

## SWEET SAMOSAS: A NEW FOOD PRODUCT IN THE PORTUGUESE MARKET

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### ABSTRACT

*Since in the present times families have much less time to prepare meals or even deserts, and because sweets are always so well accepted to enjoy a moment of pleasure either alone or shared, it was the aim of this academic work to prepare an alternative desert, not at sale in the Portuguese market, and study its acceptance by the consumers. The product selected was sweet samosas, and these were prepared with different fillings (apple & cinnamon, chocolate & hazelnut, kiwi & walnut, strawberry & chocolate, pumpkin jam & almond, apricot jam & walnut) and different cooking instructions (fried or oven roasted). The work involved the formulation of the recipes and preparation of the products. In parallel a market study was also performed to understand how the consumers would accept this type of product. Furthermore, a sensorial analysis was undertaken to see how the product was sensed and infer its acceptability. Finally, a brief SWOT analysis was done to help perceiving the potentialities for commercialization of this product. The sensory analysis was made with a panel of 30 untrained tasters, and the results allowed concluding that the product would be a consumers' choice. Also the results of the market survey allowed confirming the acceptability of our product, with a high percentage of people admitting an intention of buying the product.*

**Keywords:** Samosa, desert, product development, market study, sensorial analysis

### INTRODUCTION

In the last decades the consumer demands in the field of food production has changed quite considerably, and today foods are not aimed only at satisfying hunger and providing the necessary nutrients but also at preventing diseases related with malnutrition as well as improving the physical and mental well-being of the consumers (Siró et al., 2008).

The coming out of a new product in the market results from many activities that constitute a typical sequence of the New Product Development process, and that are: idea generation, screening of ideas, business analysis, prototype development, test marketing and commercialization. The first phase is then idea generation and involves a search for ideas, and this can be achieved for example by brainstorming, attribute listing and need identification. The screening of ideas consists in evaluating all the ideas so as to identify those with greater potentials for success. The essence of business analysis is to identify product features, estimate market demand and product profitability, and assign responsibility for a further study of the product's feasibility (Ilori et al., 2000).

Successful development of new products can meet new and more differentiated consumer demands and it can create new competitive fields. The main objective, when a new food product is developed, is to ensure that it will be accepted by consumers. Food preferences play an essential role in food choices and consumption (Steptoe, 1995) and therefore, a product development process made in parallel with a sensory analysis is pivotal for obtaining acceptable products and thus reduce the risk of failure (Lawless and Heymann, 1998). There is the idea that eating preferences and the slow rate of change in food habits, together with some aversion to too much novelty in food, may constitute a barrier to genuine innovation (Costa and Jongen, 2006).

Therefore, developing a successful new product requires a correct sensory evaluation and a complete understanding of the consumers' acceptance criteria (Tang et al., 2000). Sensory characteristics like appearance, odour, flavour and texture are important attributes that contribute for the perceived quality

of food products (Guiné et al., 2012). However, not only the sensory analysis plays an important role in success when launching a new food product. In fact, more new food products would succeed if processors took more care in adapting them to the market and consumers (Suwannapom and Speece, 2010). In this way, food producers must have a market orientation, understanding consumers, their needs and expectations. A market-oriented innovation concept was introduced in the early 1990s, the consumer-led product development, that accounts for the use of consumers' current and future needs as well as its determinants in the development of new products (Costa and Jongen, 2006).

## **PRODUCT DEFINITION**

The sweet samosas were prepared according to the basic recipe for the other samosas, except that the fillings were prepared in different ways, depending on the flavour. The different fillings produced were (apple & cinnamon, chocolate & hazelnut, kiwi & walnut, strawberry & chocolate, pumpkin jam & almond, apricot & walnut). After preparation the samosas are frozen, to commercialize in the frozen state, because this option is quite useful and convenient for the majority today's households.

The samosas developed were prepared in a relatively small size, with the objective of being served as deserts and also as snacks, menu entries, appetizers for parties, coffee-breaks apart from domestic consumption.

Since nowadays the concerns about health are much cared for, the preparation of the samosas is proposed in two ways, including the traditional frying and as an alternative the oven cooking. This last option allows obtaining a product with less fat, and therefore healthier.

## **POSITION OF THE NEW PRODUCT IN THE MARKET**

### **Profile of Target Consumers**

The profile of target customers who are intended to reach is very broad, that is, it is thought that the product is able to please all age groups, except maybe those with a lower age (1-10years). Potential customers who will purchase the product are a group who enjoys sweets and likes to undergo new experiences.

### **Market Study**

One pivotal aspect when launching a new product for commercialization is the degree of acceptance by the market and the consumers. Therefore it is important to measure the response of the target population to such product or products. So, in order to evaluate the acceptability of the product by potential consumers a market study was performed by applying questionnaires to a sizeable number of persons, chosen randomly, but considered as potential future consumers. The sample consisted of 400 persons, of which 61.4 % were female and 38.6 % were male. The fact that there is a predominance of enquired of the female gender is related to their major predisposition to participate in this kind of study and also because in many households it is the women who does the shopping for food.

The ages of the enquired were comprised between 18 and 65 years old. It was set a minimum age of 18 years old to respond to the questions, because this was considered as the age from which people had some buying capacity, i.e., could have a proper income or do the food shopping to the household. With respect to age, 14 % presented ages between 18 and 20 years old, 37 % are aged between 21 and 40 years, 14 % are in the range 41 to 60 years and 12 % are over 61 years old.

The questionnaire was prepared in two major groups: one about the consuming habits regarding deserts in a more general way, and the other more specifically about samosas and the new product at test, the sweet samosas.

When asked if they consume sweets regularly, 13 % stated that they do not usually eat sweets whereas 87 % admit that they eat sweets with some regularity. To the question “Do you buy pre-prepared deserts?” 23% of the enquired responded negatively, while 67 % said they purchase pre-prepared deserts. This result clearly indicates that predominantly people choose to buy deserts that do not require much home reparation, certainly for lack of time, or even when there is time maybe people are too tired to prepare things by themselves. As to where the respondents said to buy pre-prepared deserts, 7 % buy them in small markets, 60 % buy them in supermarkets, 26 % in hypermarkets and 7 % did not answer the question. Facing these results, the strategies for distribution can be directed to supermarkets and hypermarkets. One other question asked was about the frequency of shopping pre-prepared deserts. The results indicate that, of those who buy these food products, 3 % buy them daily, 30 % buy them once a week and 67 % once a month. These results indicate that mostly this type of product is bought not very regularly, even though the consumption is quite regular. This means that when people buy them they tend to buy larger quantities, and since the product developed in this study is frozen, it may go towards the consumers’ tendencies and needs.

As to what type of pre-prepared deserts people buy, 3 % buy frozen *churros*, 8 % buy waffles, 13 % prefer cakes, 16 % buy sweet pancakes, 16 % opt for profiteroles, 21 % buy tarts and 23 % buy other types of frozen sweets. As to the season preferred for consumption, 40 % eat pre-prepared deserts in the Spring and Summer, while 24 % prefer to eat these in the Autumn and Winter. 36 % have no preference and eat pre-prepared deserts all year round. From these results it seems that the consumers eat this type of food when they desire it, regardless of the time of the year. Some factors could have some influence on this aspect, such as like in the hotter months people preferring to eat less of these more caloric products for reasons related to the physical form, but this was not evident in the present case.

As previously said, the second part of the questionnaire included a set of questions about samosas. When asked if they knew what a samosa was, the majority of the respondents said they did (84 %), while 16 % admitted that they did not know what a samosa was. This is not strange, since samosas are not traditional from Portugal, and therefore some people still are not familiar with this product, although it is quite available at many sales points.

The question “Do you like samosas?” received 70 % of positive answers and only 30 % negative. However regarding the frequency of consumption, only 14 % do consume samosas regularly while 86 % do not. As to the reasons that contribute for this low consumption of samosas, 33 % of the enquired stated that they do not buy for quality reasons, 30 % for reasons related to health, 23 % don’t really appreciate the product and 14 % because of the price. The next question asked was if they would find it timely the existence of a new type of samosa, a sweet samosa. To this question 85 % answered yes, while only 15 % said no. When asked if they would be willing to try it, also a great majority said they did, and this can indicate some good expectation regarding this product. In fact, when asked if they would buy this product, 79 % admitted they would and only 21 % said they wouldn’t.

One other question asked was if they considered innovator the entry on the market of this product, and 91 % agreed with that. On the other hand, regarding the question if in their opinion was a gap in the market related to this particular type of product, the sweet samosas, also a high percentage (70 %) said they thought there was a lack of this type of product. Furthermore, when asked directly if they would buy this product, 78 % said they would and 22 % said they would not.

Regarding the type of sweet samosas that they would possibly be willing to buy, the results are shown in Figure 1. From the answers obtained, it is possible to perceive that eventually only one flavour (apricot with walnut) would not be so well accepted, with only 26 % of buying intentions. As to the variety pumpkin jam & almond, the percentage of people who would buy it is close to 50 %, and in all other cases the buying intentions were quite favourable, particularly in the case of the variety strawberry & chocolate (74 % buying intentions).

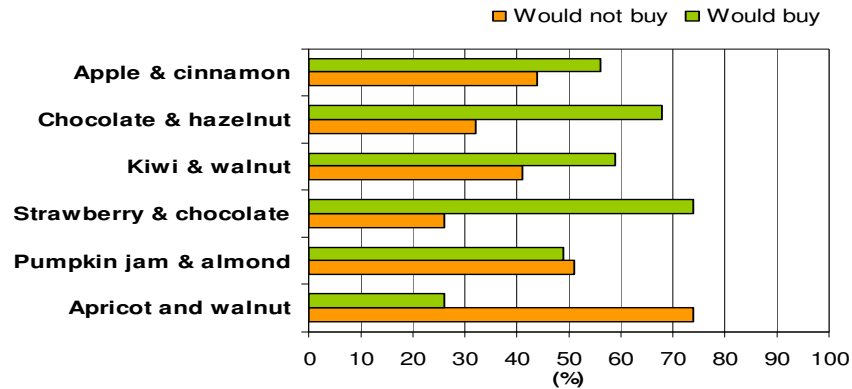


Figure 1. Buying intentions regarding different varieties of sweet samosas

**SENSORIAL ANALYSIS**

To make the sensorial evaluation, a panel constituted by 30 untrained tasters was used, being 21 female and 9 male, between 18 and 55 years old. All members had already participated in the sensory evaluation of other foods. International protocols (ISO 6658: 1985) were used to perform the descriptive analyses. The parameters evaluated using six points hedonic scales were: taste, aroma, colour, texture, consistency and global appreciation.

The sensory analysis of the product under development (sweet samosas) was achieved in two steps. In the first place, the tasters should choose between six different presentations, according to the filling: apple & cinnamon, chocolate & hazelnut, kiwi & walnut, strawberry & chocolate, pumpkin jam & almond, apricot jam & walnut. The strawberry & chocolate was the preferred samosa, by 27 % of the panellists (Figure 3). Then, with 20 % was the apple & cinnamon, followed by chocolate & hazelnut (17 %), then kiwi & walnut together with pumpkin jam & almond (both with 13 %) and finally 10 % preferred the apricot & walnut samosa.

In a second step of the sensorial analysis, the sensory profile of the products were established considering the attributes analyzed: taste, aroma, colour, texture, consistency and global appreciation (Figure 4). The strawberry & chocolate together with the apple & cinnamon samosas were the two products with the highest score in terms of global appreciation, six points. Next, with five points came the samosa with chocolate & hazelnut, with four points the varieties pumpkin jam & almond together with kiwi & walnut, and finally with three points the apricot and walnut samosa, the least valued of them all.

From the results it was possible to conclude that the most appreciated varieties were strawberry & chocolate and apple & cinnamon. The strawberry & chocolate samosa was evaluated as very tasty, with a good aroma, acceptable colour, good texture and good consistency. As to the other samosa, apple & cinnamon, this was evaluated as having a good taste, good aroma, good colour, acceptable texture and good consistency.

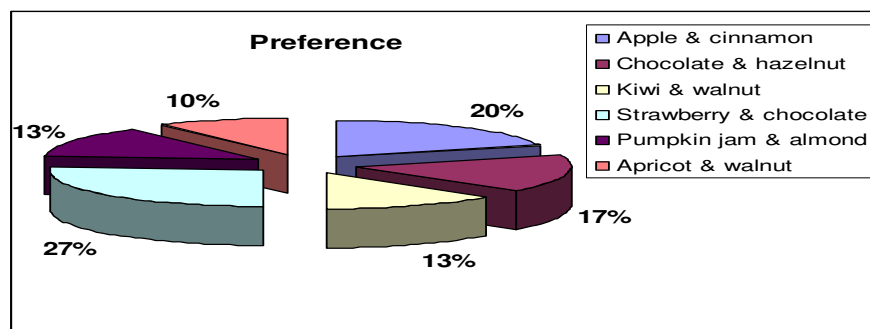


Figure 2. Preference of the different types of sweet samosas developed

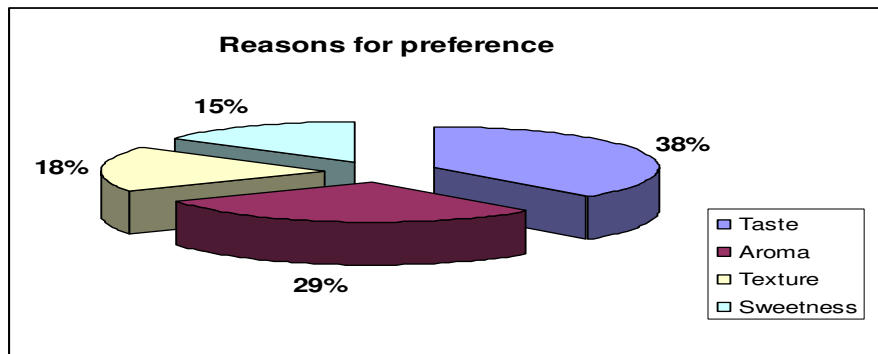


Figure 3.Reasons given for preference

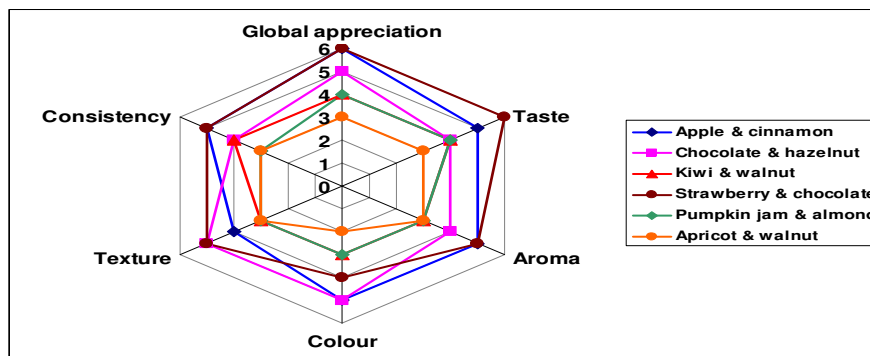


Figure 4.Sensorial profiles of the different sweet samosas

**PACKAGING AND LABELLING**

**Package**

The package is a wraparound that temporarily stores products and serves mainly to grouping units of a product with a view to their handling, transport or storage. Other functions of packaging are to protect the contents, provide information on the conditions of handling, display the legal requirements such as composition, ingredients, etc..., and to promote the product through appealing graphics.

Packaging plays a key role in the food industry due to its multiple functions. In addition to containing the product, the package is very important in preserving the product while maintaining its quality security and integrity. The external appearance of a product is very important for its definition. The packaging can be used to differentiate the product and through it, and the way it looks, the consumer "feels" and "discovers" the product.

Throughout the development of food technology there was a progress in the field of packaging. Initially the packaging had to meet only basic functions such as protecting and transporting food, but nowadays the packaging depicts a form of communication between the consumer and the product. With the development of the food industry and processing operations, particularly in the products ready for consumption, which move the modern life from the fast-foods to the frozen ready for microwave, packaging technology and its aesthetic design has become fundamental. In the industrial food packaging nowadays, where industrialization is indeed essential to modern life, the activities of research and development involve food technology, desing, marketing, among others.

The specific packaging to each type of food must protect the food product from external factors such as oxygen, light, moisture or odors. It also protects against loss of nutritional value, flavourings and microbiological contamination, allowing to reach the desired shelf life. Many types of materials can be used for food packaging: wood, glass, metal, plastic, cellulose film. Presently the edible films are also

gaining importance and they present also very interesting characteristics (Mu et al., 2012; Parra et al., 2004; Sobral et al., 2001).

The requirements of packaging are that it is compatible with the product, nontoxic; prevents the entrance of contamination factors; protects against the passage of light, moisture, oxygen, etc...; has mechanical resistance; is suitable for the size, shape and weight of the food; has a good price; it is easy to eliminate (preferably biodegradable). The Portuguese Law 407/98 (21<sup>st</sup> December 1998) states the rules concerning the essential requirements for the composition of packages.

The factors affecting the design of a package for a food are the type of food; the distance travelled to the final consumer; time for consumption and commercial activity. These factors will influence the type of packaging, so it is important to know the product well so that it does not suffer damage or climate change, which could impair its organoleptic and nutritional properties, and therefore jeopardize the quality and safety. The factors that must be taken into account for the design of the package are several: physical appearance of the product; what kind of protection is necessary; if the packaging is appropriate; if the structure is adequate; the equipment; the form; the preparation and production; considerations for transport and delivery; convenience for the consumer; economic considerations; the product; the market; modes of purchase; possibility of exposure; dimensions; competition; the identity and information.

Since the product is to be sold frozen, a polystyrene tray was selected to hold the samosas and then a polyethylene transparent film is used as enclosure. Each package will contain eight samosas with only one of the fillings.

### **Packaging and marketing**

The packaging is a marketing tool and the concept of packaging varies depending on the area of the organization. The packaging influences the purchase decision and consumption, so in addition to its functions of protection and preservation, packaging requires a multidisciplinary approach to its development and functionality. The evolution of packaging allowed the application of flexible and transparent plastic films that expose and maintain the product at the same time. This process leads to creation of value through an orientation to the "design", using available technologies, observing users, checking opportunities for innovation, testing with prototypes involving consumers and implement the innovations, so there is a need to integrate the package when planning the strategic plan of the company.

### **Labelling**

The label is the "identity card" of a product, therefore, beyond the advertising function, the label must convey information that helps the consumer make an informed choice and to help using the product in the correct way at the levels of conservation and consumption. Labels are essential elements of communication between products and consumers. Therefore, the information contained therein must be clear to help in selecting the appropriate food. With the rules concerning the information in labels, making it compulsory to declare the nutritional content of foods, called nutritional labelling, the information contained in them became even more complex, requiring greater skill of the consumer to interpret and understand them. The labels should not contain vocabulary, symbols, names or illustrations that may make the information false, inaccurate and insufficient, or that might mislead the consumer. They mustn't also advise the product as a stimulant, as improving the health of consumers and also as preventing disease. Thus the information must be clear provoking sense of credibility in the product and the manufacturer and provide the right choice of foods.

It is mandatory that the label contains: • Designation of sale - description of the product by its common name; • List of ingredients - sorted in descending order of their relative weight. Some additives and enzymes are not regarded as ingredients, and those are used as processing aids; • Quantity of ingredients or categories of ingredients - expressed as a percentage; • Net quantity - expressed in units of volume in the case of liquid products and in units of mass in other products; • Validity - is established by the entity responsible for labelling and can be presented as *date of minimum durability*. This date consists of the day, month and year. When the food durability is less than 3 months is only need the day and month. For food with a lifetime maximum of 18 months, month and year are

sufficient, and if a lifetime exceeds 18 months, just the year. It will be announced by the words "to consume preferably before ..." when the date indicates the day, or 'Best before end ...' in other cases. • Special conditions of storage and use - the use and application form; • The name or business name and address of manufacturer; • Place of origin or provenance - when the omission of this statement is likely to mislead the consumer; • A description identifying the lot to which belongs the food; • Using instructions - when necessary.

The nutrition label presented on the products must clearly inform consumers of the nutritional value. This should contain the nutritional properties, energy value and nutrient of the product. These parameters should be presented as numerals, with units of measure expressed per 100 g or 100 ml of product. They may also be presented for a specific amount of product.

## **STRATEGIC OPTIONS**

### **Market Segmentation**

For a company to reach a target market, it must have relevant information about its field of action and its business, but especially its competitors. This leads to the conduction of a market study. Making a brief market analysis one can make its product a framework for the strategic marketing where there is a mission statement that identifies the product performance space in the framework of needs and market characteristics. The main reason for a company to perform market research is the knowledge of a market opportunity. After completing the survey the company must carefully evaluate their opportunities in that market and thus decide which markets to enter. Market research also helps to know what consumers want and how much they are willing to pay, which will confer a sustainable competitive advantage (Brickau et al., 1994; Jones, 1995; Smith et al., 2011).

### **Clients Profile**

This product is aimed at all supermarkets and hypermarkets scattered throughout the country so the profile is targeted at all segments, including, if possible, all consumers of samosas. However, it is also directed to consumers who like trying new products. The service is primarily targeted to customers with a medium/high purchasing capacity, therefore medium income, and was created for people who appreciate the sweet. It is also directed to specific situations in which consumers want to experience new sensations and flavours. We consider time to be completely at customers who want a quality service. By understanding the profile of target customers one can determine policies to increase more and more adherence to the product, while increasing direct sales (Blocker and Flint, 2007; Mizuno et al., 2008)

### **Positioning**

The positioning allows to create an image or identity for a product, brand or company. It is the space that a product occupies in consumers' minds in a given market. The positioning of a product is how potential buyers see it and is expressed by the relative position among competitors. The ease in identifying positioning opportunities is a great test to the skills of a marketing professional. Successful strategies in marketing usually have their roots in the sustainable competitive advantages of a product. The ease of use, opportunity and price are also factors to be taken into account by the latter product so that it can satisfy all consumers.

Knowing the importance of positioning, it is essential that this product particularly fits in some appetizers before meals or even snacks, apart from regular deserts, which are fast and easy to use. The aesthetics of the packaging is also an asset.

### **Competition**

It is understood as a competitor one that competes directly (current and potential competitors) with the varied products of the company and indirectly through substitute products that also meet market needs. The analysis of possible competitors allows, on the one hand, comparing at short term the common indicators of economic performance, and, on the other hand, at the medium term increasing the degree of assurance of how the competitors will act in the future. It should account for the study of skills, strategies, assumptions and objectives of the competitors. From the business point of view, the ideal

situation is to develop a business in a market where there are no competitors. Such a situation is, however, unlikely to occur in the more and more open and exposed economic environments.

As the product developed is incorporated into the group of samosas, having only a different filling from those commonly found in the market, are possible direct competitors all the other brands of samosas already existing on the market. The filling of samosas presently varies from traditional curry to vegetables, including also fish such as cod. Given that the sweet samosas can be eaten at various times of the day, they have a great competition, which can be subdivided into direct and diffuse competition. The competitors, even if part of a diffuse competition, are all products that can be consumed at the same hours, ie after a meal and snack, for example, and these include all kinds of sweets and desserts. Looking at the level of direct competition this involves more specific products such as sweet pancakes, profiteroles, waffles, cakes, pies, frozen *churros* among others.

### SWOT Analysis

Sun Tzu (500 BC) said "Focus on strengths, recognizing weaknesses, seize opportunities and protect yourself against threats", and it very admirable how much this sentence is true nowadays. The SWOT analysis comprises the analysis of the Strengths and Weaknesses of an organization and its relationship with the Opportunities and Threats of the surroundings. Therefore, a SWOT analysis is an important support tool for decision making and is often used as a way to systematically analyze the internal and external environments of the organization (Kotler, 1988). When a company can identify the strengths, weaknesses, opportunities and threats, it has the tools to build strategies to conquer a strong position, eliminate the weaknesses and exploit the emerging opportunities being able to use them as counter-threats. The SWOT analysis contemplates two complementary tools: the external and the internal analysis (Dyson, 2004).

The external analysis corresponds to the main prospects for the market in which the organization operates. It includes factors from the market and its surroundings, and therefore, comprises decisions and circumstances outside the direct control of the organization. This should allow the company to take advantage of the circumstances when they represent opportunities or, alternatively, to protect itself against external threats. The internal analysis corresponds to the main aspects that differentiate the organization or product(s) from the competitors. These are within the organization and therefore stand for levels of performance that the company can manage.

The SWOT analysis summarizes the most important internal and external factors that can influence the future of the organization, and are referred to as strategic factors (Kangas et al., 2003). A careful environmental analysis is important to recognize the variety of internal and external forces with which the organization is facing. These forces can include potential stimuli, but moreover, may constitute potential limitations in the performance of the organization or to which it is intended to achieve objectives (Houben et al., 1999). The information obtained can be systematically represented in a matrix (Ulgen and Mirze, 2004).

When used correctly, the SWOT analysis can provide a good basis for strategy formulation (Kajanus et al., 2004). However, the analysis itself also has some weaknesses, associated to the very steps of identification, measurement and evaluation (Hill and Westbrook, 1997; McDonald, 1993).

Table 1 presents the SWOT analysis made to the sweet samosas.

### Marketing Mix

After choosing the target markets, actions should be carried to make decisions regarding the product. It is through these decisions that all marketing mix activity starts, since they dictate distribution requirements, determining the communication needs and providing limits with regard to the price of the product (Gordon 2012). There shall then be taken important decisions within the policy of the product, defining the characteristics inherent to the product, describing the package, setting the brand and the after-sales services that add value to the product (Kustin, 2004). The marketing mix is formed by a set of controlled variables that influence the way in which the consumer responds to market. The factors of the marketing mix are four and are interrelated with each other because the decisions in one area affect the actions of another. The four factors in the marketing mix are: product policy, price policy, communication policy and distribution policy.

Table 1. SWOT analysis to the sweet samosas

| <i>Strengths</i>   | <i>Weaknesses</i>  |
|--|--|
| <ul style="list-style-type: none"> <li>• Unique product on the market</li> <li>• Innovation</li> <li>• Diversification of product offer to consumers</li> <li>• Different flavours</li> <li>• Young collaborators with new ideas</li> <li>• Price accessible to most buyers</li> <li>• Publicity strategy</li> <li>• Assurance of quality and trust</li> <li>• Care for health and well-being of consumers</li> </ul>  | <ul style="list-style-type: none"> <li>• Young collaborators with less experience</li> <li>• New product</li> <li>• High caloric value</li> <li>• Need for constant innovation</li> <li>• High investment</li> </ul>   |
| <i>Opportunities</i>   | <i>Threats</i>   |
| <ul style="list-style-type: none"> <li>• Take advantage of a gap in the market of samosas incorporating new concepts</li> <li>• Enter the market with a new product</li> <li>• Innovate in terms of packaging</li> <li>• Explore the consumers eagerness for healthier products</li> <li>• New clients</li> <li>• Habits of the Portuguese population regarding consumption of sweets</li> <li>• High sales</li> </ul> | <ul style="list-style-type: none"> <li>• Initial resistance of consumers to this product</li> <li>• Limitation of the market in terms of suppliers</li> <li>• Weak adhesion to the product</li> <li>• Low growth in the market</li> <li>• Low reputation of samosas in the Portuguese market</li> <li>• Price</li> <li>• Financial crisis</li> <li>• Competitors innovation</li> </ul> |

### Product politics

Regarding the political commitment of the product, beyond the innovation, it brings to market its qualitative superiority. For this to become possible, raw materials used are also of higher quality and innovation in production is seek whenever it is possible. It is intended that if possible the raw materials are of Portuguese origin, because it is believed they are of very good quality and availability is also important.

The product falls within the phase of introduction and is characterized by a small sales volume and also by the uncertainty of the company whether it is well accepted or not. With regard to the brand, this should suggest something about the product benefits, the qualities of the product should be easy to pronounce and to remember and be different/unique. Several flavours were designed to fill the interior of samosas, but they were thought based on the criteria of being as healthy as possible and somehow beneficial to the body.

### Price politics

Theoretically, the price to be set should be the one that maximizes profit. However, there are several factors that must be parsed and that influence the definition of the final price. One should take into account the external factors (demand dynamics, suppliers, economic conditions, legal constraints, ethical considerations) and internal constraints (costs, the organization's objectives, operational policies and degree of product differentiation). The factors contributing to the calculation of the price of this product are: • The raw materials used in the preparation of the product, that may include various prices; • The quality of raw materials, since it is seek for quality so as to be able to offer a final product of quality too; • Cooking time and intensive labour that the manufacture of the product requires.

When it is necessary to set a price for a new product, the company will have to choose between two contradictory policies: a policy of skimming or a penetration policy. The first policy is used when the innovation is significant in terms of competitive differentiation. In the beginning, the company goes to a segment whose demand is more lacking of elasticity, with a higher price, and gradually entering other segments, reducing the price. The policy of penetration is to set a low price for a new product in hopes of selling larger quantities and thus capture a large portion of market share. This particularly applies in cases where it is expected to neutralize the competition, as a low price can be a way to discourage it.

In this particular context, this product should adopt a policy of market penetration, achieving a high quantity of sales at reduced prices.

### Communication politics

In communication policy is intended to reach the consumer through a big effort in advertising our product/service. For this the product will publicized in media such as Internet (and social networks), radio, newspapers, company cars, promotions and tastings, television and even advertising billboards (panels). Although the latter two present a relatively high cost to the company, it was decided to invest on this method of advertising because they are more effective when it comes to attracting customers.

It is also believed that if we can fulfil our main objective which is to please our customers, they will talk about the product favourably and recommend to friends and family, and this is one of the best methods of advertising that a company could use. Also within this policy it is aimed to carry out various promotions, such as reducing the price and supply tools related to the products or gifts for children, with a view to incentive them to include the product in their diet.

### Distribution politics

Distribution is defined as a system that should be organized with the ultimate goal of placing the product at point of sale for consumption in ideal conditions. The distribution can be divided into two levels and both have to work in constant articulation, being the physical distribution and services. Physical distribution is related to the transport, storage, maintenance and services are related to the sales, after-sales, promotions, among others.

In this policy it is believed that the distribution channels are means of transport acquired by the company, where all products are to be transported. The product will be distributed supermarkets and hypermarkets, because it is where the greatest variety of products is found. Besides, it can also be ordered by restaurants or catering companies. Using the available technologies, a website can be consulted at any time of day, being possible to order the product from there.

### CONCLUSIONS

For a product to be accepted in the market it is not enough to innovate but it is also needed to go further, namely assuring that the product is well accepted by the consumer both in sensorial terms and in marketing terms.

To evidence the acceptance of the product sweet samosas a sensory analysis was undertaken by a panel of 30 untrained tasters, and the results allowed to conclude that the product would be well accepted by consumers.

Also a market study was made to evaluate how buyers would react to the product, and the results of the survey allowed to confirm the acceptability of our product by the market, with a good percentage of people who buy the product.

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