

Marketing plan



Marketing Plan: VegShot A brand comprising of wide range of healthy yet tempting carbonated vegetable beverages Submitted In association with NAME OF TEACHER Submitted by: NAME OF STUDENT Submitted on: DATE

Introduction VegShot is a beverage brand made by vegetable extracts mixed with carbonated soda water to give it a strong taste with rich flavors. This brand is for health conscious people who are very concerned about their calorie count and nutritional value, of whatever they eat or drink. VegShot is perfect for weight-watchers as it contains NO sugar, zero calories, negligible acid content and rich flavors when compared with normal carbonated drinks available in the market. At the same time, one can enjoy the great taste of a carbonated drink with perfect nutritional intake. VegShot is being launched by Unilever. The name ' Unilever' is familiar to everyone. The name itself represents reliability and ensures quality. Unilever is a British-Dutch multi-national corporation, established in 1890s, which is operating in nearly 180 countries, possessing more than 400 brands. It has 167000 employees, as of 2010, belonging to 22 different nationalities. It is a global market leader in all Food categories including Savory, Spreads, Dressings, Tea and Ice Cream as well as in Mass Skin Care and Deodorants and has very strong positions in different Home and Personal Care categories. Its portfolio ranges from nutritionally balanced foods to indulgent ice creams, affordable soaps, luxurious shampoos and everyday household care products. The vision of Unilever is based upon the four pillars: To create a better future every day. To help people feel good, look good and get more out of life with brands and services that are good for them and good for others. To inspire people to take small everyday actions that can add up to a big difference for the world. To develop new ways of doing business with the aim of doubling the size of

<https://assignbuster.com/marketing-plan-essay-samples/>

our company while reducing our environmental impact.” Situation Analysis Please refer Table no. 1 at the end of this document. SWOT Analysis Please refer Table no. 2 at the end of this document. Marketing Objective ‘ We’ll endeavor to acquire the maximum available market share of weight watchers (approximately 32%) and sustain the current growth rate. Moreover, we will promote healthy living and active lifestyle.’ Target Market For the promotion of VegShot, we’ll target healthy food and beverage market generally and ‘ the weight watcher-calorie conscious segment’ particularly. We’ll promote VegShot under the banner of our already marketed brand ‘ Slim-Fast’, as a nutritious soda option. It will be advertised to use with Slim-Fast snacks for better and quick results. Marketing Mix Product VegShot is carbonized beverage brand, designed for health conscious people that contain rich vegetable extracts mixed with soda to give it a strong taste. It is packaged in easy to carry portable, plastic bottles and a single serving contains 250 ml. currently, we have launched trial packs of 100 ml which will soon be available in three different flavors: tomato, carrot and green vegetables. Promotion Promotional and advertising plan will include launching a campaign promoting VegShot as healthy soda option especially, for people who care for calories and nutritional values. It includes direct marketing as well as personal selling by door to door sales. Distribution It will be distributed through dependable supplier channel, of Unilever, in bulk. It will be distributed to wholesalers, mart owners and chain stores. In addition, it will be sold at ‘ promotion campaign’ at malls and parks. Price The pricing strategy of VegShot is ‘ Quality at affordable price’. Since this product is being promoted as a healthy substitute for soda, so it needs to be competitive in terms of price, in order to kick start a successful campaign of

<https://assignbuster.com/marketing-plan-essay-samples/>

paradigm shift of society towards healthy soda option. It would be sold at \$ 2 per 250 ml bottle, including actual price of \$1. 6 plus GST. Introductory price discount of \$4 will also be given on purchase of a carton of dozen bottles.

Sales Forecast Year 1 Sales of \$250 million is expected due to promotional campaign but net income will be quite less due to promotional campaign overhead. Year 2 Sales of \$ 275 million will be expected because of the fact that hopefully marketability and brand loyalty will be generated. Net income will increase due to decrease in promotional overhead including campaign expenses.

References Unilever. Unilever Global Principles for responsible food and beverage marketing. Unilever, December, 2010. Web. March 11, 2011

Table 1 Competitor Comparison Top Segment CG/Foods Consumer care Food Food CEO A. Burgmans A. G. Lafley R. Deromedi P. Letmathe Stock per share \$66. 03 \$53. 76 \$30. 70 \$66. 90 Growth 15. 58% 9. 25% 8. 2% 11. 23% Revenues \$42, 942M \$28. 2B \$31, 010M \$69B International 200+ 42 150+ 86 Business Segments 3 5 5 6 Employees 167000 110000 10600 253000

Table 2 SWOT Analysis Strengths Weaknesses 1) Well recognized global company 1) Dual Leadership 2) Strong portfolio 2) Lack of connection with customers 3) Good retailer relationship 3) Reduced spending for R & D 4) Economies of scale Opportunities Threats 1) Consumer preference shift 1) Neck to neck competition 2) Increasing demand for healthy products 2) Increasing store brands 3) Survival Business Climate 4) Unpredictable economic conditions