

Perrier marketing case study assignment

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At that time we were a small us-based business known as Great Waters of to be the Peppier group of America, Inc. They sold one brand, business known as Great Waters of France, Inc. , later to be The Peppier Group of America, Inc. They sold one brand, Peppier Sparkling Natural Mineral Water, with a handful of employees. Peppier was the beginning of a shift in Americans beverage habits Bottled water was a socially acceptable alternative to alcohol and the drink of choice for active, health-minded individuals.

In 1980 we acquired our first domestic spring water brand, Poland Spring Brand Natural Spring Water. They embraced its local heritage, nourished its growth and built it into a leading brand. Also have done this with every brand we acquired since. Arrowhead Brand Mountain Spring Water, Ozark Brand Natural Spring Water, Deer Park Brand Natural Spring Water, Syphilis's Brand Natural Spring Water and Ice Mountain Brand Natural Spring Water all started out as little-known brands with distinctive regional heritages and natural spring sources.

Today these are SIX core bring water brands, each a leader within its respective region of distribution. Fast forward to 1992: Nestle, the world's largest food and beverage company, purchased Source Peppier and acquired(PEPPIER) company, then known as The Peppier Group of America. After joining Nestle's global family of 72 bottled water brands, they became Nestle Waters North America Inc. As part of has the corporate resources to expertly source, bottle and deliver exceptional water products. This strong and solid backing will continue to support our business and our employees in the U. S. And Canada. Fief: For over twenty years, Peppier has retained its position as the world leader in aerated water. Despite great difficulties in the

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Following the case of benzene, the company was able to restore the situation in the early 1990s, including the establishment of an effective innovation strategy. However, the market for soft drinks is a dynamic and a highly competitive market. It is necessary to conduct a study of the company and its environment to ensure the future of the company. After a period of glory followed by a severe crisis in the early 1990s, Perrier has implemented various strategies to ensure its development. In 1990, with the case of benzene, the international reputation of the Perrier brand has been severely abused, especially in the United States where it was well established. To get out of this crisis, and after buying the brand from Nestle Waters, a diversification strategy has been put in place to capture new markets and strengthen the competitive position of the brand. This strategy requires a policy of innovation with new products, new formats, and new flavors. For example, the brand has created the 'Perrier water' to conquer the market for water table and thus broaden its target to more consumers.

C] After internationally by establishing: A policy of modernizing the structure of the company with the establishment of a social dialogue, and a more serene climate that enabled better competitiveness in logistics, and industrial performance. The main objective was to obtain a seamless supply and an uninterrupted product. A strong dividend policy through the selection and construction of a network of distributors was capable of developing and enhancing the brand, particularly in providing its partners with training on the sale of products of Perrier.

The company promoted the network of CAR (cafe, hotel, restaurant), an ideal distribution channel for consumers to integrate Perrier and relax along

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withier daily lives. A policy of diverse mass communication, with the use of different media such as display, sponsorship, TV advertising was used. Previously, communication sought to emphasize the character and dynamics of the prestigious brand. ‘ Today, we try to give a character to Peppier in an offbeat, and unconventional trend. Tags: Peppier, diverse mass communication, splay, sponsorship, dividend policy, cafe, hotel, restaurant, industrial performance, competitive position, soft drinks, Nestle Waters For example, the brand has created the ‘ Peppier water “ to conquer the market for water table and thus broaden its target to more consumers. O After this period of crisis, Peppier has also had to develop and strengthen its position internationally by establishing: A policy of modernizing the structure of the company with the establishment of a social dialogue, and a more serene climate that enabled better competitiveness in logistics, and industrial reference.

The main objective was to obtain a seamless supply and an uninterrupted product. It is important to note that the mass distribution channel is very crowded, especially with the proliferation of references and the appearance of many brands, while sales in other channels such as the CAR network and Tams are growing (increase in 2002 for the CAR). THREATS AND OPPORTUNITIES THREATS OPPORTUNITIES Awareness by consumers Consumers are moving more of the risks of excessive towards healthier products such as consumption of Barras high sugar eater, fruit Juices, products or content. Eight drinks. First, we note the fact that the company is threatened by the possibility of redemption, and in fact, Nestle Waters is planning to sell the Peppier brand. Moreover, firms of multinational BRAS like

Coca-Cola, put in place strategies for external growth through the acquisition of Ore. As a second element, Perrier has a limited range of products from the multitude of offers that its competitors offer, while its development potential is very high, and Perrier offers healthy products, that are now highly appreciated.

Demand Analysis The market for soft drinks (BRAS) The BRAS market is a very dynamic market where supply is frequently renewed. French sales of BRAS are constantly increasing, because in 2003 they increased by and the forecast for 2004 was As for international sales of BRAS, they rose by in volume during 2003, while household consumption grew by (including water BRAS). In 2001, global consumption of fruits and vegetables increased by and that of soft drinks by the latter representing 32% of total fluid intake.

Hot analysis: – strength: Old and famous brand name Better packaging ; Famous as pure & safe among consumer ; Good product mix ; Frequent quality checking ; Much used by corporate world ; Better management ; Give regular follow up to distributor ; Better sales force ; Sponsoring various cultural program ; Better visibility ; Good intensives to dealer. -weakness: one liter packs which accounted for 50 per cent of the company's turnover has come down to 30 per cent. The two-liter packs, which have practically disappeared from the shelves, have come down from per cent to five per cent.

The growth has come from the 500 inland the five-liter category, which account for 15 per cent and 36 percent of turnover respectively. Earlier, Visible was selling at a premium of RSI. 12 for the same size. But beginning last year, it has been selling its one-liter bottles tars. 15 each. Aqua

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Minerals attributes the Price slashing to retailer margins being on the higher side earlier. The competitive RSI. 15 price tag has been working well for the brand. In what could be a masterstroke, Aqua Minerals is testing out the possibility of mass arresting 20-liter Visible bottles for an MR. offers. 0. That works out to RSI. 2 a liter. If the logistics, manufacturing and distribution do fall in place, it could change the face of typified water market for keeps.

Opportunities: So far, Chuan has not used the franchising route very aggressively unlike Pearl Agro Bailey which has grown very fast using this route. He has around six franchisees in Iambi, Delhi, Achaeon, Bangor, Ago and Restaurants. “ We shunned this route sofas because in most areas where we had no presence, it was imperative that we did it ourselves.

Now for further expansion we can afford to use the franchisee route. Threats: will be taking the packs back and refilling them. But the packs cannot be sterilized since the material used is PET and cannot withstand high temperature. So how can he ensure purity? “ Strategy to counter threats and others? We subject the bottles to chlorine washes, hot water washes and ozone washes before we refill the bottles. The company is betting on the home segment. The reason being that filters and water purifiers also need to be cleaned periodically and still do not guarantee absolutely lean water.