



# DAIRY BOX

## MARKETING STRATEGY

A PLAN OF ACTION IN PROMOTING AND  
SELLING PRODUCTS

*Dairy*cademy

# DAIRY BOX MARKETING STRATEGY

Dairy Box marketing strategy are set of promotional activities in order to help Dairy Box branches boost their sales. This includes loyalty program, promos, sponsorship or partnership, and marketing through Facebook.

# Loyalty Program

Dairy Box aims to recognize and reward customers.

Loyalty programs drive customer retention, which can help organizations generate revenue, increase referrals and achieve overall growth.

## Loyalty Card

Loyalty card is a card that customers receive to earn rewards from buying products or services to the business.



## How to get a Dairy Box loyalty card?

1. Dairy Box loyalty cards will be given freely by the store personnel to any customers who will buy at the store.
2. The customer will have to present the loyalty card to the store personnel and the personnel will put a stamp on the card for every 100 pesos worth of purchase.
3. The customer will be able to avail the 5% discount once he was able to collect 5 stamps.
4. Once all stamps are collected, the customer will be able to avail the 10% discount.

\*The card is non-replaceable  
\*Strictly no card, no stamp

## Promos

Dairy Box makes use of sales promotion wherein they temporarily reduce price through discounts, freebies, flash sales and other offers in order to drive sales.



This means offering promo for only a limited period of time. Dairy Box offers flash sales monthly starting from 1.1, 2.2, 3.3, until 12.12 and is often only available for one day.

## Different Discounts

Dairy Box makes use of different discounts to differentiate one sale from another so that customers will keep looking forward to it.

**Note:** There are different ways in order to make the sale more effective. Dairy Box branches are free to be creative on what strategies they want to implement on giving monthly promos. Photos below are just examples and can be used by Dairy Box personnels as reference in creating their own promos.



## Fixed Discount

Fixed amount of discount for every product or for every purchase



## Percentage Discount

Percentage off on products



## Freebie

Free item/product if met the set requirement



## Bundles

A pack of combinations of products with either fixed or percentage discount can also be included.

## Sponsorship or Partnership

Partnership and sponsorship is an agreement between two entities to pool or exchange their resources for the benefit of both parties. Dairy Box is continuously creating partnerships with different LGUs, universities, and organizations in exchange for promoting their brand which can eventually lead to more sales.

For partnership, Dairy Box will present a Memorandum of Agreement to the other party and once both parties agree to the conditions, the Memorandum of Agreement must be signed by both parties to ensure that both will perform their roles in the agreement.

### Dairy Box exclusive partnership with CLSU Junior Marketing Association



# Memorandum of Agreement between Dairy Box and CLSU Junior Marketing Association

**CENTRAL LUZON STATE UNIVERSITY**  
COLLEGE OF BUSINESS ADMINISTRATION AND ACCOUNTANCY

**JUNIOR MARKETING ASSOCIATION**

**MEMORANDUM OF AGREEMENT**

This Memorandum of Agreement is made between and entered in the  
City of Muñoz,  
Philippines  
By and between:

**DAIRY BOX**

The latter registered with the law of the Republic of the  
Philippines  
With address at  
Science City of Muñoz, Nueva Ecija

Represented by Ms. Ana Soriano  
Hereinafter referred to as DAIRY BOX

And

**CENTRAL LUZON STATE UNIVERSITY**  
**JUNIOR MARKETING ASSOCIATION**

A highly recognized college-based organization in Central Luzon State University and an official  
affiliate of the Philippine Junior Marketing Association

With office address at  
College of Business Administration and Accountancy Building,  
Central Luzon State University, Science City of Muñoz, Nueva Ecija

Represented by Ms. Sherlyn Pascual  
Hereinafter referred to as CLSU JMA



**CENTRAL LUZON STATE UNIVERSITY**  
COLLEGE OF BUSINESS ADMINISTRATION AND ACCOUNTANCY

**JUNIOR MARKETING ASSOCIATION**

Witness That

DAIRY BOX agrees to become the exclusive partner for CLSU Junior Marketing Association's  
BOOT CAMP 2022 entitled Voyagers of Excellence: Navigate from Mystary to Mastery which  
will be held on October 29 - November 13, 2022, via live streaming on CLSU JMA's Facebook  
Page. Hence, DAIRY BOX will provide the following:

- Ten percent (10%) discount vouchers with a minimum spend of P200 to all attendees
- AUP for video promotion

In return, CLSU JMA will provide the following to DAIRY BOX:

- Inclusion of your logo on Exclusive Partner Poster
- Certificate of Appreciation
- Business promotional video playback during the event
- Promote your brand by posting marketing collaterals on Facebook page of CLSU-JMA
- One hundred fifty (150) likes on Facebook page of Dairy Box Muñoz
- One hundred fifty (150) likes on Facebook page of Dairy Box Official

**TERMS AND CONDITION**

Both CLSU JMA and DAIRY BOX agree that each will be responsible for the fulfillment of the  
contract and that failure to do so shall be the personal liability of its representatives.

This agreement contains the complete understanding of both parties and may not be amended,  
supplemented, varied, or discharged except by an instrument in writing signed by both parties.  
The validity and effectivity of this agreement shall be governed by the Laws of the Republic of the  
Philippines.

The agreement on this memorandum covers the agreements done by both parties and is only  
effective once signed. Agreement of a representative through verbal, texts, emails, and other  
platform communication is not recognized by this memorandum and shall not be held in any of its  
liabilities.

CLSU JMA and DAIRY BOX shall bind themselves to the full and proper execution of this  
agreement and shall in no way and manner jeopardize this communication.

CLSU JMA reserves the right to approve, decline, and/or terminate the partnership whenever  
deemed necessary.

CLSU JMA and DAIRY BOX warrant that they have read and understood this agreement.

ALL INFORMATION AND DETAILS REGARDING THE PARTNERSHIP SHALL BE  
TREATED WITH UTMOST CONFIDENTIALITY.



# Facebook

Facebook is a free avenue for brand promotion because of its wide range of audience. Dairy Box utilizes Facebook to create brand awareness and to promote sales for the business.

The main Facebook page of Dairy Box has regular content to maintain online presence and to create customer awareness about the brand. Posting is at least twice a week and are categorized into different kinds of contents.



## Dairy Know?

derived from “Did you know?” is a series of trivias mainly about health benefits of carabao’s milk.



## DairyKada Says

DairyKada is how DairyBox addresses their customers. This segment is about customer feedback to promote the products.

### Promotion

these features different products of Dairy Box



### Fun Post

these are random catchy phrases about the products



### Quotes

these are quotes to promote our local farmers behind Dairy Box



### Holiday

Dairy Box takes part in commemoration of different holidays



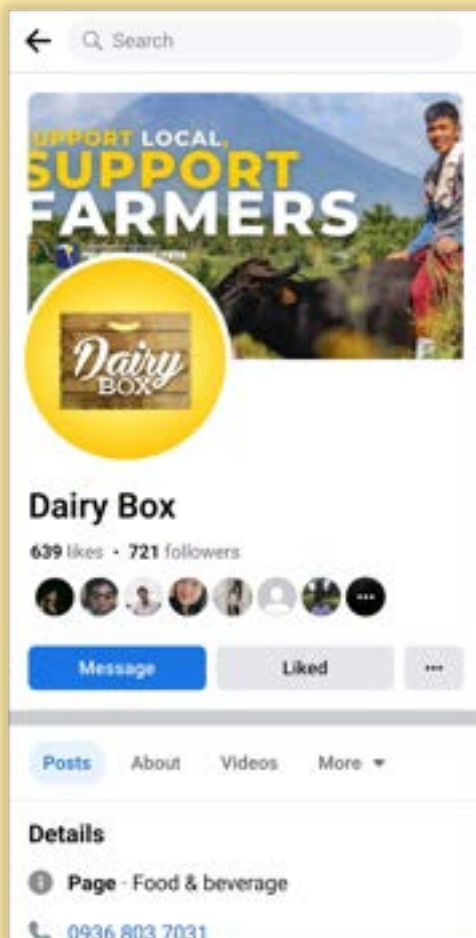
### Publication Materials

Publication materials are already prepared by personnel from PCC and will be distributed to Dairy Box Branches for them to post it on their respective Facebook page.

Dairy Box branches are free to create their own contents and publication materials given that they will follow the standard guidelines with regard to the use of fonts and colors.

### Facebook Page

All Dairy Box branches are encouraged to create their own Facebook page. Listed below are the existing Dairy Box branches which already have their own Facebook page.



### Dairy Box

<https://www.facebook.com/dairyboxofficial>



- Dairy Box - <https://www.facebook.com/dairyboxofficial/>
- Dairy Box Abra - <https://www.facebook.com/dairyboxabra>
- Dairy Box Albay - <https://www.facebook.com/profile.php?id=100081526492956>
- Dairy Box Barotac - <https://www.facebook.com/dairyboxiloilo>
- Dairy Box Bukidnon Town Plaza - <https://www.facebook.com/dairyboxbukidnontownplaza>
- Dairy Box Carmen - <https://www.facebook.com/dairyboxcarmen>
- Dairy Box Compostela - <https://www.facebook.com/DairyboxCompostela>
- Dairy Box Davao de Oro - <https://www.facebook.com/dairyboxdavaodeoro>
- Dairy Box Davao Oriental - <https://www.facebook.com/dairyboxdavaoriental>
- Dairy Box Hamtic - <https://www.facebook.com/dairyboxhamtic>
- Dairy Box ICM - <https://www.facebook.com/DairyboxICM>
- Dairy Box Ilocos Sur - <https://www.facebook.com/dairyboxilocosur>
- Dairy Box La Union - <https://www.facebook.com/dairyboxlaunion>
- Dairy Box Masbate - <https://www.facebook.com/DairyboxMasbate>
- Dairy Box Misamis Oriental - [facebook.com/dairyboxmisamisoriental](https://www.facebook.com/dairyboxmisamisoriental)
- Dairy Box Muñoz - <https://www.facebook.com/DairyBoxMunoz>
- Dairy Box North Cotabato - <https://www.facebook.com/dairyboxnorthcotabato>
- Dairy Box Nueva Vizcaya - <https://www.facebook.com/dairyboxnuevavizcaya>
- Dairy Box Orani - <https://www.facebook.com/dairyboxORANI>
- Dairy Box Oriental Mindoro - <https://www.facebook.com/DairyboxOrientalMindoro>
- Dairy Box Palawan - <https://www.facebook.com/DairyboxPalawan>
- Dairy Box Pandan - <https://www.facebook.com/dairyboxpandan>
- Dairy Box Parian - <https://www.facebook.com/DairyboxParian>
- Dairy Box Pinamungajan - <https://www.facebook.com/DairyboxPinamungajan>
- Dairy Box Sorsogon - <https://www.facebook.com/dairyboxsorsogon>
- Dairy Box South Cotabato - <https://www.facebook.com/dairyboxsouthcotabato>
- Dairy Box Tanjay - <https://www.facebook.com/DairyboxTanjay>
- Dairy Box Tuguegarao - <https://www.facebook.com/profile.php?id=100076164049809>
- Dairy Box Ubay - <https://www.facebook.com/DairyboxUbay>
- Dairy Box Zamboanga del Norte - <https://www.facebook.com/dairyboxZAMBOANGADELNORTECITY>
- Dairy Box Zamboanga del Sur - <https://www.facebook.com/dairyboxZAMBOANGADELSUR>