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**G-Lab 2017: Go-To-Market Strategy**

We believe these four factors will drive success for market entry for Pacari:

1. **Total Market Size** - large number of chocolate consumers with a relatively high amount of spend
2. **Consumer Demographics** - large number of middle-to-upper income households; favorable trends toward organic and premium foods
3. **Competitive Environment** - fewer number of competitors serving the premium organic chocolate market
4. **Ease of Market Entry** - favorable trade agreements for importing goods

**Brand Statement: Evidence**

Pacari offers a culinary adventure with:
- Pure food and experiences
- Locally sourced with flavors from around the world—that nourish your body and soul while protecting the earth.

Our food reflects the harmony between man and nature, cultivating over 1,000 hectares of biodiverse Aníbal Nacional cacao forests.

**Market size and penetration dictate U.S. market plan**

Pacari should target California, Washington, and Oregon for initial entry points:

Reasons for California:
- 10% organic food penetration
- $2.2B in organic food sales
- 41% of national organic food sales

Reasons for Washington:
- 10% organic food penetration
- Highest penetration in nation
- $155M in organic food sales

Reasons for Oregon:
- 11% organic food penetration
- $227M in organic food sales

U.S. States:
- Top 10 Organic Food States by sales

Data from the USDA Organic Food Promotion Program

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**How should Pacari implement a pricing survey?**

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<tr>
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