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Faculty of Computing

**Management Information System
Business Studies**

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**INCLASS ASSIGNMENT
GROUP 11**



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INTRODUCTION



Sunquick Lanka (Private) Limited is a joint venture between CO-RO A/S Denmark and C.W. Mackie PLC in Sri Lanka. Since 1978, this maker of fruit-based concentrated fruit drinks has been selling its products in Sri Lanka. It stands for the production facility at Rathnapura Road, Munagama, Horana, that produces the largest fruit squash concentrate in Sri Lanka.

This company manufactures fruit squash concentrate drinks in 330ml and 840ml sizes, or 2.5 million liters and 2L container sizes, in the main nine flavors. Moreover, Sunquick introduced its Ready to Drink (RTD) product in 2019. It came in 125ml and 200ml container sizes. It is one of the most trusted companies in the country as well as it has constantly maintained its excellent reputation. Moreover, this organization has created an environment that is focused on its employees where each employee is offered well-defined responsibilities. Sunquick continuously creates trustworthy, high-quality products that lead to happy customers. This in turn contributes to the formation of a loyal customer base that maximizes the consumer experience.

So, Sunquick has been available in Sri Lanka for more than 42 years creating happy moments and memories of its customers by providing high quality natural fruit juices.

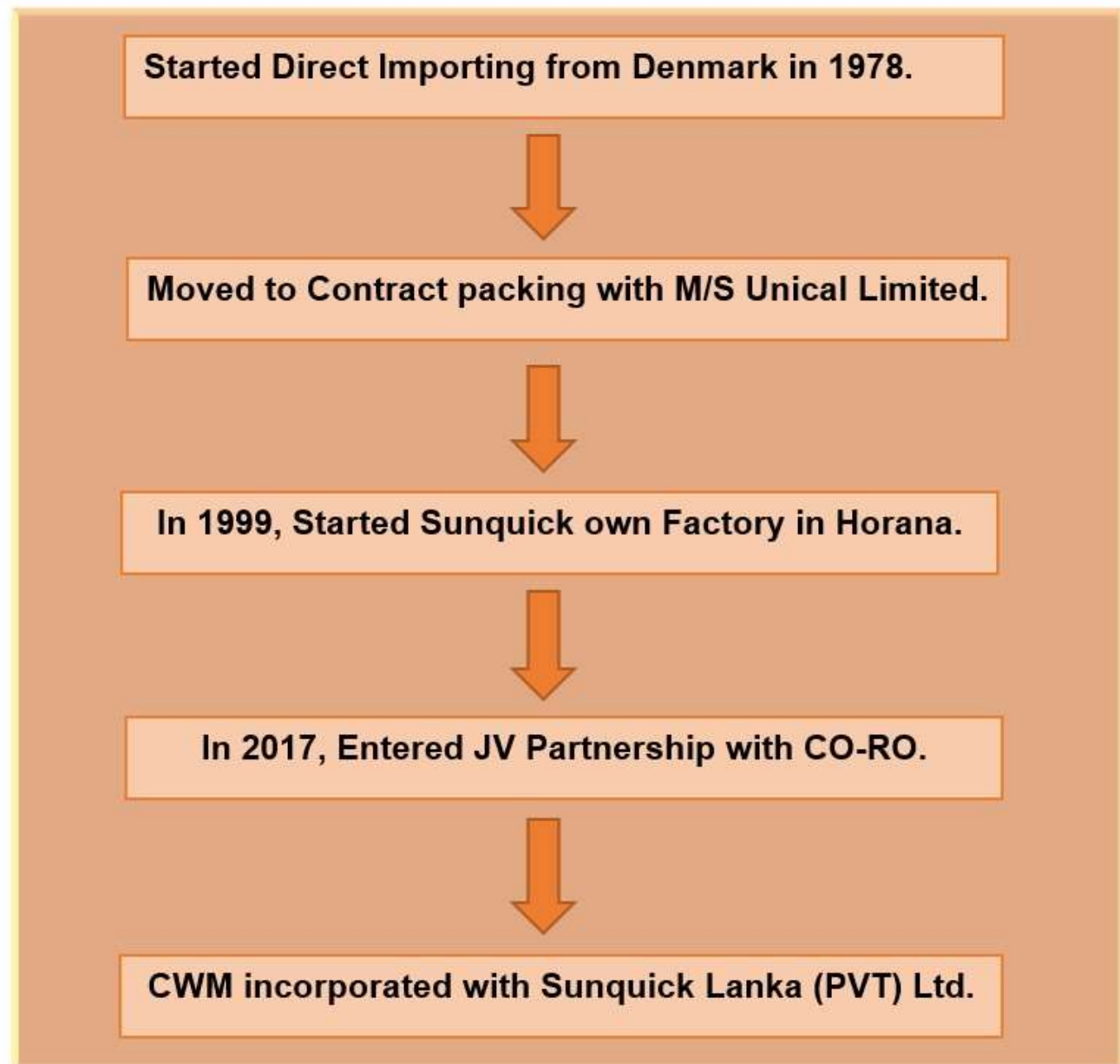
SUNQUICK VISION STATEMENT

To bring great taste and amazing experience to the consumers.

SUNQUICK MISSION STATEMENT

We ensure Sustainable Business Growth by exceeding the expectations of stakeholders through innovation and continuous improvement.

SUNQUICK IN SRI LANKA



SWOT ANALYSIS



ORGANIZATIONAL STRUCTURE

CO-RO

CO-RO is the Joint Venture Company of Sunquick Lanka (Private) Limited. CO-RO has been refreshing and delighting international markets for over 50 years which is established in 1942. This company's presence is particularly robust in the Middle East and Asia. They have established successful partnerships in key markets – some going back to the 1960s when they first ventured outside Scandinavia. Today, CO-RO brands refresh and delight consumers in over 80 markets.

ORGANIZATION STRUCTURE IN SUNQUICK LANKA PVT LTD



Executive Management

This department includes the top executives of the company who are responsible for making strategic decisions and overseeing the overall operations of the Sunquick Lanka Pvt Ltd.

Marketing and Sales

This department is responsible for promoting and selling Sunquick products in Sri Lanka. It includes teams for market research, product development, branding, and sales. For an example “Thagi dena Sattare” and “Gedra bona bima eka” are famous and succeed marketing strategies (Advertisement) which done by the Marketing and Sales department.

Manufacturing and Operations

The main manufacturing department is located in Rathnapura Road, Munagama, Horana, it operates as Sri Lanka's largest fruit squash concentrate manufacturing plant.

It's responsible for overseeing the production of Sunquick products in Sri Lanka. It includes teams for supply chain management of bottling process, quality control, logistics, and production.

Finance and Accounting

This department is responsible for managing the financial aspects of the company, including accounting, budgeting, and financial analysis.

Human Resources

This department is responsible for managing the recruitment, training, and development of Sunquick employees in Sri Lanka. It includes teams for talent management, employee relations, and compensation and benefits.

Distributing

C.W. Mackie PLC is involved in the distribution and exporting of Sunquick products.

PRODUCT PORTFOLIO

SUNQUICK CONCENTRATE



Sunquick
Apple Squash Concentrate



Sunquick
Mango Squash Concentrate



Sunquick
Blackcurrant Squash
Concentrate



Sunquick
Fruit Cocktail Squash
Concentrate



Sunquick
Passion Fruit Squash
Concentrate



Sunquick
Mandarin Squash Concentrate



Sunquick
Orange Squash Concentrate



Sunquick
Orange & Apricot Squash
Concentrate



Sunquick
Pink Guava & Strawberry
Squash Concentrate

SUNQUICK READY TO DRINK (BIBI)



Sunquick
RTD Berry Mix



Sunquick
RTD Mixed Fruit



Sunquick
RTD Orange



Sunquick
RTD Pink Guava Strawberry



Sunquick
RTD 200ml Berry Mix



Sunquick
RTD 200ml Orange



Sunquick
RTD 200ml Strawberry Guava



Sunquick
RTD 200ml Mixed Fruit

AVAILABLE SKU'S IN PRODUCTS



330ML



700 ML



2 L

FUNCTIONAL BENEFITS

- Value for Money. By using the Sunquick liquid 1 cup, Customers can add 9 glasses of water. Then we can make 9 glasses of Sunquick by using one cup of Sunquick Liquid.



- Customers can explore Vitamin A, Vitamin C, Vitamin E through the Sunquick Products.



- Sunquick is only made by using real and natural fruit juices.

- No Artificial Flavors
- No Artificial Colors
- No Artificial Sweeteners



BRAND PORTFOLIO

Branding is an essential aspect of any business, and it involves creating a unique identity and reputation for your company that sets you apart from your competitors. Sunquick is a well-known brand that produces fruit juice concentrates and cordials. Here are some ways that Sunquick has built their brand through branding these features:

SUNQUICK BRAND VALUES

- **Signature Taste**

- Sunquick management always try to be delivering signature and rich real fruit experiences.

- **Savour the Moment**

- Sunquick gives consumers the confidence to savour every moment of their day, whatever the occasion.

- **Trusted Originals**

- The Original versatile family, trusted across the globe for over 50 years.

When we focus on the Sunquick Lanka branding strategies, they mainly focus on the marketing through the advertisements. Especially organizations come up with emotional advertisements. Through those advertisements, they have already expanded their market to some extent.

Ex:

“THAGI DENA SATTARE”

[Advertisement 01](#)

[Advertisement 02](#)



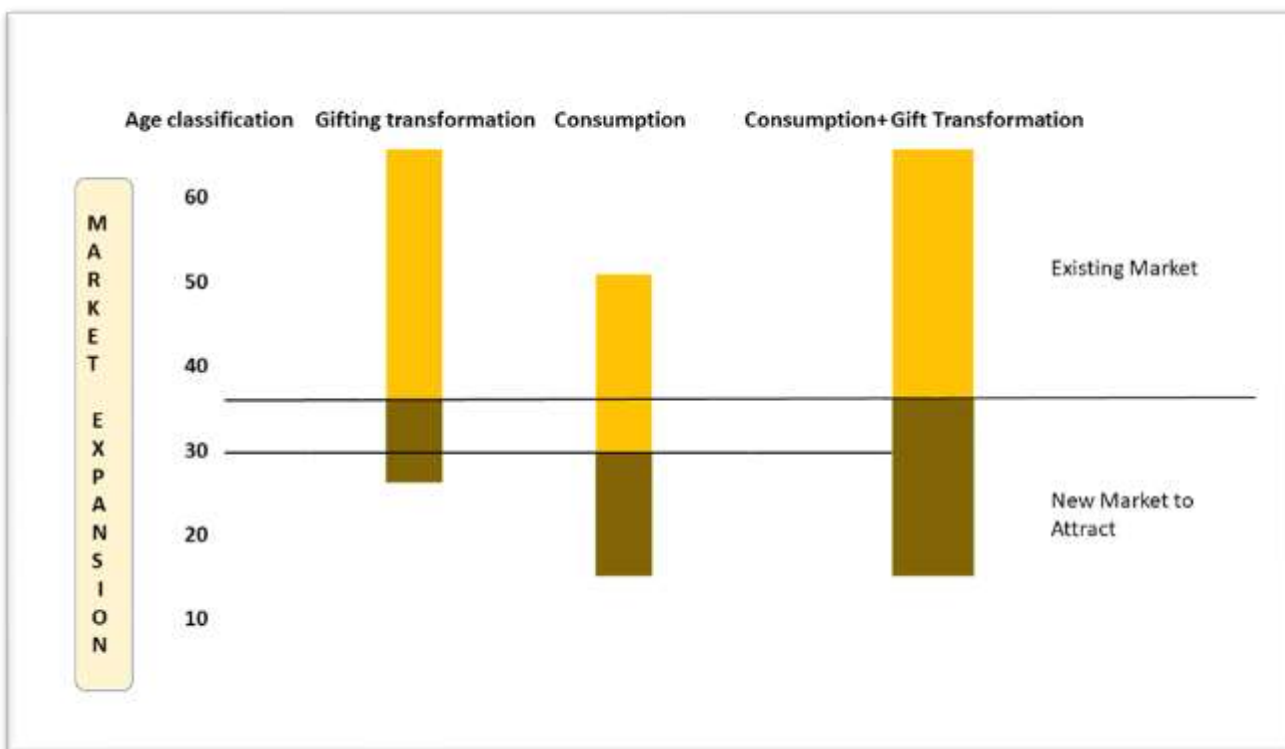
“GEDARA BONA BIMA EKA”

[Advertisement 01](#)

[Advertisement 02](#)



TARGET GROUPS AND THEIR GRAPH REGARDING THE MARKET EXPANSION



Gathered from Sunquick Lanka Management

SIGNIFICANCE OF RESEARCH – SUNQUICK LANKA

With the advancement of modern technology, a wide variety of products are now available in our country. Sunquick, a popular fruit drink in the past, has faced increased competition from other established brands such as MD and Coca-Cola. In order to successfully compete in the market, conducting market research on Sunquick has become imperative.

Presently, Sunquick has lost its appeal among the younger demographic. To address this issue, identifying the underlying reasons behind this trend is crucial. Marketing research offers valuable insights into consumer preferences, including which products are most popular and which age groups are the primary consumers. This information enables the identification of both short-term and long-term goals for Sunquick. By identifying competitors and analyzing their strengths and weaknesses, Sunquick can refine its products to effectively compete against established brands.

Furthermore, conducting market research can help to identify both the strengths and weaknesses of Sunquick's organization. This includes an analysis of potential threats and opportunities, allowing for strategic planning to maximize the potential for success.

Ultimately, the implementation of market research findings will enable Sunquick to deliver an exceptional product that meets the demands of customers. By enhancing their business process and improving their product, Sunquick can succeed in providing healthy competition in the crowded marketplace.

HOW WE GATHER THE DATA FOR RESEARCH

01. Through the meeting experts and management

(Here we included, who was we met through the visiting Sunquick Lanka and some photographs which we captured in Sunquick Lanka.)

Anandi Abeysinghe

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Asst General Manager (Marketing)

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02.Through the Questionnaire

(We create surveys to collect customer opinion regarding the existing products and collect customer feedback and expectations etc.)

Form Link: <https://forms.gle/bdn5cc6qrv7uKRtG6>

03. Through external documents and sources

(We gather the details through social media, Websites, google and any other external sources.)

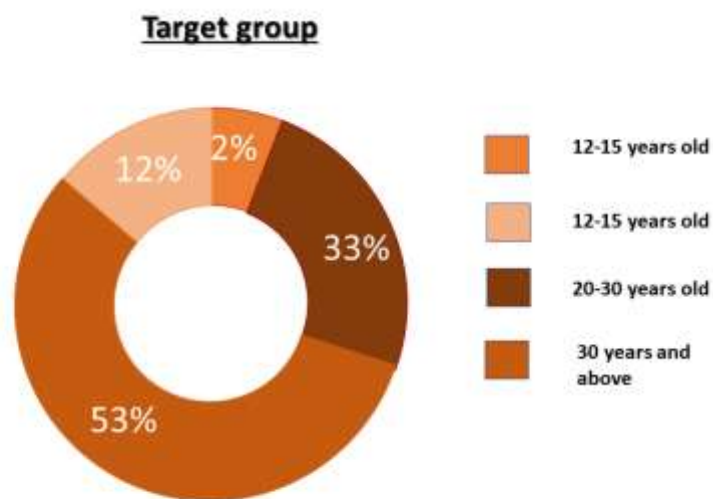
04. Through the observing the process

(The management explain the process to us in beginning after that we observe all process by visiting relevant office places)



IDENTIFIED WEAKNESSES & IMPROVEMENTS THROUGH THE MARKET RESEARCH

01. The younger generation appears to exhibit a decreased level of interest in the Sunquick brand.



By meeting the Sunquick experts, they also mentioned Sunquick achieved less market audience in younger generation. Its clearly proved with our gathered information as well. We also include a question in our questionnaire for gathering the preferences through the different age categories. By considering the above pie chart we can noticed, that 53% of customers (above 30) are used and prefer Sunquick products. When we consider the younger generation like school students, university students, they have less preference (12-15 → 2% and 12-15 → 12% 20-30 → 33%) about the Sunquick products. We all know, “Young blood always encourages future success. They are the game changers” so we want to encourage and express a good impression about a Sunquick products without any doubts to fly towards a more and more success.

IMPROVEMENT/ SUGGESTION INSTEAD OF ABOVE WEAKNESS:

"Today's generation of young people holds more power than any generation before it to make a positive impact on the world."

- William J. Clinton -

As above quotes, Mr. William J. Clinton said, young generation is the most powerful weapon which we can use for our brand awareness. Once we motivated or create a good impression with them about the brand, then they market it without any doubts. So, we suggest doing brand awareness through targeting school children, University Students, Young employees. We can do it by organizing some kind of stoles, sessions, events like games etc.

As an example, Sunquick can organize the below type programs by considering their age groups and preferences.

- School Children → "SunQuick power" Game program

(School children always observe things, like to experience different things and explore new things. So by considering their mind, we suggest to them, to come up with "SunQuick Power" Game Series. Throughout this program we try to improve student softskills by promoting our brand as well by collaborating the schools)

- Young Employees → "Be a Brand" Session Series

(Through the "Be Brand" Session series, we focus on personality development session at the same time we allocate some time to do our brand awareness session as well by partnering up the industries.)

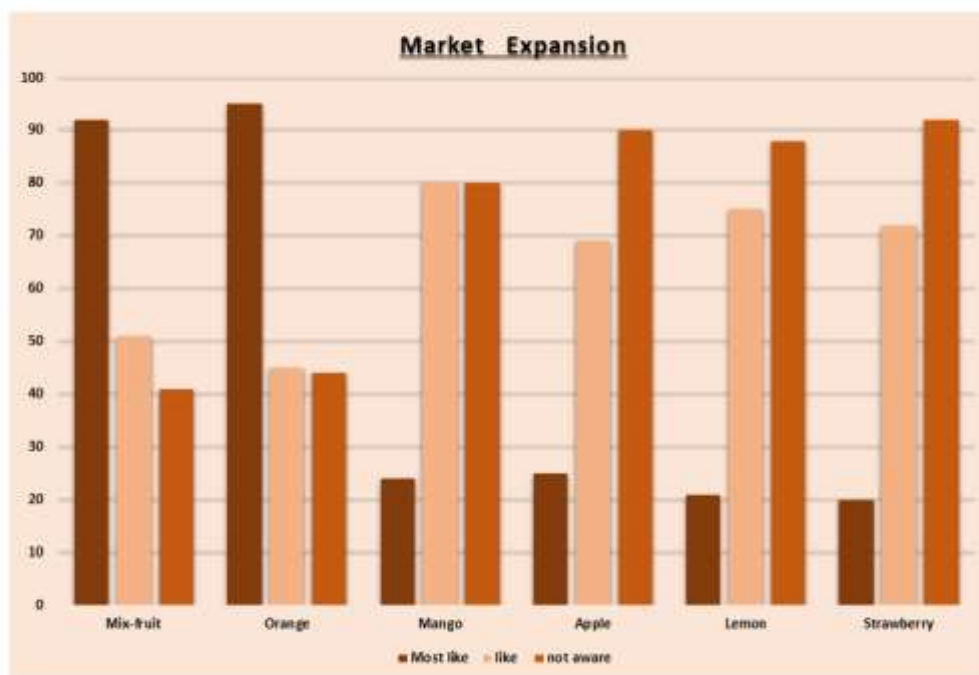
- University Students → "YoungSun" Stole Series

(University Students try to enjoy their life by exploring new different adventures and grabbing the opportunities. So as above by considering young students mind, we come up with the "YoungSun" Stole Series. The reason is University students organize so many events in university during the year. So, we can partner up with those events through our stole and do brand awareness")

Throughout above suggestions, Sunquick able to achieve below objectives:

- Sunquick management can promote their unfamous cordial brands through the stores. May be Students do not aware about those flavors so we can promote it.
- We can make it lively with the right measurements and sale it. Then students can identify their actual unique taste.
- We can meet lots of young blood, we can know their preferences, expectations and can get their feedback as well. In fact, we can do small research through the store as well. By using that gathered data, we can make improvements for future success.
- Can increase their company sustainability through "SunQuick Power" by helping to education expects.

02. The expansion of the market is currently confined solely to the Mix fruit and orange flavors, with other flavor options not receiving as much promotional attention.



Throughout our survey, we gathered the customer preferences for various flavors which are included in the Sunquick products. According to that we observe, Customers have more preference about the Mix fruit cordial and orange cordial. Both cordials got more than 90% preference all out of all other flavors. Moreover, we can observe, some flavors are not aware either around the customers like Mango, Apple, Lemon, Strawberry etc. Sunquick already spread various unique 9 flavors in their production, so we also want to expand other flavor customer base as well as a mix fruit as well as the orange.

IMPROVEMENT/ SUGGESTION INSTEAD OF ABOVE WEAKNESS:

When we compared to the competitors, Sunquick inherits unique nine different flavors with three different sizes ranges. Sunquick BIBI pack (Ready to drink) is also now available in supermarkets. Instead of marketing all 9 flavors, surely, we will be unable to grab the much market place.

Customers may have different choices, preferences according to their expectations and needs. Nowadays, people are too busy with their own work schedules, so they do not research on their own when they come to buy products. They are always ready to buy quality best tasteful product which they know very well. That's why Sunquick has a lot of sales mix fruit and orange cordials instead of other seven flavors.

If we want to influence customers by buying other seven flavors, we want to aware the customers all flavors and their functions as well. On point of that, we recommend below few suggestions for improve the market other Sunquick flavors and functions.

- **Using the other flavor bottles through advertisements instead of orange bottles.**
(Sunquick always uses mango or mixed fruit bottle only to promote their products. If we use different bottles with that, surely, people can grab that new difference quickly.)
- **Selling the products through the stores in an events or middle level shops.**
(We can display the menu list with available all nine flavors plus cocktail cordial. Then according to customer preferences, they can choose what they want to try. Furthermore, we can put some sunquick friendly employee to introduce those unknown flavors to customers by sharing thoughts and experiences.)
- **Promote through social media.**
(Nowadays, lots of people use social media for different purposes. So, we can gather lots of customer base through social media. Instead of sharing posters or adds through social media, we can give some useful information. Actually, we want to express for customers, Why we need to use these flavors, What kind of taste, How to make it properly etc. For a example we can let customers how we make Sunquick Guava flavor or Cocktail drink properly through the video and posting it social media boost.)

Throughout above suggestions, Sunquick able to achieve below objectives:

- Introducing those unknown innovative flavors to customers, Sunquick can gain a competitive advantage in the market.
- If we create an influence customer base for the above flavors, Sunquick can expand their market share with further can reach new customers as well.
- If customer like with one of these unknown flavors, most probably we can increase our loyal customer base.
- Customers can identify how Sunquick is strong in development and supply chain by recognizing those verities.

03. This communication pertains specifically to the promotion of the Sunquick brand through advertisements, with a specific focus on emotional advertising strategies.

When consider the Sunquick marketing strategies, they always try to market their products through the Advertisements. Especially Emotional advertisements like “Gedara bona bima eka”, “Thagi dena Sattatre”. At the same time with advertisements, we can also try out the other marketing strategies. May be that market strategies can have huge impact to market expansion incredibly.

Sunquick always use one product flavor in their advertisements. There are 9 different unique flavors so we can use those different flavors during the commercials. Furthermore, they always target the seasonal periods events or special occasions for advertising their products. They do very a smaller number of advertisements or any other marketing strategies in non- seasonal periods.



IMPROVEMENT/ SUGGESTION INSTEAD OF ABOVE WEAKNESS:

“Good Marketing makes the company look smart. Great marketing makes the customer feel smart.”

- Joe Chernov -

As above Mr. Joe Chernov said, In our opinion also marketing strategies can change the game towards great success. Today's technology is enhanced day by day so If we want to survive with that technological advancement, definitely we want to come up with new ideas, concepts as well as strategies.

Sunquick Lanka also wants to come up with new strategies to increase their brand reputation instead of doing the same strategies (advertising) or concepts. As an example, here we mentioned a few strategies, Sunquick can continue to increase their sales through marketing.

- **Sponsorships (Through the Event hosting)**

(There are plenty of famous events and occasions which are held throughout the year in different fields. Ex: Award Ceremonies, Tv Channels special occasions like Christmas party) So, we can invest some in those kinds of events by considering the benefits. Then we can open the event audience eye for our brand.)

- **Partnerships**

(We suggest partnering up with other well-known organizations. Then we can promote our products in that organizations by selling our products to them as well as we also can get some benefits from their companies as well. Ex: If we partner up with kind of university, we give our products to them with reasonable price or the free for staff and other side university also agree to do market research for us.)

- **Advertising through new concepts**

(We suggest using new ideas, concepts, and technologies when Sunquick hope to advertise their product at the same time doing emotional advertisements. As an example, we can use brand ambassadors. Customers have different choices and motivations. Someone's likes for celebrities, someone's motivated through sporters etc. So we suggest to get some brand ambassadors in different fields like celebrities, Sporters, Singers etc and through that person we can influence the audience.)

Throughout above suggestions, Sunquick able to achieve below objectives:

- Sponsorships like event hosting can make "Sunquick" brand name as a well-known with all audience ("Powered by Sunquick Lanka") and increase the brand reputation.
- We can increase our brand reputation and at the same time we are able to gain some external benefits through marketing.
- Able to open target audience eye for our brand and motivate them to do revolution in the market.
- We can build the strong relationship between the customers by portraying the Sunquick values and functions.

04. Sunquick products offer similar functional benefits to those of our competitors, but the pricing is comparatively higher.

We identified MD, KIST, MEZZA, VESTA etc as competitors of Sunquick Lanka through our market research. When we consider the functional benefits of Sunquick as well as the competitors, all benefits are the same.

- Product made with real fruit juices. (No artificial flavors, colors, sweeteners)
- Products contain Vitamin A, B and C.
- Can serve more glasses (even customers can serve more glasses when compared to the Sunquick)

At the same point, if we compared the Sunquick product prices with the competitor's prices, Sunquick product prices are comparatively high. Here below we include the example by comparing price ranges differentiation.

PRICE RANGES OF SUNQUICK AND MD		
BRAND	PRODUCT	PRICE RANGE
Sunquick	Syrup(700ml)	200-300
	Tetra pack (200ml)	40-60
	Tetra pack(1L)	150-200
MD	Syrup (700ml)	250-350
	Tetra pack(200ml)	50-70
	Tetra pack(1L)	200-250

Customers always try to buy quality better products with the lowest cost. Even all have all brands have same benefits, Customers always attract to the lowest cost brands. If we increase prices compared to the competitors' price ranges, that brand wants to highlight or come up with a special unique feature. That's why we point out this price increasement also as a weakness.

IMPROVEMENT/ SUGUESSION INSTEAD OF ABOVE WEAKNESS:

So instead of above weaknesses, we recommend to always highlight unique functions, features which Sunquick have but competitors not. Then only we can grab the competitive advantage for our company.

When our team met the Sunquick experts, they told us Sunquick manufacturers used fresh fruits with the peel to make the Sunquick juice liquid. Furthermore, they said that peel has some kind off **calories and nutrition** which impact healthy for our bodies.

When we researched the competitors' manufacturing process, they did not use fresh fruits without the peel for their cordials. Then why cannot market this superior unique feature with a high note. If we market this unique feature which we found through the research by using above topics discussed market strategies, we okey to increase price as above but without unique different features rather than the competitors, we cannot increase price ranges like above. Because of that, we lost our valuable loyal customers and competitors and grabbed them easily.



Throughout above suggestions, Sunquick able to achieve below objectives:

- We are able to improve customer loyalty by enhancing customer satisfaction.
- This is positively impacted to increase Sunquick brand image by promoting this unique feature include instead of competitors.
- If we contribute healthy products to the customers, we can expand our market by acquiring new customers.
- We can contribute to sustainability by engaging community health by our healthy products.

05. The level of satisfaction among Sunquick Lanka customers appears to be suboptimal.



So as finally we come up with the last main weaknesses through the research. So above bar chart we created from customer satisfaction rating (1 to 5) which we gathered from our survey.

Through the survey we got 180 customer ratings as a 1 (Lowest) to 5 (Highest). According to the survey customer satisfaction ratings, we can observe 45.70% of customers are do not satisfied much with the overall Sunquick products. Actually, it's more than half of the overall customer based which participated in the survey. We reckon all above found weaknesses are highly impacted to have this kind of results f So according to this bar chart result, definitely we must consider what are the reasons behind this dissatisfaction and suggest improvements and suggestions.

IMPROVEMENT/ SUGRESSION INSTEAD OF ABOVE WEAKNESS:

“A customer is the most important visitor on our premises, he is not dependent on us. We are dependent on him.”

- Mahatma Gandhi –

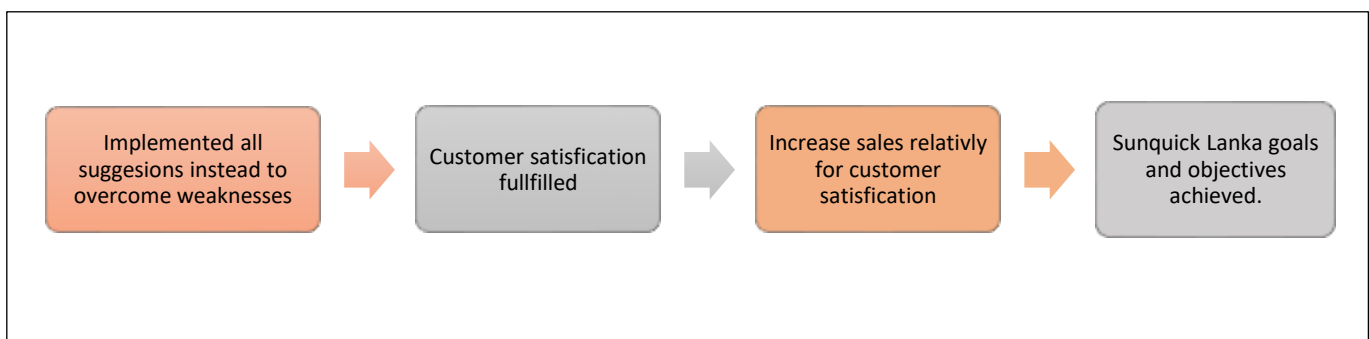
According to honorable Mahatma Gandhi said, Customers are the foundation and strongest strength of any kind of business. We are unable to continue without their support and contribution towards success. We all know, all organizations' main end objective, vision, aim is to fulfill the customers expectation and requirements. As organization If they can achieve above objective, then definitely customers are satisfied with the organization.

When we consider the Sunquick Lanka organization, they can come up with more satisfaction instead of the above research result. As far as we concerned, If we can come up with this above mentioned weakness by doing improvements through our suggestions, We able to achieve customer satisfaction in high note by embracing these revolution beyond any doubt.

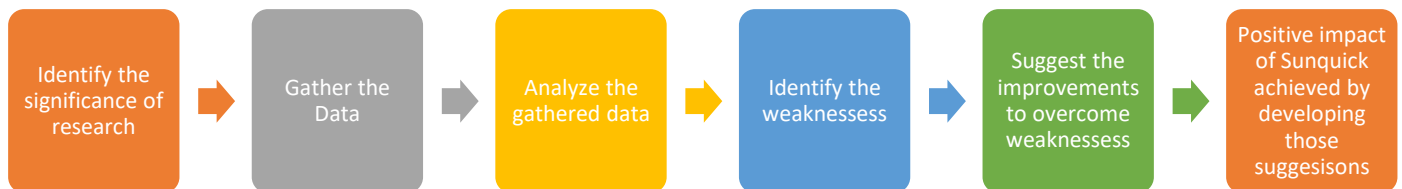
Throughout above all suggestions, Sunquick able to achieve below objectives:

- We can gain above all mentioned objectives in different topics (Improvements) because all about up to increase customers satisfaction.
- When the customers are satisfied with the company products, they are most likely to buy the products repeatedly. Then they become loyal customers.
- We can be able to market our products by using satisfied customers because they always recommend our products and share the experience which they experienced with other customers.

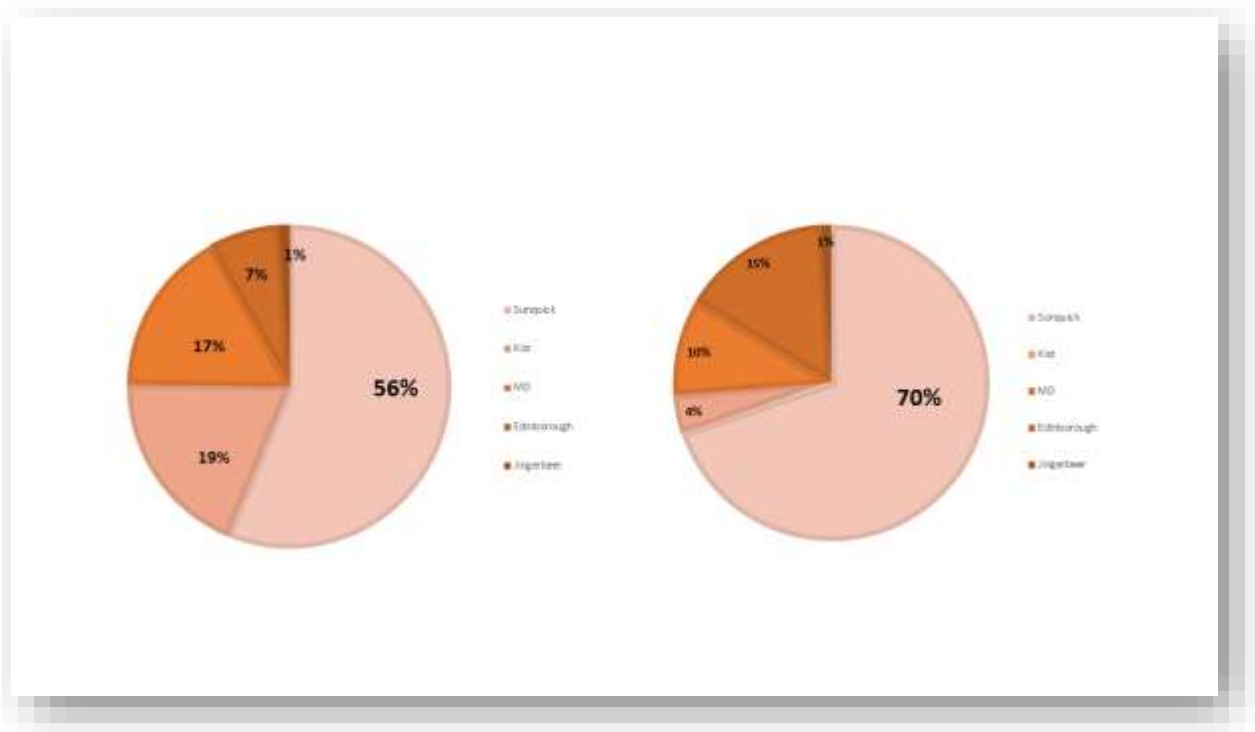
OVERALL MAIN OBJECTIVE WHICH ACHIEVED THROUGHOUT ALL IMPROVEMENTS



CONCLUSION



Here we explore the whole process which we did throughout the market research as a summary. Hope Sunquick Lanka management can have better understand their target audience, develop effective marketing strategies, and make informed decisions about product development, customer satisfaction, and advertising by utilizing these outcomes. According to our final opinion, If Sunquick Lanka develop those improvements and achieved the relevant objectives which above mentioned, we can predict market expansion can be increase 53% (Current market expansion) as a 70%.



Finally, as a group, we hope that this research will serve as a valuable resource for Sunquick and guide its efforts towards continued growth and success in the future.

THANK YOU!