

REPORT

ON FRUIT COLLAGE SMALL-SCALE SURVEY



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INTRODUCTION

Fruit Collage produced by one of CARD's clients – Volodya Khachikyan Sole Proprietor, consists of mixed cut dried fruits and nuts. It is packaged in transparent polymeric packs and has its ingredients and expiration dates mentioned on the package. The dried fruits of Collage include apricot, peach, black plum and pear. Since this was a pilot production, its volume was 750 packs. Fruit Collage was not promoted through advertisement or other promotional techniques.

To get the first feedback from the customer, as well as to increase product awareness level, the Agribusiness and Marketing team conducted a small survey in February, 2007. Approximately 70 questionnaires (see Appendix B) were distributed in several representations of international organizations as well as foreign missions in Armenia (Embassies of USA and UK). The obtained information was analyzed, and the results are provided below in the form of qualitative analyses and charts.



OPINIONS AND REMARKS

The product

In the questionnaires the respondents were asked to provide suggestions concerning the product. Thus, positive and negative remarks on both the product itself and its packaging were made in the questionnaires (see Appendix A for the comments in the questionnaires). For some, the product was tasty, interesting and convenient. As one respondent states, it is a “very interesting combination of dried fruits, at the same time very convenient and healthy”. The product was also evaluated as “excellent”.

Fruit variety

Several respondents pay attention to the variety of fruits: it is suggested that the range of fruits be enlarged, e.g. with tropical fruits or even with some local fruits such as peach (note that peach is included in the product). One respondent states that the product could be marketed in different combinations: mixed fruits and “only-one-type-fruit type”. In that case, “the consumers will be given a choice of having the type of fruits they prefer”. It is also suggested that the product range be differentiated by weight. The size of pieces is also commented: it is believed to be small. According to a respondent, “The fruits are sliced into small pieces. I would prefer to have bigger pieces.”

Use of nuts



The use of nuts is also covered in the questionnaires. Some like the fruits mixed with nuts, considering their use good for health. However, there are many remarks that suggest improvement of Collage either through completely ridding it of the nuts, or through improving the quality of nuts. Some consider the mixed nuts old and not fresh: the expiration date seems to have passed, according to them. Others think that one cannot feel the real taste of dried fruits because of

the nuts. Several respondents mention the moisture of nuts: they suggest that those be fresh and fried.

Packaging issues

Packaging is also paid great attention to, as many make comments regarding its shortcomings. Some think it is not good. Others suggest that the product be packed in nice boxes. Packaging could be more attractive and informative (with information about the ingredients), according to several respondents. One of them states, “I must admit that the package and label design did not entice me to try the fruits - the shrink wrap plastic doesn't make the fruit look very attractive.” For packaging too, it is suggested that weight diversification be made (small and big packs). Finally, some respondents think that packaging could be done also for separate types of fruits.

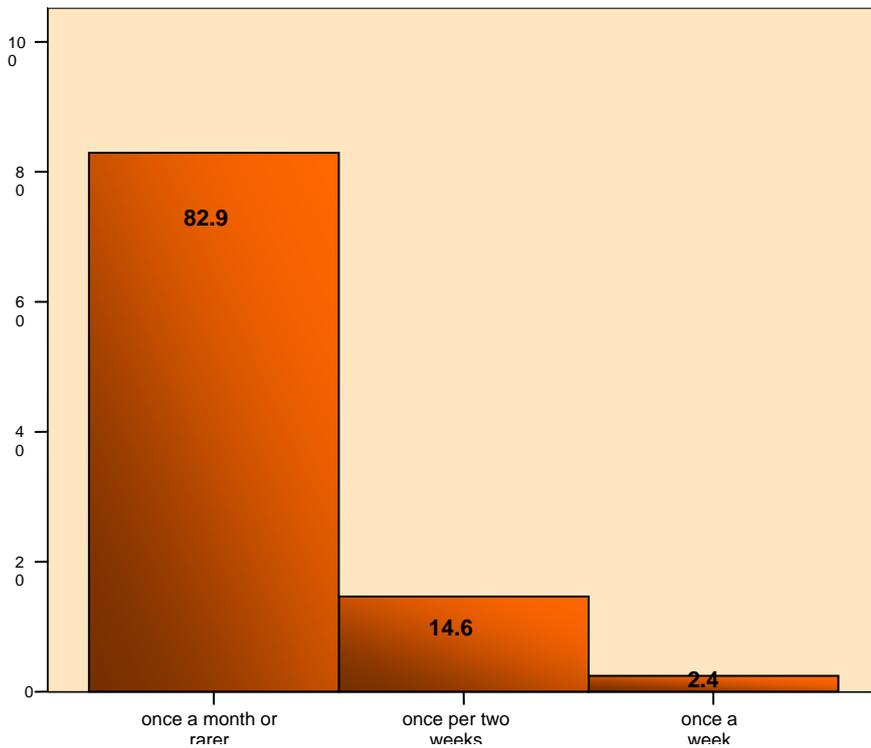


Summary

Thus, there were several issues that the respondents have specified: the types and the size of fruits, the characteristics of the nuts used and the packaging specifics. To cap this part of analysis, it is worth citing one respondent, “If the packaging is nice and the product is advertised properly, the entire volume of your produce will be consumed because it was very tasty.” The next part of the analysis is based on SPSS processing of the gathered information and is provided in the form of charts.

QUESTIONNAIRE ANALYSIS RESULTS

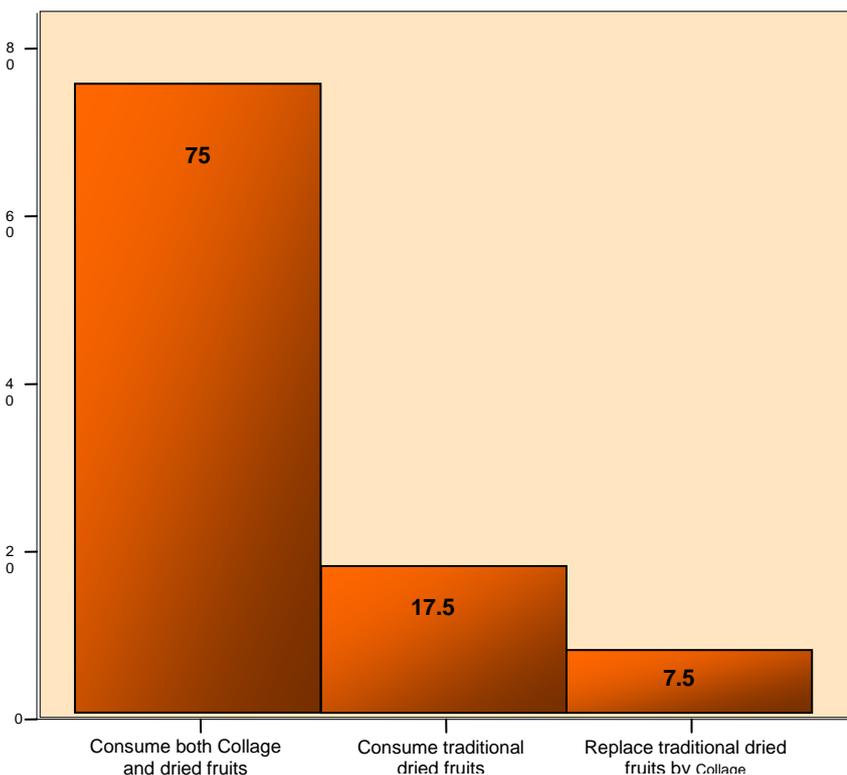
Purchase frequency



The responses to the question “How often do you buy dried fruits?” present the following figures:

- 83 percent make purchases once a month or rarer,
- 15 percent purchase once per two weeks,
- only 2.4 percent buy dried fruits once a week.

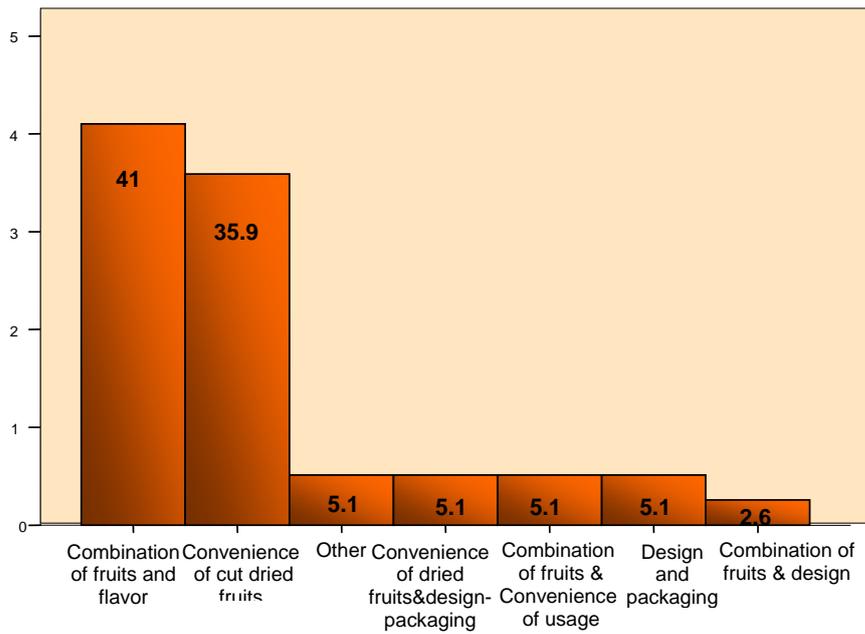
Upon tasting collage



Respondents’ purchase decisions after tasting Fruit Collage are such:

- 75 percent will consume both Collage and dried fruits,
- 17.5 percent will consume dried fruits in traditional shape,
- 7.5 percent will replace traditional dried fruits by Collage.

Advantage



The main advantage of Fruit Collage is considered to be:

- combination of fruits and

flavor for 41 percent,

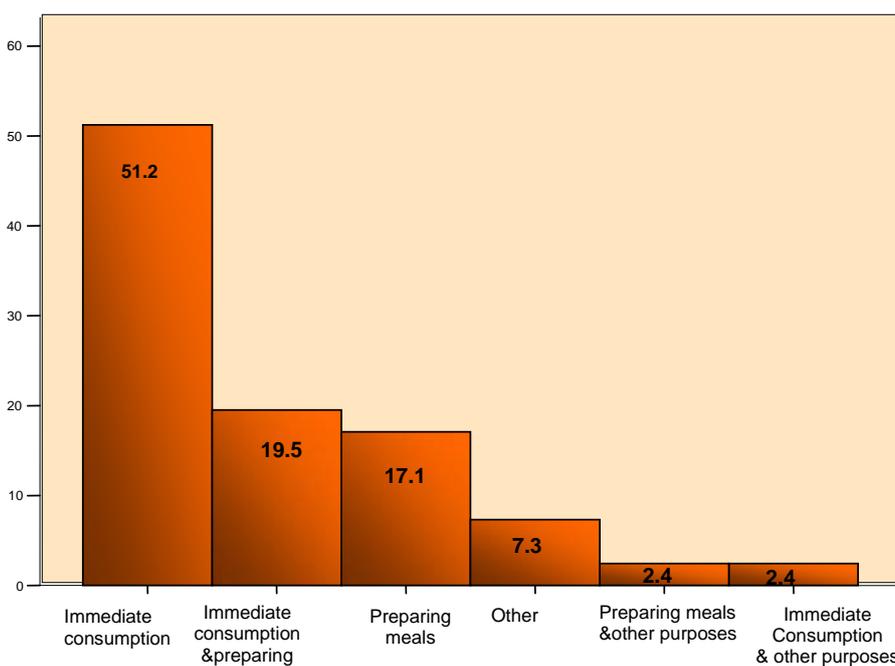
- convenience of dried fruits and design for 36 percent,

- design and packaging for 5.1 percent.

For some respondents there are more than one advantages:

- 5.1 percent - combination of fruits and convenience of usage,
- 5.1 percent - convenience of dried fruits and design and packaging,
- 2.6 percent - combination of fruits and design and packaging,
- 5.1 percent – other characteristics such as export potential of the product, convenience of using them in meals and originality.

Usage purpose



Dried fruits are used basically:

- for immediate consumption, for 51 percent,

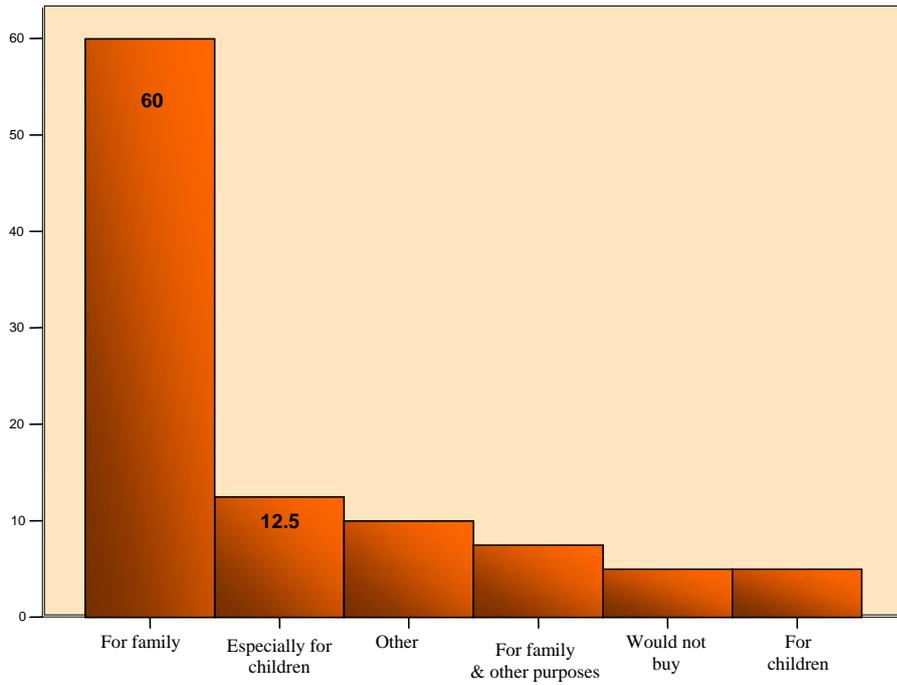
- in preparing meals, for 20 percent,

- for other purposes for 7.3 percent.

Other purposes include serving guests during parties and holidays.

- Many buy dried fruits for multiple usage, such as:
- for immediate consumption and for preparing meals,
 - for preparing meals and for other purposes, 4
 - for immediate consumption and for other purposes.

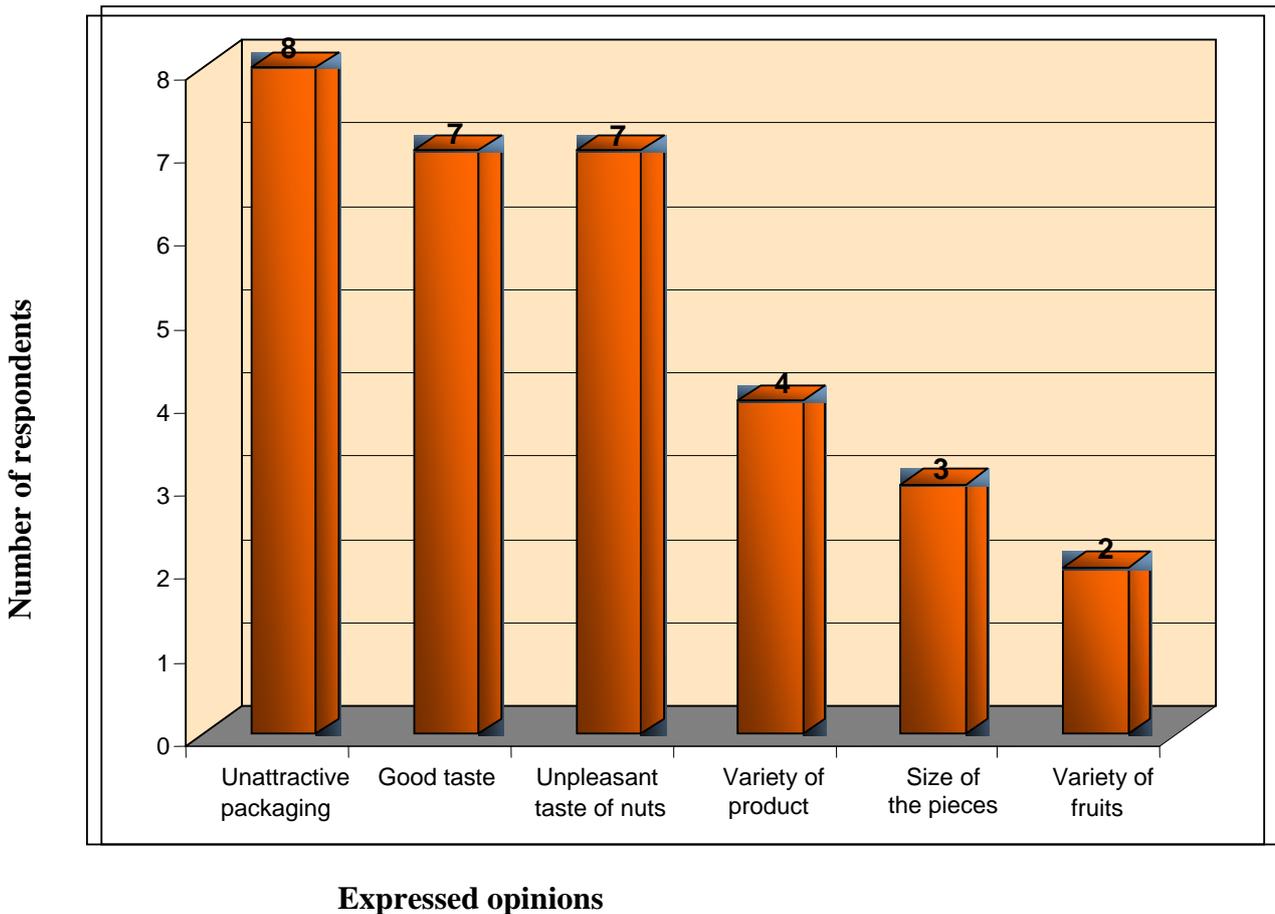
Purchase purpose



“Who (why) would you buy Fruit Collage for?” – The answers to this question present the following figures:

- 60 percent would buy it for the whole family,
- 12.5 percent would buy it especially for children,
- 10 percent for other purposes, such as for big events, as a present, for using in salads and for diversifying the consumed product range.

Respondents’ opinions grouped and compared



Respondents' opinions

- *It was very tasty. Thank you very much!*
- *The pieces might be larger. The package is not good. The nuts are old, with the expiration date passed.*
- *Would be great to make the packaging more attractive, but don't change the price.*
- *It will be good if you have big and small packaging of Collage.*
- *To provide information of the ingredients on the packaging.*
- *As an Armenian living in Armenia, I have increased my consumption of dried fruits and nuts here. I prefer buying them unpackaged (in bulk). That allows me to use certain ones to cook; for parties I can mix them myself. I must admit that the package and label design did not entice me to try the fruits - the shrink wrap plastic doesn't make the fruit look very attractive! The product inside however was tasty.*
- *The nuts may be fried or sugared. The variety of fruits may be enlarged, and the product could be packaged in nice boxes. The taste was good.*
- *The packaging could be more attractive. The nuts could be removed.*
- *Excellent.*
- *Not bad.*
- *Boxes can be used instead of packages.*
- *In my opinion don't mix dried fruits with nuts because you don't feel real taste.*
- *The fruits are sliced into small pieces. I would prefer to have bigger pieces.*
- *Can be marketed both mixed and only-one-type-fruit types. It can give the consumers the choice of having the type of fruits they prefer.*
- *Consider having "Fruit Collage" with tropical fruits. And also "one-type" packages.*
- *Packaging do also for separate type of fruit.*
- *The nuts are not fried and have moistened from the fruits and are not tasty.*
- *You should use nuts as fresh as possible.*
- *If the packaging is nice and the product is advertised properly, the entire volume of your produce will be consumed because it was very tasty.*
- *The nuts should be fried and then mixed with the fruits. It will be fine if you provide the product in that form for degustation.*
- *The product range can be differentiated by weight.*
- *Very interesting combination of dried fruits, at the same time very convenient and healthy.*
- *My children thought the fruit was too soft and chewy.*





- *The fruit is too moist. One needs to let the fruit dry out.*
- *Good stuff.*
- *My children want to know what they are getting – the fruits in Collage are unidentifiable by sight. Also, they do not lie dried fruit and nuts together. But I can see it as a handy high energy snack to take hiking.*
- *I found it attractive and convenient. I liked the taste. I would maybe have a few more nut (walnuts and almonds) if it were up to my taste preferences.*
- *I would like to know the pricing in order to make a final decision on future purchases.*

- *The one which I tasted was not dry, if possible please make it drier.*
- *Peanut is not fitting well, or it can be first fried.*
- *The most positive side is that no sugar was added.*

FRUIT COLLAGE

*Dear customer,
please devote a minute to responding to the questions below so that we can design our product in accordance
with your requirements and preferences.
Thank You!*



1. How often do you buy dried fruits?

- once a week
- once per two weeks
- once a month or rarer

2. After tasting “Fruit Collage”:

- I will replace traditional dried fruits by Collage
- I will continue consuming traditional dried fruits
- I will consume both traditional dried fruits and Collage

3. The main advantage of “Fruit Collage” is:

- the combination of fruits and the flavor
- the convenience of using cut dried fruits
- the design and packaging
- other _____

4. Your family uses dried fruits basically:

- for immediate consumption purposes
- in preparing meals
- for other purposes _____

5. You would buy Collage:

- especially for children
- for the family
- other _____

6. Below, please, note your suggestions concerning “Fruit Collage”.
