

# Marketing plan for new fruit drink



**ASSIGN  
BUSTER**

As we all know water is one of the sources for living, we need this to be able to sustain life, and without water we cannot live. It has many ways of usage: primarily it is utilized for drinking purposes, it is also used for bathing reasons, it can be added to food to be neutralized or in making soup, and it can be blended with something to make juice and many more. Many people love to drink soda as one of their beverages in any kind of parties. Then what is really a soda? It is a drink that contains no alcohol but sugar. A meal will never be complete without a soda on the table. Why? Aside from being delicious it suits in every meal, soda drinks are everywhere in affordable price, plus it is very convenient to drink and bring it wherever you go.

We limit our imagination into making inventive beverages. Usually we see drinks like fruit juices, shakes, frappes, slurps, etc, as we taste it we can easily identify what are its components, or what it is made of. For example we buy shakes particularly mango shake, we can say that its components are mangoes, crushed ice, evaporated milk, and a little of condensed milk sometimes topped with whipped cream. But now, our product is made to deceive our consumers' expectations to what we are marketing. These components are made to trick consumers, that what they really experience is not the one they expect to be in their choice of beverage. But surely we manage to ensure that our product is appetite-friendly for we prove that each part necessary in our product is designed to create harmony through digestion process. Like for instance a calamansi or scientifically known as (*Citrusfortunella microcarpa*) is a fruit tree native in the Philippines, its juice is nutritious and traditionally made into a fruit drink that helps prevent respiratory diseases. It also helps strengthen the bones and stimulate growth

especially among growing children. It can be used as a flavoring ingredient in desserts, e. g. leche flan, or as an additive in various food preparations, such as fish steak. Its pulp is used as a major ingredient in beverages, syrups, concentrates, and purees. The peel is made into jams, candies, and marmalade. With its alkalizing effect, on the body calamansi helps circulate blood evenly and facilitates normal digestion. The combination of soda and calamansi is a citrusy delicious sparkling drink that is made to divert consumers' relish into more exciting ones. On the other hand, fruit is the most natural food, because the fruit itself is not processed. Why? It has no preservatives in it or any artificial ingredients. In addition to that, it makes us feel better simply because it's nutritious. Also, fruits stimulate our memories because it contains natural sugar, and this sugar helps the brain to function and to remember well. Another is that fruits do not contain cholesterol; in fact, it is the best way for our diet that helps lower high blood pressure, cancer risk and other diseases. It is the healthiest food on earth therefore it is worth spending our money on.

We come up with a beverage that suits the taste of our customers and made some innovation to really catch up their attention. We make use of scraped fruits as our primary product associated with a typical soda and a twist of calamansi. Fruit Sparkle is combination of freshly scraped fruits and the most thirst quenching soda. The only thing you need to do is to get a fresh fruit, scrape it, and put it in a glass of cold soda. It comes in different kinds of flavor depending on what you like. Fruit Sparkle is not just any ordinary drink. It has the whole package of refreshment and healthy drink. Fruit Sparkle crosses the boundary of the traditional way of drinking soda by

adding a healthy benefit to the consumer. The product caters all people from all ages from all walks of life.

## **COMPANY VISION AND MISSION**

Our vision is to satisfy our customers by means of delighting them, also bears the vision of providing fun, deliciously appetizing beverage products while maintaining our commitment to uncompromised quality with a heartening purpose to cater to society's needs, tastes, and preferences; rather than simply convincing our customers to try and like whatever products we develop. We also need to look up to increasing of sales from day one. We also want to gain loyalty from our employees and most particularly to our consumers. Our vision is to provide people with a brief escape of fun over the course of their normal day. We also envision on expanding our marketing strategies in such a way that customers would want it and are able to influence others. To build our company outstanding from any other fruit juice industry. New possible infusion trends are one of our proposals to make it more competitive to other companies. Having a new style of inventing beverage that comes from different sources or the one that is uniquely made will attract our customers and persuade others to get nearer to our product. It is on how we train and develop individuals as a group in the formation of what we aim for.

Our mission is to deliver our products with quality and at a reasonable price to our consumers, and to avoid anything that would be detrimental to the health, safety or growth of the proper user of our goods. We meant to create a marketing strategy that will fascinate customers in familiarizing our product and help to provide the best quality, reasonably priced products in

the Food and Beverage industry and to continuously generate awareness, interest and desire for our products, resulting to frequent or repeat purchases. We aspire to create principle-centered sources to meet our customer's needs as to what is desired. We also help to sustain businesses and profits by providing our customers with a new choice of beverage exactly to their preference. Our business caters to a discriminating clientele who value creative expression, vibrant personality and high quality in their choice of drinks. It is our aim to be the choice of entrepreneurs everywhere for cost effective products and services and profitable returns on investment.

## **PRODUCT DESCRIPTION**

Fruit Sparkle adds reliable and immediate response to our existing customers. It is “ always-on” ending the hassles of drinking the typical fruit shake or soda that eventually become tedious to customers. Patronizing is easy...hassling free, eliminates stress and achieves refreshment! Simply buy our product at the most affordable price and you will experience a new invigorating sensation. One shop away! This is not just an ordinary fruit juice that is capable of giving pleasure to customers it definitely will urge customers to buy more. But unlike any other fruit juice, Fruit Sparkle allows you to taste a new twist of beverage that is intended to amaze consumers. We make an ordinary fruit juice into a cooling beverage with an inspired recipe idea that combines several summertime fruits with a soda to create one flavourful drink. Add a mixture of calamansi pulp, with a combination of fruits like melon, pineapple, blueberries, banana, strawberries, to typical soda then fill the glass with flavoured sparkling water. This will provide a more elaborate choice of beverage beside the standard juice, soda and

water. The use of quality soda and other ingredients will establish our Fruit Sparkle. Realizing the basic purchasing power of students will focus on their needs in areas such as beverages.

## **BRAND NAME & POSITIONING STATEMENT**

Here is a deliciously refreshing drink that is sure to quench your thirst. Fruit Sparkle is not just an ordinary fruit juice that we usually buy outside, it absolutely satisfy our urge to drink a soda that is blended with fruits and a twist of calamansi. Try a new experience of enjoyment by means of our innovative product that exactly suits to the taste of consumers. We come up with this positioning statement to determine the benefits, advantage, and its features. We believe that we can attract consumers by means of promotions and acquainting them to consume our product. Competitors will always be in our way but we see to it that what we are endorsing will try to capture the market. Consumers can dive into same experience of having satisfied with our product that others do, they can also indulge themselves to a natural healthy beverage. So hurry and try our newly made drinks for everybody. Fruit Sparkle is enough to fill one's day. Revisit your childhood while sipping one of these delicious treats on your front porch perfectly matched with any time of the day.

## **COMPETITIVE ANALYSIS**

### **FRUITAS**

Fruitas. gif

## **ZAGU**

**zagu-franchise-philippines. jpg**

## **QUICKLY**

**1. bmp**

## **FRUIT SPARKLE**

## **FRUITAS**

## **ZAGU**

## **QUICKLY**

## **PRODUCT**

A typical soda mix with scraped fruit added with a twist of calamansi and crushed ice. Served chilled.

A choice of fruit blended with crushed iced and evaporated milk. Also comes in one or more combination of fruits.

It is an ice-blended flavoured drink with soft chewy balls made from tapioca and yam, otherwise called as pearl or sago. The sago, however, is black in colour and quite big. In addition the product is packaged differently usually in transparent glass with big straw.

They offer a wide variety of drinks which contains black pearls, taro bestseller, milk tea and yogurt. Some drinks may also contain nata de coco. Shake fruits have 8 flavours (mango, lychee, green apple, strawberry, blueberry passion, pineapple and peach) pudding flavoured taho have 7 flavours (choco, melon, taro, egg strawberry, lychee, black gelatin.

## **PRICE**

Our price ranges from P25-P55 depending on its flavour and add-ons.

Price ranges from P45, 55, 85 to 95 depending on the flavour and its size.

Also comes in combination of flavours or variant

Also depends on the size and additional pricing on add-ons (e. g, pearl, crystals, Chocó bits, rice crispies, corn kernels, and red mongo beans) but price range is around P25 to P40

Price range from P45 to 80 depending on the contents. Additional will be added for add-ons.

## **PLACE**

Our outlet is inside Robinson's Place and it will be supported by the students near the mall and the shoppers.

Have over 250 outlets nationwide, excluding the branches outside the country.

Have 290 outlets nationwide. The product can be bought in pearl shake stands scattered all over the country, especially in malls, schools and street corners.

There are about 55 outlets. Their stores are usually found inside the malls

## **PROMOTION**

We promote through flyers and print ads. We also consider as one of our means of advertisement is word of mouth.



They Advertise using flyers, print ads and was featured on television.

The company sponsors movie premiers and concerts as a way of their promotion. They prefer using internal advertising rather than external concept. They used posters and flyers as well.

They are into internal advertising; they do not have tri-media promotions

## **MARKET SHARE**

## **TARGET MARKET**

### **Demographic**

#### **Age**

#### **Gender**

#### **Status**

From age 3 and up

Male or female

Single, married or even widowed.

### **Geographic**

#### **Region**

#### **City Size**

Metro Manila

1, 660, 714

## **Psychographic**

### **Social Class**

### **Personality**

Class B and C

Health conscious and Price conscious

## **INDUSTRY ANALYSIS**

### **THREAT OF NEW ENTRANT**

The threat of new entrant is high because it is easy for those who want to enter the industry because this kind of business only requires a small amount of capitalization.

### **RIVALRY AMONG EXISTING FIRMS**

The company considers all companies that offer cold beverages as their major competitor because the competitive situation is very high due to the number of competitors that is already out in the market. Competition is more intense when competitors are tempted to use price cuts or other Marketing tactics to boost unit volume.

### **THREAT FOR SUBSTITUTE PRODUCT**

There is a high threat for substitute product because there are many alternative products that is offered in the market such as fruit shake, plain soda and juice. But if the company's price is very reasonable and other substitute product has a weak competitive force, it would be difficult or costly for customers to switch to substitutes.

## **BARGAINING POWER OF BUYERS**

We can reduce the bargaining power of your customers by increasing their loyalty to your business through partnerships or loyalty programs, selling directly to consumers, or increasing the inherent or perceived value of a product by adding features or branding. In addition, we can select the customers who have little knowledge of the market and have less power, so we can enhance your profitability. Therefore, there must be creativity in dealing with consumers, usually by offering loyalty programs and increasing perceived value.

## **BARGAINING POWER OF SUPPLIERS**

Main supply decisions lies with the key product ingredients- fruit and soda. There is a need to be concerned about the supply and demand for the product. As supply becomes short, the manager will find that suppliers have increasing bargaining power. Contracts and positive relationships with suppliers and producers are another way that can manage the uncertainty and power of suppliers. Recognizing the power of suppliers and the influence of outside factors (e. g., knowledge and weather) is an important factor to be considered as to finding a place in the market. Reduce inventory costs by providing just-in-time deliveries. Enhance the value of goods and services supplied by making effective use of information about customer needs and preferences, and Speed the adoption of new technologies.

## **MARKETING OBJECTIVES:**

To promote, protect and maintain our image at all times

To make sure that each employee provides quality products and offer excellent service to customers.

To expand our market probability to persuade customers

To increase the number of buyers as well as the number of sales by at least 30%

To increase net sales by 52%

To improve customer satisfaction and strengthen customer's delight

To capture the market by taking the risk of getting into

## **SWOT ANALYSIS**

### **STRENGTHS**

### **WEAKNESSES**

### **OPPORTUNITIES**

### **THREATS**

## **PRODUCT**

First ever to combined freshly scraped fruits with soda. Enjoying your soda without the feeling of guilt because it is blended with different nutritious fruit.

Our product should be served cold because it will not be that luscious if it is not cold anymore.

One of the opportunities is the word of mouth of the customers once they get to experience our Fruit Sparkle.

Threat is when other competitors imitate our product.

Another is the consumer's preference, some people may not like our product and might look for a substitute product.

## **PRICE**

Reasonable, within your means.

We have an inexpensive product, because of that customers might think that our product is not of good quality.

Sales opportunity is greater because of our low priced product.

Even if we have a low cost product consumers might still want to buy from well known existing competitor.

## **PLACE**

Our outlet is inside Robinson's Place and it will be supported by the students near the mall and the shoppers.

We only have few outlets.

Opportunity is we can branch out and expand our market share.

Competitors may have better location than us.

## **PROMOTION**

Our Posters and flyers are unique and Informative. The color of our posters is eye catching.

We don't have enough budgets for expensive promotions.

Promos may attract more customers.

Our competitors may have a nicer and extravagant promo ad.