

Recommendations

Short term-

Company has to work on supply chain and marketing by improving this company can improve approximately 45% of their business which is captured by other brands just because of Not availability and unfamiliarity of brand. By improving in this fields company can grow overall 19% business.

People are not aware about our brand 51% people have not tried our brand yet. for that we need to marketing team to get involved. Most of the respondents are from 19-30 so we can connect with them by using online add Campine as well we can run Instagram Facebook adds.

Long term-

Company needs to spend on R &D to improve our brands test. If we are able to represent our drink as a healthy drink with less sugar contain company could have market hold for long terms.