



CodexBusiness × Strategy for India

Created by Avijeet

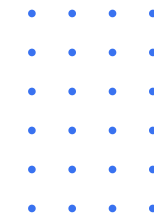
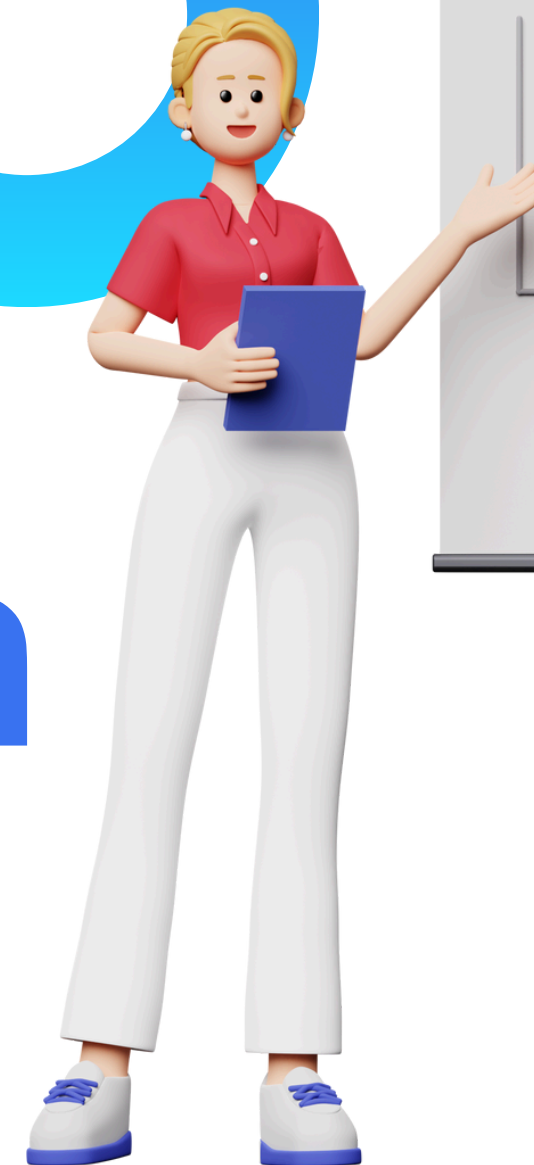
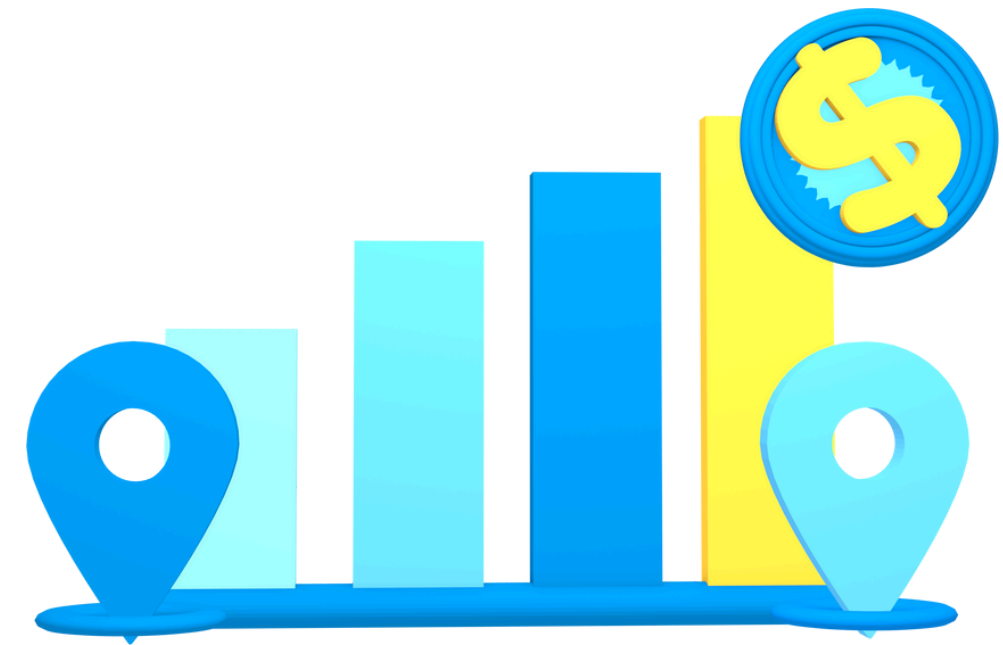


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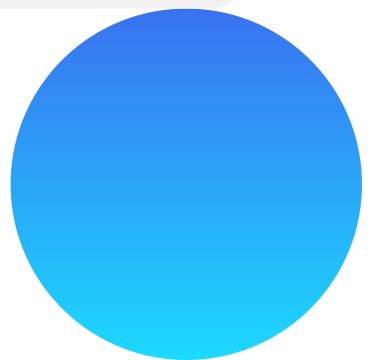


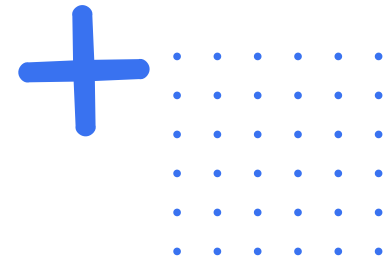
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About us

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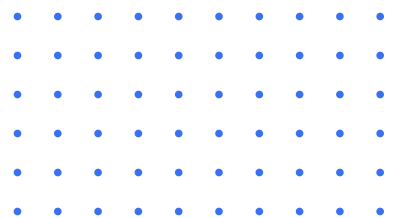
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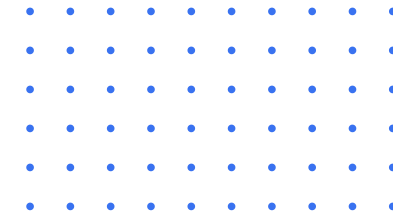




Our Agenda

- **About Us**
- **Task**
- **Insights & Analysis**
- **Recommendations**

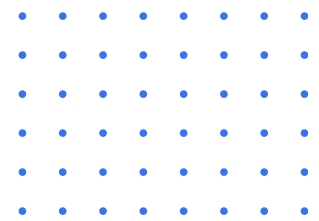


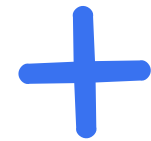


About us⁺



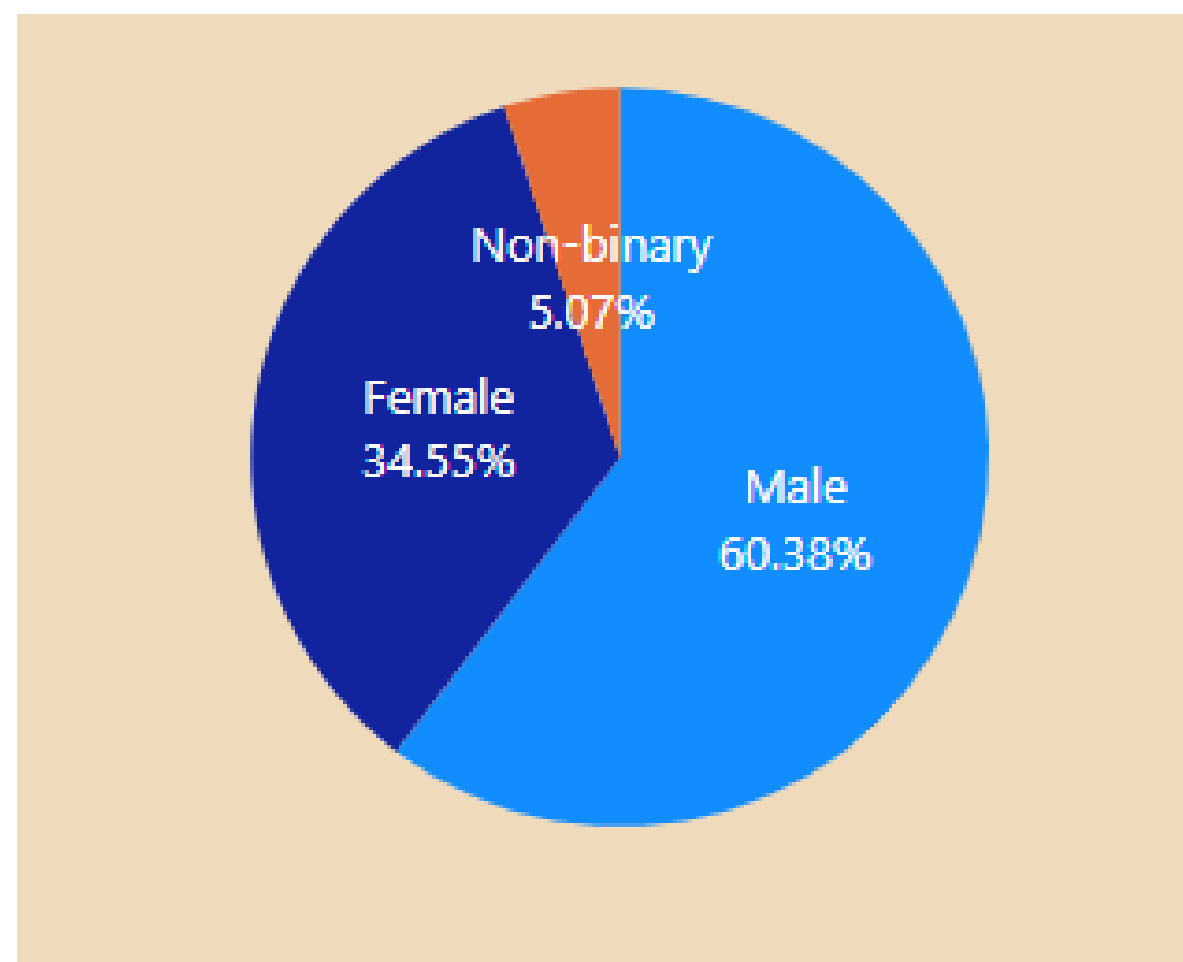
CodeX, a German beverage company, recently launched its energy drink in 10 cities in India. The Marketing team aims to increase brand awareness, market share, and product development. They conducted a survey with 10,000 respondents in these cities.





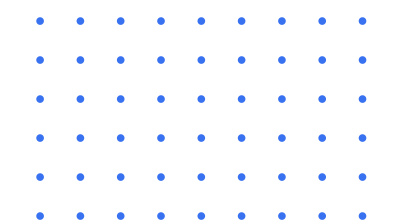
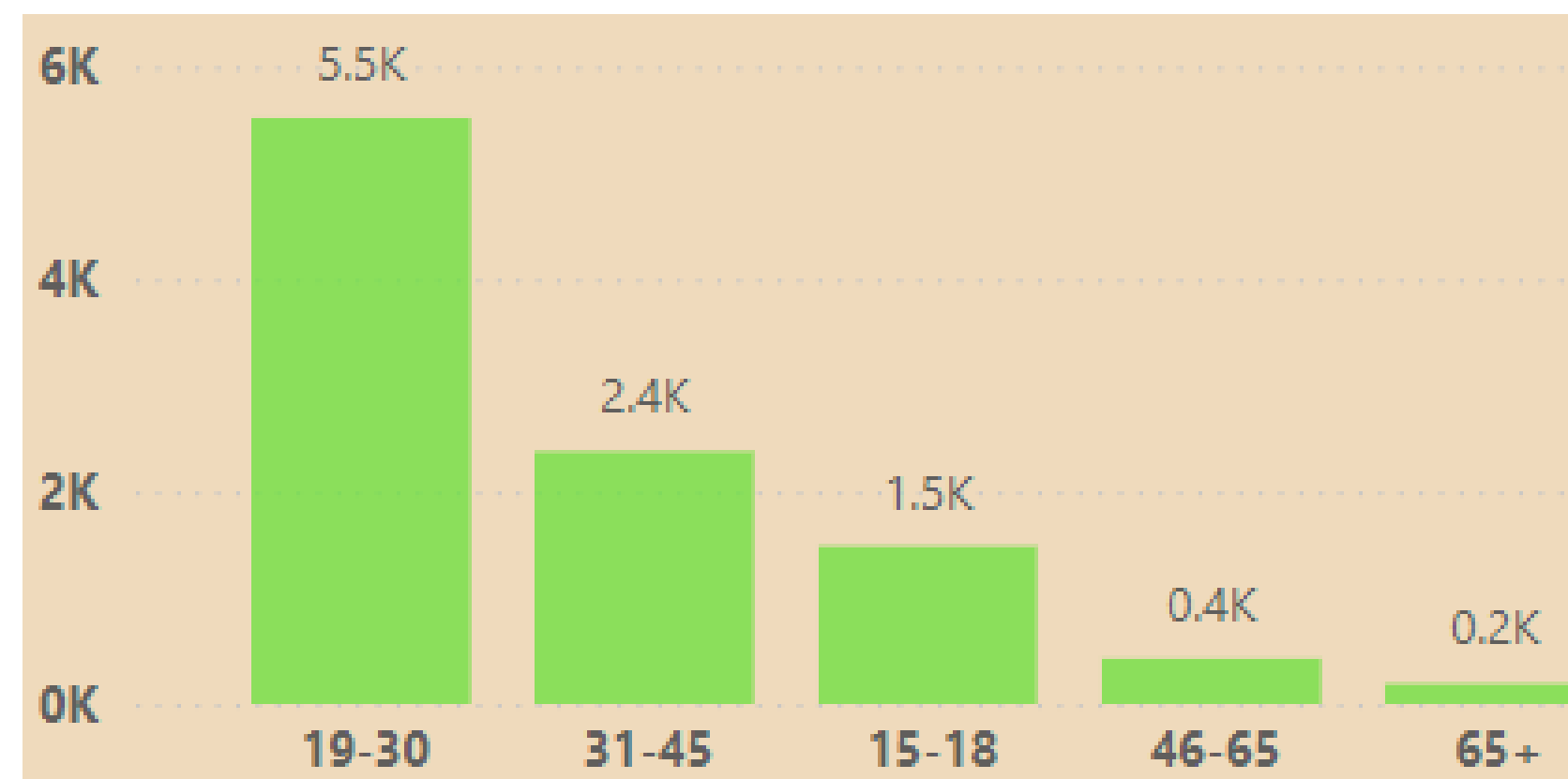
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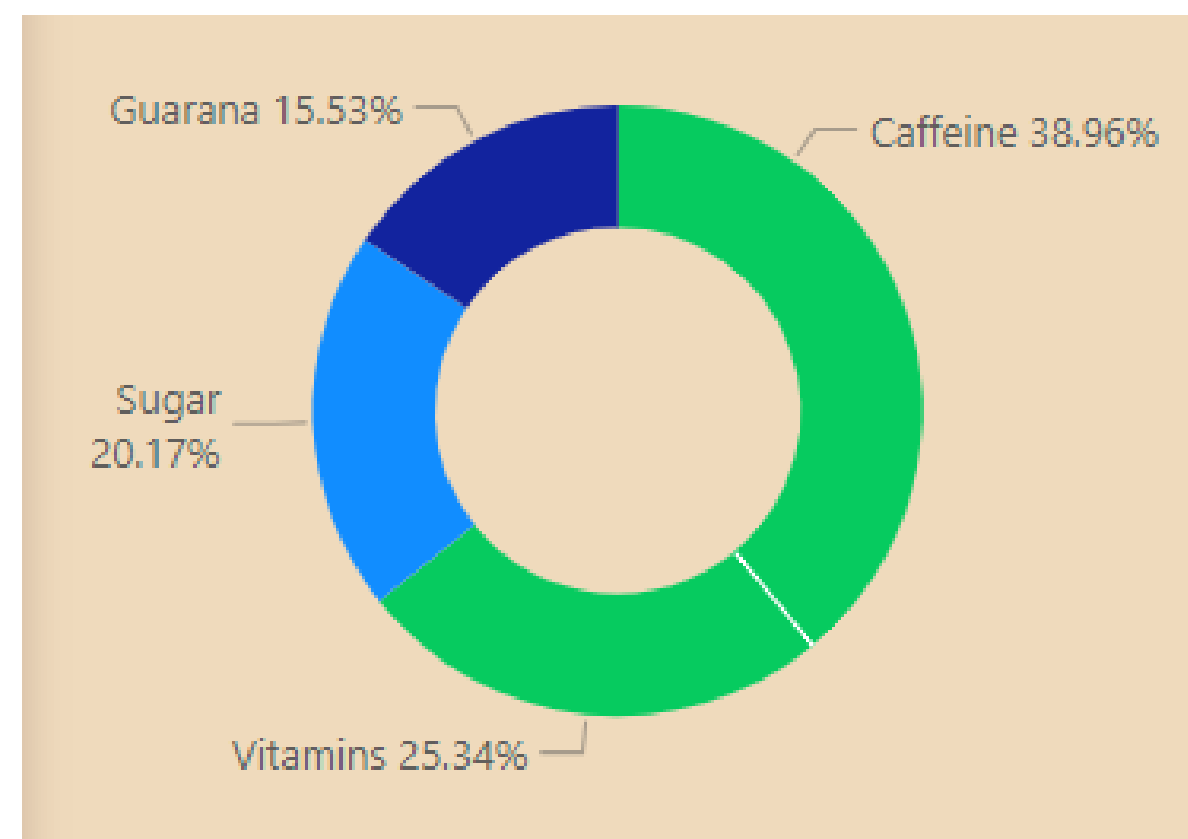
Conduct an analysis on survey responses and provide actionable recommendations for CodeX's Chief Marketing Officer



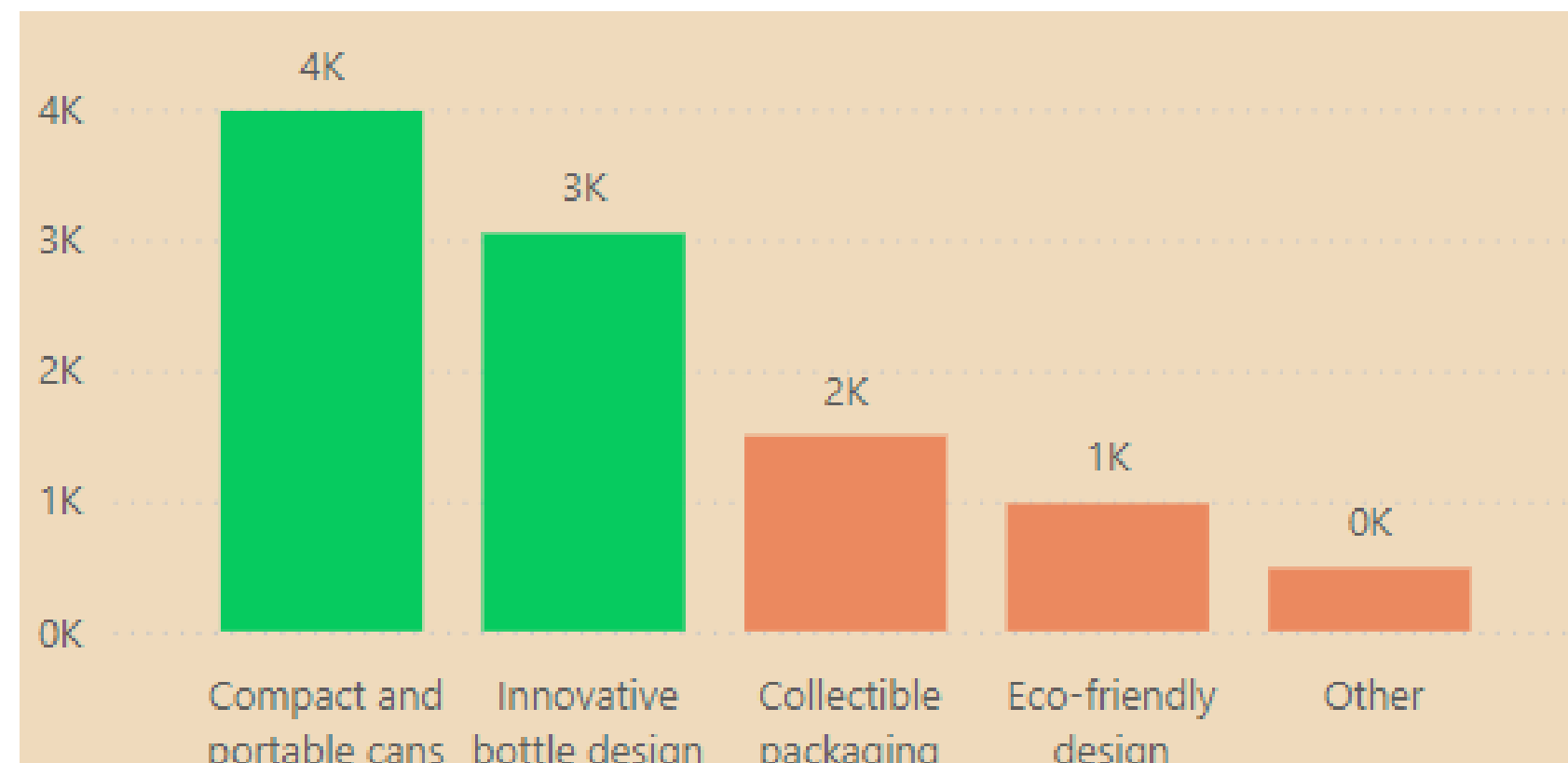
we can clearly see that **60%** of our consumers are **male**

We can see energy drinks are more popular among youngsters almost **70%** people belongs to **15-30** age group





Caffeine is the most expected ingredient followed by the **Vitamins** in energy drinks. As we know caffeine increases attention and is often used in energy drinks

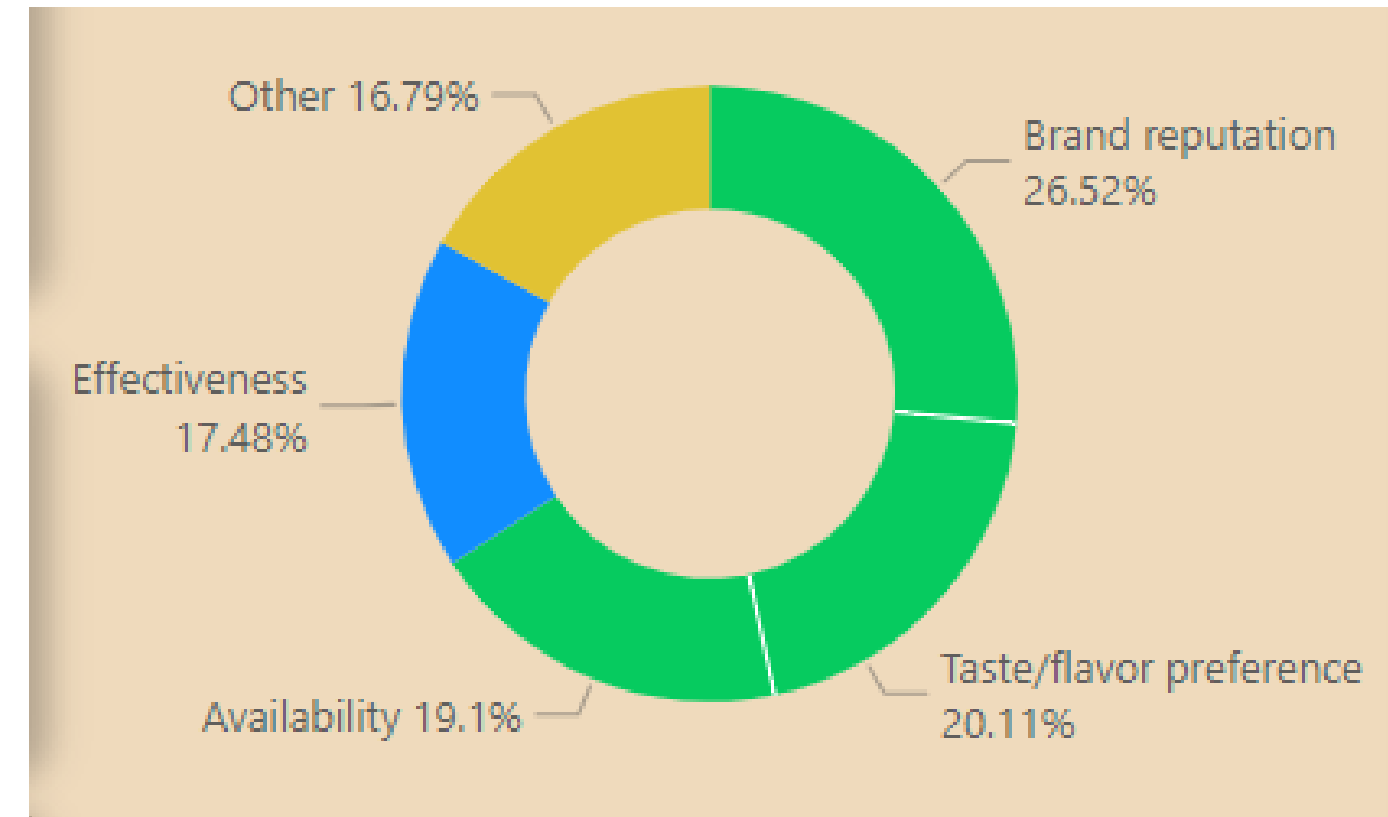


Compact and portable cans are more preferred by consumers followed by **innovative bottle designs**



Current_brands	No	Yes	Total
Cola-Coka	1404	1134	2538
Bepsi	1176	936	2112
Gangster	1043	811	1854
Blue Bull	559	499	1058
CodeX	525	455	980
Sky 9	574	405	979
Others	272	207	479
Total	5553	4447	10000

We can clearly understand from here that **Cola-coka & bepsi** have the majority market share



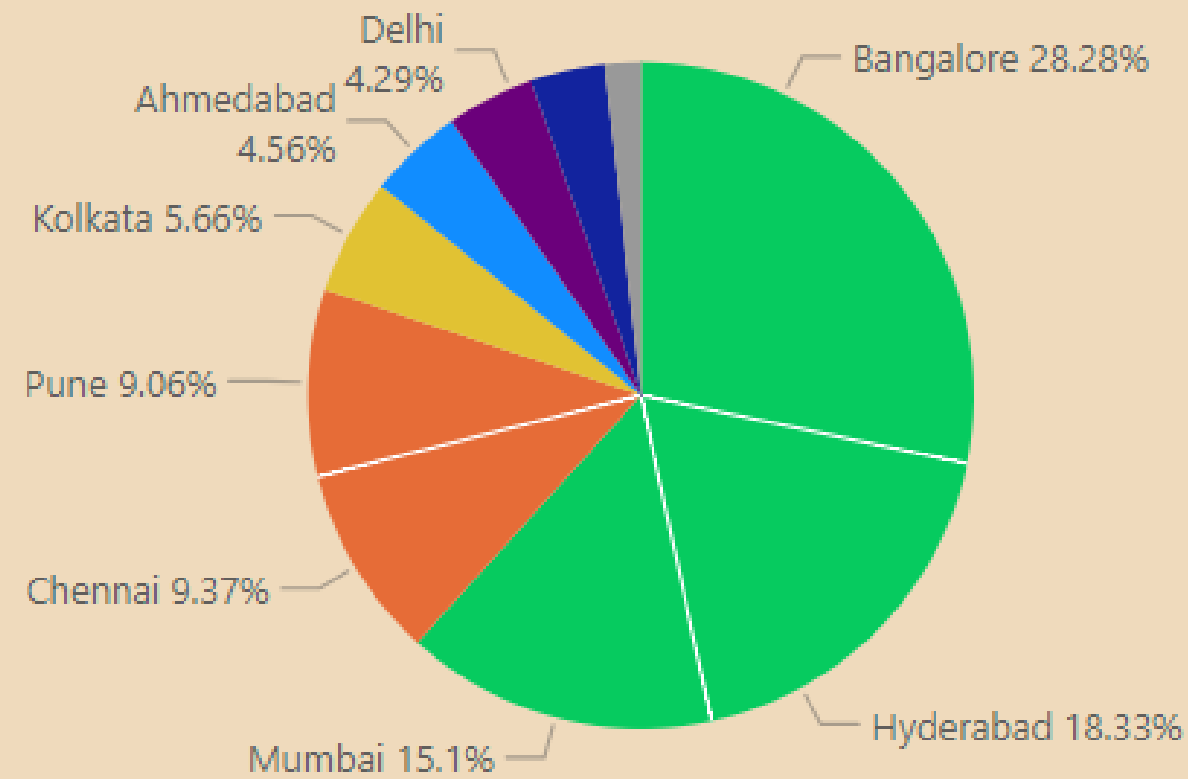
We can see **Brand reputation** plays a vital role for choosing a brand



Marketing_channels	15-18	19-30	31-45	46-65	65+	Total
Online ads	707	2666	490	109	48	4020
TV commercials	495	1290	737	117	49	2688
Outdoor billboards	117	585	431	65	28	1226
Other	94	608	408	78	37	1225
Print media	75	371	310	57	28	841
Total	1488	5520	2376	426	190	10000

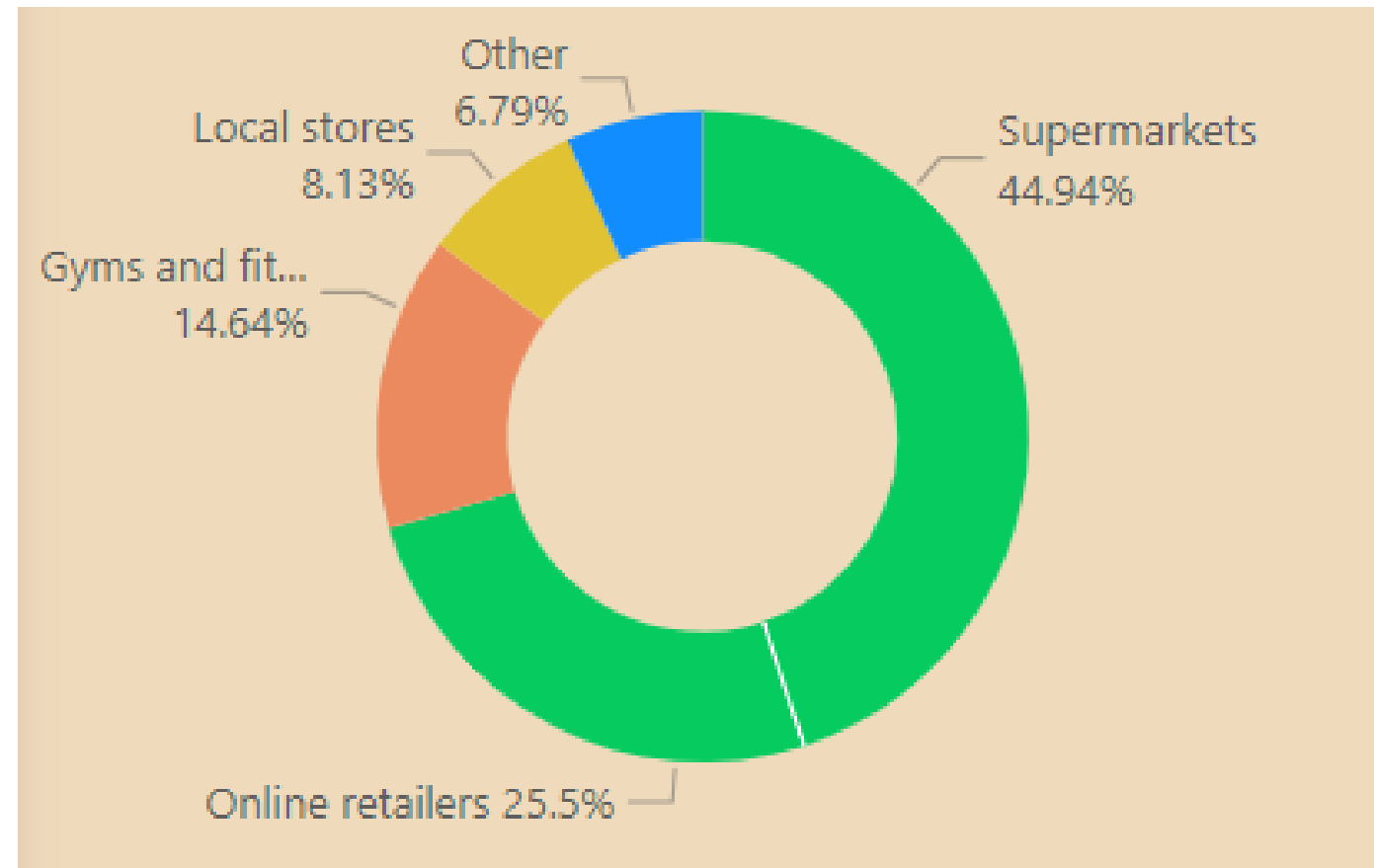
- **Online Ads** are the most effective channel that reached **3373** respondents Age group **15-30**
- As we can see from the table **Online Ads** are the most effective way to reach **maximum audiences** in a **short duration** & it is **cost effective** as well.



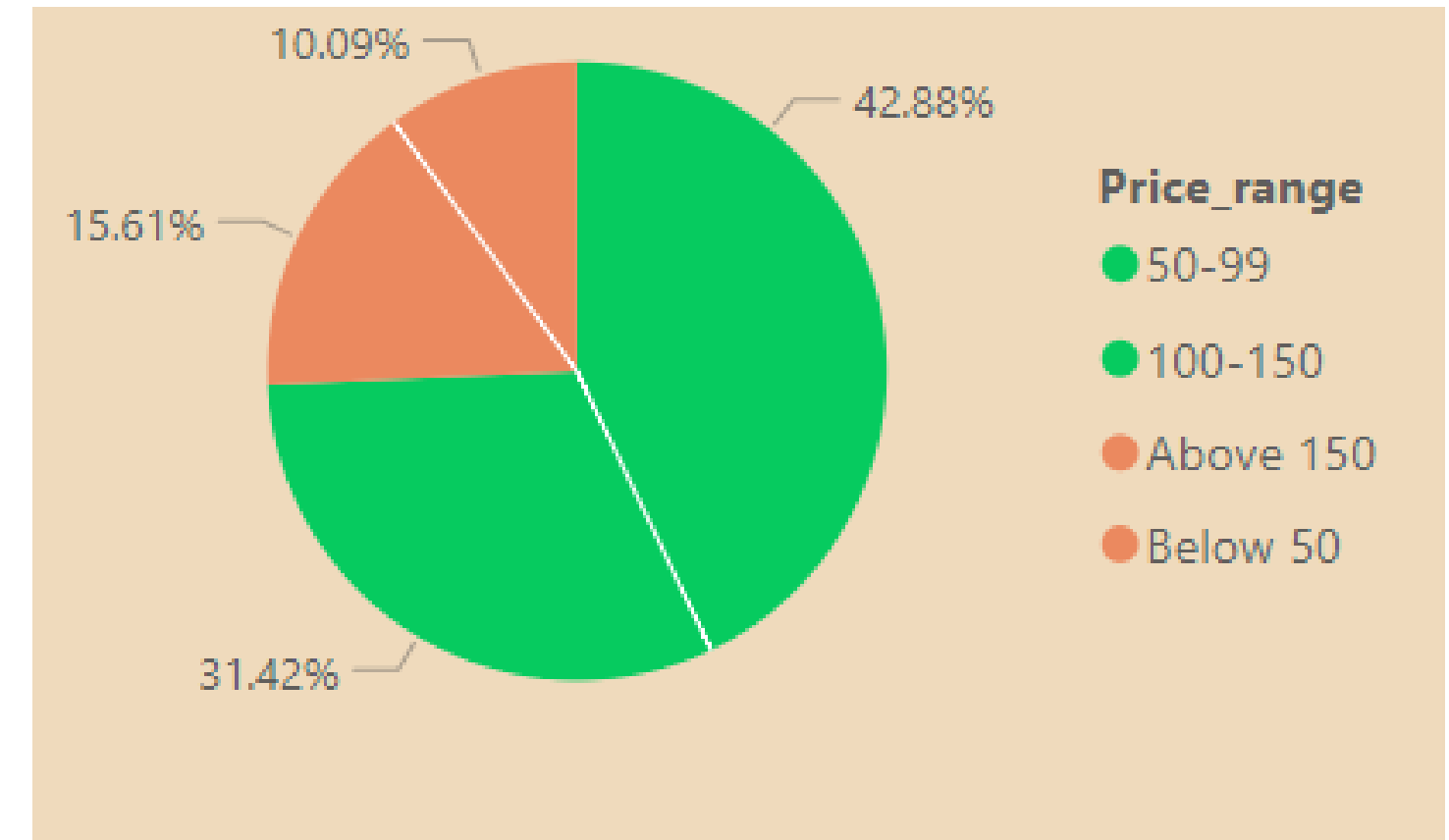


Availability city wise feedback		
City	Availability %	Codex_respondent
Bangalore	36.41%	292
Hyderabad	17.95%	182
Chennai	11.79%	92
Pune	10.77%	92
Mumbai	10.26%	156
Kolkata	4.62%	48
Delhi	3.59%	40
Jaipur	2.05%	28
Ahmedabad	1.54%	45
Lucknow	1.03%	5
Total	100.00%	980

- We can clearly observe that tier 1 cities are performing well except **Delhi**
- We need to have more critical approach towards tier 2 cities and have to create awareness about our brand as we have seen **brand reputation** plays a significant role in choosing an energy drink
- We also need to focus on increasing our **product availability** in the tier 2 cities



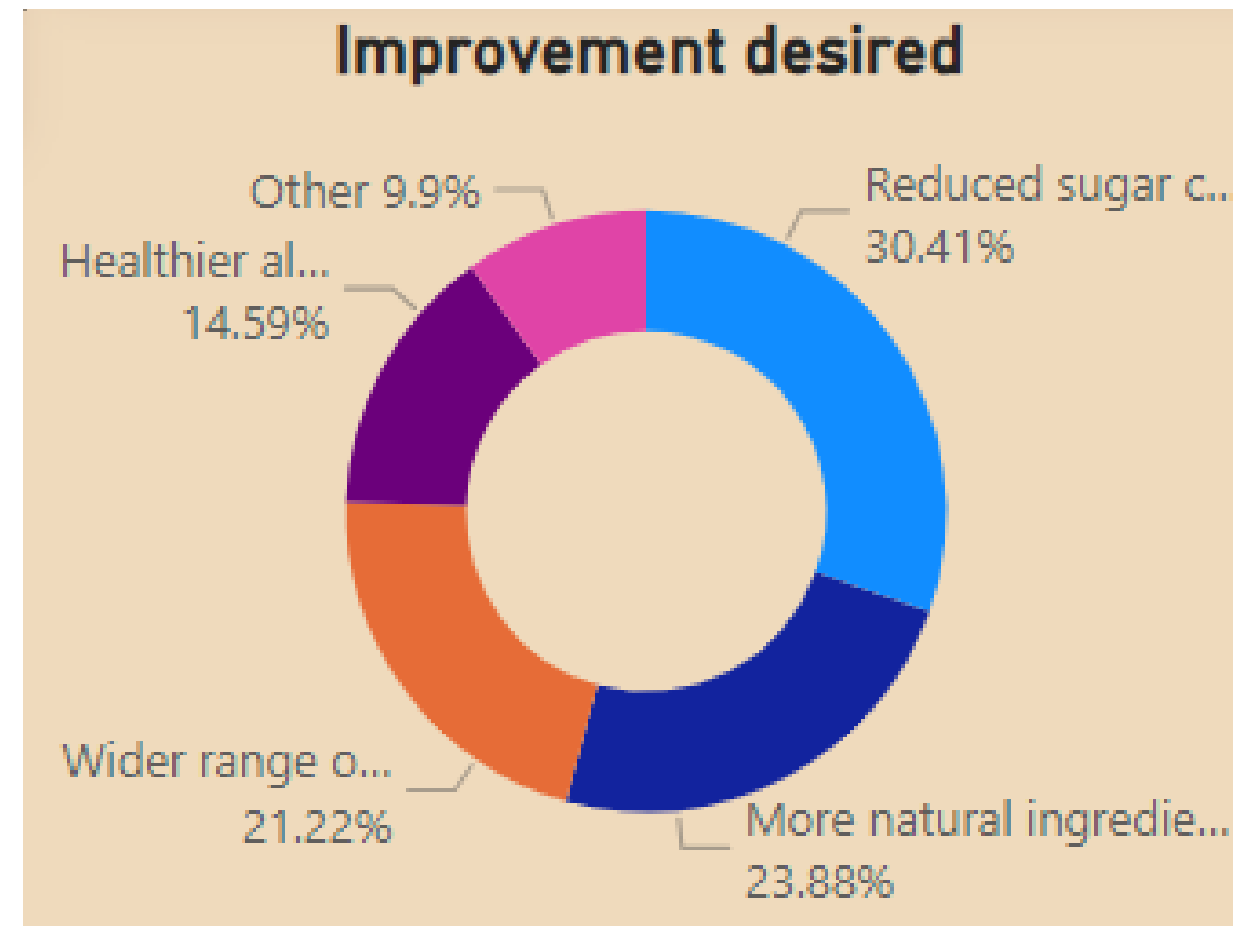
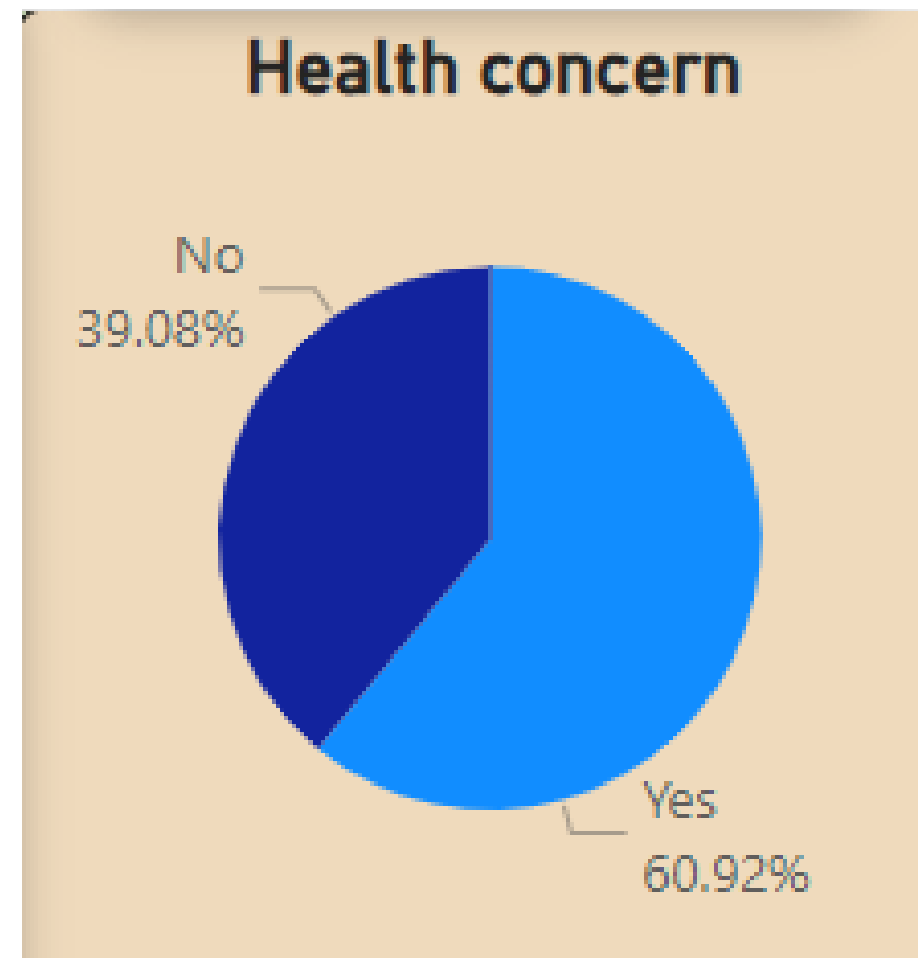
- We can clearly observe **supermarkets** are most common choice for purchase
- So we can use **point-of-purchase display** to increase our product visibility more



- We can observe the price range between **50-99 & 100-150** attract more consumers
- we can make our energy drinks ranging **50-99** more available in the supermarkets in **Tier 2** cities as this price range attract larger audience



Recommendations



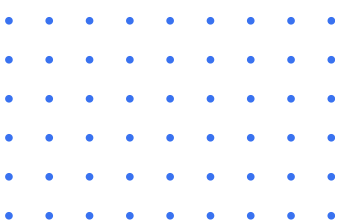
- We can see from the feedback that major of the people have health concerns regarding our product
- So we can reduce the amount of sugar used and also can use **natural ingredients** such as green tea leaves to extract **caffeine**
- It will also help us to improve our **brand perception**



Recommendations

- We observed in the previous slides that online ads reaches larger audience so we can use **Social media and influencer marketing** to build our brand awareness as it would be **cost effective** and will also have a **larger reach**
- For Brand ambassador we should look for an athlete who have a great impact in our youth as our target audience comes under the age group of **15-30** , so there is no one better than **Virat kohli** through him we will not only cater a **larger audience** but his presence will also lead to improve our **brand reputation and perception among masses**.





Thank You

