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Executive Summary

The purpose of this plan is to introduce, as well as provide marketing objectives and strategies for the new Coca Cola Amatil product, 'Strawberry Coke'.

Our main activities will involve the identification of the target market for the product, and the implementation of a new marketing mix (product, price, promotion and place) to gain the best result for 'Strawberry Coke' after the first 12 months of its introduction. Also, the implementation, monitoring and controlling of the marketing plan will be an important task after its implementation. A basic financial analysis for the new product will be available. However, an extensive analysis is not available at this early stage. We are hoping that 'Strawberry Coke' will receive a positive result from its target market. Detailed information regarding the target market and market objectives will be included later in this report.

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Mission

The goal for Coca Cola Amatil is to be the beverage supplier of choice every time. In order to achieve this, CCA must strive to achieve the smaller battles of innovation, safety, public image and a high ambition towards customer satisfaction.

The new product “Strawberry Coke” will be a revolutionary new low-sugar beverage without caffeine designed for those under the age of seven, and over the age of 45. CCA will endeavour to meet the expectations of health critics and mothers by providing “Strawberry Coke” with a high-protein beverage and a new ‘healthy’ image. If successful, CCA will have proactively entered a new consumer market, and be another step towards being every consumers choice for its range of beverages.

Situation Analysis

Coca Cola Amatil acts as the licensee of Coca-Cola products in Australia, and has done so since 1964. The total revenue from sales of beverages reached \$3.35 billion last year, with CCA reporting a net profit of \$238.8 million. With a 60% share of Australia's soft drink market, CCA remains the largest beverage producer on the market. CCA has continued to increase its net profit over the last five years thanks to; Organic Growth – increasing the sales of existing products through marketing, the relationship with TCCC, cost reduction and customer service.

Brand Extensions – introducing new products and increasing availability of its product. Introducing new products such as Vanilla Coke, Diet Coke with Lemon, and the new Diet Coke with Lime contribute to the growing market share and net profit of CCA.

Organic Growth

CCA's growth is mainly due to its improved efficiency. That is, reduced costs resulting in more gross profit, which can be retained in the business to encourage further growth, or distributed as dividends and wages to shareholders and workers. CCA strives to reduce costs, while keeping safety and employment throughout its' bottling plants at a maximum.

The use of the Just-in-Time inventory system allows CCA to provide an efficient means of providing its formula, CO₂, bottles, water and other materials to the bottling plants. The JIT system allows for precise estimation of the materials required for the nearby future, to minimise storage, transportation and other inventory costs – which can accumulate to as much as 40% of the total invested capital of some businesses. This, in turn, results in more capital to be used in other areas (such as marketing) or a cheaper distribution price for CCA products. The JIT management system is recommended for the bottling and presentation of the new 'Strawberry Coke'.

Market Analysis

CCA, in cooperation with The Coca Cola Company, operates on a multi-national scale – selling our products in Australia, New Zealand, South Korea, Indonesia and others. As well as this, CCA operates on a local scale – selling its products to shops, kiosks and supermarkets everywhere. Therefore, in order to remain a successful business, CCA must understand both global economic and environmental conditions, as well as how these effect the local communities. Both internal and external influences on the market need to be considered to determine the ability of CCA to distribute its soft drinks at competitive prices, and the ability of our consumers to purchase them.

Internal Factors of the Changing Market

Internal environmental conditions of the market include the natural resources effected by CCA, disposing waste and acting under the legislation issued by the different Australian States and Federal governments.

Changing social values are beginning to place the concerns of the consumer into the methods of highly respected organisations in dealing with resources and handling waste. To combat these growing concerns, and to maximise efficiency, CCA uses an Environmental Performance Measure (EPM) to assess and evaluate the environmental impacts of the business's performance. It acts as a benchmark of current performance in order to set standards, identify Worlds Best Practice schemes and identify any flaws. This helps to constantly improve the way CCA is operated and minimise negative environmental aspects such as greenhouse gas emissions and waste.

CCA strives on being a responsible business when dealing with the environment and natural resources and constantly develops efficient methods of reducing greenhouse gas emissions. These can occur through:

- Energy used in the manufacturing process
- Refrigeration leaks associated with the cold drink equipment
- Fuel used to deliver products to retailers.
- As well as greenhouse gas, CCA is concerned with the disposal of wastes such as:
- Waste from the bottling / formula plants including ingredient containers and damaged bottles
- Products and equipment reaching their used-by-date
- Packaging waste from purchased beverages (although this can be an external, or unchangeable directly from the business, promotions can be made to encourage recycling of our CCA bottles.

External Factors of the Changing Market

The external conditions of the soft drink market influence the marketing mix (product, price, placement and production) of CCA's products. Probably the most demanding aspects are the change of consumer tastes and new competitors to claim part of the market share.

Such an example is the entry of the recently new energy drinks such as 'V' and 'Red Bull'. The new drinks achieved a widespread popularity very quickly during the mid 1990's. In order to remain a dominating player in the non-alcoholic beverage market, CCA introduced its own version of the energy drinks, 'Lift-Plus'.

Another external driver towards the changing market is the Australian economy. Australia is a high-income country, and as such, soft drinks can be easily afforded by most consumers. However, during an economic downturn (or bust), the Coca-Cola brands may be seen as too expensive when compared to other, cheaper beverages. To compensate – CCA sought to minimising costs of production wherever it could. The unique delivery system whereby CCA's products are transported from a local bottling plant directly to the place of sale is a great advantage towards CCA, and helps to minimise costs. Also, the introduction of dimming systems, switching systems and energy efficient lamps save energy consumption by up to 40%. This reduced the annual electricity bills by \$30,000 to \$50,000. The new product "Strawberry Coke" will be sold at two thirds the price of Coca-Cola, and as such aims to be a successful product during economic busts.

SWOT Analysis

Strengths

- Experienced Company and management team.
- Leader in all soft-drink markets in which we operate.
- Unique delivery management system.
- JIT inventory system.

Weaknesses

- Dynamically changing market.
- Entry of new competitors (such as 'Fruco' – V brand drinks).
- Changing "health" concerns of consumers.
- Aging population resulting in fewer 'young' people to promote Coca-Cola to.

Opportunities

- Future growth opportunities to neighbouring countries (including Indonesia).
- Diversification into health drink markets and bottled water market.
- Improving economic conditions (AUS dollar etc.)
- May use TCCC's brand name to introduce new products such as "Strawberry Coke".

Threats

- Growing terrorist threat resulting in high alertness and tight security, as well as a growing un-American image in Indonesia, South Korea and surrounding nations.
- Attracting attention from regulators such as ACCC.
- Changing sugar prices.

Product Analysis – “Strawberry Coke”

Strawberry Coke is a new product continuing the ‘Coca-Cola’ name into a new market. Strawberry Coke is a healthy drink with a sweet taste designed to cater mostly for children under seven, but also the ageing population and consumers looking for the ‘healthier’ alternative. The drink is to be a low-sugar substitute for soft drinks, and includes 35% strawberry extract and absolutely no caffeine. This makes the drink more of a fruit-drink, but we at Coca-Cola Amatil are confident that the drink will be more popular with the ‘Coke’ brand name and customer recognition.

Thanks to The Coca-Cola Company and its millions of dollars spent strengthening customer awareness every year, the products made by TCCC and their bottling partners around the world (including CCA) are recognised almost everywhere. Coca-Cola is the world’s most recognised word, and the drink Coca-Cola is the world’s most recognised brand.

Strawberry Coke itself is a shade of red close to the trademark Coca-Cola label, and will be available in 390mL bottles, 1Lt and 2lt containers as well as the new 250mL bottle to cater for individual children, families, and other consumers. The label for Strawberry Coke is different from the Coca-Cola drinks in that it shows strawberries and a new style font for the title. This allows for a differentiation of the brands, while still maintaining the Coca-Cola name.

It has been decided that Strawberry Coke will be bottled in the same procedure that the Coca-Cola brand products are. Not only will this assimilate the new drink with the other coca cola products, it will present an efficient method of bottling the new drink without the need of new machines or bottle shapes. The method used consistently in bottling CCA products can also be maintained on the product. The financial sector indicates that this will lead to savings of up to \$5million during the first year of production. If Strawberry Coke is unable to meet the expectations set out by CCA by the second year or introduction a new, flatter and thicker bottle or a cardboard solution will be introduced. This will be necessary only if it is concluded that the 'unhealthy' image of carbonated drinks causes Strawberry Coke a negative response with consumers. Strawberry Coke will be available in the same vending machines as other CCA products, but will be at a lower price for the first 60 days of its implementation. The marketing plan will address these details in the marketing strategies section.

Product Life Cycle

When competing in the dynamic market of carbonated beverages, the introduction of new products and the diversification of existing products becomes of paramount concern when considering the companies future. CCA has successfully marketed and assimilated the “Vanilla Coke” and “Cherry Coke” brands in Australia, which has not only brought a successful boom in the CCA dominance of the market, but helped continue the life of CCA’s leading products – Coca-Cola, Sprite and Fanta. Timing and planning is essential in organising the release of a new brand. If held off too late, the customer base developed by the previous products may be lost and/or harder to gain. It is also important to stimulate different market segments (i.e. not only the soft-drink market, but the health drinks, energy drinks, caffeine drinks and others as well) to ensure that no matter what changes in consumer attitudes (culture, sub-culture, lifestyles etc), there will always be a product available to refresh any consumer.

Competitor Analysis

It is important to include a competitor analysis to assess their strengths and weaknesses, and predict future strategies. Because of CCA and TCCC's size and dominance in the beverage market, most smaller competitors have a minor effect on the business strategies of CCA. Therefore, there is usually little needed to be done to combat the marketing plans proposed by those smaller competitors.

CCA's most dominant competitor is Pepsi. The Australian Pepsi franchise is Pepsi Australian Holdings (PAH), and its bottling partner is Cadbury Schweppes Australia. All Pepsi franchises operate as an independent business and make their own local marketing decisions. On a global scale, this makes Pepsi's strategies harder to determine and plan for.

Part of the reason Pepsi became such a successful enterprise is because of its choice of target market. Pepsi target younger consumers in urban areas (as these areas are where most teenagers live) as well as women in general. This is clear through the recent advertising campaign involving the three popular artists Britney Spears, Pink and Beyonce Knowles. To counter this, CCA has launched the new Strawberry Coke, targeted at younger customers (including teenagers) as well as customers looking for a healthy alternative. Hopefully this will allow CCA to continue to be the beverage supplier of choice every time.

As well as target market, it is also worth noticing that the main goal for PAH is to increase market share and the value of shareholders' investments. By knowing this, we at CCA can understand the reason of the competitive prices PAH charges for its products. To combat this, CCA should look at improving consumer relationships, as it is the consumer awareness and respect that allows CCA to outsell Pepsi brand drinks – even though CCA's products are generally priced higher.

Identifying Target Market

As already noted, Strawberry Coke has the following characteristics

- Low in sugar
- Absolutely no caffeine
- Strawberry extracts (35%)

The marketing department has already concluded that the focus of the Strawberry Coke product will be children under seven, as well as older consumers over 45. Because children under seven do not have much money for their own personal use, we will have to target the parents of these children. In order to do this, we will be using a concentrated marketing scheme, whereby the focus of the product will be to a segment of the total market (that is, families with young children) in the hope that other areas of the beverage market will be influenced by the popularity. In other words, we hope that the other members of the families we target enjoy the new drink, and help others to become familiar with it. This type of marketing is not like anything that CCA has done before. Usually the products made by CCA are undifferentiated (one approach for all consumers).

Economically, Strawberry Coke will be designed for even the lowest income earners. With each drink selling at two thirds ($\frac{2}{3}$) the cost of other Coca-Cola brand products, the plan is to capture the lower-income market as well as the middle to high-income consumers. The Coca-Cola brand name will also help this assimilation into the mass market. Also, Strawberry Coke will not be given a comical or childish image through advertising and promotions (bill boards, commercials, packaging etc). That is, there will be no graphics designed specifically for children, nor any children in the commercials for the product – this is because we hope that older people will enjoy the drink too.

We are fairly confident that the concentrated target market will be sufficient enough to provide adequate revenues for the first 12 months.

Marketing Strategies

This section will look at two areas; Marketing Objectives and the Marketing Mix. The Marketing Objectives will determine what it is we hope to achieve through the new product Strawberry Coke. As the main objective of Coca-Cola Amatil is to be the beverage supplier of choice every time, the Marketing Objectives will determine what needs to be done in order to achieve that goal. Then the Marketing Mix will show exactly how CCA will use its resources to satisfy the wants of the target market. Specifically, the Marketing Mix will give details on:

- Product – what the product has to offer and what it actually is (including packaging, features, positioning and quality).
- Price – what pricing methods will be used, and what pricing strategies will be used.
- Promotion – information regarding advertising, above-the-line promotions, below-the-line promotions and communication.
- Place – distribution of the product, transportation and distribution intensity.
- Essentially, the marketing strategy will put the operations of CCA pointed in the right direction to achieve the business objectives.

Marketing Objectives

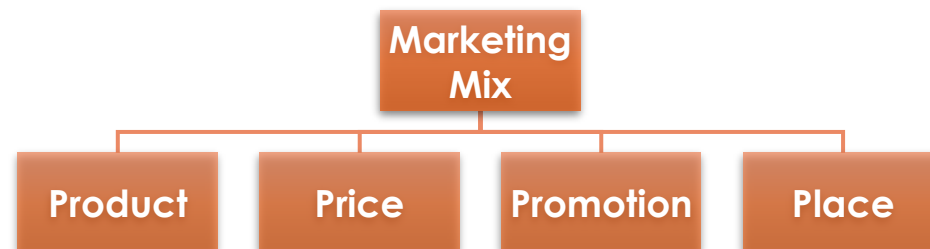
The main objective for Coca-Cola Amatil is to be the supplier of choice every time. This business objective can apply to the marketing plan, but in order to achieve this, there are a number of different objectives to satisfy including:

- Increased customer awareness
- Improve image
- Increase share of the market

The most important objective of this plan, however, is to successfully enter a competitive market that CCA has never successfully penetrated. The only brand CCA produces in the juice market is the “Fruitopia” brand of drinks, which delivers a 2% market share of all fruit drinks sold. Therefore, the main objective CCA wishes to pursue is to capture a reasonable share of the market – from 2% to 10% in two years. During the first year, CCA is prepared to accept reasonable losses in revenue due to advertisements, below-the-line promotions and competitions in order to increase the consumer awareness and product differentiation. The first year will also be important for monitoring and controlling operations, to better prepare any flaws in the marketing process for the proceeding 12 months. After 24 months, the entire products performance will be compared to the performance of competitors, and the entire market to decide whether to continue the rate of promotions or to start a fresh marketing campaign. We are expecting to have close to 5,000 distribution networks in New South Wales, and to receive a profit margin of 3% for the first 12 months, followed by 8% in the second year of operations.

Marketing Mix

The marketing mix is where the different market tactics are determined for the new product. Although CCA has a successful history of promoting its products, Strawberry Coke has rather large shoes to fill, so the marketing mix is still a crucial element of this marketing plan. The marketing mix is associated with knowing what kind of consumers will buy the product, and what we can do to make the product more attractive. Some things such as the place (or distribution) of the product can be easily arranged. This is because Coca-Cola Amatil's other products already operate under a unique and cost-effective system of transportation and physical distribution, and the new Strawberry Coke will have few differences in its place of purchase and transportation procedure. Strawberry Coke will be promoted in a different way to the other Coke brands because of the different market it will operate in, and a different target market it will aim to sell to. The marketing mix looks at the four P's – product, price, promotion and place.



Product

The actual product being sold is Strawberry Coke, but the customer does not only buy Strawberry Coke, they buy a refreshing beverage with a sweet taste – that is rich with strawberries and fulfils the thirsts of its consumers. It is important to identify the service which Strawberry Coke is presenting to the consumer, not just its content. Also, the service being provided may be of different value to some consumers. Children under seven mostly consider the taste that is in Strawberry Coke, while their parents or older siblings will consider the content of the drink in relation to their health.

Ingredients in the Strawberry Coke formula include strawberry extract (35%), artificial colours and flavours, carbonated water, as well as the highly secret Coca-Cola formula for the competitive advantage Coca-Cola holds over all competitors in the market. The bottle will be coloured bright pink, and the actual drink is coloured dark red – similar to the Coca-Cola trademark colours. The bottle top for Strawberry Coke is a pink colour also. The smaller bottles (250mL) will be available both separately and in a four-pack. The four-pack will be contained within neck holders, much like Coca-Cola glass bottle sets, but will remain in a plastic recyclable bottle.

Positioning of the product – or the product image – is a crucial part of the marketing mix. The image of CCA's products is one of the most important aspects of marketing the many successful drinks available to consumers. Most of CCA's products have been positioned by direct comparison. That is, the positive image consumers get when they think of a coke is equal to the negative image CCA has created of the Pepsi-Cola equivalent, Pepsi-Cola. However, this is not the method that will be used for Strawberry Coke.

The marketing team has concluded that the most effective method of positioning Strawberry Coke for the fruit juice market is through quality. Coca-Cola has always been associated with a high-quality product, but that aspect has never been a focus point in its marketing. We will attempt to create such an image for Strawberry Coke, where consumers feel that Strawberry Coke is a high quality product that better suits the needs of a fruit drink (being healthy but maintaining a great taste.)

The branding of Strawberry Coke has already been taken care of by the 'Coke' name. CCA and TCCC have spent \$billions in creating a world-renowned brand that separates Coca-Cola from all other beverages worldwide. The brand leads to the image, and differentiates the product from the others in the market. We predict that the Coca-Cola brand name will provide an immediately positive reaction to the product.

Price

The image being created for a new product can be given by the price of that product. High prices often mean high quality. CCA expects this image of quality to remain high during the introduction of Strawberry Coke. With the main objective of the new product being to increase market share, we have decided that the best strategy concerning price is to set a price in relation to the market. We have decided that an attractive price for a single 250mL bottle is \$1.00, 390mL bottle at \$1.40, 1L bottle at \$3.50 and the 2L bottles at \$5.00. We are aware that these prices are just the recommended retail price, and that the price of Strawberry Coke may vary between retailers, but this is only expected to be a 10% variation. This penetration marketing strategy is believed to give Strawberry Coke a higher opportunity to succeed in the market.

These prices will apply for the first 60 days only, until we can determine the effectiveness of these prices and popularity of Strawberry Coke. If things are doing well after the first 60 days, we will apply a more value-based price. The value perceived by consumers of the Coca-Cola brand name enables CCA to charge more for those products. Similarly, the Strawberry Coke product will, as we expect, hold a high-value perception by its consumers – and should be priced accordingly. Depending on what happens after the first 60 days, the price of Strawberry Coke may increase by up to 25%.

Promotion

To establish awareness of the new Strawberry Coke and why it appeals to consumers, a promotional campaign is needed. Promotion is often the most important element of the marketing mix, as it involves communicating to the consumer. CCA will involve itself in both above-the-line and below-the-line promotional methods. Research has shown that after the introduction of a new product, the rate at which that product is accepted within society and given a household image is relatively slow. Therefore, CCA has to target the 'innovators' and 'early adapters' of the target market. Research of the target market Strawberry Coke is aimed at shows that these people are young mothers, possibly single-parents, who are just beginning a family and will try new products more often.

Firstly, to bring about customer awareness of Strawberry Coke, CCA has agreed with TCCC to produce Australia-wide advertisements including television, radio, billboards, the internet (through mailing lists and popular websites) and a number of Strawberry Coke vans and cars (to target younger consumers during the day, when many children are outside). As well as this, CCA will continue to sponsor events such as The Australian Literacy and Numeracy Foundation, the Athens Olympic Games, Soccer NSW and other localised events to increase its public image, and to introduce the new Strawberry Coke.

Below-the-line promotions CCA will undertake include free samples and handouts of Strawberry Coke at different retailer locations around Australia for the first 30 days of implementation, competitions to win larger bottles of Strawberry Coke, and a '1 in 6 wins' promotion whereby approximately one in every six Strawberry Coke products contains a winning coupon for a free Strawberry Coke. This '1 in 6 promotion' may cause a loss in revenue but the benefits it achieves by increasing customer awareness and generating a higher customer base will bring a greater market share, and a higher revenue because of it. Consumer awareness and image are the main objectives of the promotional side of the marketing mix. The net profit made by the new product is currently of lower priority to maintaining a dominant market share. As stated in the marketing objectives, we are prepared for a loss in revenue for the first 12 months.

Place

The placement, or distribution of all CCA products is an extremely important factor of the marketing mix – due to the billions of litres of beverages sold every year. Although some of CCA's products are sold directly to the consumer (e.g. vending machines), many of the distribution channels CCA uses are through independent businesses (or intermediaries) such as supermarkets, kiosks and convenience stores. In order to reach the largest possible amount of consumers, CCA must ensure that the distribution (mainly by road) from its eight bottling plants around Australia reach its destination effectively.

Strawberry Coke will not differ from the current strategy involving the ordering, warehousing, transportation and monitoring of CCA products. JIT management and the unique delivery system CCA uses acts as a substantial benefit to the distribution of CCA products, and this will be the same as the Strawberry Coke products. Strawberry Coke will be available in the same vending machines and refrigeration units in stores as other CCA products are. In supermarkets, however, we have arranged for Strawberry Coke to be available only in the fruit juice section of the store. This will assist the image we are trying to make of Strawberry Coke – displaying it as a fruit drink and not as a sugar-filled soft drink.

We have also made an agreement with McDonalds Restaurants to sell Strawberry Coke along side the other beverages available at the many different stores. Only participating McDonalds franchises can be included in this deal, as a large amount of McDonalds Restaurants are owned by individual franchisees. Because Strawberry Coke contains real fruit extracts it is impossible to reduce the drink to a formula. Therefore, all Strawberry Coke products must be delivered to the McDonalds Restaurants in bottles (unlike other Coca-Cola products which can be sold as formula and then used in beverage dispensers). Refrigeration units must also be delivered to every participating McDonalds. CCA has agreed with Linfox (the companies trucking company ally) to provide more funding to produce more trucks and drivers in order to meet the transportation demand.

Thanks to innovations in technology, the quantity of CCA products in many retailers can now be electronically monitored, to ensure that there is always a plentiful supply of CCA products. Similarly with Coca-Cola brand products, Strawberry Coke will be monitored and any shortages will be dealt with accordingly.

Financial Forecast

Estimating the costs and revenue that is expected in the future is a difficult process, especially when introducing a new product. We were able to produce a few estimations, but the extensive financial report will be given at a later date. Thankfully, the budget permitted for the Strawberry Coke project is sufficient enough to support the various costs involved.

Costs

Research Costs – the main information about the soft-drink market and CCA itself had already been researched by both CCA and TCCC. Because of its size, CCA can take no risks, even when introducing new features into existing products (like new promotions or sponsoring different events), there can be no room for guess-work. Therefore, CCA regularly conducts research on the market and on competitors and products. This research costs an average of \$550,000 every year, and was no different to the research undertaken for Strawberry Coke.

Product Costs – this includes designing the product, researching and trialling the Strawberry Coke formula, patenting the drink and creating packaging bottles, labels and caps. On a multi-national scale, this process will end up costing at least \$10.3million.

Promotion and Distribution Costs – this includes advertisements, costs resulting in the ‘1 in 6 wins’ campaign, free giveaways and samples, transportation, warehousing, refrigeration units for retailers (including McDonalds) and sponsors. As of yet, the cost of the free giveaways and the refrigeration units are uncertain, because of the unknown amount of consumers who will try the new drink, and because of the uncertainty of the amount of refrigeration units needed to order – as not all McDonalds Restaurants have given a response to the agreement. Advertising costs are expected to be \$35million over two years.

Financial Forecast

Revenue

Revenue for the first six months is expected to be adequate, but not extraordinary. As previously stated, we are willing to accept a loss in revenue for the first 12 months due to advertising costs, as well as the other fixed costs (including the refrigeration units, trucks and more drivers for distribution). The estimated revenue from Strawberry Coke for the first 12 months is approximately \$115million. Research shows that the profits made from Strawberry Coke are not expected to be substantial enough to capture the goal of 10% of the fruit drink market, but further promotion and strategic pricing (which are yet to be decided) will hopefully increase the revenue from sales, and the much needed market share over the second year of trade.

As already stated, we expect a profit margin of approximately 3% for the first year, and an increase of profit to 8% after the second year.

A further detailed financial report should be completed after six months of implementation and will include a detailed analysis of all costs and revenue, as well as predicted revenue and profit forecasts for the proceeding 24 months.

Implementation

Upon implementation of this plan, CCA must ensure to monitor the effectiveness of the marketing strategies in relation to the marketing objectives, and take any actions necessary (controlling) to ratify the strategies to ensure the money used on promotions are effective. CCA can monitor the marketing plan using three methods:

Sales Analysis – a sales analysis records all information regarding the sales of a product (Strawberry Coke) in different market segments and in different locations. Then, comparing the actual sales over what was expected, we can discover which strategies are effective in certain areas and to certain consumers. For instance, a suburb may consist of more families than single person households and buy more Strawberry Coke than in other areas. The demographic situation (including income, age, family etc) of consumers can be determined, and different marketing strategies can be implemented to increase customers in some areas. In the example of many middle income families, different promotion strategies can focus on that particular type of target market.

Market Analysis – comparing CCA's performance over that of other businesses in the market can indicate if any changes need to be made in the marketing strategy. If a competitive organisation obtains more profits due to a particular type of promotion (like free samples or public exhibitions), it is important for CCA to recognise what it can do to improve its own profits and customer loyalty. It is recommended that a market analysis be conducted frequently during the first 2 years of implementation of Strawberry Coke.

Profitability Analysis – records all data regarding the costs and revenues of a product and draws conclusions through ratios such as advertising to sales or market research to sales. Comparing this information to the financial forecasts of the marking plan is an effective means of monitoring effectiveness also.

We advise that CCA be aware of the external environment. The changing nature of the beverage market can result in changing consumer trends, and CCA needs to monitor those changes constantly so as to produce a brand image and promotion strategy to better suit the marketing objectives of the marking plan. In the case of an unexpected change of anticipated consumer taste or market changes, a new marketing plan should be created to identify the changes and propose methods in order to keep the company on track to its marketing objectives.

Conclusion

This marketing plan was created for the intent of marketing the new Strawberry Coke product, not to deliver recommendations on other CCA marketing strategies.

Although Coca-Cola Amatil remains the most dominant non-alcoholic beverage corporation in all the countries it operates in and continues to show an improving control of the soft drink market, the introduction of a new product must not be overestimated. Introducing a new product into an already dynamic and competitive market is a task requiring the right combination of planning and persistence. Strawberry Coke's success relies on these qualities, and the right image to relate to its target market.

Hopefully, the target market will be large enough to support the nation-wide project until Strawberry Coke slowly becomes a household product. Depending on how consumers accept Strawberry Coke, CCA should interpret the products' success through brand image and customer recognition (not just through profit margins and revenue), at least after the first 12 months.



Thank You..