

Sales Growth Strategy for New Cappuccino (₹149–200) – Zomato

Objectives:

- Increase sales
- Improve visibility and discovery on Zomato
- Build strong ratings and repeat customers

WHY THIS CAPPUCCINO WILL WORK (MARKET FIT)

Price & Demand Fit

- ₹149–200 falls in the high-demand coffee price range
- Affordable entry point for first-time customers
- Suitable for mass-market consumption

Positioning

“Premium Coffee at an affordable price”



Zomato Campaigns

Increase Visibility

Zomato Sponsored Listings

As “New Launch”

“Best Seller Potential”

“Under ₹200”

Time-Based Offers

- Morning (8–11 AM):
- Evening (5–8 PM):

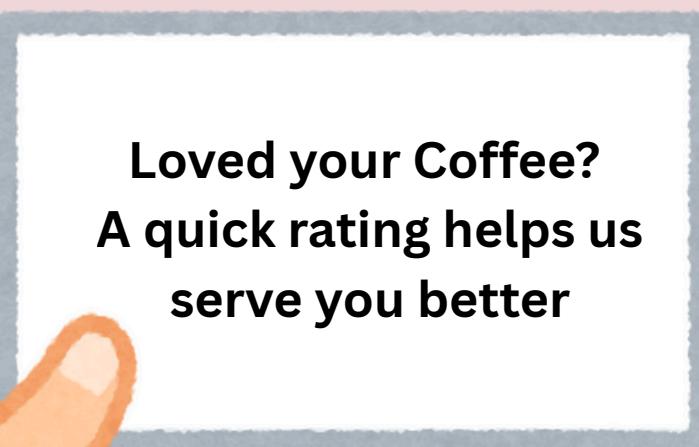
Zomato Badges & Positioning

- Great for One
- Value Deal
- Trending Now

Increase Ratings & Reviews



Post Card With Order



Rating Incentive

- Offering quick bite in next order
- Offering 20/- cashback

Quality Consistency

- Taste
- Temperature
- Packing
- Delivery Time

To Get Recurring Customers / To Retain Customers

Loyalty Benefits

Buy 5 Cappuccinos, get 1 free

Validity Period

Pass For CC

Who purchase's the pass, get discount & perks on every order

