

Masters' Union

Young Leaders

Case Competition

Knowledge Partner  **AVALON**
Consulting

Crafting a Growth Strategy for HempVital Health

Company Introduction

HempVital Health is a pioneering wellness company specializing in hemp-derived nutrition and health products. Founded in 2018, the company has established itself as an innovator in creating high-quality hemp-based supplements, oils, and food products. Their product line includes hemp protein powders, CBD-infused oils, hemp seed snacks, and nutritional supplements—all designed to leverage hemp's nutritional profile rich in omega fatty acids, complete proteins, and other beneficial compounds.

Despite offering scientifically-backed products with numerous health benefits, HempVital Health faces significant challenges. The company struggles with persistent social stigma due to hemp's botanical relationship with marijuana, despite their products containing negligible THC levels and being completely legal. This misconception has hindered market penetration and brand acceptance among mainstream consumers. Additionally, while the company has a loyal but small customer base, sales growth has plateaued in recent quarters amid increasing competition from both traditional nutrition brands and new hemp-focused startups.

The Challenge

HempVital Health stands at a critical juncture. The wellness and alternative nutrition market is expanding rapidly, but the company needs a strategic breakthrough to overcome stigma barriers and accelerate growth. The leadership team is open to exploring innovative approaches across all business dimensions—from product formulation and branding to distribution channels and consumer education.

You are tasked with developing a comprehensive growth strategy for HempVital Health that addresses both perception barriers and business expansion objectives. Your strategy should be evidence-based, implementable, and scalable.

Your approach should factor in:

Social Stigma Management: How can HempVital Health effectively educate consumers about the differences between hemp and marijuana, and position their products as mainstream wellness solutions rather than alternative or controversial items?

Product Portfolio Optimization: Assess the current product line and identify opportunities for innovation, reformulation, or new product development that might appeal to broader consumer segments.

Channel Strategy: Evaluate and recommend optimal distribution channels and retail partnerships to increase accessibility and visibility.

Market Positioning: Develop positioning strategies that can elevate HempVital Health's brand beyond niche markets and into mainstream wellness conversations.

Competitive Response: With increasing competition in the hemp-based products sector, how can HempVital Health differentiate itself and establish sustainable competitive advantages?

Focus Areas & Expected Deliverables

Participants must develop a comprehensive growth strategy addressing:

- 1. Industry Outlook:** Analyze market trends, regulatory landscape, consumer attitudes toward hemp products, and growth projections for the hemp-based nutrition sector.
- 2. Competitive Analysis:** Examine direct and indirect competitors, identify market gaps, and determine potential competitive advantages for HempVital Health.
- 3. Go-To-Market Strategy:** Develop a comprehensive GTM approach covering:
 - + Target Customer segments
 - + Product range evolution and innovation
 - + Pricing strategy across different segments
 - + Promotion and messaging frameworks
 - + Distribution channel optimization
- 4. Marketing Initiatives:** Create specific, actionable marketing campaigns and programs to address stigma, build brand awareness, and drive consumer adoption.
- 5. Implementation Roadmap:** Provide a phased approach to executing the recommended strategy, including key milestones, resource requirements, and success metrics.

Submission Requirements

- + Teams must present their strategy and solution in maximum of 5 slides (excluding the introduction and Appendix slides)
- + All recommendations must be supported by research and analysis with all supporting data points mentioned in the Annexure section.
- + Submissions are due by 11:59 PM, **Sunday, 13th April 2025**

Research Expectations

Participants are expected to conduct both primary and secondary research:

Primary Research: Conduct consumer surveys, interviews, or focus groups to gather insights on perceptions of hemp products, purchasing behaviors, and potential messaging effectiveness

Secondary Research: Analyze market reports, competitor strategies, successful case studies from analogous industries, and relevant regulatory frameworks

Critical Note: The use of AI tools of any form (ChatGPT, Gemini, Claude, or any other AI assistants) to generate content for your decks will result in immediate disqualification. All work must be original and created by the team members.

Evaluation Criteria

Depth And Quality Of Research **(25%)**

Originality And Innovation Of Proposed Strategy **(25%)**

Feasibility And Practicality Of Recommendations **(20%)**

Anticipated Effectiveness In Addressing The Core Challenges **(20%)**

Presentation Quality And Ability To Defend Recommendations **(10%)**

Teams are encouraged to think boldly while maintaining practical implementation considerations. The winning strategy will demonstrate both creative thinking and commercial viability.

For any questions on the case round, please write to us at

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