

# Group project

[Business](#), [Marketing](#)



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.