

# Product analysis of sprite



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This paper writes on a product of coca cola “ sprite”, and seeks to address the concepts of product, price , promotion and place and its effect on the survival, competitive advantage over like products , preference by customers and it’s place in the beaverage drinks market place in the Malaysian community.

## Introduction

In 1886 Dr. John Stith Pemberton first introduces Coca-Cola in Atlanta, Georgia. The pharmacist concocted caramel-colored syrup in a three-legged brass kettle in his backyard. He first “ distributes” Coca-Cola by carrying it in a jug down the street to Jacobs’ Pharmacy. For five cents, consumers can enjoy a glass of Coca-Cola at the soda fountain.

Now almost over 120 years old and selling in more than 200 countries, the brand is regarded as the biggest in the world and has come top of an Interbrand poll of all global brands for the fourth time in a row. It is now estimated that Coca-Cola’s brand is worth a whopping \$67. 5bn (£39bn). The Coca cola company in Malaysia sets as the production ground for almost all the products of Coca cola for the consumption of her customers in the Malaysian community.

## Coca Cola Products

The Coca cola company products ranges from coke, fanta, fanta soda, krest, sprite With a portfolio of more than 3, 300 beverages, from diet and regular sparkling beverages to still beverages such as 100 percent fruit juices and

fruit drinks, waters, sports and energy drinks, teas and coffees, and milk-and soy-based beverages, our variety spans the globe.

### Brand name and Logo

Coca-Cola possesses one of the most recognised brand designs in history. It's not only the trademark design of that white typeface on that particular shade of red that makes it so iconic, but also the equally famous bottle.

### **The Product ” SPRITE”**

Sprite is a favorite drink to many coca cola customers in Malaysia. “

Customer values” are a very important attribute to organizations today. It is perceived as the worth of benefits customers received by owning and using a product in exchange for the total cost needed to obtain the product, after taking into consideration of available competitive offerings and pricings (Kotler et al., 2007).

(Kinnear & Bernhardt 1984) relates on the concept of product as “ every want -satisfying attribute a consumer receives in making an exchange, including psychological as well as physical”. The concept of Product has the characteristics of solving particular needs and is categorized into physical or tangible and services or intangible The competitor of Sprite is of 7up. Sprite is a lemon lime flavor carbonated drink that also taste sweet and bubbly. However, the content of Sprite is crystal clear. Sprite is best enjoying cold especially on a hot day. The glass bottle of Sprite is colored in dark green which perhaps is a representation of lime or lemon. The sprite is packaged in plastic bottles and disposable cans with its smart sparkling design which makes it appealing to customers and creates beauty for the product.

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## Price

The price of a bottle of sprite in the Malaysian market sits at RM 2.00 i. e (\$0.63) which is considered very cheap and affordable. Price is defined as the way a person acquires something by giving out something in return (Kotler et al., 2007). In other word, the process of exchange is actually the process of substituting a product with another product (Exchange, 2009).

The price of the sprite is influenced by the availability of raw materials, cost of production and government taxes. This cheap price tag despite is high quality and satisfaction, makes it very much in demand by customers. The price of sprite in the market gives a good and reasonable perceived value from the customers point of view. Price is value based and with such a low price tag for the sprite, customers prefer it to its main competitor “7 up, which sits at the same price in the market but considered by many to be of a lower quality. Competitors are the market challengers to a company that will seek to attack the company in an aggressive bid to increase their own market share (Kotler et al., 2007).

## Place

Place refers to the distribution or all the activities the Coca cola company Malaysia undertakes to get the Sprite to the customers at the right location and at the right time. Malaysia has a humid temperature that stands between 30 degrees and 35 degrees centigrade, thus the customers are always at all times in demand for chilled drinks and Sprite with her sparkling lemon lime flavor is preferred by many. The company uses middlemen, physical distribution with company trucks and Lorries, wholesalers and retailers like Giant, Carrefour, KK, 7 eleven and shops and outlets across the

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different localities in Malaysia to make the product available to their customers.

The distribution channel of sprite in Malaysia is vast and strong making it impossible to walk into any shop or stall throughout the country without spotting a bottle of sprite on display for sale. Furthermore, the company sets up its own retail shops around different locations in the country as well as where houses for whole sales to traders.

## **Promotion**

The coca cola company in Malaysia has taken to sponsoring advertisements on sprite on the local television stations, Astro and the local radio FM station to inform, persuade and influence the consumer's buying decision to buy the sprite.

The company creates awareness, educate on the features of sprite and it's benefits to the consumer, thereby creating interest in the consumer to buy the sprite. The tools of promotion used by the Coca cola Company in Malaysia along with advertisement include sales promotion, public relations, personal selling and direct marketing of the sprite. The Sprite is also promoted by the sponsorship given to local hockey teams and football clubs within the Malaysian environment.

## **Conclusion**

On writing on the core aspects of product, price, place and promotion as it affects the survival of sprite in the competitive market, the writer simply portrays on the fact of the basic tools of marketing the Coca cola Sprite in

the Malaysian community. The paper delves on the best of the Coca cola Company in Malaysia's ability in the performance of their specific marketing of sprite in consonance with the vital aspects of understanding, collaboration , create, anticipate, influence and the implementation to realize the basic goals in marketing the product “ sprite” which takes to the aspect of making profit and satisfying the customer.