

Marketing analysis of calypso soft drinks ltd

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



The company that I am basing my coursework around is Calypso Soft Drinks Ltd. It makes all its soft drinks and freeze drinks using natural mineral water or pure concentrated fruit juice. All these products are also free from artificial colours and flavours. Calypso also produces Freeze pops and Freeze drinks in Europe. Calypso aims to provide high quality drinks. The business has been established since 1885, but became incorporated in 1929. When it was established in 1885, the business started off as a milk manufacturer and was run by two brothers, George and John Cooke, who were farmers.

It was in the 1950's that the company started manufacturing and selling soft drinks. One of its first major achievements was that it was the first company to develop milk cartons. They done this with Tetra Pak, and they also developed Milk flavoured drinks and soft drinks in 1/3 pint bottles. It was in 1959 that the brand name Calypso was registered as a trade mark in both the UK and the EEC. A big potential was seen for the soft drinks part of the business, and the milk manufacturing part wasn't seen as something that had a great potential, so the milk business was sold, in 1965 to the Express Dairy Company.

This meant that the soft drinks business could be expanded. From the first Tetra Pak soft drinks machine that was set up in 1962, only 8 years later, in 1970, there were 6 machines in operation. In 1995, Calypso set up the Tetra Classic machine adding another piece of machinery. In the same year, the Cool Calypso brand was launched, and the Calypso Annual turnover reached 23 million. The profit that Calypso was making helped them to be able to move into a much needed, bigger new plant in Wrexham, North Wales, which was officially opened by the Duke of Kent in July, 1998. Calypso was granted <https://assignbuster.com/marketing-analysis-of-calypso-soft-drinks-ltd/>

a license to use the Spring Water from the borehole and later on in 2001; the water source was given Natural Mineral Water Status and named Abenbury Mineral Water.

An average of 110 million litres of water a year is now extracted for the manufacturing of Calypso's Soft Drinks and Freeze Drinks. Calypso has a wide product range, which helps them to target a wide variety of people, and it produces over 500 million units each year. This has helped Calypso to become the Market Leader in Cup Drinks in the UK. Calypso soft drinks are accredited by a number of associations. One of the most recent accreditations that Calypso has recently received acquired is Organic Accreditation from the Soil Association. This means that Calypso can now make progress with the production of more healthy drinks. (Information from the website, www.Calypso.co.uk)

The product that I have chosen to analyse is a new product, which is a Health drink for the Calypso brand range. The aim of my coursework is to create a marketing strategy for my product. This will involve designing a product, price, promotion and place strategy for the Health drink based on market research. From this I will make recommendations to help achieve my objectives.

Objectives

An objective is a goal or a target that is set. It is what a business aims to achieve. The reason that I am going to set the objectives is so that I can measure the success of the product and how it contributes to the success of

the business. One way of helping to see what targets need to be set is by using a SWOT Analysis. It helps a business to examine its strengths and weaknesses. It helps a business to find opportunities. By the analysis of these opportunities, a business can be helped to find out how the company will be able to prosper. Also, it helps a business to become aware of potential threats, so that they can deal with these. This can be crucial for the survival of a business. By using the SWOT Analysis as well as other marketing models, this will help not only to set the right targets, but also to help make as sure as possible that the targets are met.

Furthermore, objectives need to be set because the soft drinks market is a big market. That means that there will be a lot of competition. To survive in a competitive market, a business needs to win customers by meeting their needs or wants. Objectives need to be of a high standard because otherwise the other competitors will gain a larger share of the market. Objectives cannot be set to a standard that is too high though, because then they become unachievable. A common acronym that is used to help set the right sort of objectives is SMART. S stands for Smart. M stands for measurable. A stands for attainable. R stands for realistic. T stands for timed. Having objectives can save a business a lot of money and time, and stop businesses from making big mistakes. Objectives also provide valuable information for Stakeholders.

The first objective that I have chosen is for the Calypso Company to create a wide product range of Health drinks within four years. This will mean launching a number of new Health drinks. The amount of products that will

be launched will depend on the success of previous launches. Part of the profit that is made from the products that are sold from the previous product launches and other products will be used to pay for the costs of launching more new products. The first product launch will be the new Health drink that I am creating a marketing strategy for, in this coursework.

The second objective that I have chosen is to increase sales by at least 10 % for each of the first two years after the first Health drink product is launched. The new health drink and other products that are launched within that year will help the company to achieve this objective.

My third and final objective is for the company to grow by 10% each year for the next four years. This will work in harmony with my first objective to create a wide product range of Health drinks, and also with any other product launches. The remaining profit from the achievement of the second objective will also enable the company to be able to grow.

Hypothesis

I hypothesise that I will achieve all my objectives. The reasons that I believe that I will achieve all my objectives is because I am going to carry out research which will help me to see what the customers needs and wants are. This would mean that the company would be able to attract customers through providing them with what they want, which will help the company to achieve its objectives. Also, I will know that the right objectives have been set because of the analysis of not only the research but also the marketing

models. Furthermore, I have also analysed how the business could achieve its objectives.

Questionnaire

To find out what people want in a product, research needs to be carried out. The first form of research that I chose to use was a questionnaire. For this questionnaire I have deliberately got an equal number of males and females to fill out the questionnaire (50 males and 50 females). The reason that I have done this is because the product that I am creating a marketing strategy for is going to be targeted equally to both men and women. If the actual company, Calypso soft drinks Ltd was going to do this form of research they would do it on a much wider scale. However, for the purpose of this coursework, it was only necessary and within my ability to get this relatively small amount of people to fill out the questionnaire.