

# [Group project](https://assignbuster.com/group-project-essay-samples-2/)

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According to Kotler, the concept of testing in marketing is for the purpose of measuring the quality of a product which in our case is Eden- an all-natural fresh apple cider. This is done in order to:-
a) Ascertain the truthfulness of the qualities attributed to product.
b) Monitor product development.
c) Give consumers an opportunity to make an informed decision (Kotler p. 25).
Survey
Age group
15-30
Age group
40 and above
What type of beverage do you prefer
Cold juice to beer
Hot tea and coffee
How many times in a week do you purchase a beverage
12 -20 with an average of 10
7 -14 with an average of 8
How much will you pay for a beverage
Average $8
Average $10
Do you have any preference for organic foods
Majority were not bothered.
Yes majority were keen on organic foods
Are you open to new varieties
Majority were open to it
Majority refused or were reluctant to change
From the collected data above consumers between the ages of 15 – 30 will make easy customers as they prefer juice over tea, more willing to spend on beverages and have an open mind. The older generation though have more disposable income prefer to hot beverages with as much 45% preferring hot tea regardless of weather. However with an average market price of $4 for one box and a projected sale of 10 – 25 boxes the first week of sale for easier marketing of the ideal target group the strategy should to make it look hippy and cool to drink apple juice. However there is no need for trade mark as maker share is small like Eden juice, made using the fresh tastiest apples that are naturally ripened in the orchard. No sugar, coloring or preservatives added. Tastes so good you will order another one.
Works Cited
Kotler, Philip, and Gary Armstrong. Principles of Marketing. 14th ed. Boston: Pearson Prentice
Hall, 2012. Print.