

Sunquick Lanka Pvt Ltd

Group No 11



Areas to be Covered



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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.

Sunquick is one of the most trusted companies in the country as well as it has constantly maintained its excellent reputation and 2.5 million liters sell per year. 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.



Product Portfolio



Concentrate

Made with fruit,
Contain vitamin C,
No artificial colors

Concentrate Zero

Zero sugar,
Contain vitamin C,
No artificial colors



Fruit Drink (bibi)

Made with fruit
juice,
Provide vitamin C,
No preservatives,
No artificial colors

Ice Lollies

Made with fruit,
Provide vitamin C,
Frozen Fruit Juice



Pulpy Fruit Drink

With juicy fruit
pieces,
No bubbles,
Provide vitamin C,
No preservatives

Fruit Drink Family

Provide vitamin C,
No preservatives,
No artificial colors



How Gather The Data



Through the observing the process



Through the meeting experts and management



Through the Questionnaire

Did you enjoy the experience with sunquick?

We are group of undergraduates following BSC In Management Information Systems(Special) at NSBM Green university Town. This is a questionnaire developed to collect data for our research.

Please take few minutes to complete this anonymous survey. Your responses will be kept confidential and will only be used for research purposes. Thank you for your participations.

krishanthapathum9@gmail.com (not shared) [Switch accounts](#)

*Required

Name:

Through external documents and sources

- We gather the details through social media, Websites, google and any other external sources

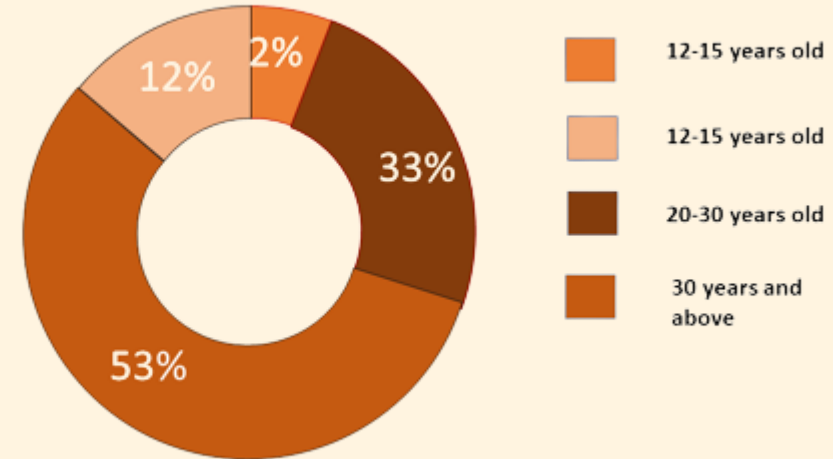


Identify Weaknesses



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

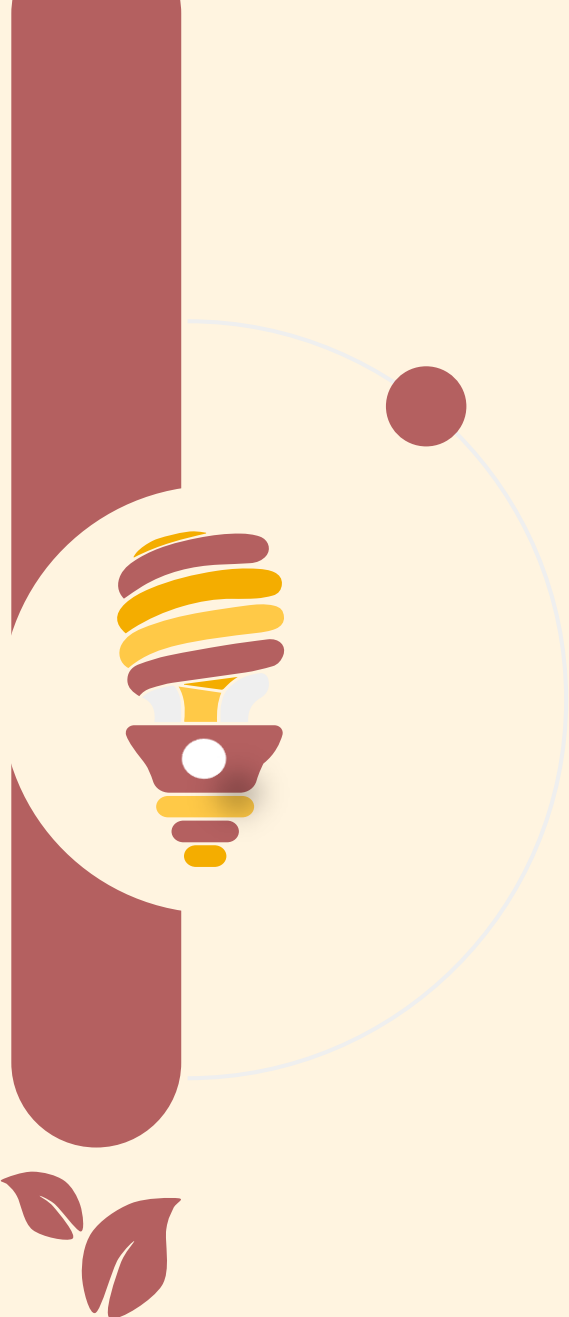
Target group




- Sunquick has acquired a small market audience at a young age.
- We can see that 53% (above 30) of consumers prefer Sunquick products.
- We consider the younger generation like school students, university students less preferred.



Suggestions



Doing brand awareness through targeting school children, University Students, Young employees. (organizing some kind of stoles, sessions, events like games etc)

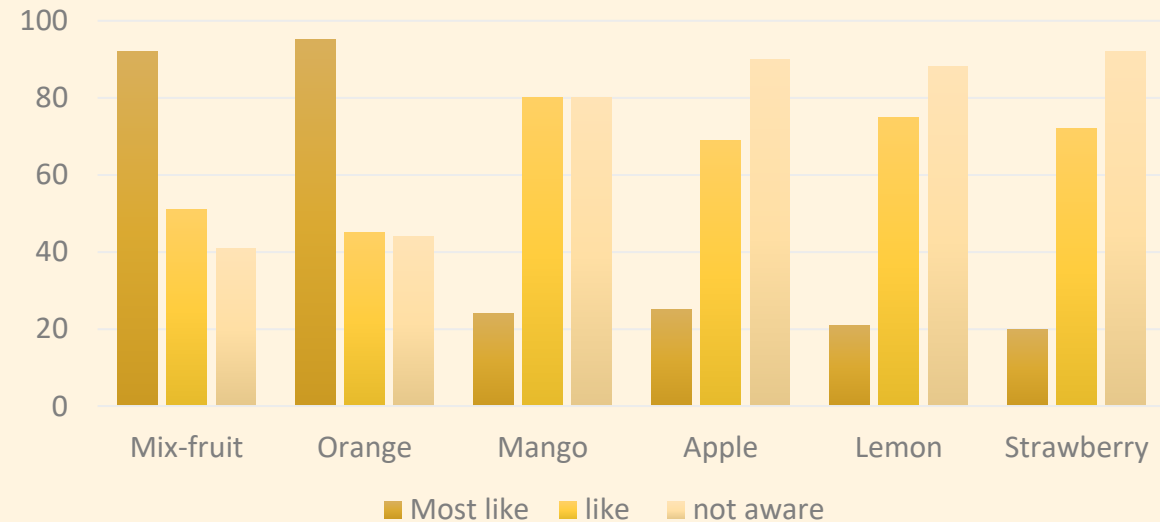
- School Children - “SunQuick power” Game program
 - Young Employees - “Be a Brand” Session Series
 - University Students - “YoungSun” Stole Series
- 

Identify Weaknesses



2. 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.

Market Expansion



- According to the research, customers mostly prefer mix fruit cordial and orange cordial
- These two favours have got 90% above marketplace out of all other favours
- Other 7 favours have spread other 10% of marketplace
- Some favours are not famous even today

Suggestions



Using the other flavor bottles through advertisements instead of orange bottles

Selling the products through the stores in an events or middle level shops

Promote through social media



Identify Weaknesses



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



- Sunquick primarily uses emotional advertisements to market their products
- Sunquick focuses on one product flavor in their advertisements, despite having 9 unique flavors
- They target seasonal periods and special occasions for their advertising campaigns
- They do fewer advertisements or other marketing strategies during non-seasonal periods

Suggestions



Sponsorships at famous events to increase brand visibility

Partnerships with other well-known organizations to promote their products and conduct market research

Using technology to enhance their advertising strategies

Advertising emotional advertisements and using brand ambassadors from different fields



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

Identify Weaknesses



PRICE RANGES OF SUNQUICK AND MD

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

- Sunquick products are priced higher than their competitors.
- Customers prefer lower-priced brands due to functional benefits.
- Sunquick faces competition from other brands at a lower price point.
- Increasing prices without offering a unique feature or highlight can be a weakness.

Suggestions



Sunquick juice offers unique features that set it apart from competitors.

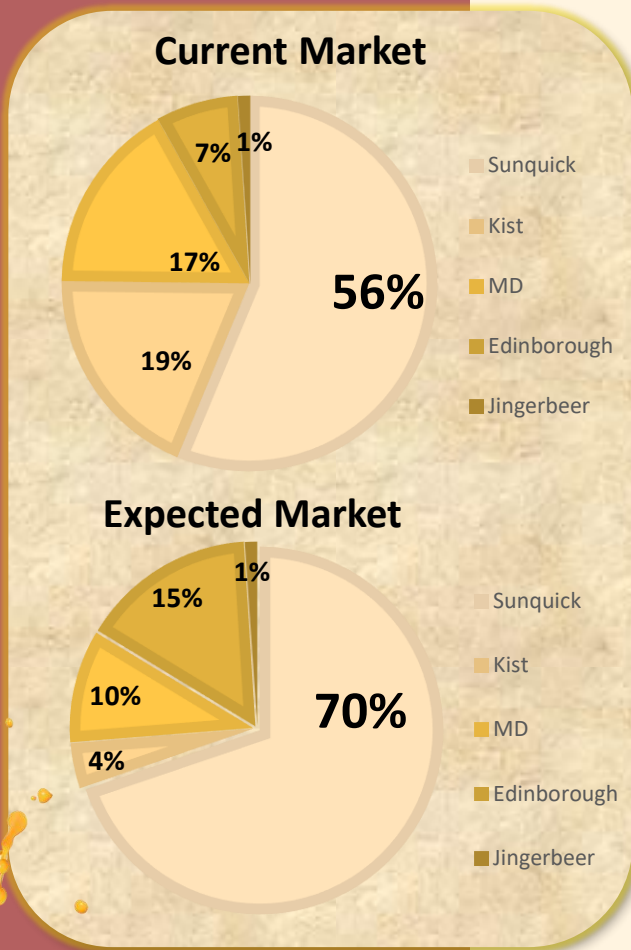
Fresh fruits with peel can be used in manufacturing to promote health benefits.

Increase prices for unique features to differentiate from competitors.

Research to identify new features to stay ahead of the competition.



Overall Achievements



Through Young blood as enthusiasts: Towards a Sunquick revolution

- Expand Sunquick Customer base by achieving new customers
- Sunquick able to be grow their market space

Sunquick Novelties and exclusivities foster openings.

- Competitive Advantage
- Secure the Sunquick market present as well as the future
- Fulfil the Customer expectations in creative way

Sunquick with Sustainable tomorrow

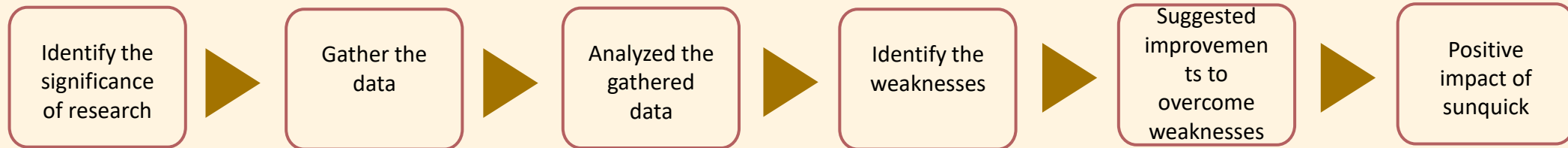
- Achieve things generating profits while reducing the negative impact on environment, economy, as well as the society.
- Be a responsible and ethical organization in industry.
- Can attract customers who value sustainability without spending costs or effort.

Upholding Sunquick's vision through Customer satisfaction

- Able to fulfill Sunquick Vision: To Bring great taste and amazing experience to the consumers.
- Market Expansion



Conclusion



Entrepreneurship leadership requires the ability to move quickly when opportunity present itself.

- Brain Tracy -



Be Entrepreneurial Leader and spotlight through the market.



Group Members

Name	Index Number
D.N. Hathurusingha	22701
K.L.D. Nayanamini	22708
K.G.K.P. Premalal	22760
R. G. I. S. Senarathna	22742
S.K.H.I.M Herath	22688
K.A.D.M.R.A. Kumarasinghe	22747
M.R.P.Kumari	22720
N.E.D Kularathna	22737
K.H.M.S. Dilshani	22746
M.K.V.I.Medhani	23583



Thank you!