

# Marketing project

[Business](#), [Marketing](#)



Giant soft drink Tan Hiep Phat Beverage Group Company ( THP Group Co.) has been facing an increase by 30% in non-gas product consumption demand per year and more than 50% consumers intend to switch to natural products, fewer-sweet products instead of gas products while these ones have been becoming saturated at that time. Consequently, it is working out the Professional Marketing Plan to help the business achieve its objectives more efficiently and effectively, and inevitably regain their iron first reign on the soft drink industry as Number 1 had performed well as before.

" Khong Do Green Tea" will be marketed as a unique ready-to-drink product while striving to reinforce the company's status as the leader in innovation and successful product launches. The marketing strategies will enable to reach a market size of an estimated 8, 688, 300 people (targeted) with a forecasted sales growth prospect of 7. 3% over the next 4 years (711, 333, 530, 900VND profits), while satisfying the needs of the still-unserved market for ready-to-drink Khong Do Green Tea.

Success will be reflected by a sizeable capture of market shares within this market, while strategically carrying the company up to the top spot as the market leader in the ready-to-drink products segment of soft drinks. The Company will increase its market share through targeted advertising to increase the number customers who want convenience and are looking to have a drink of unique nature which will give them taste, energy and the nutritional benefits of tea.

#### COMPANY DESCRIPTION

Brief description of the company The THP Group Company's core undertaking is to benefit and refresh everyone it reaches. Founded in 1994, we are the Vietnam's leading manufacturer, marketer, and distributor of alcohol, beer and beverage concentrates and we have produced about 20 beverage brands that make up for our portfolio so far. Our corporate headquarters are established in Binh Duong Province, Vietnam and we are holding local operations in over 50 provinces over the country. Our activities cover all sectors of the beverage industry. We are the leading player in ranking number one in value for the ready-to-drink tea sector.

Brief description of the new product, & strategic role in the future position of the company " Khong Do Green Tea" will be a bottled beverage and will be positioned as the only ready-to-drink Khong Do Green Tea product available on the market. The beverage will have a green tea base with enhanced fruit flavors (lime). It will bring an entirely unique drinking experience to its consumers. It will present itself as a funky and unusual alternative to traditional tea while providing the great taste of authentic fruit juice in an attractive and convenient packaging.

The strategic role of Khong Do Green Tea for THP Group Company is centered on three objectives: - To stay at the forefront as the market leader in innovative product introductions and successful product launches; - To strengthen and satisfy the needs of the more adventurous Generation Y1 consumers with a new eye-catching and soft drink product. - To become the market leader in the soft drinks segment with increased market shares.

Due to her active and quick-pace life, Trinh wakes up at 6: 30AM every morning. Today, she puts on her trendy Lacoste Polo and Diesel Jeans, and of course, she always has her Nike shoes on. After having called her friends with her new Samsung camera phone, she leaves her apartment and goes to her gym by motorbike, while listening to her favorite music that she downloaded to her iPod. Trinh usually likes to work out before she has to head to University.

On her way to school, Trinh knows she is thirsty and she feels the need for something very refreshing. She stops at a convenience store next to the gym. Standing in front of all the choices in the beverages aisle, one particular bottle catches her sight. And she instantly recognizes the brand. She knows that this is a bottle of Khong Do Green Tea, because not only does her other friend often drink it, but she also heard them talk about this brand new product that THP Group Co. just launched. She also previously saw Khong Do Green Tea ads when she surfed on her favorite websites and on TV as well. She grabs a bottle, and takes a closer look at the nutritive information label. She is very pleased to see that the new drink is more nutritive and definitely healthier than the other soft drinks that were available on the shelves next to it. The higher price of the product doesn't bother her, since she perceives " Khong Do Green Tea" as a high-quality, functional product, which is manufactured by a well-known company. Plus, she did not feel like simply buying bottled water, or carbonated soft drinks. Because of her inclination towards more sophisticated tastes, and because she likes to try new products on her own, she thinks this bottle is

worth the price. Because of her busy schedule, Trinh prefers to save time as much as she can.

Thus, she decides to buy two bottles. One to quench her immediate thirst, and another one that she wants to save for later in the day. She sees that the packaging is so convenient and easy to carry, and so when she exits the store, she puts the second bottle in her backpack. She attends all of her classes. During her break, she always hangs out with her friends. A lot of them are drinking from different " Khong Do Green Tea" flavors. She opens her second bottle, since she had such a great experience with the first one. She liked that the beverage was so unusual, yet refreshing. The drink surpassed many of her expectations. She has no doubt about it. Trinh will continue to buy Khong Do Green Tea for its good taste, and also because at her age, she sees it is the coolest trend right now.