

Research on vitamins water

Business



**ASSIGN
BUSTER**

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 familiarity 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

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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 shelves 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

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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 month.