

Business Analysis for marketing team

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Agenda

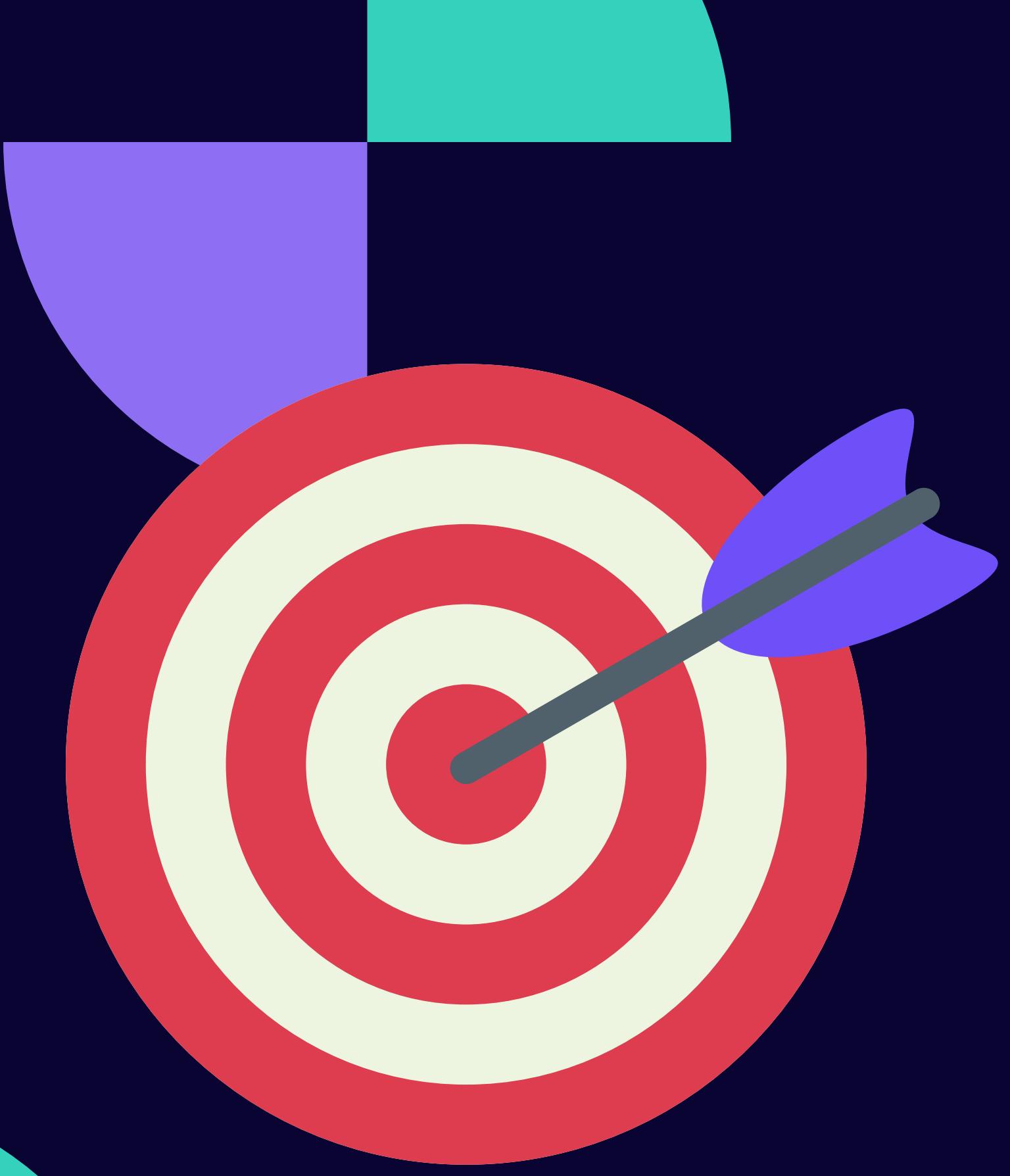
- Company Overview
- Challenges and Objectives
- Findings / Insights
- Suggestions and Closing

Codex at a Glance



- German beverage company
- Launched their energy drink
- Survey in 10 major cities of India
- Received results from 10k respondents.

Objective



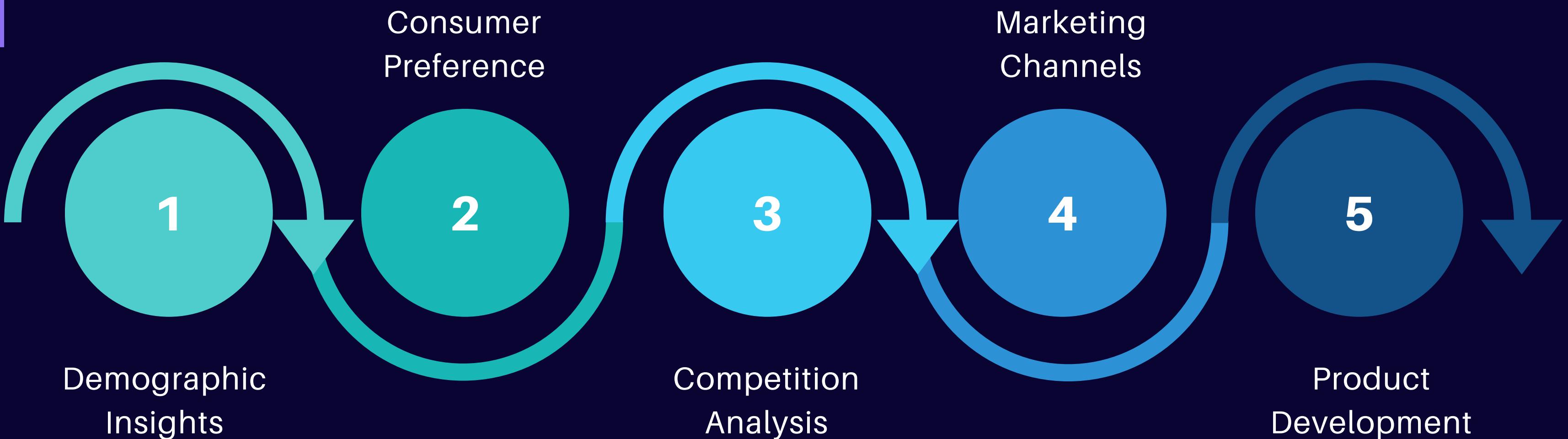
Provide actionable insights to the Marketing team based on the survey results to drive

Brand Awareness

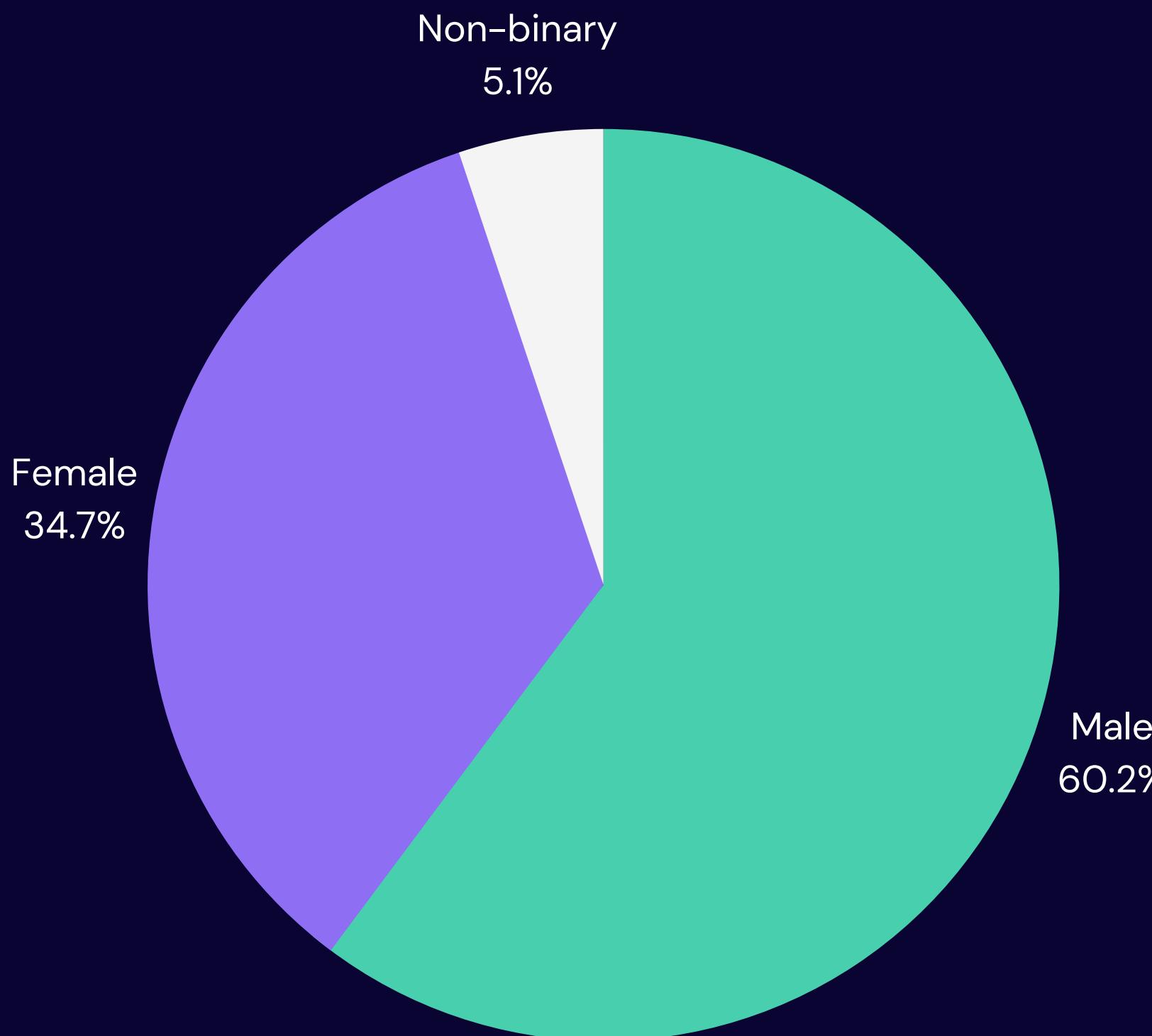
Market Share

Product Development Strategies

Primary Insights

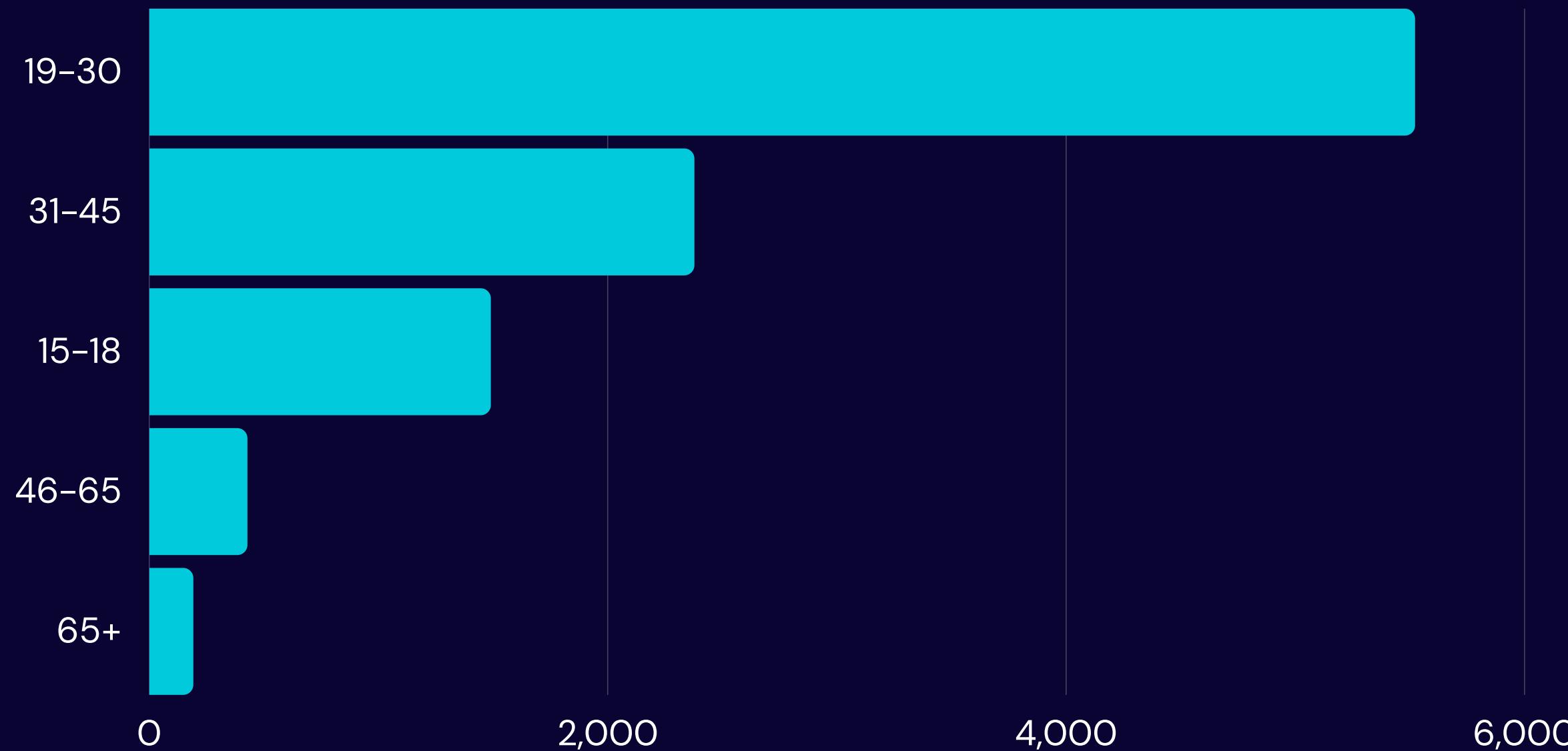


Who prefers energy drink more? (Based on gender)



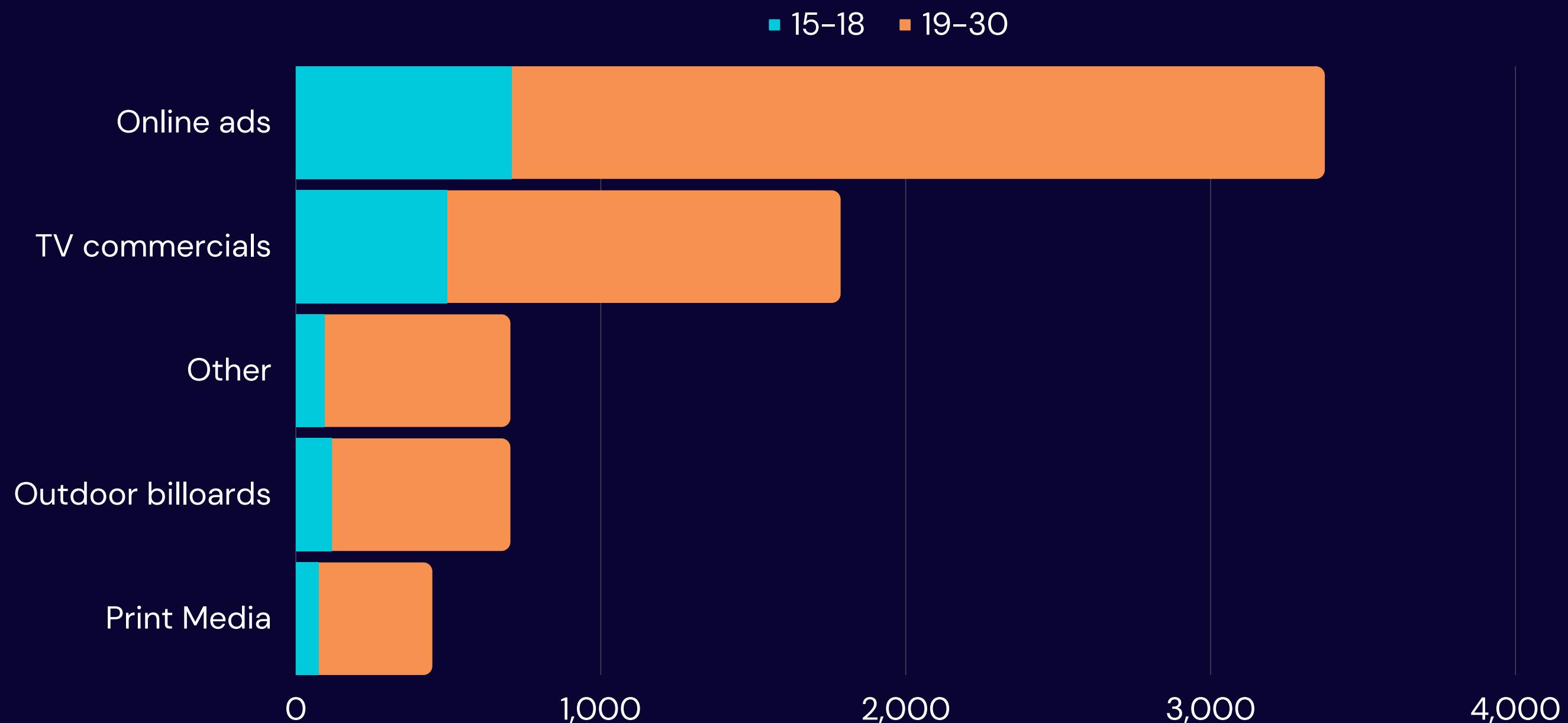
MALE

Which age group prefers energy drinks more?



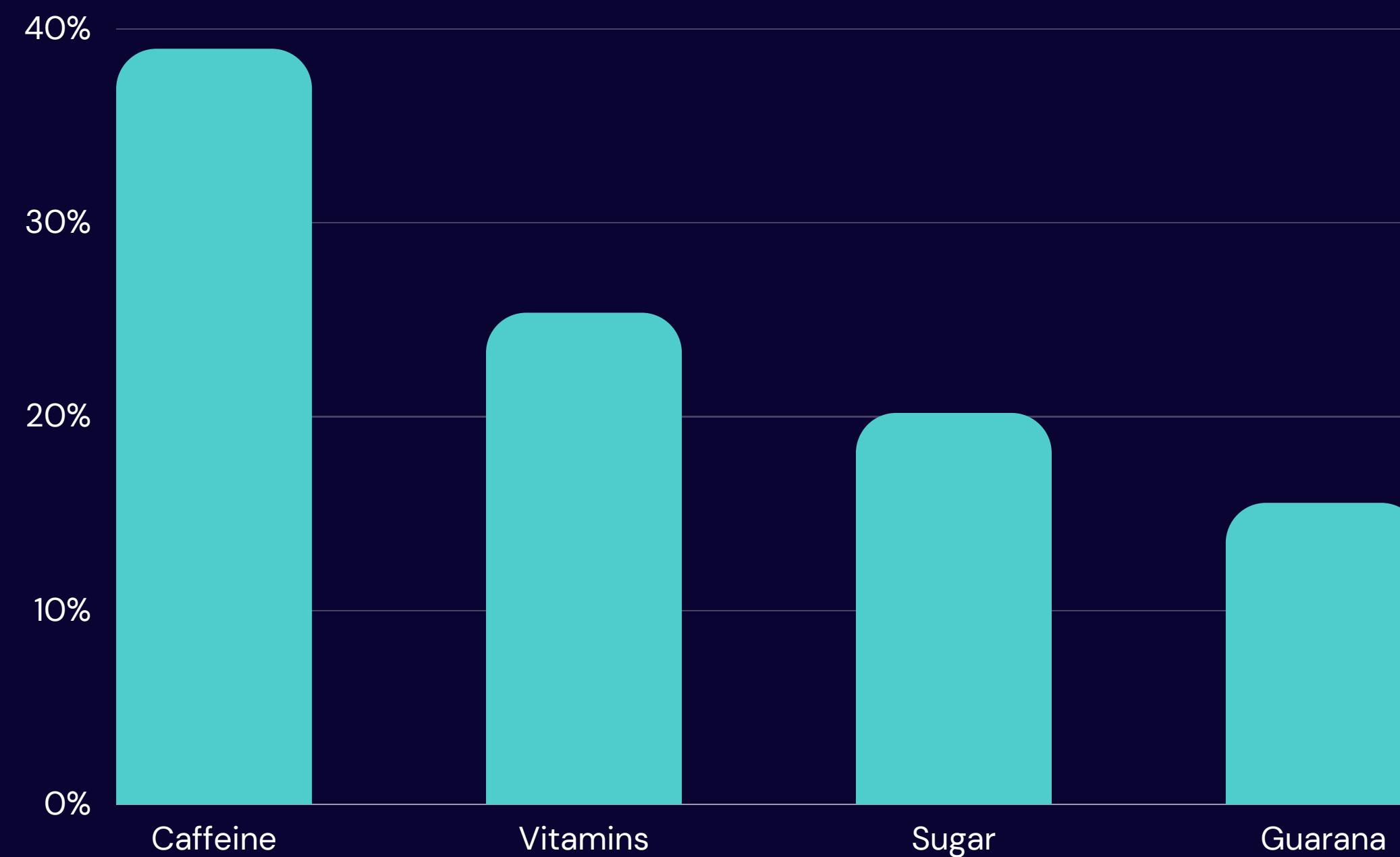
19 - 30

Which type of marketing reaches the most Youth (15-30)?



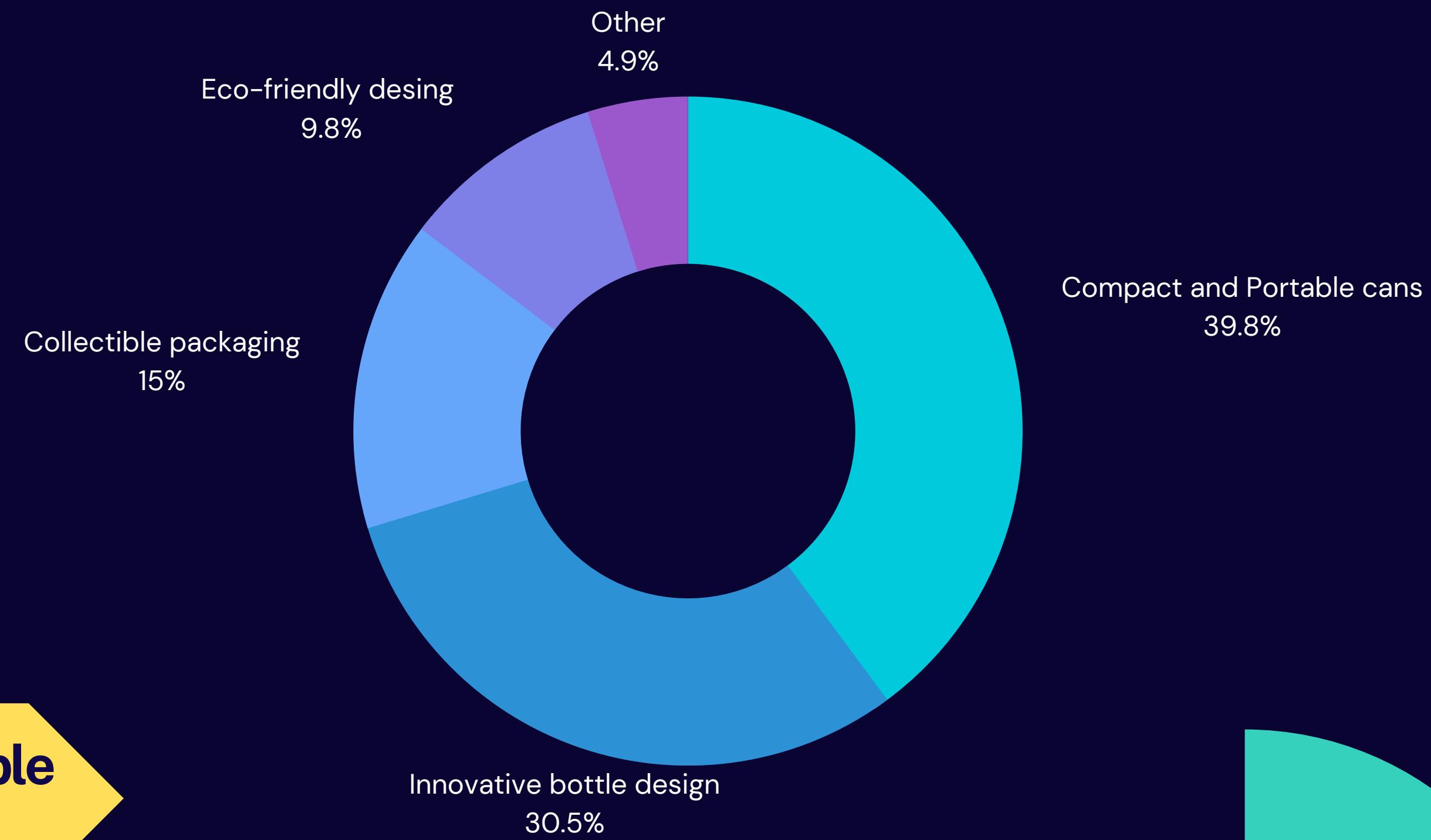
Online ads &
TV Commercials

What are the preferred ingredients of energy drinks among respondents?

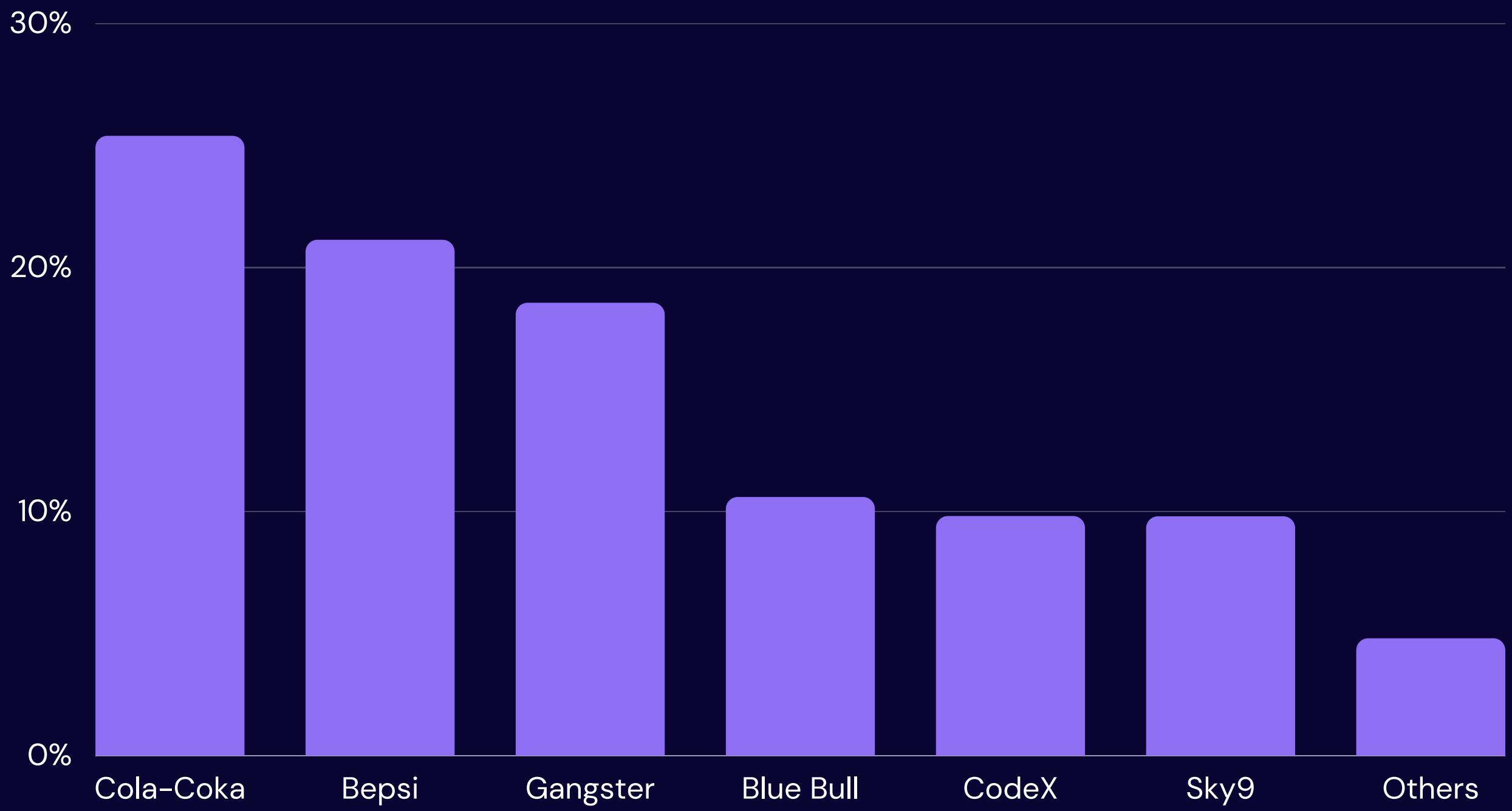


Caffeine &
Vitamins

What packaging preferences do respondents have for energy drinks?

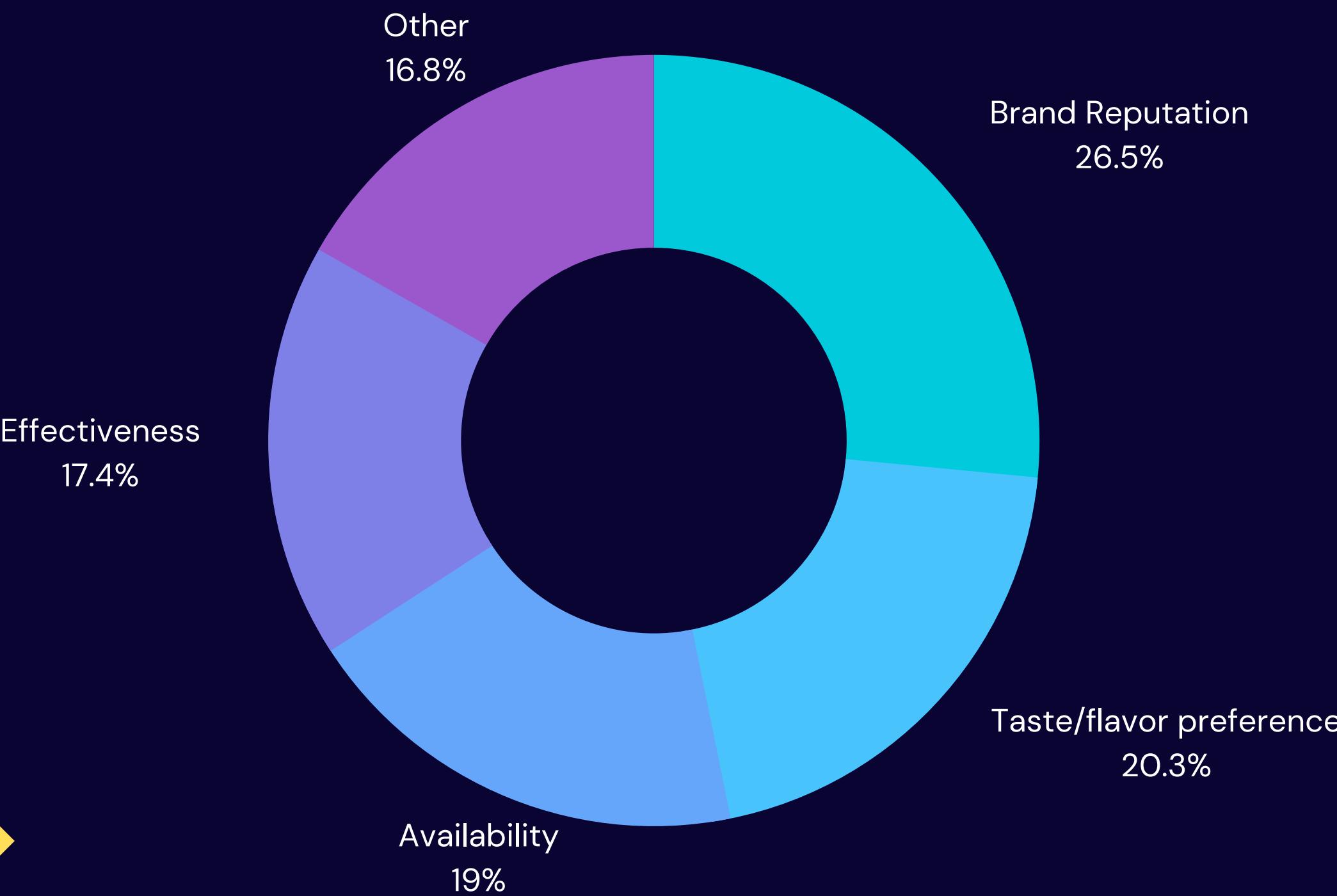


Who are the current market leaders?



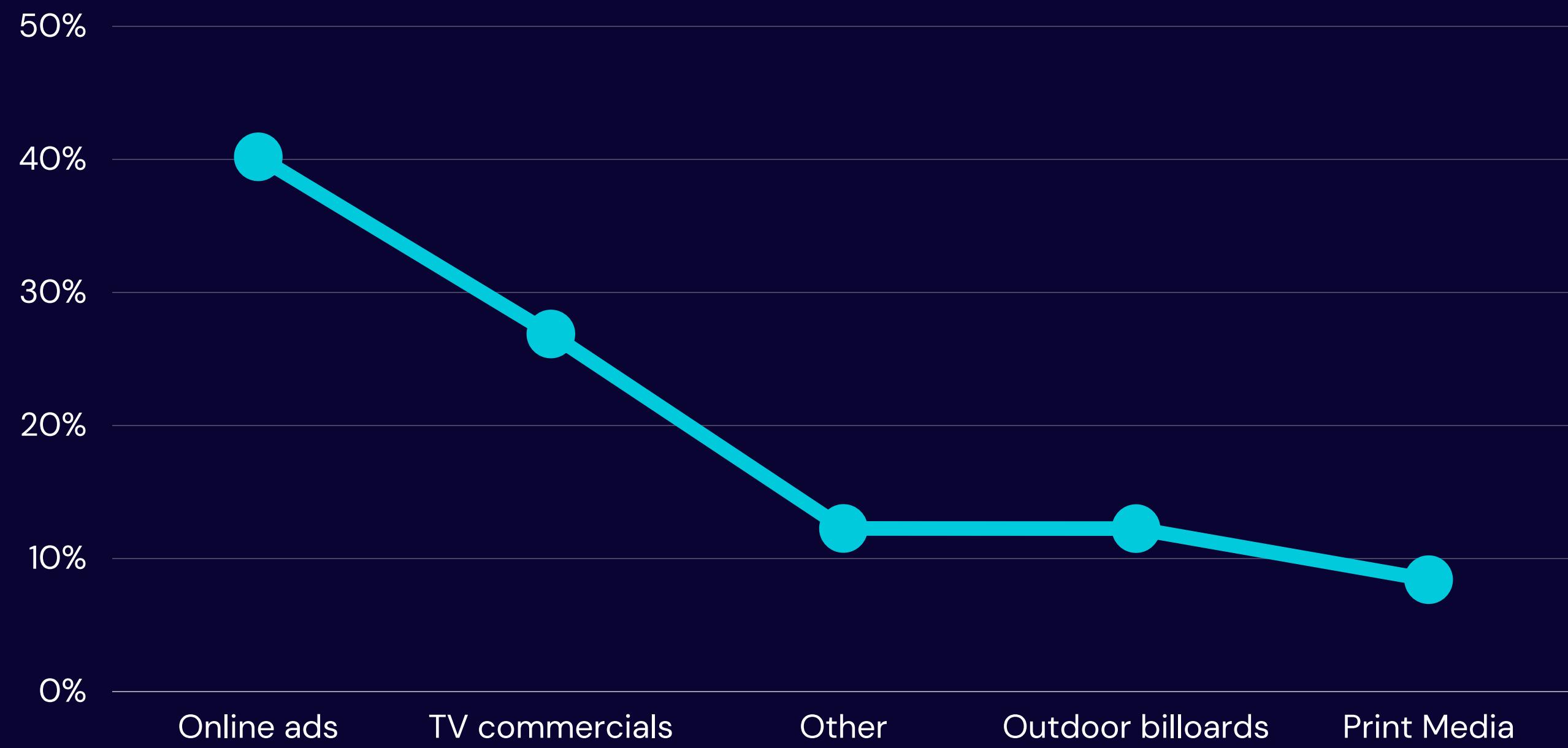
Cola-Coka, Bepsi &
Gangster

What are the primary reasons consumers prefer those brands over ours?



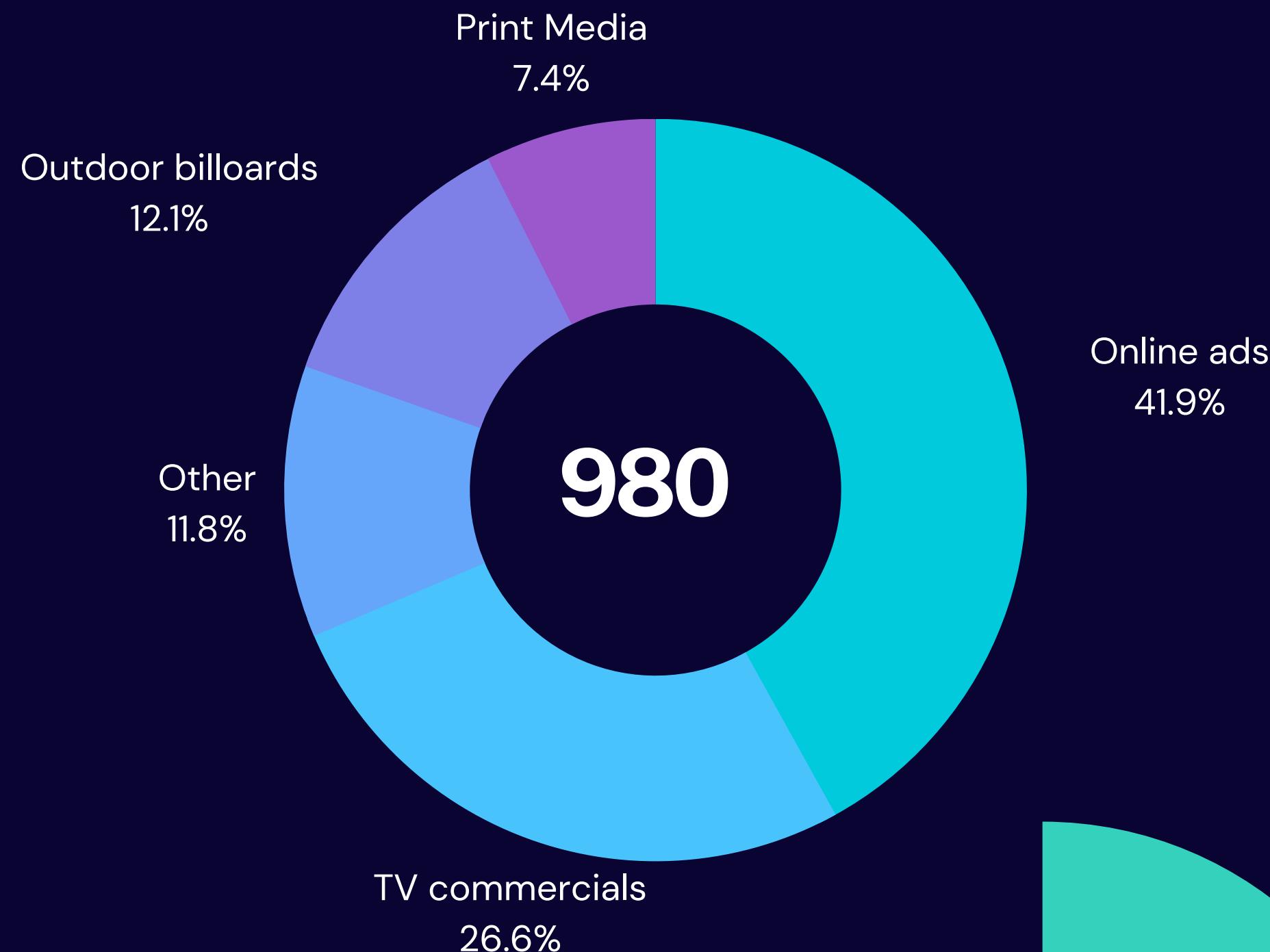
**Brand Reputation,
Taste & Availability**

Which marketing channel can be used to reach more customers?



Online ads &
TV Commercials

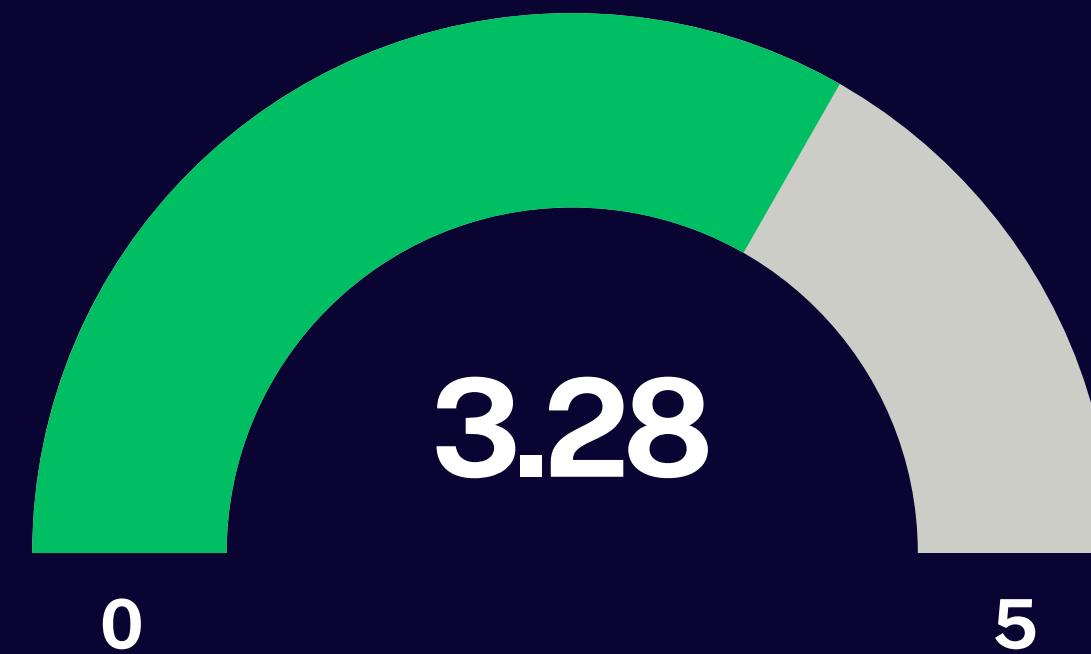
How effective are different marketing strategies and channels in reaching our customers?



Online ads &
TV Commercials

Brand Penetration

What do people think about our brand? (overall rating)



Rating for the overall experience

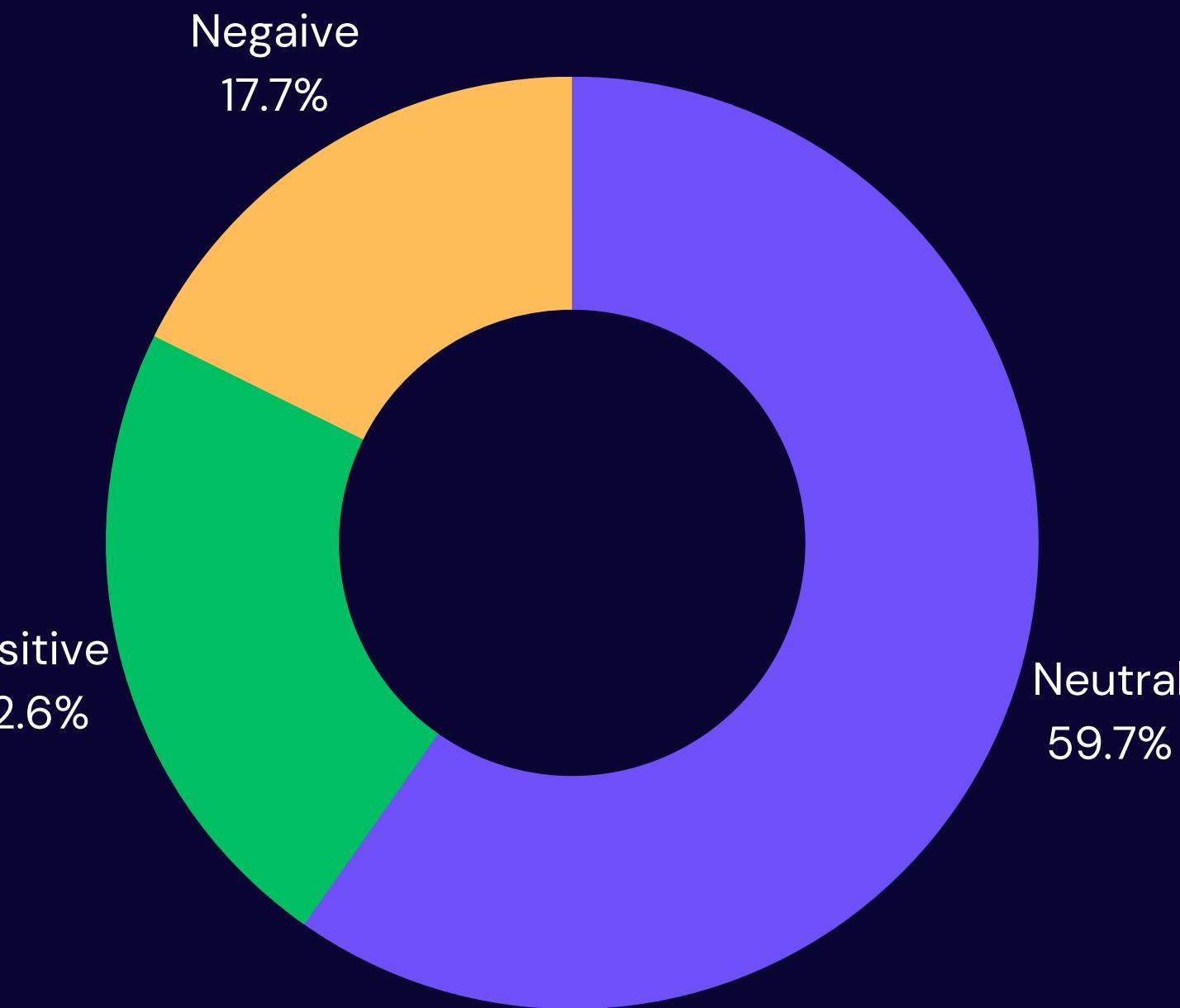
3.28 Average Rating



Heard before about the brand

Brand Penetration

What do people think about our brand? (overall rating)



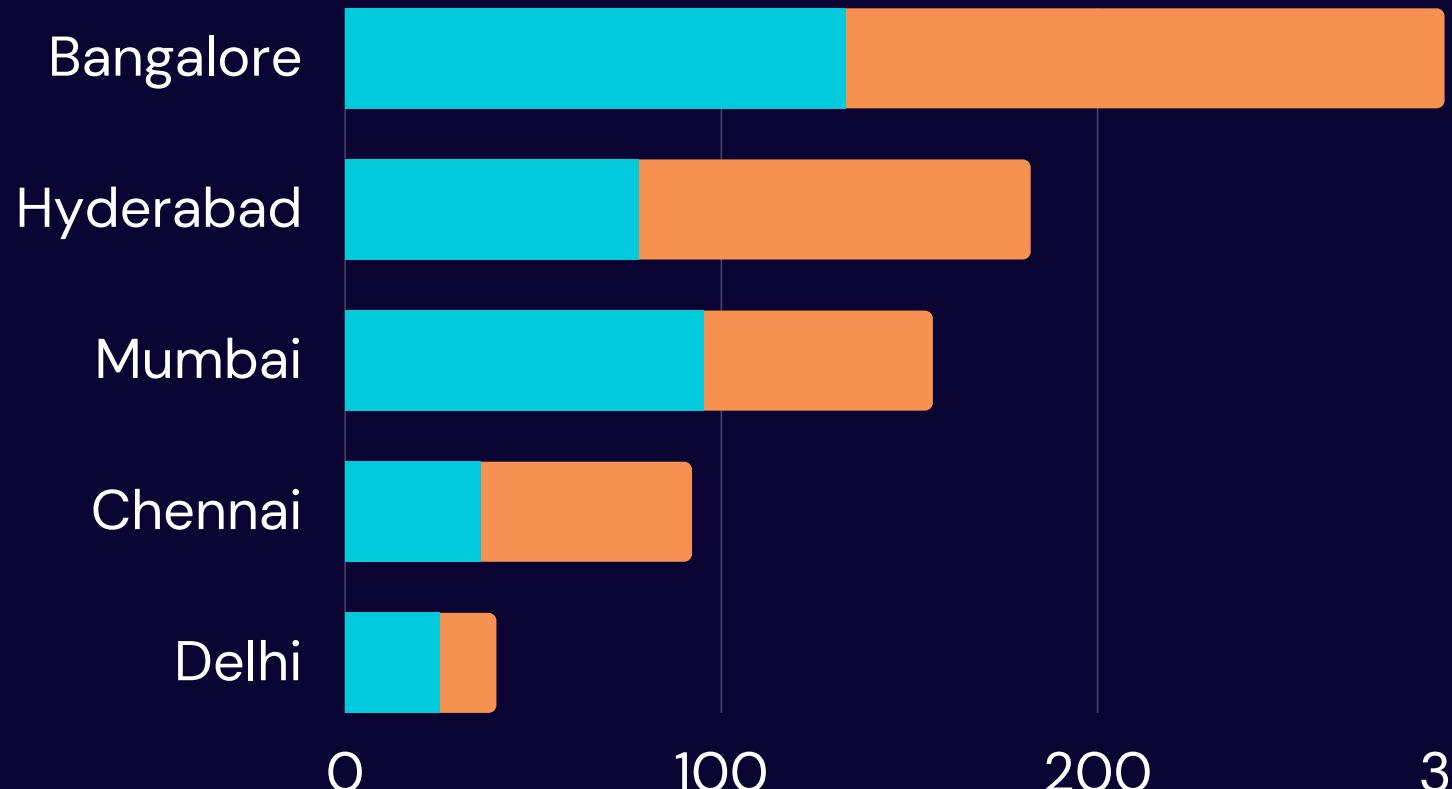
60% Neutral Thinking
of the brand

Brand Penetration

Which cities do we need to focus more on?

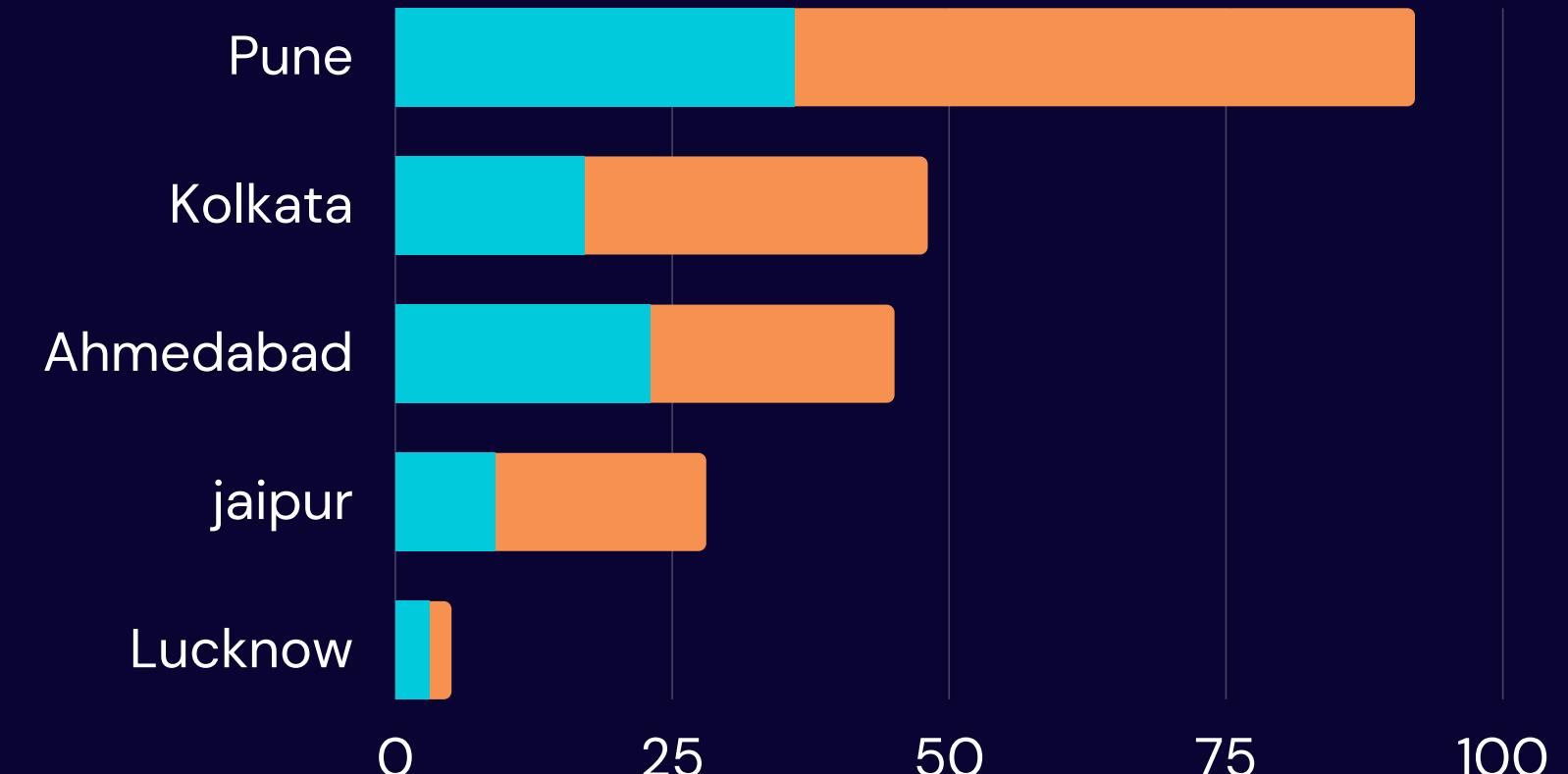
Tier -1 Citites

- Yes, Heard Before ■ No, Heard before



Tier -2 Citites

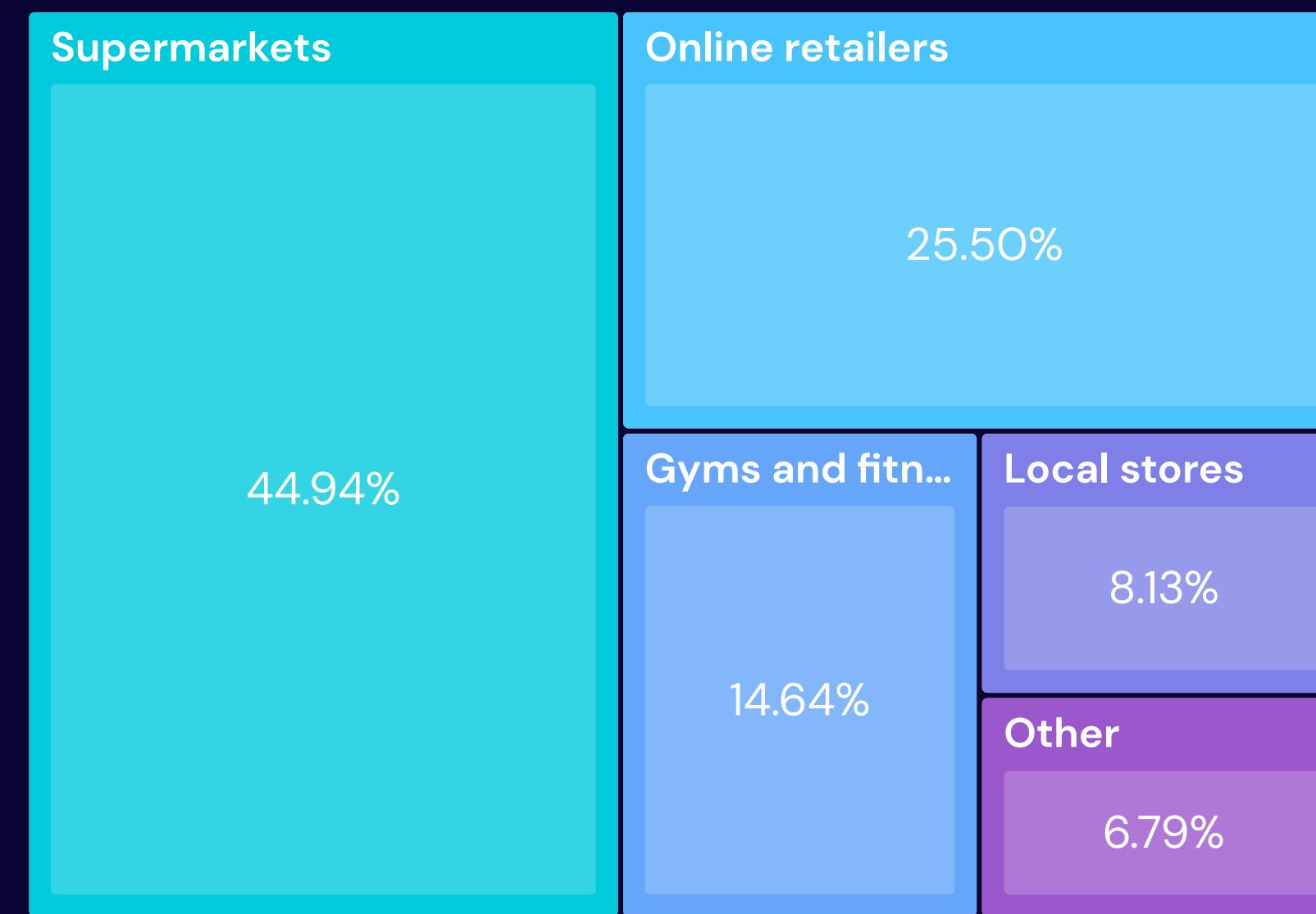
- Yes, Heard Before ■ No, Heard before



Prioritize metropolitan
cities

Purchase Behavior

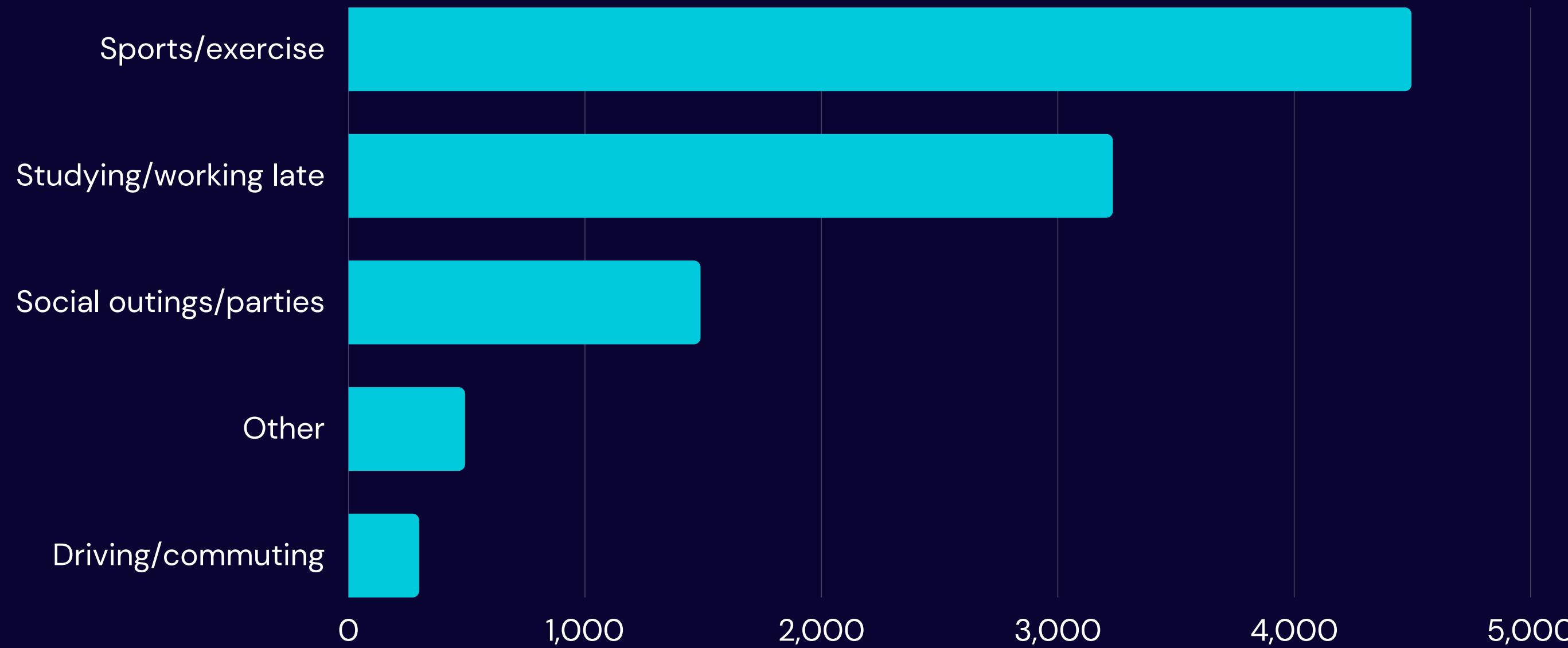
Where do respondents prefer to purchase energy drinks?



45% Super markets

Purchase Behavior

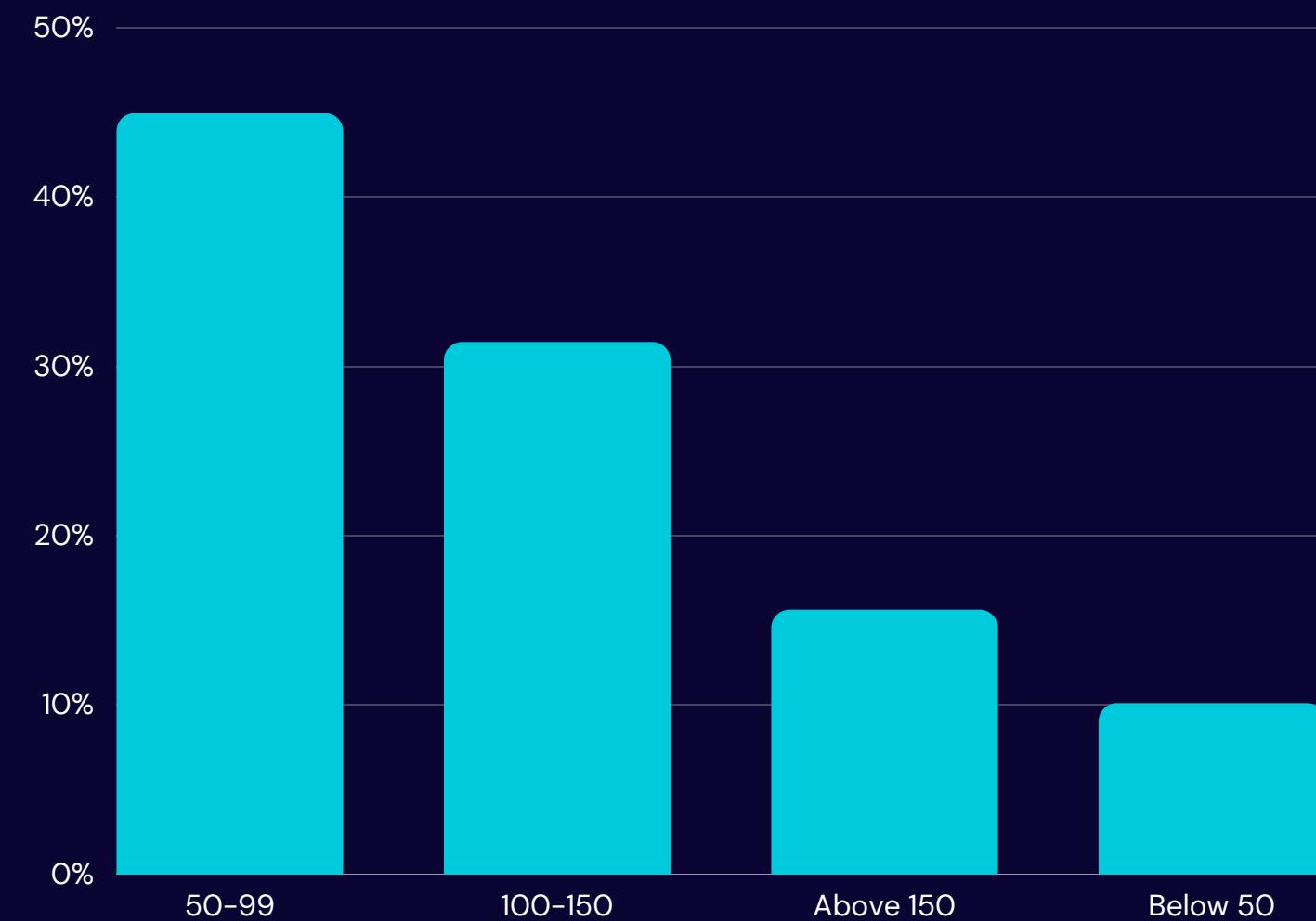
What are the typical consumption situations for energy drinks among respondents?



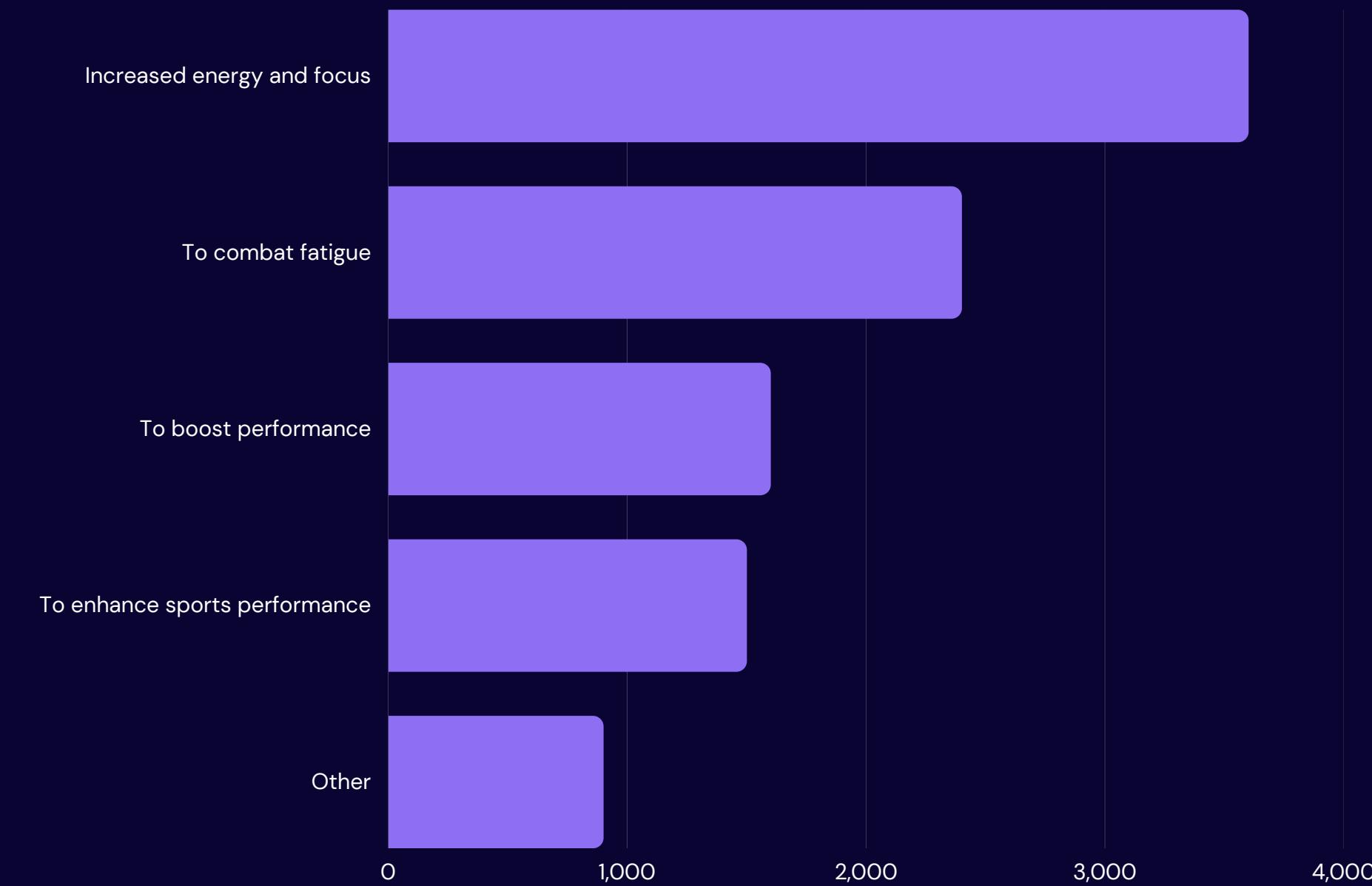
**Brain and body
active**

Purchase Behavior

What factors influence respondents' purchase decisions, such as price range and limited edition packaging?

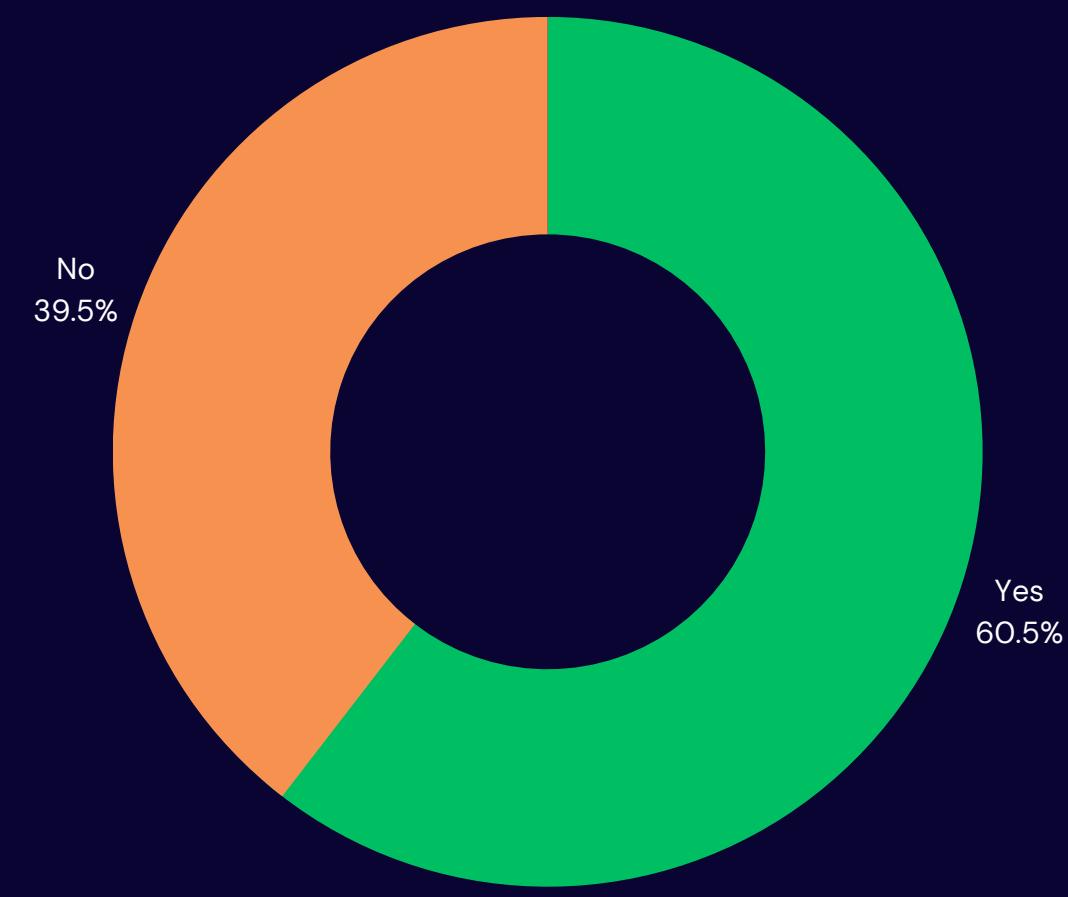


Price below 150



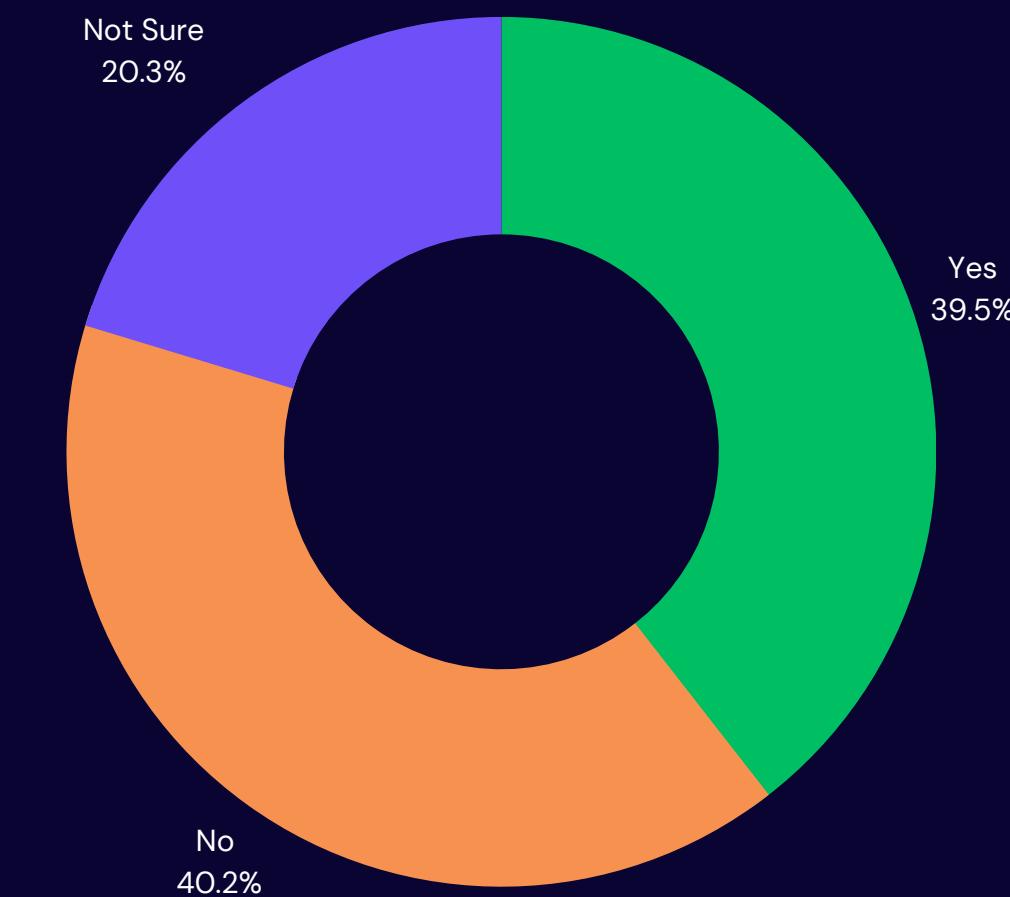
Purchase Behavior

What factors influence respondents' purchase decisions, such as price range and limited edition packaging?



Concerned about health impacts

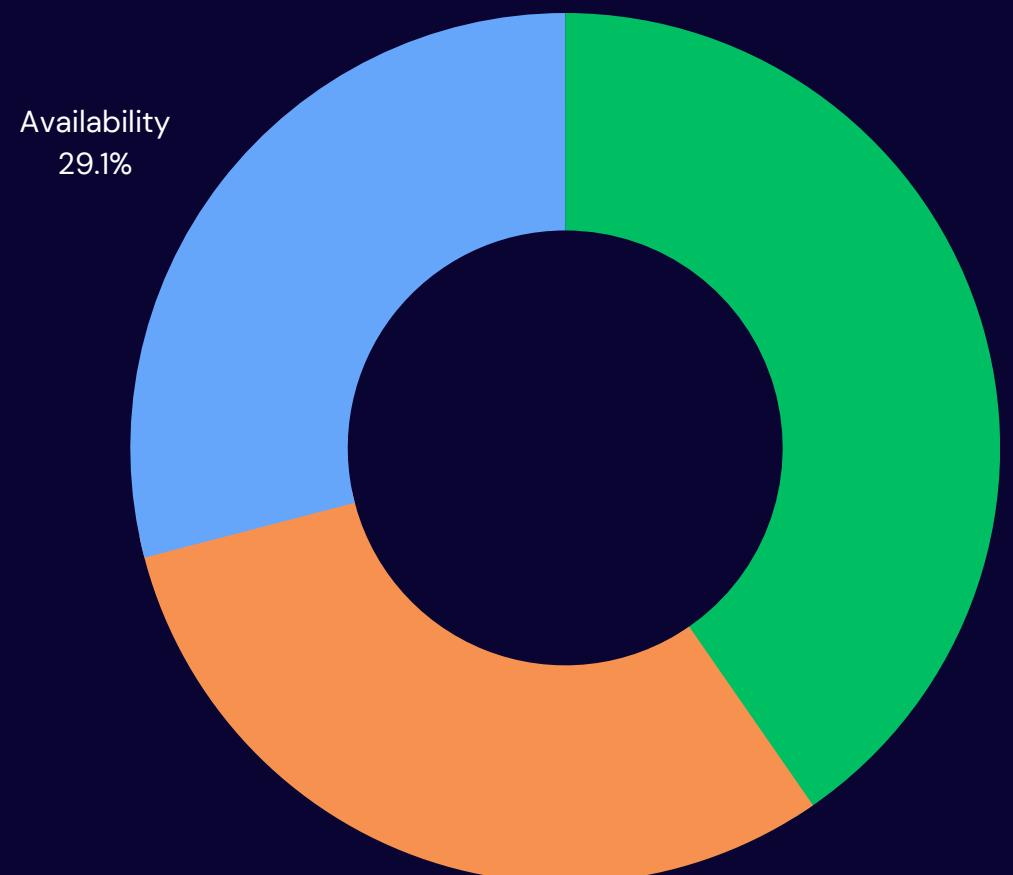
Healthy Energy
Drink



Prefer Limited Edition Packaging

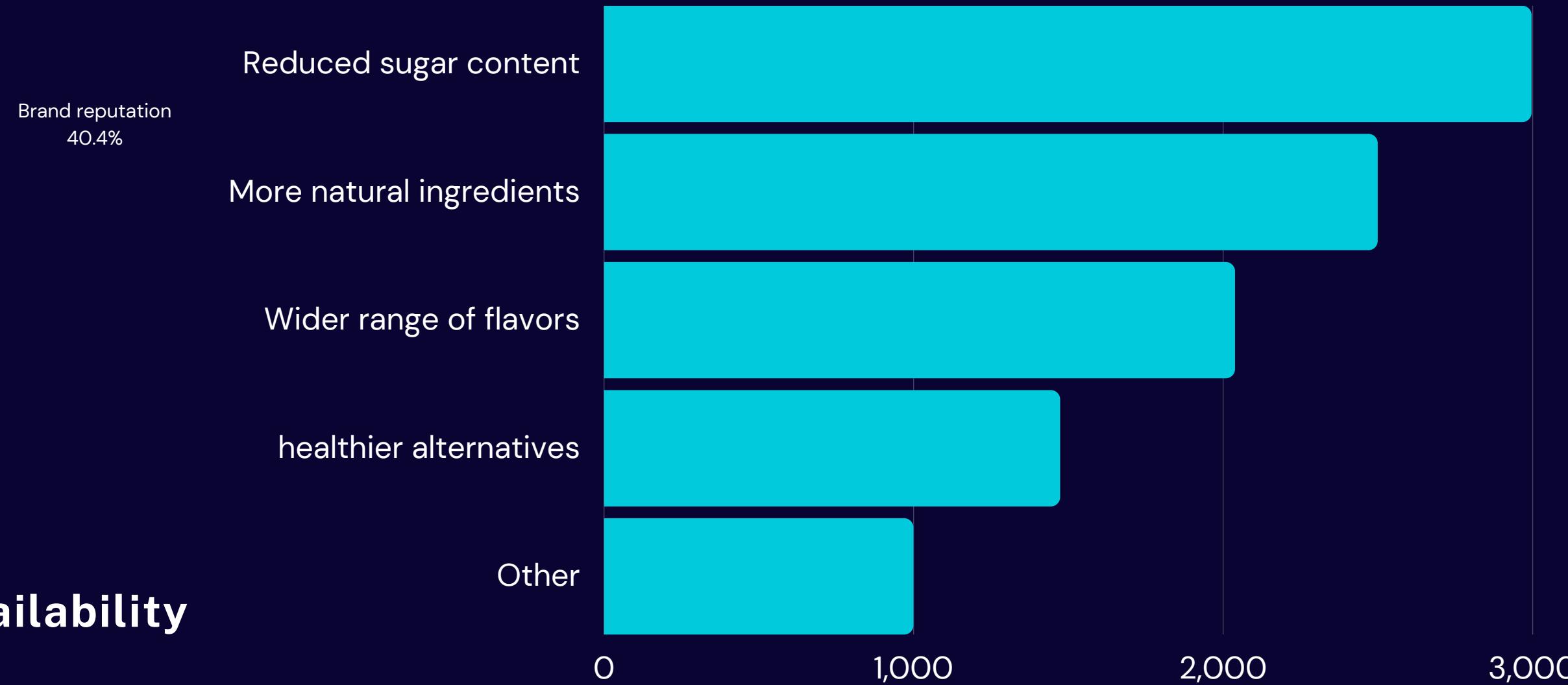
Product Development

**Which area of business should we focus more on our product development?
(Branding/taste/availability)**



Preference on Branding/taste/availability

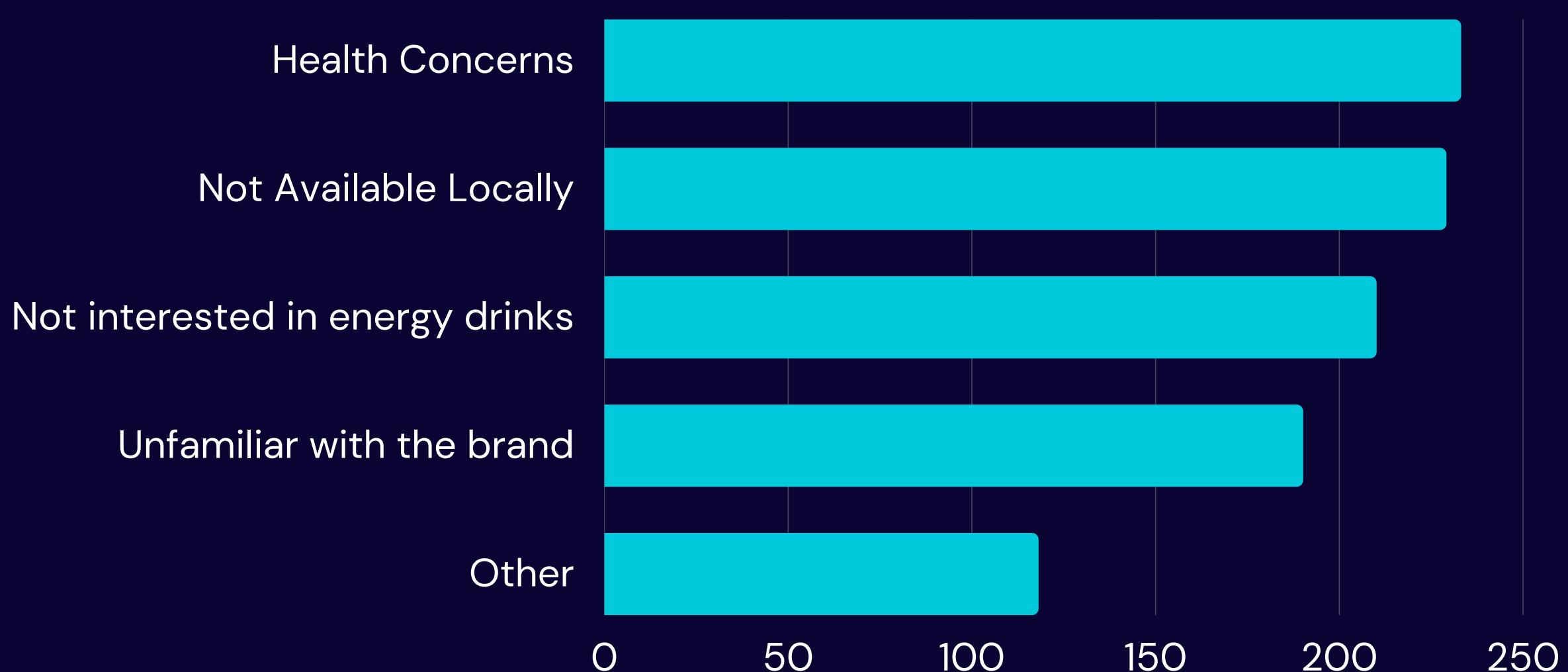
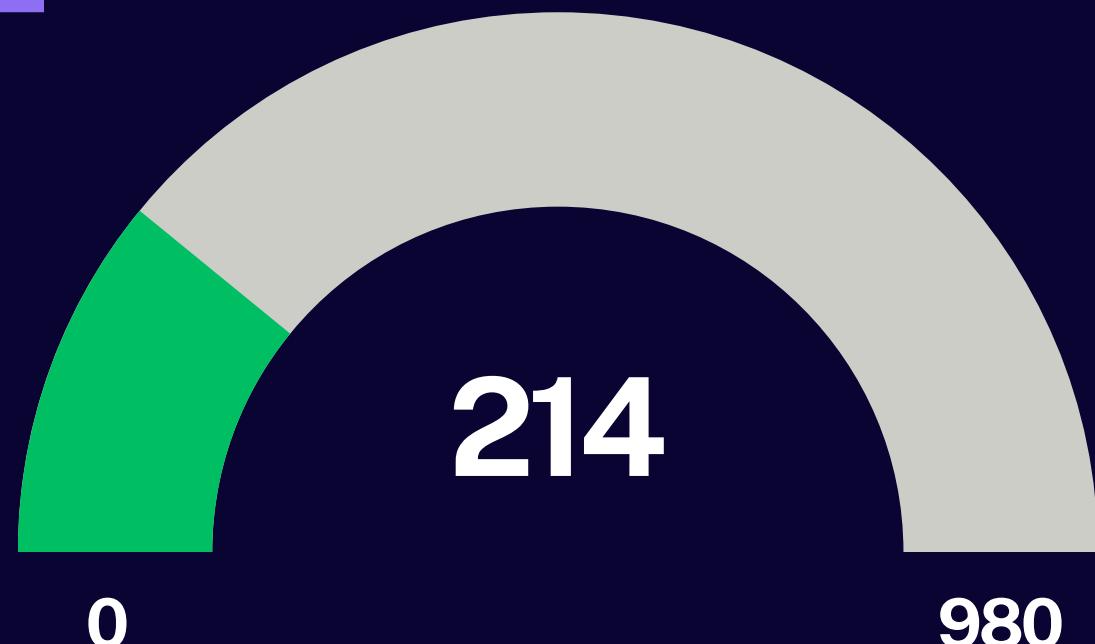
**Enhancing brand's
recognition**



Secondary Insights

What factors hinder consumers from choosing our product over competitors'?

Tried Before



Stay Transparent

Recommendations



Product diversification

What immediate improvements can we bring to the product?



Distribution Channel Analysis

What kind of marketing campaigns, offers, and discounts we can run?



Pricing Strategy

What should be the ideal price of our product?



Other Recommendations

Who can be a brand ambassador, and why?

Immediate changes on the product:

Our drink is preferred by people to stay active and healthy, so we should do R&D to improve the quantity of caffeine and vitamins.

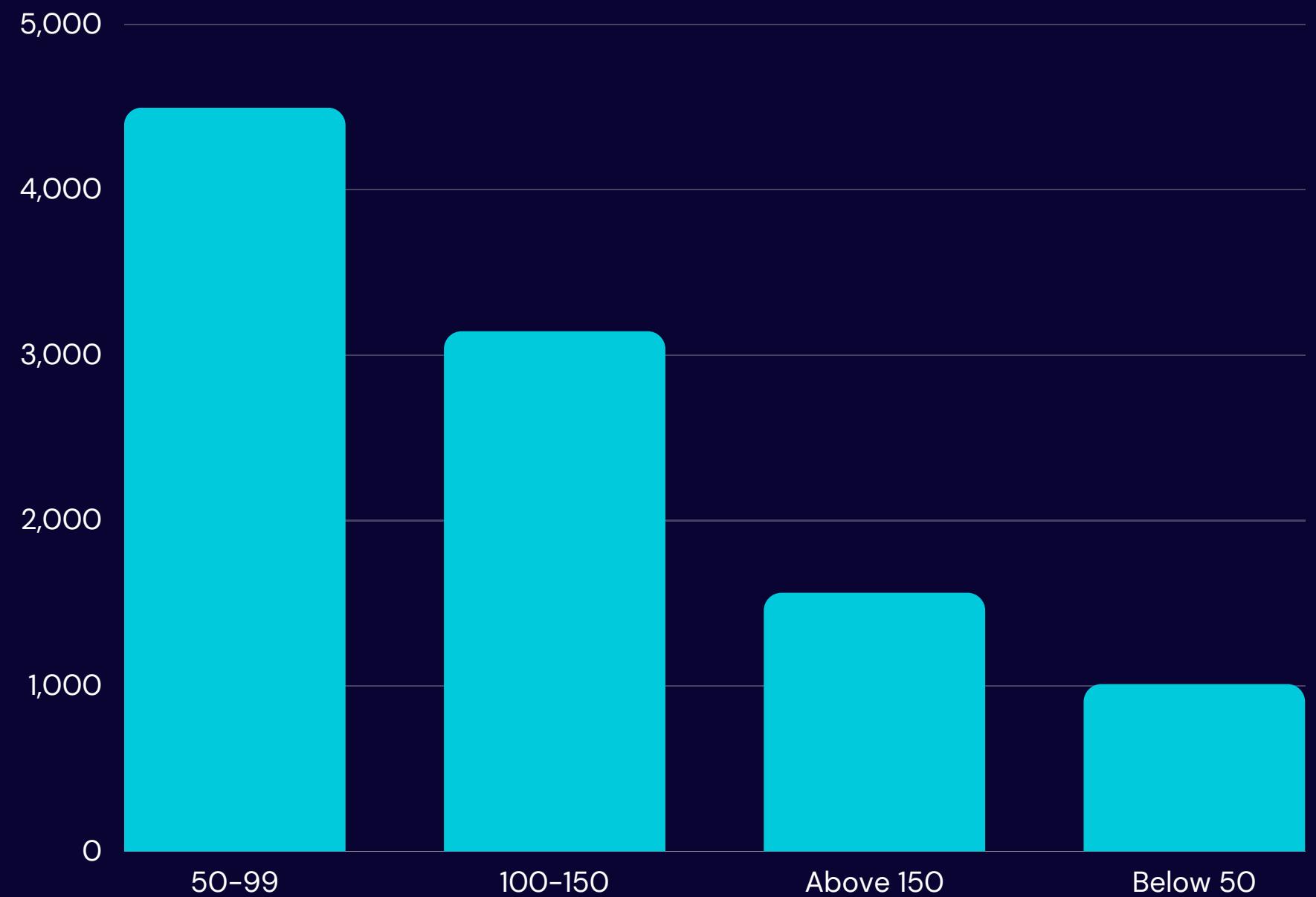
The taste experience of our brand has an average of 3 so improving taste is important.

Making Sure the availability of the product to the customers especially in supermarkets and online stores.

Improving the positive perception of our brand among consumers.

Optimal Price for the drink

We can have various products under Rs.150 segregated based on the quantity as per 74% customers preference.



Marketing campaigns & offers

The offers should be coated thus the maximum price not exceeding Rs.150.Limited edition packages should be marketed based on the trends. Adding certain collectibles might improve the purchasing frequency.

We should provoke the consumers to showcase their collectibles on social media this will improve the brand's reputation as well as tend to improve the profit.

Brand Ambassador

Our target audiences are young sportspersons such as athletes, and cricketers with age between 15 and 30.

So our brand ambassador should be an Enthusiastic sportsperson.

In India, Cricket is one of the major sports that reach a huge audience so cricketers Should be taken into consideration.



Summary

- Targeted Age Group : 15-45
- Major Consumers : Sports and Fitness Activist
- Preferred Ingredients : Caffeine
- Packaging : Compact and Innovative Cans
- Marketing Channels : Online Ads And Tv Commercials
- Brand ambassador : Indian Cricketer
- Add More Flavors
- Should have Healthy Ingredients

Thank You

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