

# [Research on vitamins water](https://assignbuster.com/research-on-vitamins-water/)

[Business](https://assignbuster.com/essay-subjects/business/)

Market Glaceau’s History, founded in New York 1996. Product offered, Laboratory prepared enhanced Vitamin Water. This product is intended for people who are looking for a health drink.
Product Review
Different Vitamin Water Products
-Power C Vitamin water,
-Energy Vitamin Water,
-Revive Vitamin Water,
-Essential Vitamin water,
-Focus Vitamin Water,
-Multi V Vitamin Water,
-Formula Vitamin Water
-Defense Vitamin Water
-Endurance Vitamin Water
-Balance Vitamin Water
Every brand contain essential vitamins and minerals combined with water that the body needs like vitamin C, Fructose, Potassium etc.
Sealed in Bottles for distribution and consumption, and this product classified under energy drink.
Company Review
Water Vitamins Brand Experience
- superior product line
- exceptional customer service
- inviting atmosphere
- social responsibility

Competitive Review
Coca Cola
Pepsi Corporation
Gatorade
SWOT ANALYSIS
An overall evaluation of the company’s
Strengths (S)
Weaknesses (W)
Opportunities (O)
Threats (T)
SWOT- Strengths
It offers wide variety of products and nutritional beverages.
The product has a nutritional value.
Numerous of outlets nationwide.
SWOT- Weaknesses
Consumer’s lack of familiariaty to the benefits of their product.
Network distribution channels are fewer compared with the more established competitors like Pepsi and Coke.
SWOT- Opportunities
Possibility of becoming a pioneer of nutritional beverage market.
Possibility of enticing investors
Consumers always want a healthy alternative.
SWOT - Threats
Fierce competition.
-Coke and Pepsi
Very limited market (might only get sports enthusiast and health buffs as customers).
Issues about side effects that may discourage prospective buyers.
Objectives
First-Year Objective
Increase the popularity of the product by promotions and advertisements.
Product awareness and benefits to the customers.
Concentrate on distribution.
Increase profit by 5%.
Second-Year Objective
Creation of new markets for the products.
Improve taste.
Promotional means, tasting vehicles.
Providing training for staff and more researches.
Increase profit by 25%.
Marketing Strategy
Product Strategy
Sell at promotional prices.
Improved packaging and branding.
Different products that consumers need.
Getting selling slots and shelfs in malls.
Sampling programs and sports league sponsorships.
Intense training of staff for fast and efficient operations to meet market demand.
Free standing coolers that will serve as mini-outlets.
Creating advertising and marketing arm.
Budgets
Estimated $500 000 for advertising.
Expect $5 million loss for sampling programs in a quarter.
$5 million for research and development.
Controls
Getting feedbacks from customers through surveys.
Given out in sampling program
Weekly free gift cards for responses
Check and note profit and loss every momth.