



Marketing mix

Wakuga

Product: Wakuga is a Suderakian underwater plant and luxury food product. Top chefs often use it in their high class cuisine. Wakuga is known for its sweet taste and colourful look and can only be bought by the richest Suderakians. Since it is very hard to find and it only grows in one place in the world it is therefore very expensive and barely available.

Price: As we already mentioned, Wakuga is a very expensive product. On average, 100 grams of Wakuga costs around 2.100 RAKA, which is 350 euros.

Place: Wakuga only grows in one place in the world which is the National Suderakian Yuhu Lake, positioned in the centre of the country. The water in this lake has the perfect temperature and acidity which ensures that the plant can grow and survive. The only threatening point is that the growth process of the Wakuga is very slow.

Promotion: The Wakuga market is owned by the three richest families of Suderaka, which are The Ka Linka clan, The Zuru Clan and The Wu Malik clan. It is only possible to buy this product in the shops these families own. The Zuru Clan is the biggest of them all and dominates the market in the capital city Therion. Next to the so-called 'magic plant shops' you can of course order meals with Wakuga in the most fancy star restaurants in Suderaka.
