Products and Services from Ideation to Execution

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**Three Aspects of Owasis Drink Company (ODC)**

Deer Isle Iced Tea, Hadlock Falls Spring Water, and Blue Hill Juices are the backbone of the portfolio and have room to grow even more. Together these three products make up 84% of ODC’s revenue. ODC controls a high market share for all three products. Deer Isle Iced Tea and Hadlock Falls Spring Water both have a high market growth rate, which means there is a lot of room for growth for these two products. The large market share means that ODC will capture a large amount of the market growth. While Blue Hill Juices doesn’t have a high market growth rate the high market share means that ODC will capture most of the market growth the juice market does have.

Natural Energy has the opportunity to see the most growth of all the products in the portfolio. This is because ODC has a slightly lower market share in a market with a high growth rate. This means that ODC has the opportunity to grow its market share and as a result also capture more of the market growth. Natural Energy will likely continue to gain market share because of the trend of consumers seeking healthier products, variety, greener production, and respect for human rights. Natural energy offers all four of these things, it uses fair trade practices, is organic, has a variety of flavors, and is a healthier alternative to the competitors.

The growth outlook for Original Root Beer, Original Cream Soda, and PB Cola is not good. These three products have a low market share in a low-growth rate market. However, the Original Root Beer and Original Cream Soda are the first two products that ODC offered. These two products have loyal customers who have been buying them for a long time. This means that they will continue to sell even without marketing efforts. So they should be kept until the older generation that purchases them no longer does. Even though it represents a small amount of revenue, having loyal customers is a good thing for ODC. As for PB cola, it was a failed product and should no longer be pursued. It represents the smallest revenue source for ODC and is continuing to shrink.

**SWOT Analysis**

**Internal Strengths**

ODC is a well-known brand in the Northeast U.S. with locally engaged brand advocates. This means that ODC will have a strong foothold in this region that they don’t need to spend much money to keep while they focus their efforts on expanding into new markets.

ODC has a large variety in its portfolio. This includes staples that people will always purchase like water, juice, and tea. It also has products in new emerging markets like the energy drink category. This variety puts ODC in a strong position to continue growing no matter where the drink market goes.

**Internal Weaknesses**

ODC is virtually unknown in the rest of the US besides the Northeast. This means that for ODC to grow into these new markets it will have to spend a large amount of money to expand.

ODC has two products in their portfolio with declining sales (Cream Soda and PB Cola), and a third with stagnant growth (Original Root Beer). The three soda products only represent 7% of the revenue means that their soda portfolio does not compete with other beverage companies. This part of ODC’s portfolio represents the company’s weakest part, which also happens to be two of ODC’s first products (Cream Soda and Root Beer). It is sad to see the two products that started it all being two of the weakest performers.

**External Opportunities**

ODC is virtually unknown in the rest of the US besides the Northeast, which may be a weakness but is also an opportunity. This is because there is a huge growth opportunity if the brand can become popular in the rest of the U.S.

74% of ODC’s revenue comes from markets with a high growth rate. This means that a large amount of their revenue is coming from markets that are going to continue to grow. As a result of the markets growing so will ODC’s revenue.

**External Threats**

ODC has yet to directly compete with major beverage companies. This could mean that trying to expand into new markets could open ODC to attacks from competitors that are much larger than them. It could even make those large companies try to take some of the Northeast market from ODC.

Global economic pressures have pushed consumers to become more price and value-sensitive. This could negatively impact ODC’s sales since the only product that is a necessity is the Hadlock Falls Spring Water, and even that people could drink more tap water to reduce their spending.

**Growth Strategy**

The two external opportunities need to be taken advantage of. The fact that ODC is virtually unknown outside of the Northeast region means that there is a massive growth opportunity if it can penetrate the rest of the U.S. The second opportunity of ODC’s high-revenue products being in high-growth markets is also a great opportunity. To make things even better the energy drink category is ODC’s lowest market share of the high-growth market products. This means that their Natural Energy drink has a very large growth opportunity. ODC should try to use its strength of brand advocates in the Northeast to help push the products into new regions. With the growth of social media, these brand advocates offer a unique opportunity to get some cheap advertising.

**Go-To-Market Strategy**

ODC should focus on expanding its energy drink into new markets besides the Northeast U.S. They should do this by trying to emerge in the West. This is because their flavors match the west region better than the south and east according to their internal market research. ODC should also create a new flavor like kiwi to help make it easier to appeal to the new audience. Once ODC can get a customer to like one of their flavors they will be more likely to try their others.

ODC should use its strengths of having a healthier and greener product made using fair trade practices to appeal to new customers. This can be done by creating advertisements showing how Natural Energy is an organic drink with healthier ingredients than the competition. They can also show how the company uses fair-trade practices in these advertisements. These strengths are also more popular in the West region as a lot of the population is in California which tends to align more with these market trends.