

Foundations of marketing flashcard



**ASSIGN
BUSTER**

The product that we have chosen is Fresher. The parent company of Fresher is Al-Hilal industries. Al-Hilal was established in 1960 and they launched their first production in 1962 that was Sultan Banaspati cooking oil and after about 40 years they have now shifted in production of juices. The main policy of Al-Hilal industries is PULL policy rather than PUSH policy that is they want to place their product on shelves first, they want maximum placement and then advertise their product. They have placement is Lahore, Karachi, Islamabad, Faisalabad and Multan. They want focus branding as their main focus is on group A people.

Al-Hilal doesn't compromise on quality as per its name Hilal means pure and in near future they are planning to launch water called Blue, rapeseed oil and carbonated fruit drinks called cooler. Introduction: Fresher is a new product launched by Al-Hilal industries on 15th December 2008 after 2 year planning and surveying. The reason for naming the juice Fresher is that since it is a fruit juice and fruits are always fresh. The punch line of Fresher is " Juice nai Fruit hai ". Fresher has currently three flavors Strawberry, Guava and Mango, Orange will soon be available. The main reason for introducing Fresher was that not many pulpy juices are available in Pakistan and Strawberry was never before available in juices.

The target market of Fresher is Youth and Adult. Their focus is on branding and their priority is on quality, no preservatives are used. The bottle of Fresher has a crystal neck and the majority of the cost is spent on the bottles. The juice has a life of one year irrespective of the handling condition. GUAVA Origin: It is native to Mexico, as well as Central America,

northern America and parts of the Caribbean but now cultivated throughout the tropics. In Urdu as well as Hindi they are called amrood.

Cultivation: In Pakistan, it is grown in all the provinces over an area of 58. 5 thousand hectars with production of 468. 3 thousand tons. The major guava growing areas include Shariqpur, kasur, Lahore, Sheikhupora, Samgla Hill, Gujranwala in the Punjab; Kohat, Haripur and Bannu in the North West Frontier province and larkana ; Hyderabad in Sindh. Climate: The Guava thrives in both humid and dry climates. The Guava requires an annual rainfall between 40 ; 80 in (1, 000 ; 2, 000 mm).

Forms: The Guava fruit is edible, round to pear-shaped, from 3-10 cm in diameter. The whole fruit is edible, from seeds to rind. The pulp is sweetest in the center. With the outer layer being sour and gritty like young pears. Medical Research: Since the 1950s, Guava, particularly its leaves, has been a subject for diverse research in chemical identity of its constituents, Pharmacological properties and history in folk medicine. For example, from preliminary medical research in laboratory models, extracts from guava leaves or barks are implicated in therapeutic mechanisms against cancer, bacterial infections, inflammation and pain. Essential oils from guava leaves have shown strong anti-cancer activity in vitro.

Nutrients and dietary antioxidant values: Guavas are often considered super fruits being rich in vitamins A ; C, Omega 3 ; 6 polyunsaturated fatty acids and especially high levels of dietary fibers. Guavas contain both major classes of antioxidant pigments. Strawberries are thought to have been cultivated in ancient Rome. The strawberry, as we know it, was originally

grown in Northern Europe. The berries seem to be strewn among the leaves of the plant. The plant first had the name strawberry, which later was changed to strawberry.

Cultivation: The strawberry is the small plant. It grows both as a wild plant and as a cultivated plant. Some strawberries produce berries throughout the summer and fall. Gilgit, Kaghan, Murree, Hazara, are where it grows autonomously. But its cultivation in other areas of Pakistan is very successful, like Lahore, Jhelum, Sialkot, Attock, Gujrat and Peshawar. **Climate:** Strawberry plants can be planted in any garden soil. The plant grows best in a cool, moist climate and does not do well in warm temperature. **Forms:** It is small fruit, sometimes it comes in large size but it happens very rare. Its taste is sweet but crispy sour as well.

Nutrients ; Dietary antioxidant values: Strawberry, which has great dietetic value, is one of the potential sources of vitamin C, proteins and carbohydrates. One cup (144g) of strawberries constitutes approximately 45 calories and is an excellent source of vitamin C. We are providing Economic Value to the customer by providing more quantity for the same price as compared to the other competing brands in the market e. g. Minute Maid is available at cost of Rs 35 with 400 ml of juice in it while Fresher offers 500 ml of juice in the same price.

Functional Value As our product name states that we are not offering juice rather Fruits to the customer. As fruits are good when fresh similarly Fresher provides the customer with fresh and original taste of fruits. Second unique feature that Fresher offers to its customers is its unique packaging. It has

plastic bottle with crystal neck while other competitors use simple plastic bottles. The Fresher is filled at High temperature i. e. 90oC.

This technique increases the shelf life of the juice i. e. one year at any temperature. The original pulp is served to the customers no additional preservatives are used, so the customer can feel the fresh fruits and their original taste. We have introduced the juices for Guava and Strawberry first time in Pakistan. In future we will launch the juices for all the fruits that are produced in Pakistan, thus providing our customers with a range to choose, according to their own unique taste and choice.

Psychological Value As we are totally focusing on the brand image, our customer will have a psychological satisfaction when he buys Fresher because of its high Band Value. Basically we believe in delighting the customer not just satisfying him. PESTEL Analysis of Fresher Fruit Juice It is very important that an organization considers its environment before beginning the marketing process. In fact, environmental analysis should be continuous and feed all aspects of planning. PESTEL Analysis is done for the evaluations of macro marketing environment.