

# [Marketing was kids, teen, youth, working people](https://assignbuster.com/marketing-was-kids-teen-youth-working-people/)

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MARKETINGMANAGEMENTFUNDAMENTALSINDIVIDUAL ASSIGNMENT BRAND REPORT OF APPY FIZZCONTENTS: 1. INTRODUCTION2. TARGET SEGMENTATION ANDPOSITIONING3. PRODUCT AND PRICINGSTRATEGY4. MARKET SHARE AND PROFIT5. COMPETITION ANDCHALLENGES6.

MARKETING INSIGHTS   SHIVAKUMAR. R17MBA1011   1. INTRODUCTION·      Appy fizz is a product of Parle agro andis a champagne in the fruit drinks segment.

·      Appy fizz India’ssparkling juice drink introduced first.·      Starting out in 2005 as agreat-tasting, healthier alternative to colas, ‘ Fizz’ soon became a favouriteamongst the Indian youth.·      Appy Fizz standed out becauseof its mascot – an opinionated, walking, talking character with a quirky senseof humour which clicked with the youth almost instantly. ABOUTTHE COMPANY·       Parle Agro is an offshoot of Shaunak’s Parle Products, whichwas founded in 1929 in British India.

It was owned by the Chauhan familyof Vile Parle, Mumbai. ·       Parle Agro commenced operations in 1984. ·       Frooti, the first product rolled out of Parle Agro in 1985, becamethe largest selling mango drink in India.·       The original Parle group was amicably segregated into threenon-competing businesses. 1.

Parle Products, 2.   Parle Agro3.   Parle Bisleri ·       ParleAgro works under three main categories: 1.

Beverages2.   Water3.   Foods  2. SEGMENTATIONTARGETING AND POSITIONING(STP) Segmentation:·       Masspopulation whose income is more than 10000.·       Productfound a segment in market due to its low price, healthy drink, non-carbonateddrink nature.·       Dueto cheap price the customer segment for the product increased.

Targeting:·       Themajor target was kids, Indian youth, fitness and sports people.·       Theprimary market targeted was kids, teen, youth, working people and women.·       Thesecondary market targeted was the recreational centres and travel industry. Positioning:·       ParleAgro positions their product in the market through cool, trendy, youthfullegendary and iconic like Shah rukh khan, Priyanka chopra for frooti and appyfizz respectively.·       Theyconstantly update their packing structure by introducing tetra packs, PETbottles etc.·       Advertisementsand campaigns are being conducted often to showcase how consumer gets connectwith FIZZ.·       Theirtagline is “ A cool drink to hang out with”.

·       Theiradvertising is unique and done in a way such that brand does not lose itsidentity. 3. PRODUCT AND PRICING STRATEGY ·       Appyfizz has a good quality than other juices or cold drinks since it has applejuice which is good for the human body.·       Thestrategy of the company was to attract the young customer and aware them aboutthis healthy drink.

·       Theproduct is made available in the market in three different size namely300ml, 500ml and 1 litre.·       Appyfizz is made available in the market with different price segment depending onits level as 15rs, 25rs and 48rs.·       Priceof appy fizz is 10% higher than other competitors like real apple, fanta etc…·       Appyfizz is promoted with advertisements projecting them as a heathy fruit juicemeant for young people.·        They promote more through Tv ads, internet, posters, banners etc…·       “ Acool drink to hang out with” tagline of appy fizz was more impressive andattracted more youth towards it.·       Thetagline was used mostly in their ads after some jokes and it has also became apart of their packaging which has become a part of appy fizz.·       Anothertagline for small size packaging of appy fizz (15Rs) was ” what’s the price ofthe party” attracted the younger people to enjoy their party at home. 4. MARKET SHARE, PROFIT AND SALES·       Appyfizz holds a market share of nearly 70% being a leader in the apple nectarcategory.

·       Frootiof Parle Agro holds a share of 85% and 33% in the tetra pack and PET categoryrespectively.·       Beveragessector of the Parle Agro holds a market share of 81. 25%.·       Appyfizz launched its product in returnable glass bottles in the rural as well assmall towns.·       Thisinitiative was taken by the company to penetrate into the unreachable marketand increase their market share.·       RGB’Scontribute to the 40% of the total volume of Rs.

15000 crore of the Indian beverage market.·       Theirsales is in a increasing pace, in 2016 it was around 1364 crores.·       Theyhave a profit margin of around 525 crores in 2016.·       Thecompany is hoping to cross the Rs. 5000 crore mark by 2018. 5.

COMPETITION AND CHALLENGES·       Themajor challenge product faced was with the mango flavoured drinks in themarket. Apple juice is preferred very less.·       Comparedto appy, frooti had a very high advertising and a higher marketing budget.·        Appy was perceived as drink for children butthe actual plan was that it was introduced as a drink for teenagers.

·       Priceelastic nature of the Indian softdrinks market is also a greater challenge forthe company.·       Thecompetitor from company itself is the latest Frooti fizz which will have agreater market share.·       Frootifizz has reached 3. 2 lakh outlets in a rapid manner whereas appy fizz is in 3. 5lakh outlets.·       Thelatest product from the parle agro is Grappy fizz which is a grape juice hasalso became a competitor for appy fizz.  ·       Theother competitors for appy fizz are: 1.

Minutemaid apple2.    Realapple3.    Tropicanaapple4.    Detmonte apple5.

Paperboatapple6. MARKETING INSIGHTS·       Thenew marketing campaign of appy fizz repositioned things:·       Thepackage was changed.·       Thelogo was tweaked and the design was in line with the Frooti logo design.·       Thetagline was changed to “ Feel the Fizz”.·       Theappy fizz character has been discarded.·       Newcelebrity Priyanka Chopra has been endorsed.·       Feelthe Fizz tagline has been felt old and not that much attractive so anytime thecompany may be forced to use the previous tagline.·       Appyfizz is by nature a niche product.·       Thecurrent campaign shows the celebrity more in ads rather than the product whichis not a good measure of promoting the product.·       Thelatest campaign was done in such a way to increase the curiosity among thepeople. 7. RECOMMENDATIONS:·       Propercampaign with better tagline should be done.·       Moremarketing has to be done alongside other parle products.