

COMPETITOR ANALYSIS

- ANALYZING HAVMOR'S COMPETITION WITHIN THE INDIAN ICE CREAM MARKET REVEALS A LANDSCAPE WITH BOTH NATIONAL AND REGIONAL PLAYERS. HERE'S A BREAKDOWN OF KEY COMPETITORS AND COMPETITIVE FACTORS:
- **MAJOR COMPETITORS:**
- **AMUL:** A DOMINANT PLAYER WITH WIDESPREAD DISTRIBUTION AND A STRONG BRAND REPUTATION FOR AFFORDABILITY AND QUALITY. AMUL'S EXTENSIVE DAIRY NETWORK GIVES IT A SIGNIFICANT COST ADVANTAGE.
- **KWALITY WALLS (HINDUSTAN UNILEVER):** A MAJOR MULTINATIONAL COMPETITOR WITH A WIDE RANGE OF PRODUCTS AND STRONG MARKETING CAPABILITIES. KWALITY WALLS FOCUSES ON INNOVATIVE PRODUCTS AND APPEALS TO A YOUNGER DEMOGRAPHIC.
- **BASKIN ROBBINS:** A WELL-KNOWN INTERNATIONAL BRAND WITH A FOCUS ON PREMIUM ICE CREAM AND A WIDE VARIETY OF FLAVORS.
- **REGIONAL PLAYERS:** COMPANIES LIKE HANGYO AND NIC ICE CREAMS ARE STRONG REGIONAL COMPETITORS, OFTEN WITH A FOCUS ON SPECIFIC MARKETS AND UNIQUE PRODUCT OFFERINGS. ALSO HOCCO, AND OTHER REGIONAL ICE CREAM BRANDS.

Havmor
ICE CREAM

MAJOR COMPETITORS

Amul
ICE CREAM



KWALITY WALL'S

EMAIL AD CAMPAIGN



EMAIL MARKETING

EMAIL CAMPAIGN IDEAS :

WELCOME EMAIL (FOR NEW SUBSCRIBERS)SUBJECT: WELCOME TO THE WORLD OF HAVMOR DELIGHTS CONTENT:

1. A WARM WELCOME, A BRIEF INTRO TO HAVMOR, AND A 10% DISCOUNT ON THEIR FIRST ORDER. SEASONAL & FESTIVE
2. EMAILS“ BEAT THE SUMMER HEAT WITH HAVMOR!” (SUMMER SPECIALS)“CELEBRATE DIWALI WITH OUR SPECIAL SWEETS-INSPIRED ICE CREAMS! “VALENTINE’S DAY SPECIAL: BUY ONE, GET ONE FREE!”.
3. PRODUCT LAUNCH & LIMITED EDITIONS ANNOUNCE NEW FLAVORS WITH EXCLUSIVE EARLY ACCESS FOR EMAIL SUBSCRIBERS. USE HIGH-QUALITY IMAGES, ENGAGING STORYTELLING, AND A CTA (SHOP NOW).
4. CUSTOMER ENGAGEMENT EMAILS ASK FOR FLAVOR SUGGESTIONS (“DESIGN YOUR DREAM ICE CREAM” CONTEST!)RUN A UGC (USER-GENERATED CONTENT) CAMPAIGN (“SHARE A SELFIE WITH HAVMOR & WIN!”)CUSTOMER TESTIMONIALS AND REVIEWS.
5. DISCOUNTS & LOYALTY REWARDS END PERSONALIZED DISCOUNT CODES BASED ON PAST PURCHASE’S. INTRODUCE A LOYALTY PROGRAM (“BUY 5, GET 1 FREE” CARD).OFFER BIRTHDAY SURPRISES (FREE ICE CREAM ON THEIR BIRTHDAY).