

# [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.