

A project



A New Project ' CHOCO FOREVER' Positioning the brand ' CHOCO FOREVER'

We intend to position the brand in the market as one that represents unlimited love and joy. It does not intend to specialize on a specific demographic group, but will address the requirements of all sections of the society. Some Potential Competitors Sweet Shop USA Ferrero Lindt How the competitors are positioned Sweet Shop USA keeps its consumers by sticking to tradition. So, the consumers of Sweet Shop USA are the ones who love classy stuff. Their chocolates are handmade, and hence, possess an aura of exclusiveness, clearly a ' not-for-all' category that does not love to be commercialized (About Us, Sweet Shop USA). This ' careful carelessness' makes it expensive. Lindt and Ferrero both play in a big commercial scale (Ferrero in the world) & (The Lindt & Sprungli Group). . However, the weakness of these brands lies in the fact that they only aim at the top section of the society, probably due to the high costs associated with packaging and advertising. Our brand is considerably different Undoubtedly, our brand is different from the competitors in the fact that we are not confined only to the upper class of the society, but we are catering all sections of the society; all income groups, all age groups, and both genders, and even geographical difference will be taken into consideration. In addition, we will be introducing products that will be aimed at people with various health problems, like fat-free items, and sugar-free items. Our target group The strategy of our brand is to address all demographic groups as all people, irrespective of caste, creed, color, sex or age, love chocolates. However, our products will specialize on each demographic group by meeting their group-specific needs and fantasies. For example, the ones for kids will be decorated with animal motifs, and tattoos, and the ones for

young people will hit the market with romantic commercials. In addition, for the old and the health-conscious, there will be specialized products. The positioning strategy (1) Multi-segment positioning The positioning strategy we use will be multi-segment positioning. The attraction of this strategy is that it attracts consumers from various segments, that too, with considerably smaller investments (Targeting, Marketing Teacher. com). (2) New product development It is an accepted fact that in the confectionary field, new products always create excitement, though monotonous ones are highly likely to fail. So, our new products will come to the market only after through market study. First of all, a strategy will be developed which will be evaluated against the consumer trends and interests by closely observing consumer preferences. Thereafter, at each stage of development, we will ensure proper communication with consumers. Thus, when our products reach the market, they will be exactly what consumers want to see. In other words, our products will show an irresistible ' difference'. Our new product development can be compared to a product funnel. The product undergoes thorough analysis at each stage of development, and only the ones which meet all the requirements will be launched to the market, and the ones that are not feasible will be discarded. Name- and meaning of the name Now, it is time to give the brand a suitable name. The name of the new brand is ' CHOCO FOREVER'. The name indicates the fact that our chocolate is not for a specific category or age. In other words, the name says that chocolate is for the whole life, at every age and stage of life. References About Us. Sweet Shop USA website. retrieved from <https://secured.keysq.com/sweetshopusa/shop.asp?site=&kpage=aboutus> Ferrero in the world. Retrieved from <http://www.ferrero.com/the-group/ferrero-worldwide/an-https://assignbuster.com/a-project/>

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