

Experiment No: 6, 7

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Roll No. : 19

Batch: C

Performance Date :

Topic:	Analyze competitor activities using social media data. Design the creative content for promotion of your business on social media platforms.
Prerequisite:	Knowledge of Social Media visualization tools
Mapping With COs:	CSDL8023.4, CSDL8023.6
Objective:	<ul style="list-style-type: none">● To determine the competitor's strengths and weaknesses relative to your own product.● To Study the market scenery. Predict market demand and supply.● To increase brand awareness, brand recognition, and sales while improving your relationships with customers
Outcome:	<ul style="list-style-type: none">● To identify competitors and research their marketing strategies.● For customer engagement, generating more revenue, improving the customer experience and positioning the company as a thought leader
Instructions:	This experiment is a compulsory experiment. All the students are required to perform this experiment individually.
Deliverables:	<p>Identify Your Business's Strengths and Weaknesses:</p> <p>Strengths:</p> <ul style="list-style-type: none">- Brand Recognition: Brand is well-known for its unique blend of flavors and high-quality ingredients.- Diverse Product Portfolio: Offers a wide range of iced teas, including classic, herbal, and fruit-infused options.- Strong Distribution: Products are available in outlets across the country.- Innovation in Packaging: Continuously innovates with eco-friendly and functional packaging to attract consumers. <p>Weaknesses:</p> <ul style="list-style-type: none">- High Production Costs: The production of high-quality iced teas, especially those with unique flavors, can be costly.- Seasonal Fluctuations: Sales can be affected by seasonal changes, as consumers' preferences shift towards different types of beverages.- Limited Presence in Emerging Markets: While your brand is well-established, there's room for growth in emerging markets. <p>Understand Your Market:</p> <p>Market Size and Demographics:</p> <p>The global cold drink beverage market, including iced teas, is vast, with a wide demographic range from children to adults. Consumers are looking for beverages</p>

that are refreshing, tasty, and sometimes health-conscious.

Market Segments:

- **Iced Teas:** The largest segment, including both traditional and innovative flavors.
- **Energy Drinks:** A growing segment, popular among young adults for their caffeine content.
- **Sports Drinks:** Targeting athletes and fitness enthusiasts for their hydration benefits.

Market Trends:

- **Health Consciousness:** Consumers are increasingly seeking healthier alternatives to traditional sodas, including iced teas that are low in sugar.
- **Sustainability:** There's a growing demand for eco-friendly packaging and production processes.
- **Customization:** Consumers are seeking personalized flavors and sizes.

Market Dynamics:

- **Increasing Health Concerns:** Leading to a shift towards healthier beverage options, including iced teas that are low in sugar.
- **Globalization:** Expansion into emerging markets presents new opportunities but also challenges.
- **Technological Advancements:** Innovations in packaging and delivery methods are driving market growth.

Spot Industry Trends:

- **Sustainability Initiatives:** Companies are focusing on reducing their environmental impact through sustainable packaging and production processes.
- **Personalization:** The trend towards personalized beverages, including custom flavors and sizes, is gaining traction.
- **Health and Wellness:** There's a growing demand for beverages that cater to health and wellness needs, including iced teas that are low in sugar.

Set Benchmarks for Growth:

- **Market Share:** Aim to increase market share in both existing and emerging markets.
- **Innovation:** Continuously innovate to meet changing consumer demands and preferences.
- **Sustainability:** Implement sustainable practices to reduce environmental impact and appeal to eco-conscious consumers.

Competitor Analysis:

1. Identify Your Competitors:

- **Starbucks:** A major competitor with a strong presence in the global market, known for its coffee and tea offerings.
- **Cafe Coffee Day:** Another major competitor known for its wide range of beverages, including iced teas.

2. Comparison Between Starbucks and Cafe Coffee Day:

- **Market Presence:** Both companies have a significant global presence, with Starbucks being the most established.
- **Product Portfolio:** While your brand focuses on iced teas, Starbucks and Cafe Coffee Day offer a broader spectrum of products, including coffee, tea, and energy drinks.
- **Target Demographics:** Your brand targets a wide demographic with its diverse product range, whereas Starbucks and Cafe Coffee Day focus more on younger consumers and coffee enthusiasts.
- **Innovation:** All companies are innovative, but your brand stands out with its unique blend of flavors and high-quality ingredients.
- **Sustainability:** There's a growing trend towards sustainability among all companies, with some focusing more on this aspect than others.

Criteria	Starbucks	Cafe Coffee Day
Social Media Presence	High, with a global reach	High, with a strong presence in India
Social Media Purpose	Brand promotion, customer engagement	Brand promotion, offers, customer engagement
Strengths	Global brand recognition, diverse product range	Strong presence in India, varied menu
Weaknesses	Higher prices, limited to urban areas	Limited global reach, brand recognition
Sentiment Analysis	Generally positive, strong brand loyalty	Mixed reviews, varies by region
Network Analysis	Numerous outlets worldwide, strong online presence	Extensive network in India, limited international presence
Cost of Products	Generally higher due to brand premium	Generally more affordable, localized pricing

3. Target Customers:

Demographics:

- **Age Range:** 18-45 years old, with a significant portion of the market being 25-35 years old.

- **Income Level:** Moderate to high, with a preference for premium and healthier beverage options.
- **Geographic Location:** Primarily urban areas, with a growing presence in suburban markets.

Psychographics:

- **Values:** Health-conscious, environmentally aware, and value convenience.
- **Interests:** Fitness, healthy eating, and outdoor activities.
- **Lifestyle:** Busy professionals, fitness enthusiasts, and families looking for healthier beverage options.

Behavioral Patterns:

- Regular purchases, with a preference for in-store visits and online shopping.
- High brand loyalty, especially towards brands that align with their health and environmental values.
- Influenced by social media trends, health blogs, and recommendations from friends and family.

4. 4 P's Analysis:

Product:

- **Variety:** Offers a wide range of cold beverages, including carbonated and non-carbonated options, with a focus on healthier alternatives.
- **Innovation:** Continuously innovates with new flavors, sizes, and packaging options to meet changing consumer demands.

Price:

- Prices are competitive, with premium options for healthier and organic beverages.
- Highlights the health benefits and sustainability of their products.

Promotion:

- Utilizes social media campaigns, influencer partnerships, and online advertising to promote health benefits and sustainability.
- Engages in in-store promotions, sampling events, and loyalty programs to attract and retain customers.

Place:

- Products are available in supermarkets, convenience stores, gyms, and online, with a strong online presence.
- Emphasizes eco-friendly packaging and sustainable production practices.

Design Creative Content for promoting on Social Media

	
Conclusion:	Analyze competitor activities using social media data. Design the creative content for promotion of your business on social media platforms.
References:	

Don Bosco Institute of Technology
Department of Computer Engineering

Assessment Rubric for Experiment No. 6, 7

Title of Experiment : Analyze competitor activities using social media data. Design the creative content for promotion of your business on social media platforms

Year and Semester : 4th Year and VIIIth Semester

Sr. No.	Criteria	1 Marks	2 Marks	3 Marks	4 Marks	5 Marks
1	Productivity	Not Satisfactory	Satisfactory	Good	Very Good	Excellent
2	Performance (Implementation)	Not Satisfactory	Satisfactory	Good	Very Good	Excellent
3	Viva	Satisfactory	Good	Very Good		
4	Submission on Time	Submitted after the given deadline	Submitted before the given deadline			