

Provide Insights to the Marketing Team in Food & Beverage Industry

Primary Insights (Sample Sections / Questions)

Note: These insights can be derived from the survey responses

1. Demographic Insights (examples)

- a. Who prefers energy drink more? (male/female/non-binary?)
- b. Which age group prefers energy drinks more?
- c. Which type of marketing reaches the most Youth (15-30)?

2. Consumer Preferences:

- a. What are the preferred ingredients of energy drinks among respondents?
- b. What packaging preferences do respondents have for energy drinks?

3. Competition Analysis:

- a. Who are the current market leaders?
- b. What are the primary reasons consumers prefer those brands over ours?

4. Marketing Channels and Brand Awareness:

- a. Which marketing channel can be used to reach more customers?
- b. How effective are different marketing strategies and channels in reaching our customers?

5. Brand Penetration:

- a. What do people think about our brand? (overall rating)
- b. Which cities do we need to focus more on?

6. Purchase Behavior:

- a. Where do respondents prefer to purchase energy drinks?
- b. What are the typical consumption situations for energy drinks among respondents?
- c. What factors influence respondents' purchase decisions, such as price range and limited edition packaging?

7. Product Development

- a. Which area of business should we focus more on our product development? (Branding/taste/availability)



Secondary Insights (Sample Sections / Questions)

Note: You need to do additional market research

health concerns ,not available locally
make the codex brand prevent from trying

Recommendations for CodeX:

Give 5 recommendations for CodeX (below are some samples)

- What immediate improvements can we bring to the product?
 - What should be the ideal price of our product?
 - What kind of marketing campaigns, offers, and discounts we can run?
 - Who can be a brand ambassador, and why?
 - Who should be our target audience, and why?
- cola-coka because high brand
reputation,taste /flavour availability make it a brand
ambassador later
comes,bepsi,gangster,blue-bill,codex

1).start providing a range of 50-99 price and improvements can be reduced sugar content, more natural products and wider range of flavour

2).50-99 is the ideal price

NOTE : for any brand we need to consider that consumption frequency is 2-3 times a week at maximum rate.

Through online ads and tv commercial ads we can run, since majority of the audience come from the region of studying Sports /exercise, Studying /working late and social outings /parties and through the medium of online ads is at max ,we can provide ads that are appealing to the studying and working late people and for studying people .since majority come from sports we should include offers for sports and studying people and creating appealing ad such tat it include all the range and should motivate the other people to

through ratings we can observe that codex tend to be at the 5-th position and its brand reputation and its availability made if so famous and its taste preference needs to be improved

5.Our target audience can be Sports /exercise,Studying /working late and social outings /parties and through the medium of online ads is at max and TV commercials the second