.ebscohost.com.esearch.ut.edu/ehost/search/advanced?vid=0&sid=d5ea9fb8-88fe-4e29-8c13-9d1118172cf2%40sdc-v-sessmgr03>

<https://www-cambridge-org.esearch.ut.edu/core>

<https://search-proquest-com.esearch.ut.edu/ebookcentral/advanced/fromDatabasesLayer?accountid=14762>

<http://www.portal.euromonitor.com.esearch.ut.edu/portal/magazine/homemain>

<https://clients1-ibisworld-com.esearch.ut.edu/processlogin.aspx?u=4vaVbgx01DvQ2TG1kEeXAg%3d%3d&p=4vaVbgx01DvQ2TG1kEeXAg%3d%3d&cid=1>

<https://search-proquest-com.esearch.ut.edu/hnpnewyorktimes/advanced/news/fromDatabasesLayer?accountid=14762>

<http://web.b.ebscohost.com.esearch.ut.edu/ehost/search/advanced?vid=0&sid=6e02f4b4-40ab-4fff-b546-fe0f83b35f31%40pdc-v-sessmgr05>

<http://go.galegroup.com.esearch.ut.edu/ps/headerQuickSearch.do?quickSearchTerm=plastic+kitchenware&inputFieldNames%5B0%5D=OQE&searchType=BasicSearchForm&userGroupName=tamp73569&nwf=y&prodId=SBRC&stw.option=&ebook=&quicksearchIndex=OQE&spellCheck=true&hasCoProduct=false>

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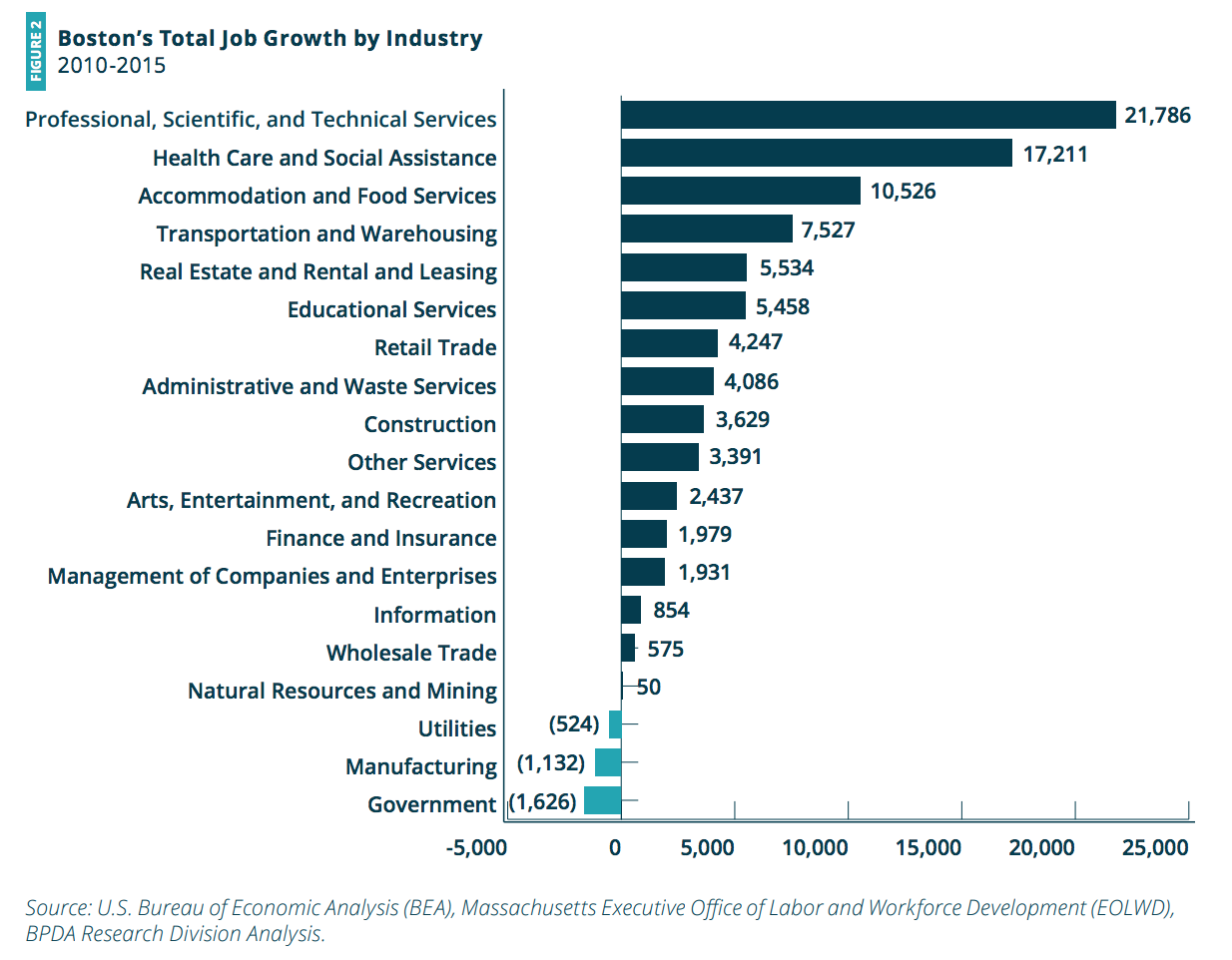
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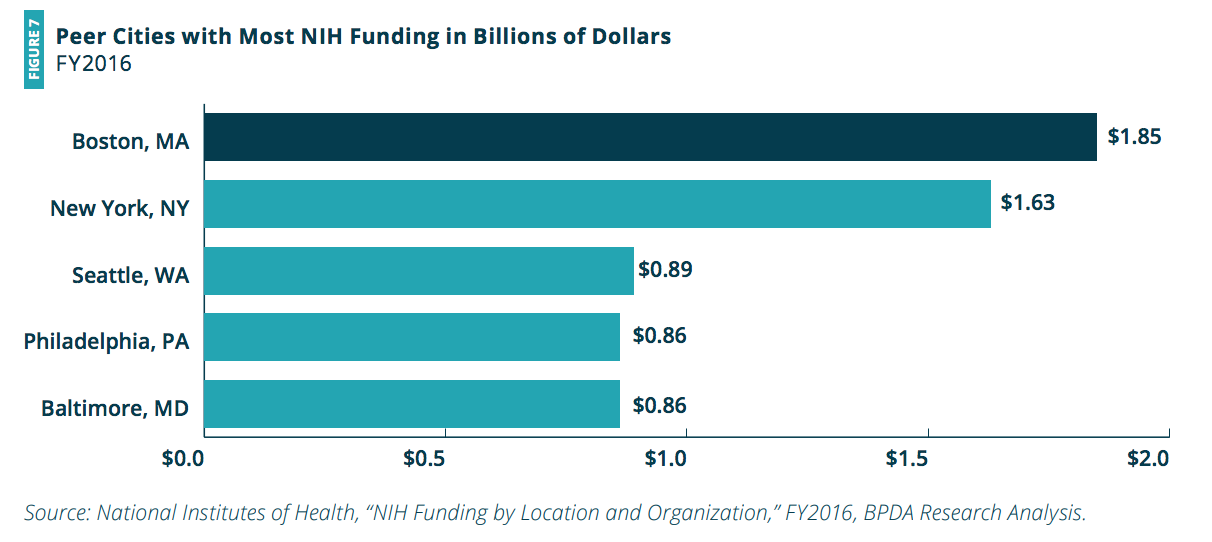
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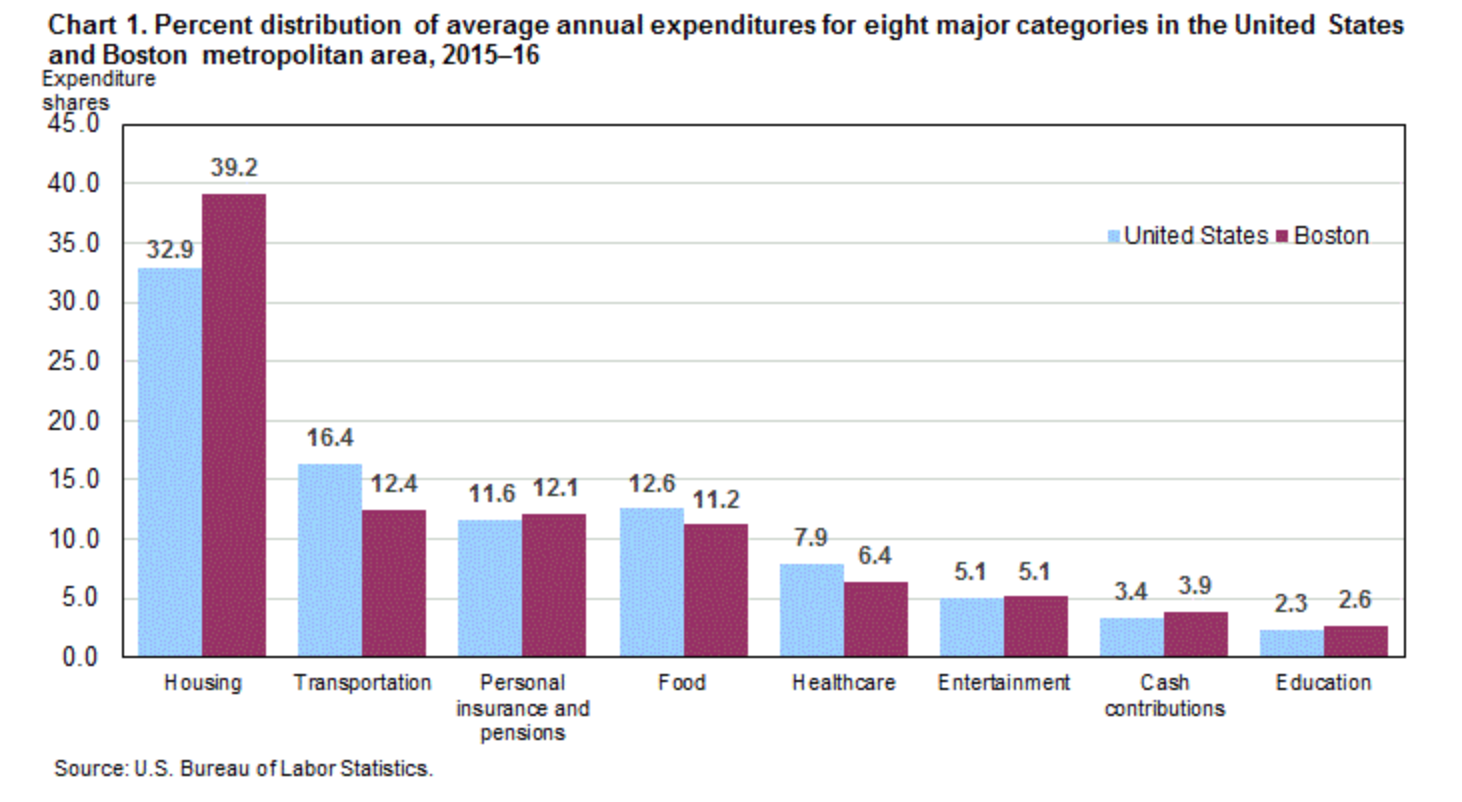
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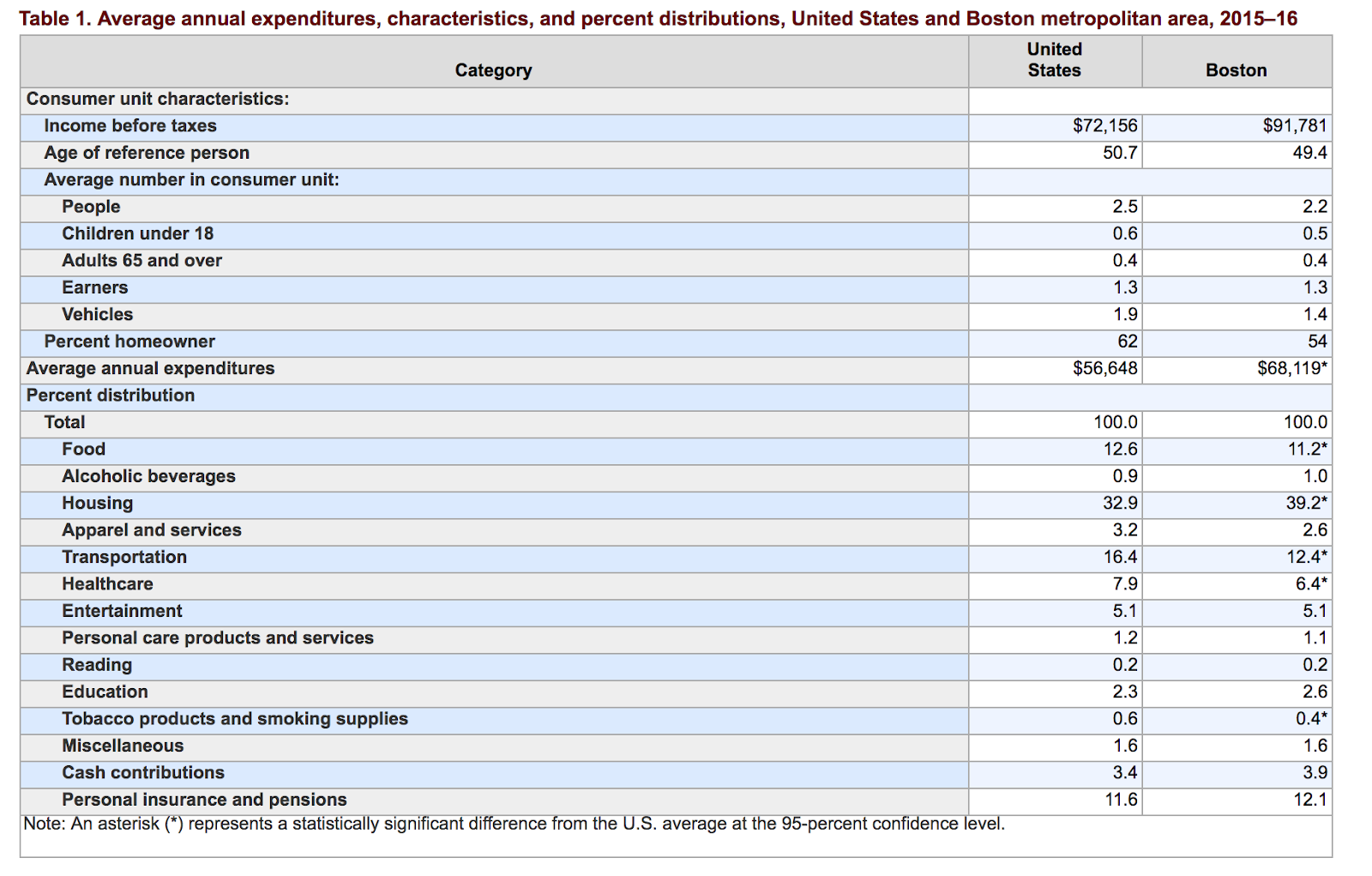
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- PRINTPACK (US)

“The global [food container market](https://www.marketresearchfuture.com/reports/food-container-market-1799) has been segmented based on type, material, application, product, and region”

“Rigid containers are utilized extensively in the food & beverage industry for facilitating convenience in handling food products and preventing damages. Rigid packaging products have high stiffness, high impact strength, and high barrier properties”

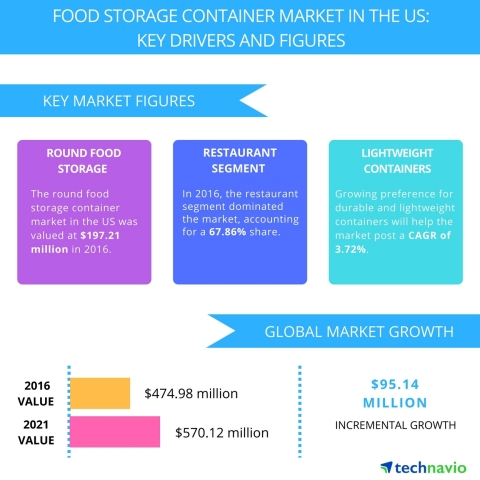
“Plastic accounts for the highest share with respect to consumption in the manufacturing of food containers followed by paper & paper boards. Glass storage containers generally have a plastic lid that helps in keeping the container airtight. These containers are available in clear, frosted, and colored varieties. The demand for glass containers is more because of its ability to keep the food fresh for a longer period as compared to other container types”

“basis of the product, the market has been segmented into bags, pouches, containers, and others. Bags and pouches will remain the largest category due to benefits of lightweight, portability, and convenience. Pouches are expected to make further inroads into rigid packaging applications due to cost and performance advantages”

“The dairy and frozen meat segment accounted for the highest market share in 2017 and is expected to continue to dominate the market. Frozen food was the leading segment and is expected to show strong growth”

“North America accounts for the largest share of the market. The reasons contributing to the growth of the food container market in this region include growing use of packaged goods, reduce waste, increasing adoption of small-sized food containers in homes, and the demand for fresh foods. Asia-Pacific is the fastest growing region in the food container market, followed by Europe”

https://www.businesswire.com/news/home/20170308005035/en/Food-Storage-Container-Market---Top-Trends



**Key vendors in this market are -**

* Amcor
* Bemis
* Berry Plastics
* RPC
* Silgan Holdings
* Cambro Manufacturing
* Carlisle
* Newell Brands
* Vollrath

Berry Plastics, Bemis, Silgan Holdings, Amcor, Ball Corporation, Ardagh Group, Sealed Air Corporation, and Graham Packaging

<https://www.marketresearchfuture.com/reports/food-container-market-1799>

The popularity of quality, leakage proof, airtight, and aesthetically appealing products is leading to the demand for a variety of food containers. Additionally, government regulations towards greenhouse emissions in the food and beverage industry are expected to drive the demand for sustainable packaging which can contribute to the growth of the market

Moreover, growth in the demand for perishable products such as meat and dairy products worldwide is creating new opportunities for the growth of the market for food containers



Market Segments by Application:

Grain Mill Products

Fruits & Vegetables

Bakery Products

Meat Processed Products

Others

Read more: <http://www.digitaljournal.com/pr/4039045#ixzz5kQAbe5Eb>

<https://www.persistencemarketresearch.com/market-research/household-food-storage-container-market.asp>

The consumer demands for quality products, which are leakage proof, airtight, micro able and aesthetically appealing. It has become highly important for food container manufacturers to keep pace with these changing consumer preferences.  The plastic container industry is growing at the rate of 12-15% with the increasing storage requirement of people and preference for more aesthetically appealing containers rather than stainless steel containers due to modular kitchen concept coming in place

Moreover the rising number of women in workforce, rise in per capita income and vast surge in double income families help drive the demand for household food storage container in global market

\*Some of the key players in this market are Alcan Packaging Food Americas, Tupperware, Caraustar Industries Incorporated, Anchor Glass Container Corporation, Constar International Incorporated, Plastipak Holdings Incorporated, Evergreen Packaging, Ring Companies, PWP Industries, Rio Tinto Group, Sonoco Products Company, Printpack Incorporated

<https://www.freedoniagroup.com/industry-study/world-food-containers-3124.htm>

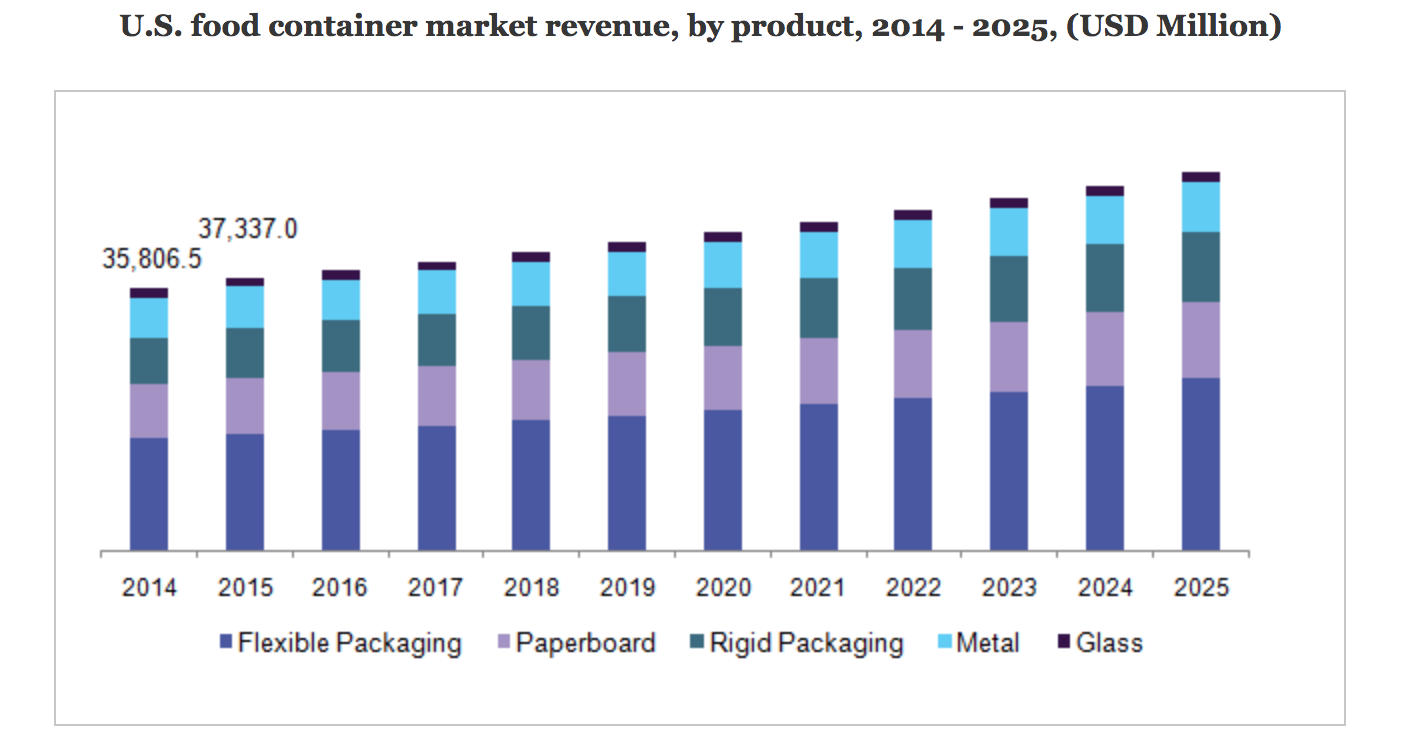
China is expected to become the largest global consumer of food packaging, surpassing the US based on increasing urbanization, rising personal incomes, and an escalating interest in packaged foods. Robust food container demand growth is also expected in other emerging markets such as Thailand, Brazil, Argentina, and Turkey. For developed countries, especially those in North America and Western Europe, market maturity will restrict growth, but technological innovation and higher end formats will boost particular material and package types

<http://news.bostonnewsdesk.com/story/178522/plastic-product-market-news-business-growth-top-key-players-update-business-statistics-and-research-methodology-till-2022-radiant-insights-inc.html>

<https://www.westernmassedc.com/industries/plastics/>

<http://www.ktvn.com/story/39972212/long-term-food-storage-market-2019-global-industry-key-players-size-trends-opportunities-growth-analysis-to-2025>

* <https://www.freedoniagroup.com/Food-Containers-Rigid-Flexible.html>
* <https://www.grandviewresearch.com/industry-analysis/food-container-market>



<https://www.refrigeratedfrozenfood.com/articles/95199-demand-for-reusable-plastic-containers-to-grow-76-annually>

<https://www.marketwatch.com/press-release/food-container-market-worldwide-overview-by-industry-size-share-future-trends-growth-factors-and-leading-players-to-2023-2018-11-16>

<https://www.prnewswire.com/news-releases/global-food-storage-containers-market-2017-2021-300393935.html>

SWOT Analysis (Silo):

* Target market, business strategies and development/innovation matrix, market segmentation, sustainability, and environment of product

STRENGTHS

-Innovative

-Smart and customizable

-Integrated into everyday activities

-Potential to provide complementary/alternative services and products

-Increases shelf life of food

-Prevention of cross-contamination of food

-Increased life compared relative to other storage containers

-dishwasher safe

-multiple product markets = frozen and raw/fresh foods, food storage, restaurant, marijuana dispensary, gardening, fitness/meal prepping, appliances

-multiple demographic/lifestyle markets = families, households, babysitters/nannies, male, female, athletes, gardeners, weight-watchers/conscious eaters, young adults or elderly, businesses

WEAKNESSES

-changes in consumer preferences

-communication of product utility, ease of use without trial

-takes up counter space

-not currently integrated into an app

-defining the product category/market

-retail/commercial, partnership, or exclusive distribution?

-price

-price for additional products

-partner with major fridge appliance company for innovative tech?

-Proof of differentiation from competitors

-No alternative bags, pouches, or more flexible products

-

OPPORTUNITIES - define target market, describe business strategies,

-worldwide demand for perishable products/fresh foods (dairy, meats, etc)

-dairy and frozen meat holds largest market share

-Increased disposable income (global- Eur/Asia)

-Asia = fastest growing

-Increased interest in diet/nutrition

-Increasing demand for ergonomically designed containers

-COLORS

-Chargeable option rather than plug-in

-partner with major fridge appliance company for innovative tech?

-distribution = retail, ecommerce, exclusivity?

-partner with local grocery stores/markets for suggested promotions, sales, recipes based on current food being stored

-multiple product markets = frozen and raw/fresh foods, food storage, restaurant, marijuana dispensary, gardening, fitness/meal prepping, appliances

-multiple demographic/lifestyle markets = families, households, babysitters/nannies, male, female, athletes, gardeners, weight-watchers/conscious eaters, young adults or elderly, businesses

-complementary/alternative products = bags/pouches, app development, integrate local grocery store promotions/rewards/coupons, recipe suggestions, \*smart-garden urban gardening kit

-Amazon + whole foods + silo = no need to go to the store at all!

-lifetime warranty on device (still have to pay for containers)?

-antimicrobial storage solutions?

THREATS/CHALLENGES

-PRICE

-Environmental consciousness

-Increased demand for glass

-cost of replacement/additional containers or lids

-Additional “smart” appliances with built in features

-Freezer bags, pouches, etc.

-tupperware

-plastic vs glass or other material

-global market sustainability = decrease in use of plastics

-Storage solutions = containers are bulky and take up a lot of room

Competition:

-Tupperware

**OUR (NEW) MISSION:**

**MARKETING MIX IDEAS:**

PRODUCT

* Cordless design = rechargeable battery for easy storage
* Integrated app
  + Tells you what you have
  + Tells you possible recipes
  + Gives you local grocery store promotions/discounts on food you are low on or things that you could get to add to recipe
* Monitor dietary/caloric intake
* Marijuana storage, weight, and freshness (dispensaries, manufacturers, and distributors)
* Create smart-water filter (combat tap water contamination & monitor water intake)
  + Appliance partnership?? = built in features or multi-feature appliances
* Amazon/whole foods partnership = software, promotions, delivery (convenience)

PRICE

PROMOTION

* Influencers
* Public Advertisement (physical/digital throughout metro)
* Partnerships with local household ware/ kitchen ware stores & amazon (built in alexa)
* Partner with dispensaries and marijuana distribution/manufacturers

PLACE (DISTRIBUTION)

Other sources for information:

<https://www.scribd.com/doc/204007214/Marketing-Report-Tupperware>

<http://bi.galegroup.com.esearch.ut.edu/global/?u=tamp73569>

<http://bi.galegroup.com.esearch.ut.edu/essentials/?u=tamp73569>

<http://web.a.ebscohost.com.esearch.ut.edu/ehost/search/advanced?vid=0&sid=d5ea9fb8-88fe-4e29-8c13-9d1118172cf2%40sdc-v-sessmgr03>

<https://www-cambridge-org.esearch.ut.edu/core>

<https://search-proquest-com.esearch.ut.edu/ebookcentral/advanced/fromDatabasesLayer?accountid=14762>

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<https://search-proquest-com.esearch.ut.edu/hnpnewyorktimes/advanced/news/fromDatabasesLayer?accountid=14762>

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<http://go.galegroup.com.esearch.ut.edu/ps/headerQuickSearch.do?quickSearchTerm=plastic+kitchenware&inputFieldNames%5B0%5D=OQE&searchType=BasicSearchForm&userGroupName=tamp73569&nwf=y&prodId=SBRC&stw.option=&ebook=&quicksearchIndex=OQE&spellCheck=true&hasCoProduct=false>

<https://www-statista-com.esearch.ut.edu>