

Coke zero



Coca-Cola Zero or Coke Zero is a product of the Coca-Cola Company. It is a sugar-free variation of Coca-Cola. Coke Zero is Coca-Cola's biggest product launch in 22 years, and primarily targets young adult males. In the U. S. , advertising has reflected that by describing the drink as " calorie-free" rather than " diet", since that demographic associates diet drinks with women.

SWOT Coca-Cola Zero is a sugar-free, zero calories soft drink produced and distributed by The Coca-Cola Company. This product can benefit people who assist in weight lossing and lower the chance having dental problem.

The Coca Cola Company owes the largest distributor in the world, its products can be easily bought anywhere. Some people have tried coke zero and felt the taste is same as original one; it can not give them surprise on the taste. Besides, Coke Zero contain too many chemical ingredients fpr making the artificial sweetened. People may question if the artificial sweeteners are good for health. Even though there are some weaknesses about Zero. Coca Cola Company still have strong confidence to launch Zero. They use the cool design to attract youngsters.

Since Coke Zero is a sugar-free product, it is suitable for diabetes. Hence, they can extend their market to absorb more customers. The major challenge is there are too many similar products exist in the market. for examples, Pepsi Max, Coke light...etc. Moreover, customers also get many other choices otherthan softdrink to buy, for examples, . i. e Sparking water, Juice.... etc. To concluded, Zero still needs to put more effort to be promoted.

Market Targeting Our company objectives about Zero are to sell and introduce this new product to the young people. We also want to explain Zero can also be drunk by the diabetes.

Finally, we want to let the public know that Zero has no sugar but still tastes the same as the original Coca-Cola. Our target consumer for Zero is basically divided into three groups: young males, young females and diabetes. For young males, they are the one who interest in seeking and trying something new and creative products. Secondly they like to drink a lot as they like outdoor activities and get dehydrated easily, so a soft drink like Zero will be a good choice for them. Moreover, Zero can satisfy their vision desire because of its cool and stylish design.

For young females, they get interested in products that related to health. Luckily, Zero has concerned about their criteria and it will not get fat by drinking it. For diabetes, they are now getting a chance to drink soft drink - Zero, as it has no sugar. And to them, soft drinks will no longer be their prohibited drink anymore. Competitor Analysis However, the Coca-Cola Company is not the only one who sells this kind of product to the consumer. Instead, we got some new and old competitors such as Pepsi Max, Diet Pepsi/ Coca-Cola and the original Pepsi/ Coca-cola.

So there are two types of competitors: one is competitor within the company itself and the competitor from outside. Both are our difficulties in selling product Zero. Here's the analysis of the main competitors of Zero, Pepsi Max is the same kind of no-sugar-product as Zero, it has the same solgan ti promote the product " Maximum taste, No sugar". Its marketing position is also the same as Zero. Pepsi Max xontain low calories and is suitable for diates. As a result, consumers will make their own comparison and choose which one is the best between these two products.

Secondly for people who love Diet Pepsi/ Coca-cola, they may consider which one is healthier, less sugar and more likely taste like the original ones. Coke ; ight can absorb the group of people who want to loss weight and who are diabetes. However, Coke light contains aspartame which is unhealthy for human beings. For those who love original Pepsi/ Coca-cola, they may not like Zero as they doubt the taste of Zero may not be the same as the original ones. Original coke lovers may think the long history and original favour make original coke attractive to them.

Undoubtly, the original taste make it conmtaining the unhealthy 7 tea spoon sugar per can and contain around 142 calories! The last but not least, Coca-cola company also lauch another new product- Sprite zero/ Cream Soda Zero. That regard as the internal competitors for Zero. The existance of Sprite and Cream Soda Zeroprovide a different choice of favour other than coke. It can attract the group of people who seek for new things to take a try. The difficulties we need to consider and discuss for improvement as well.

Market Segmentation

Viewing the 5 main essential nutrients of human, they are carbohydrates, fats, minerals, vitamins and proteins. On the other hand, the ingredients of coke are carbonated water, sugar, color, acidity regulator, caffeine and other flavorings. We can see that people cannot get any nutrients from coke actually, but only get the so-called unhealthy substances. Even the intake of large amount of sugar will lead weight gain. But all of the coke consumers know that! On the contrary, the result in high competitive of coke market in Hong Kong is because of high demand.

That means much people drink coke even they know it is unhealthy. The question is: Why people like coke? The answer is very simple - because they " LIKE" coke! Now, our new product, Coke Zero, can break the traditional thinking of gaining weight if drinking coke. It is also the main difference between Coke Zero and the classic coke because Coke Zero contains 0 calories and artificial sweetener instead of sugar but with same taste of the classic one. Therefore, people are unlikely to get weight gain if they drink Coke Zero.

Everyone can enjoy Coke Zero whatever, wherever(Coca-Cola distributors cover over 200 countries), whenever and whoever. The market segmentation of Coke Zero is people who love coke but unlikely to get weight gain or sugar intake. Market Mix Product The product of Coca-Cola Zero or Coke Zero belongs to Coca-Cola Company. It is suar-free soft drink. Zero has a small caloric value about 0. 2 to 0. 5 calories per 100 mL which is healthier than original coca-cola, but tastes the same as Coca-Cola, hence, Coke Zero is marketed as having zero calories. Price