





ORION BIOSAINS

alam dimaklumkan

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Agenda



Introduction

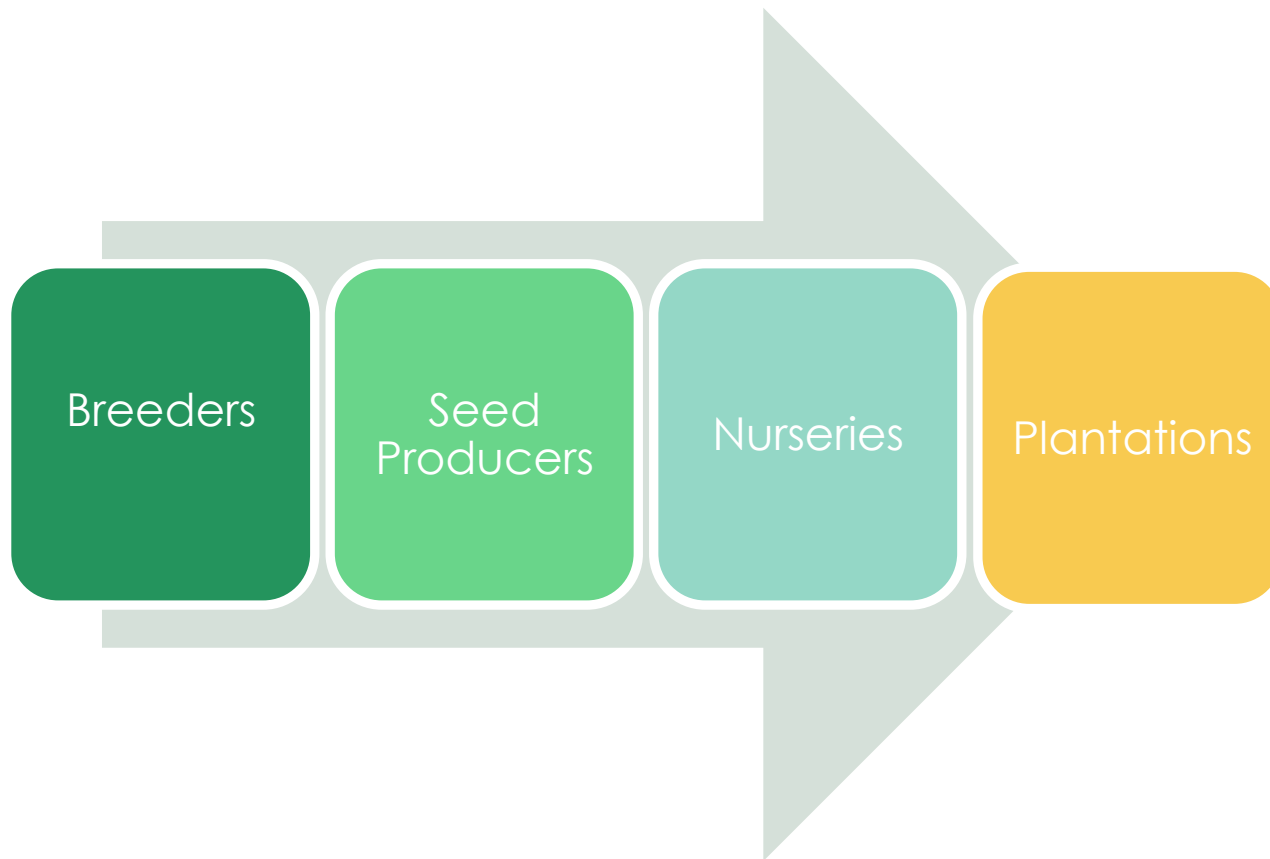
Problem

Strategy & Messaging

Results



Production Process



Introduction

Challenge

Solution

Results



Current Efforts

- 2 employees on the ground
- Alpha Tests
 - Few participants
- Positive reactions and feedback
- Breeders want lower price & more technical info
- Larger plantations beginning to create copycat kits



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Untapped Potentials

- *P*otential to help farmers achieve higher yield through sale of kit
- *P*otential to build a better relationship with Malaysians
- *P*otential to help the environment

Focus on first two potentials

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Barriers to Success

- Cultural differences
 - Unwilling to admit contamination
 - Interest but lack of action
- Distrust of foreigners



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Challenge

Root Problem:

Unfocused target segmentation has led to unclear messaging and a diminished potential for success.

Goal:

Successful targeting to better communicate the benefits and necessity of the SureSawIt Kit, leading to higher sales potentials.

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Solution Sandwich Approach



**Goal: Convince breeders, nurseries,
then seed producers to buy kit**

Introduction

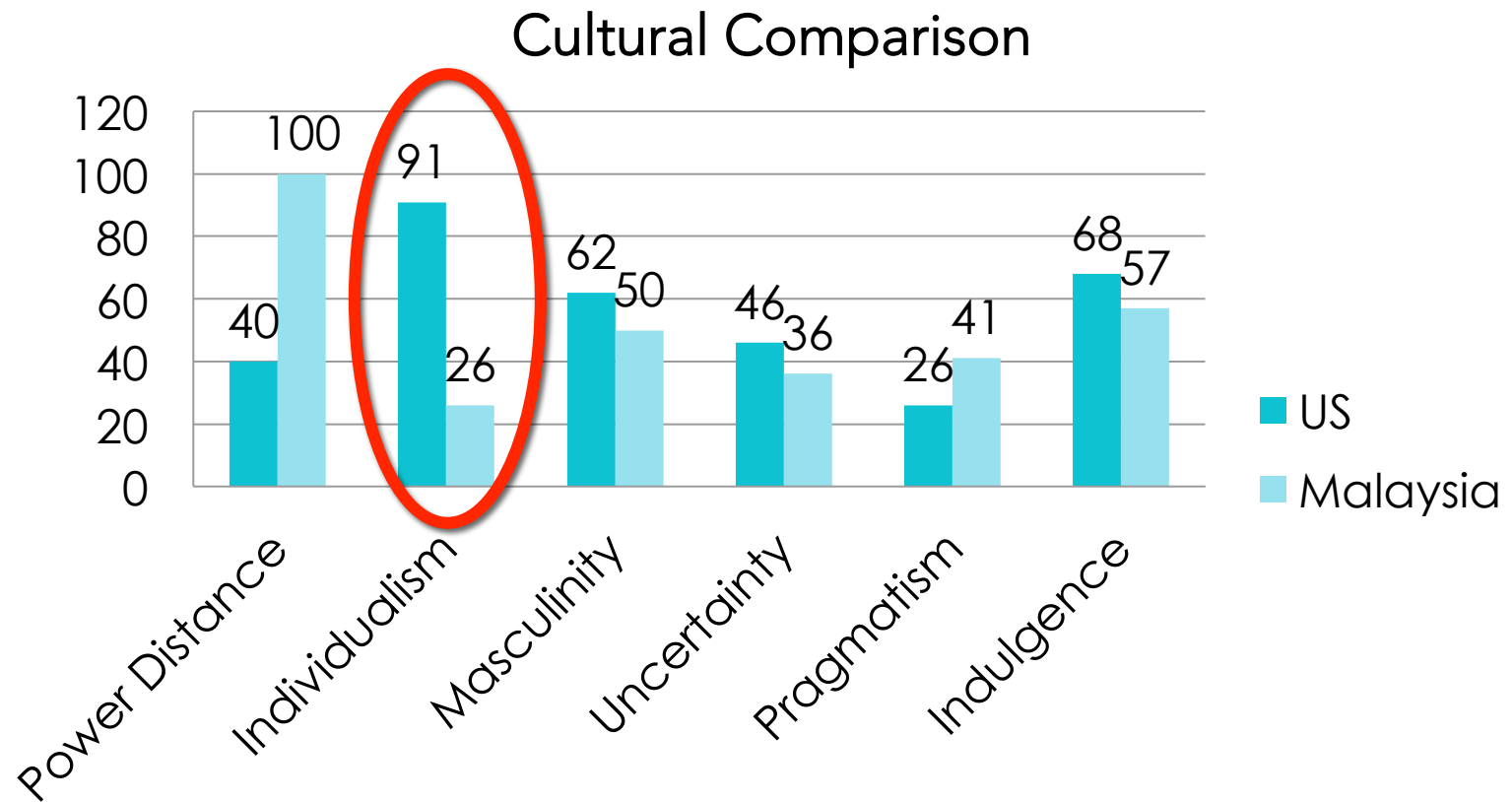
Challenge

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United States vs. Malaysia



Source: Geert-Hofstede

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Psychographics of Segments



Breeders:

- Currently Interested
- Less aversion to science

Seed producers:

- Believe no contamination (pride)
- Reluctant

Nurseries:

- Less likely to be insulted
- Interested

Plantations:

- Copying kit

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Messaging

Already have: people, connections, target audience

Logo

Face-to-
Face

Pamphlets

Website

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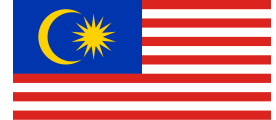


New Logo



Features

- Malaysian flag imagery
- The color green evokes both nature and sacredness (Islam)
- Sprout, sun, and palm oil seed images bring about sense of growth
- General verticality symbolizes upward momentum/outlook
- “Nature Informed”





Face-to-Face Contact

- The support team
- Send Malaysians
- Excellent place to establish relationships
- Convince buyers to trust Orion Biosains

TOLERANCE AND INCLUSION

37.33

Tolerance for immigrants

Religious tolerance

Women treated with respect

Community safety net

Source: The Social Progress Imperative

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Pamphlets

- High print readership in Malaysia
- For information, not selling
- "Will pay itself back" (breeders concerned about high prices)
- Visual guide to how the kit works
- Discuss benefits of product



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Website

- Pictures of individuals
- Testimonials
- Advertise it more (increase traffic)
- "In Malaysia support"



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• Risks

- Isolate seed producers
- Implementation time
- Difficult topography
- Employment conflict

• Responses

- Cultural influence
- Current strong footing
- Unavoidable necessity
- Strategic hiring

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Costs

Employee costs

- Only 2 currently
- Tactful employment

Printing costs

- Expected low printing costs
- Transportation is an issue

Update Website

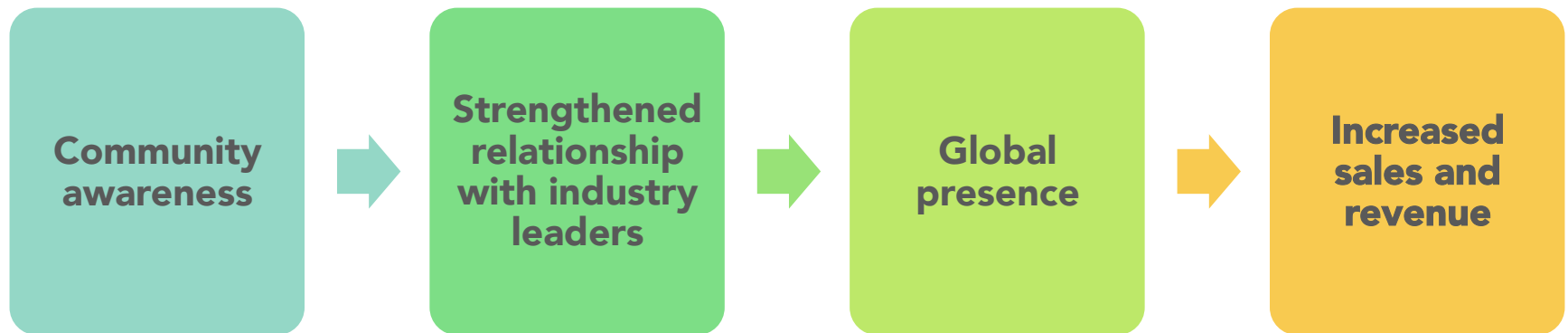
- Change images, low cost
- \$10+/- month for keeping up traffic

Logo implementation

- Change website and packaging
- Expect low cost



Expected Results



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