



RESUME PROJECT CHALLENGE #6

-Sarikonda Radhika

ABOUT THE COMPANY

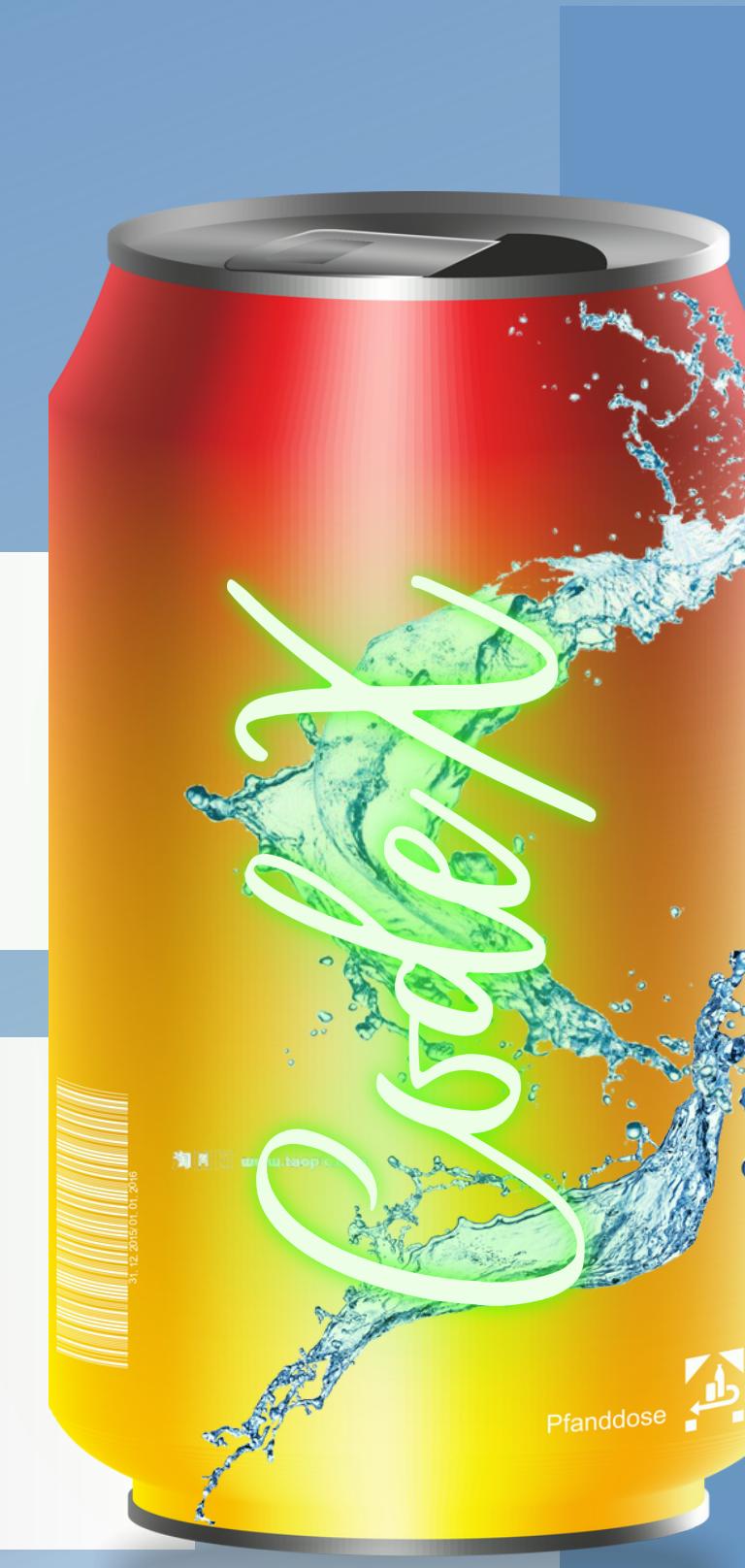
Domain : Food & Beverage **Function :** Marketing



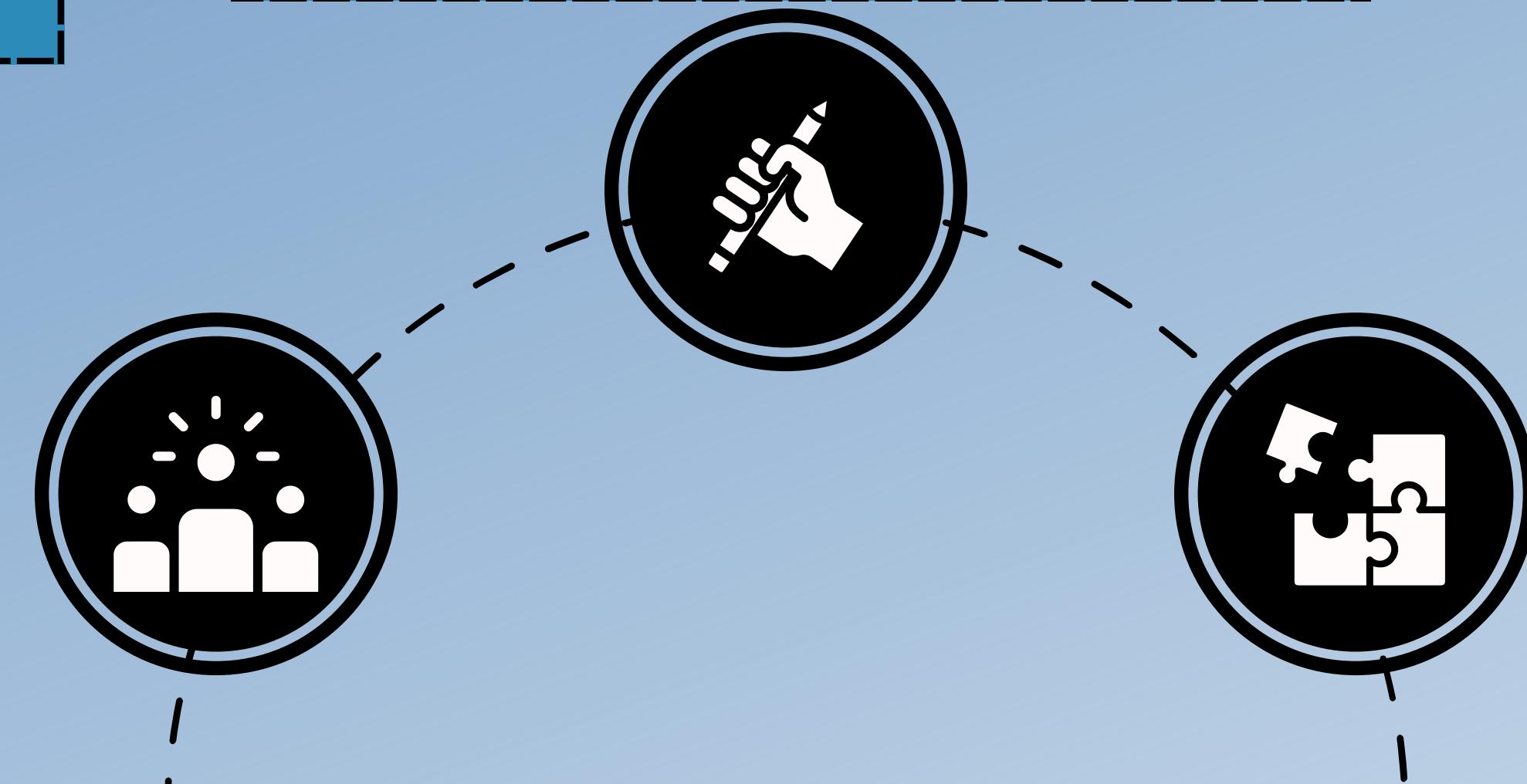
CodeX is a German beverage company that is aiming to make its mark in the Indian market. A few months ago, they launched their energy drink in 10 cities in India.



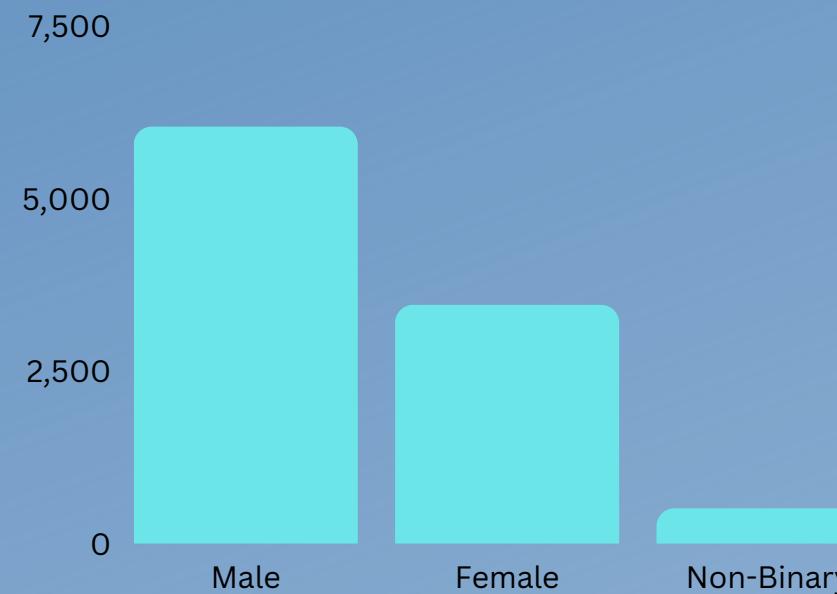
Their Marketing team is responsible for increasing brand awareness, market share, and product development. They conducted a survey in those 10 cities and received results from 10k respondents.



AGENDA



DEMOGRAPHIC INSIGHTS

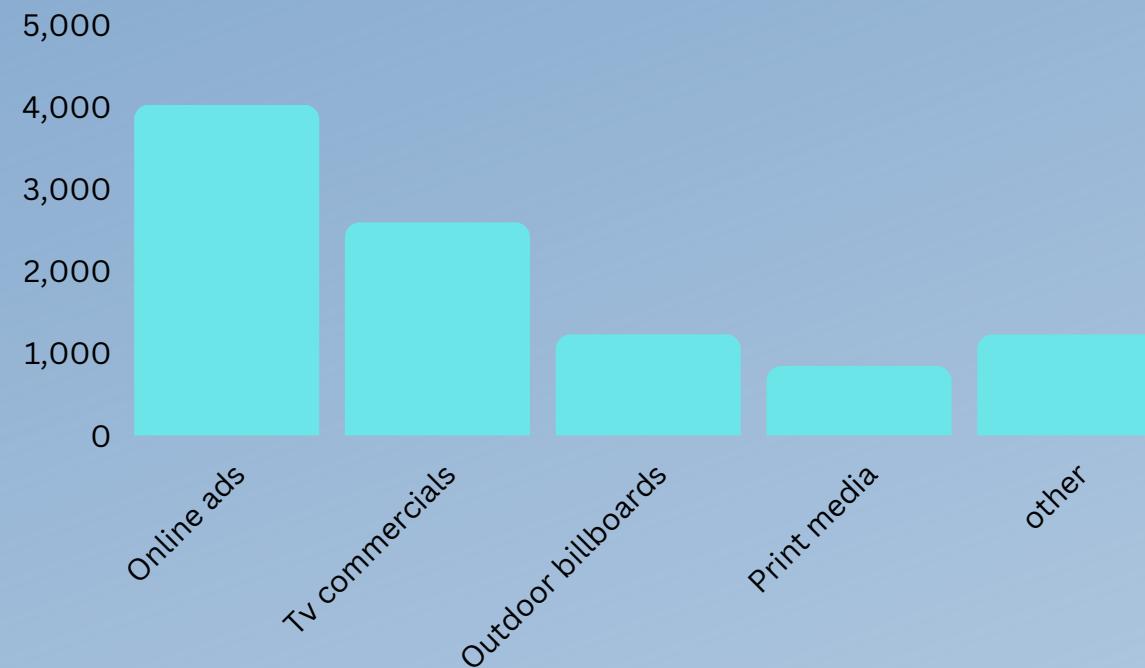


→ Gender

The number of males consuming the beverages is 6038 which is 60% overall, followed by females 3455 and non-binary 507

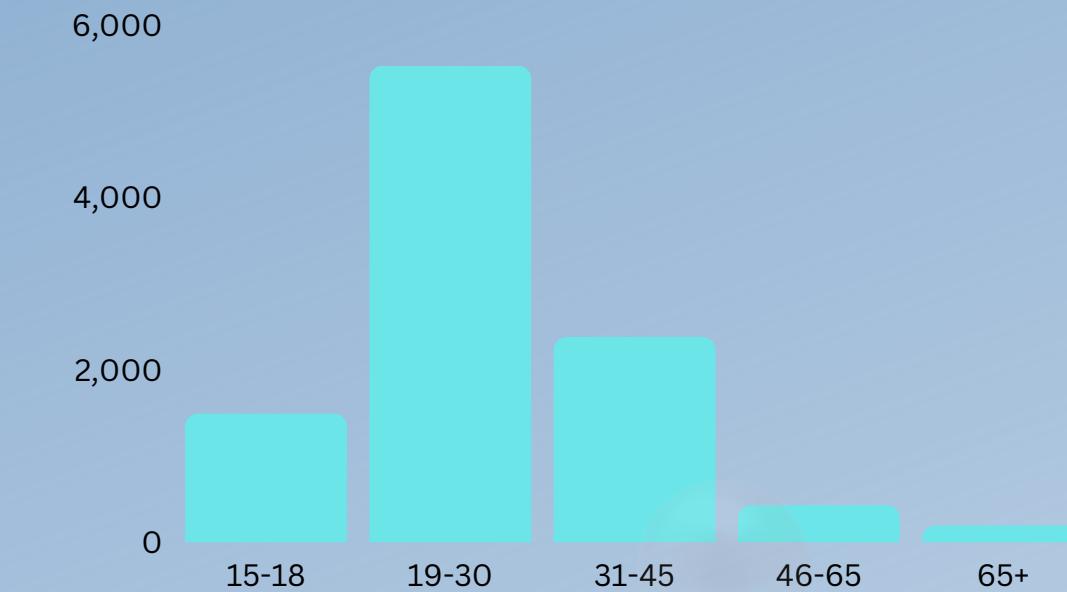
→ Age_Group

The age group 19-30 are consuming more beverages i.e, 5520 (55%) followed by 31-45 with 2376 consumers

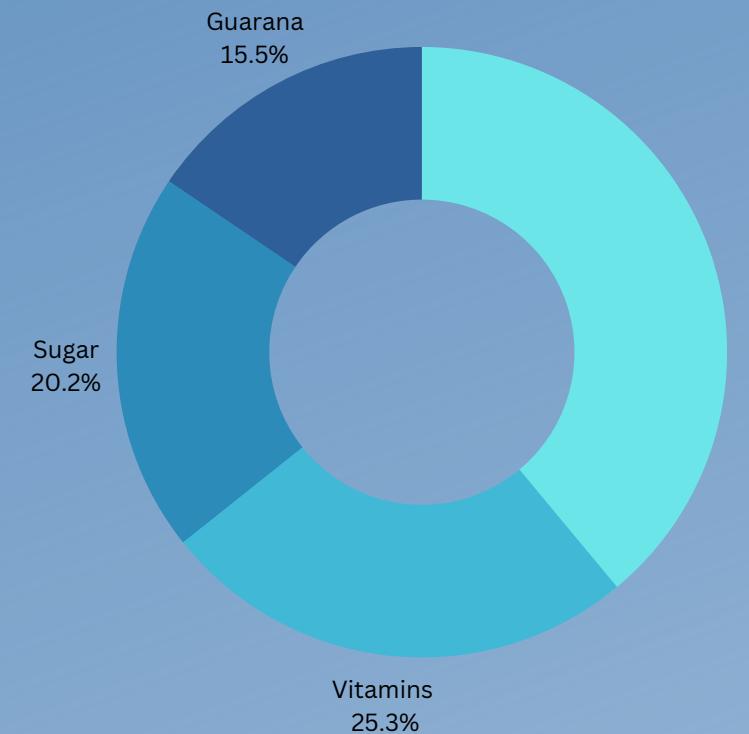


→ Advertisements

The Online ads are reaching more number of consumers compared to other mode of advertisements by the brands



CONSUMER PREFERENCES

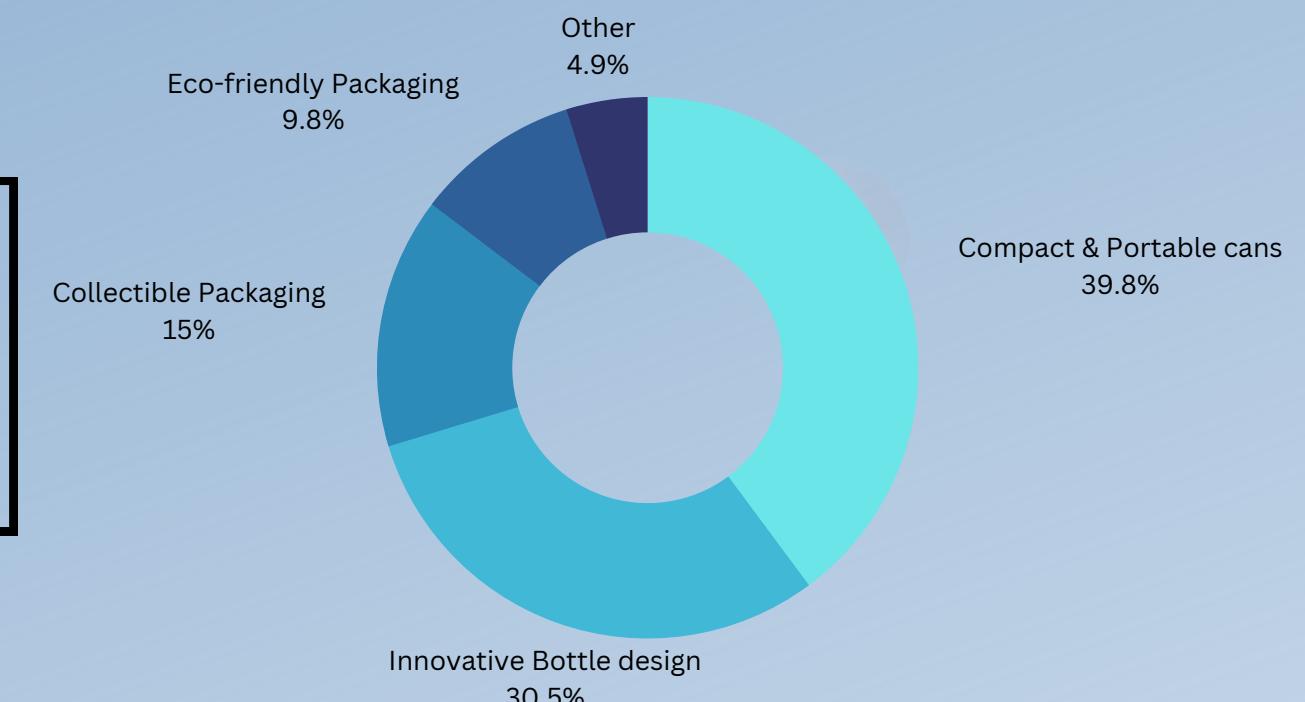


→ Ingredient_Preferences

Caffeine is the most expected ingredient in beverages with almost 4k consumers voting for it, followed by vitamins and sugars with 2.5k and 2k respectively

→ Packaging_Preferences

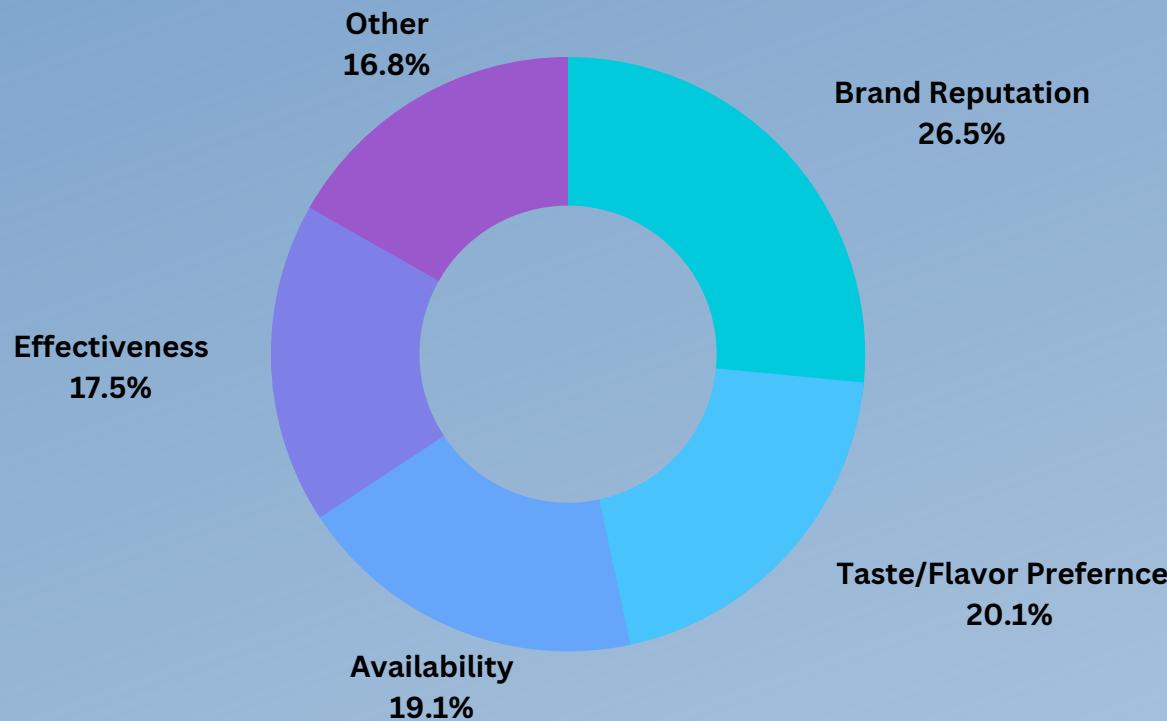
Almost 40% of overall consumers are choosing Compact & Portable packaging followed by Innovative bottle designs.



COMPETITION ANALYSIS

→ Current Market Leaders

Cola-Coka is the leading brand followed by Bepsi and Gangster



→ Reasons

The reasons behind the consumers choosing the above beverages is their brand reputation followed by the Taste/ flavor.

MARKETING CHANNELS AND BRAND AWARENESS

More number of consumers came to know about the beverages through Online ads followed by TV commercials and Outdoor billboards

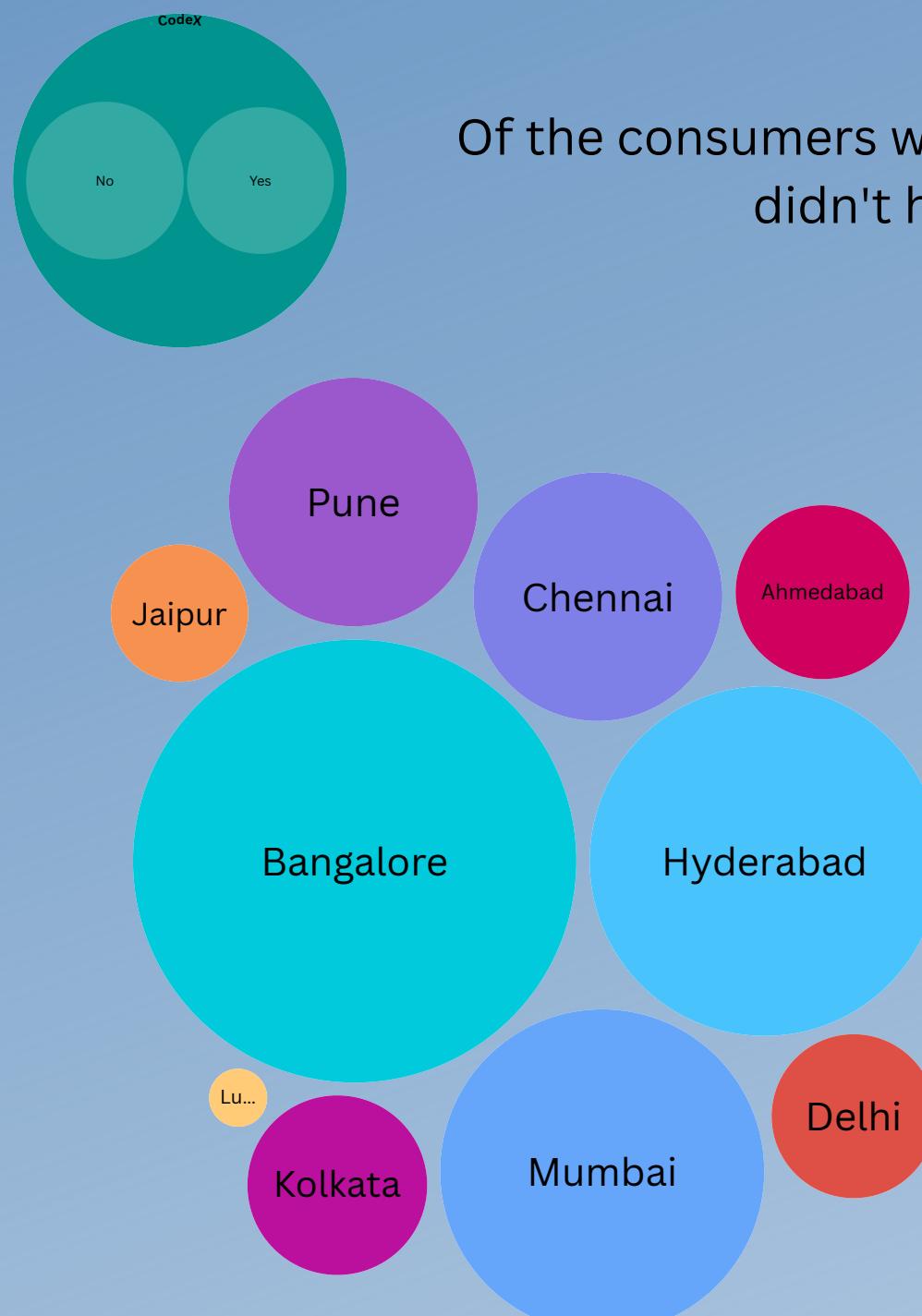
Marketing_channels	Responses
Online ads	4020
TV commercials	2688
Outdoor billboards	1226
Other	1225
Print media	841

Reasons

- Widespread internet usage, as online platforms are more accessible to a large population these days.
- Online ads can be viewed anytime and anywhere as long as there is an internet connection.
- Compared to traditional advertising channels like television or print media, online advertising offers more cost-effective options.
- Online ads offer a wide range of interactive formats such as videos, animations which can capture consumer's attention and create a more engaging experience.
- Online advertising offers a diverse range of formats and channels such as social media ads, display ads, influencer marketing, and more.

BRAND PENETRATION

Brand_Perception

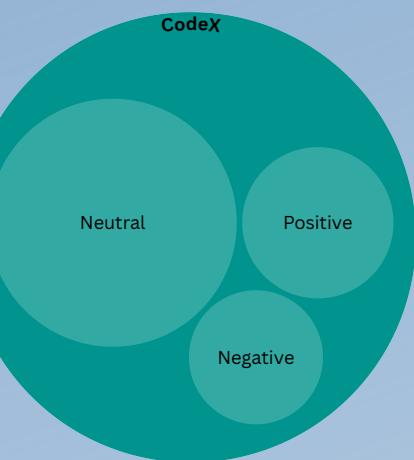
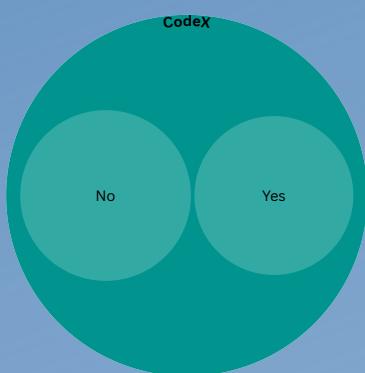
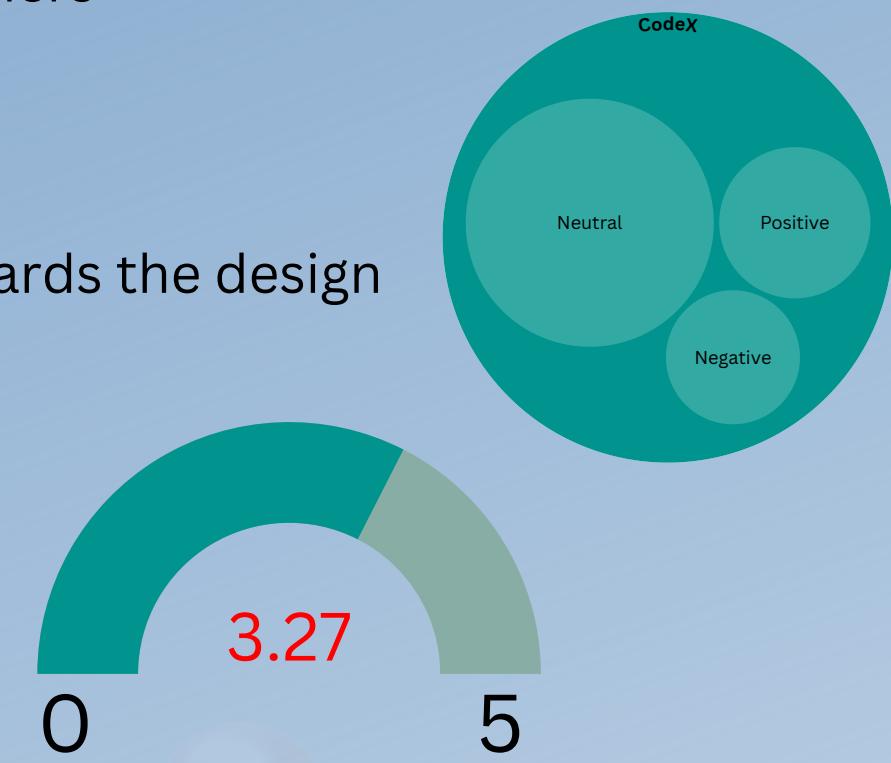


Of the consumers who have tried Codex 980, among these almost 525 consumers didn't hear about this brand before which is almost 56%

Almost 60% of the consumers response was neutral towards the design and brand name

The average rating of our brand is 3.27

More number of consumers are from Bangalore and Hyderabad followed by Mumbai and Chennai, so if we increase the marketing in these areas we can increase the business



PURCHASE BEHAVIOR

→ Purchase Location

Purchase_location	Responses
Supermarkets	4494
Online retailers	2550
Gyms and fitness centers	1464
Local stores	813
Other	679

Almost 45% of overall consumers preferred to buy energy drinks at the nearest supermarkets, followed by online retailers and fitness centers.

→ Consumption Time

Consume_time	Responses
To stay awake during work/study	3409
Before exercise	3148
For mental alertness	1995
Throughout the day	1448

Almost 35% of consumers have the energy drinks to stay awake during the work or study time

→ Price Range

Price_range	Responses
50-99	4288
100-150	3142
> 150	1561
< 50	1009

If the price range is between 50-99 the energy drink is mostly preferable to the consumers

PRODUCT DEVELOPMENT

Top Brands

- Cola-Coka is the top brand of energy drinks. Almost 25% of consumers are choosing Cola-Coka followed by Bepsi and Gangster.
- Only 9.8% of consumers have chosen CodeX

Current_brands	Responses
Cola-Coka	2538
Bepsi	2112
Gangster	1854
Blue Bull	1058
CodeX	980

Improvements_desired	Responses
Reduced sugar content	2995
More natural ingredients	2498
Wider range of flavors	2037
Healthier alternatives	1472
Other	998

→ Improvements_desired

- Almost 30% of consumers are opting for reduced sugars in energy drinks, followed by 25% of consumers choosing more natural ingredients.
- So, if CodeX comes up with some new flavors incorporating natural ingredients and less sugars then there will be an increase in the consumers opting for our brand

→ Availability

- Almost 25% of consumers are not able to try energy drinks as they are not available locally. So, if the brands spend and promote their products locally then we can see growth in sales.
- Almost 22% of people are showing interest in consuming healthy drinks.

Reasons_preventing_trying	Responses
Not available locally	2431
Health concerns	2258
Not interested in energy drinks	2193
Unfamiliar with the brand	1850
Other	1268

Consume_frequency	Responses
2-3 times a week	3491
Rarely	1941
2-3 times a month	1613
Once a week	1609
Daily	1346

→ Consumption Frequency

Almost 35% of the total respondents consume energy drinks at least 2-3times in a week

Food & Beverages market in India

As of 2022, the Indian energy drink market size is estimated to be around ₹3,500 crore (\$470 million USD). The market is expected to grow at a similar rate in the coming years, driven by increasing health consciousness among consumers, rising disposable incomes, and changing lifestyles.

As per the above growth, it is clear that there is a lot of scope for the companies to increase the sales of beverages in India



Recommendations

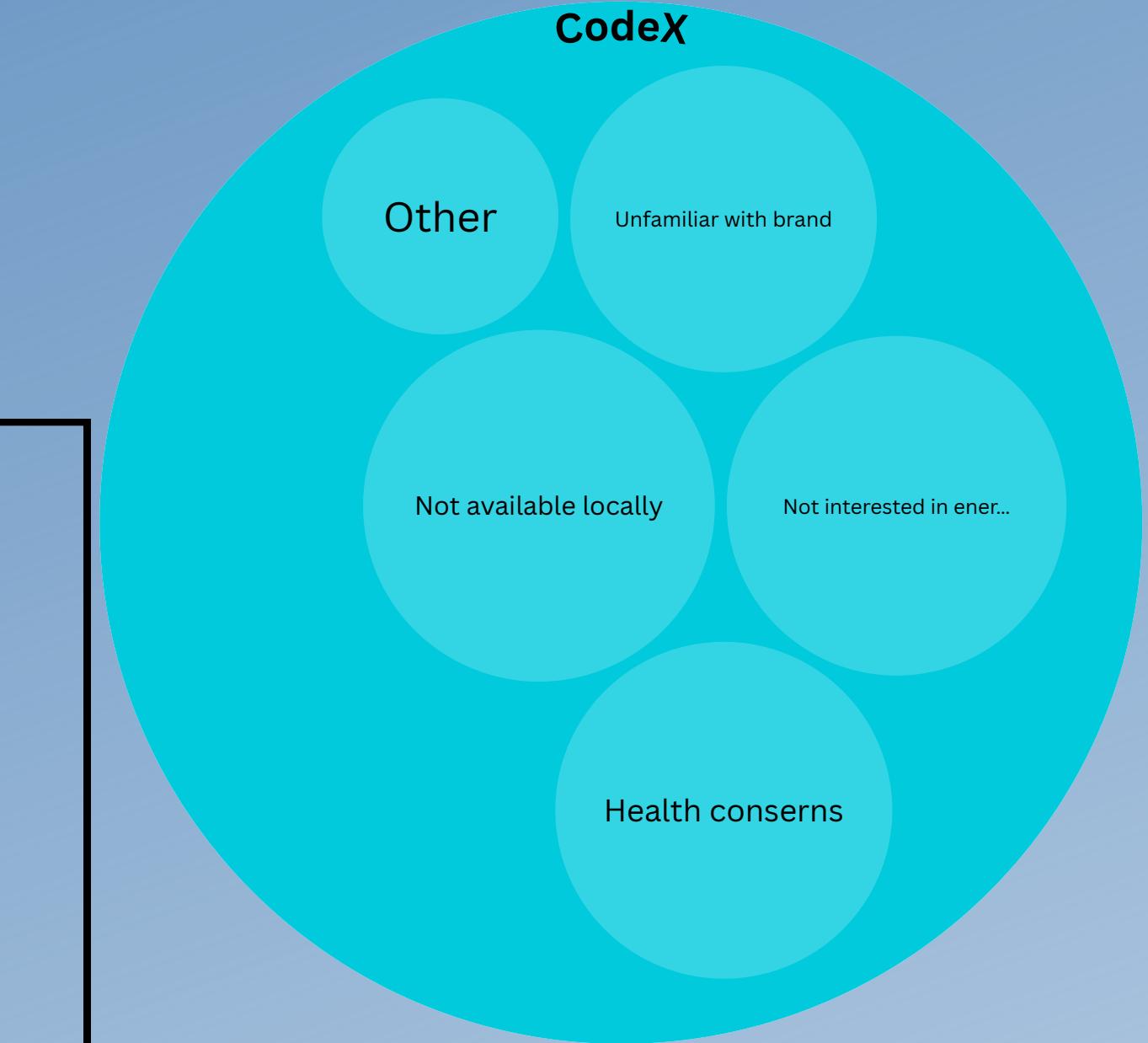
There are only a few brands that are manufacturing healthy drinks in India.

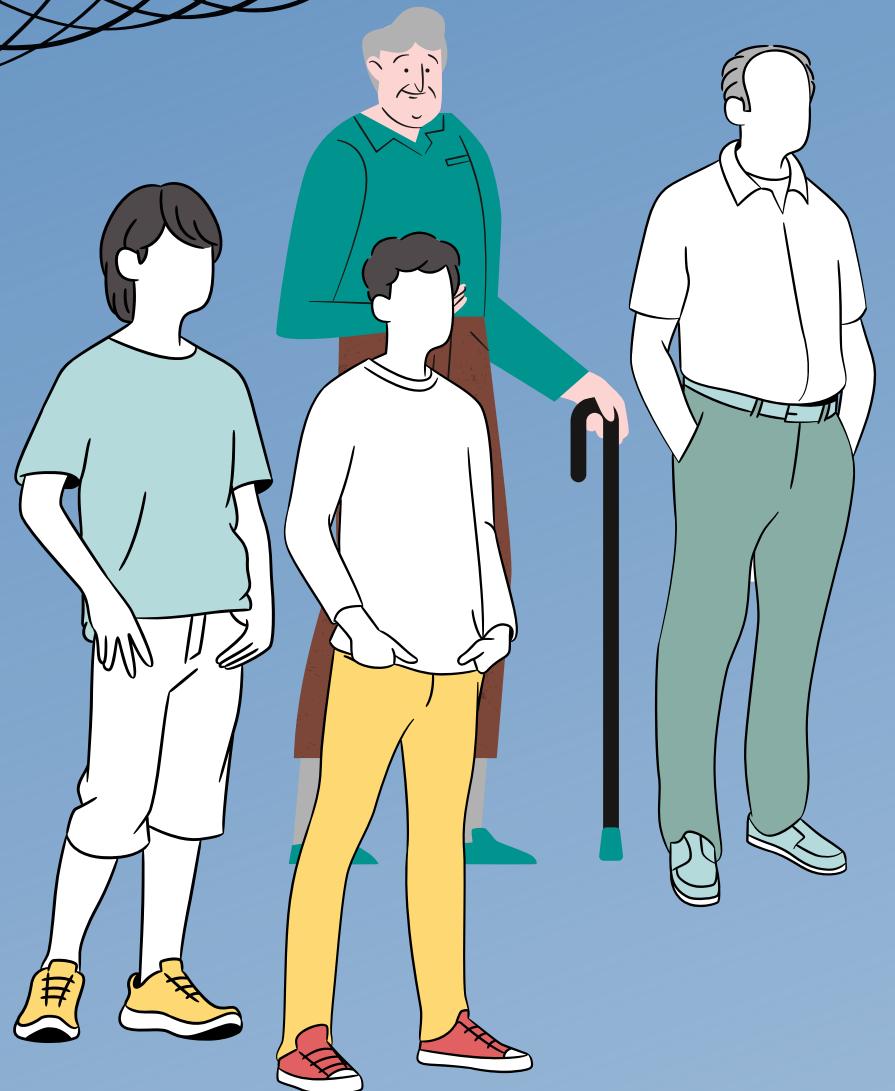
So if CodeX comes up with the below recommendations then they can increase their market in India



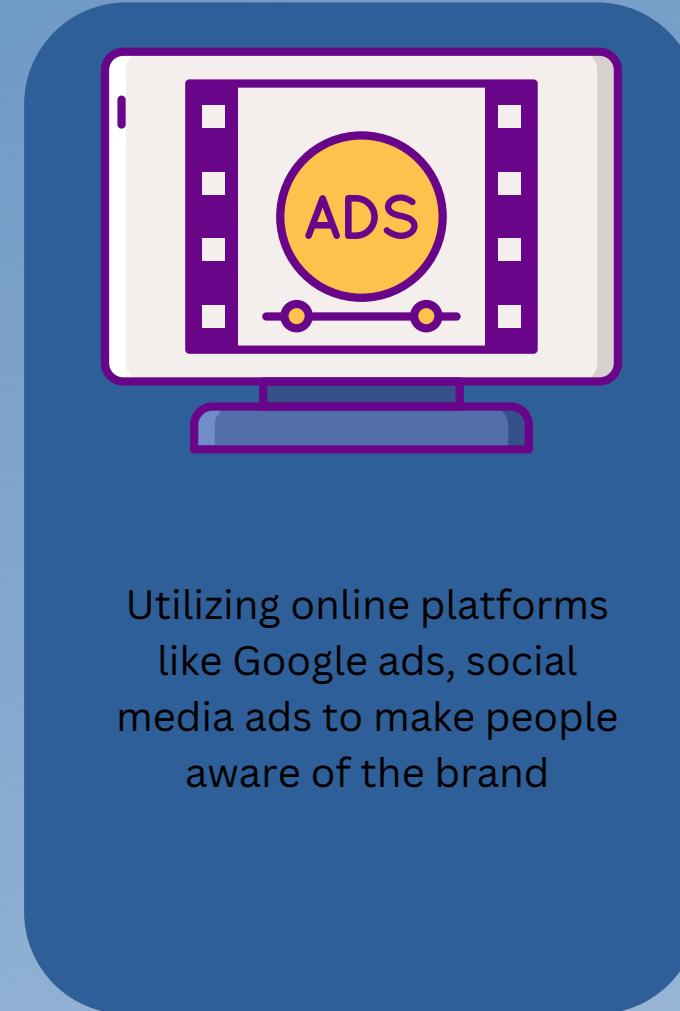
As per the stats, energy drinks are consumed mostly by the 19-35 age group, stating the reason for their consumption is to stay awake in time of work and study to focus, as these energy drinks give instant alertness to the body. So if CodeX includes natural ingredients to the drink which have less amount of sugars and fewer calories which make it healthy with no side effects then the brand will evolve into a top healthy energy drink manufacturer.

- Almost 20% of consumers have responded that they haven't tried the drink due to the unavailability in the local markets. If CodeX comes up with new a supply chain management system by collaborating with the local retailers and distributors will increase the availability.
- Establishing local production facilities to enhance the supply chain efficiency which in turn reduces the overall costs.
- Many are not aware of our brand so if we make consumers aware of the brand through online ads, tv commercials in every possible way then then there will be an increase in the overall sales.

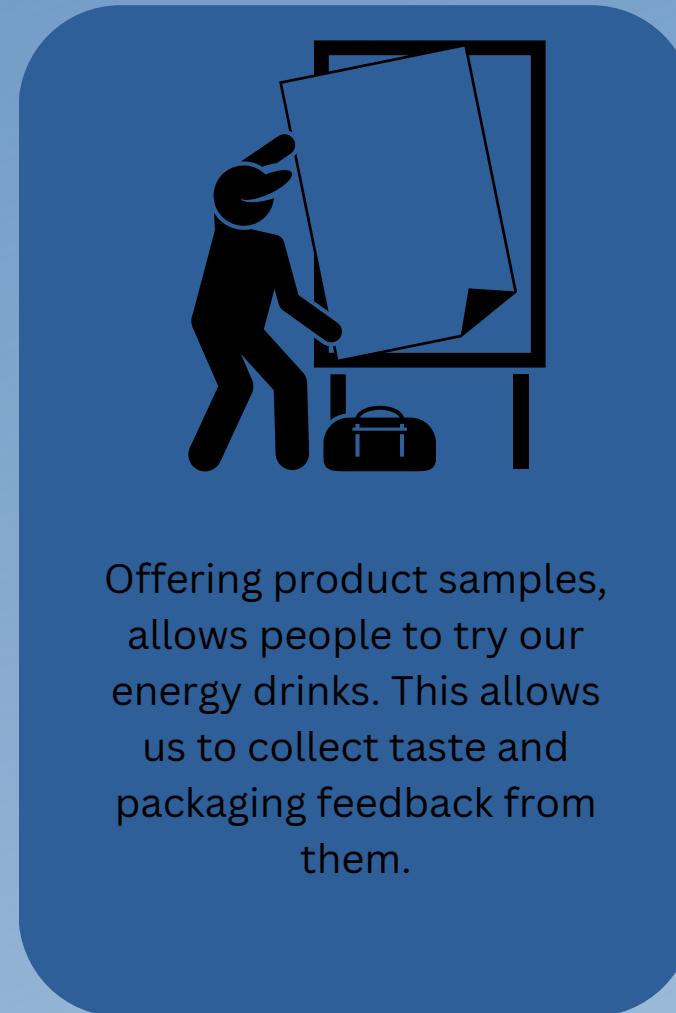




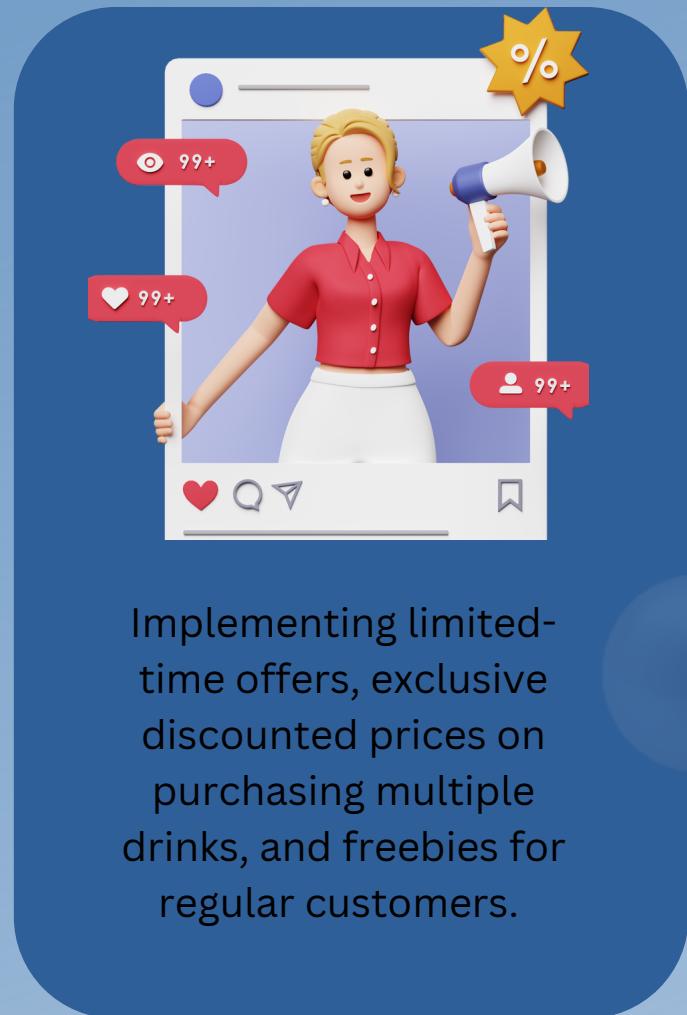
Based on the age group, mostly 19-35 aged are consuming large amounts of energy drinks. To be affordable to all the consumers focusing the tier-1, and tier-2 cities then it is ideal to set the price between 50-99.



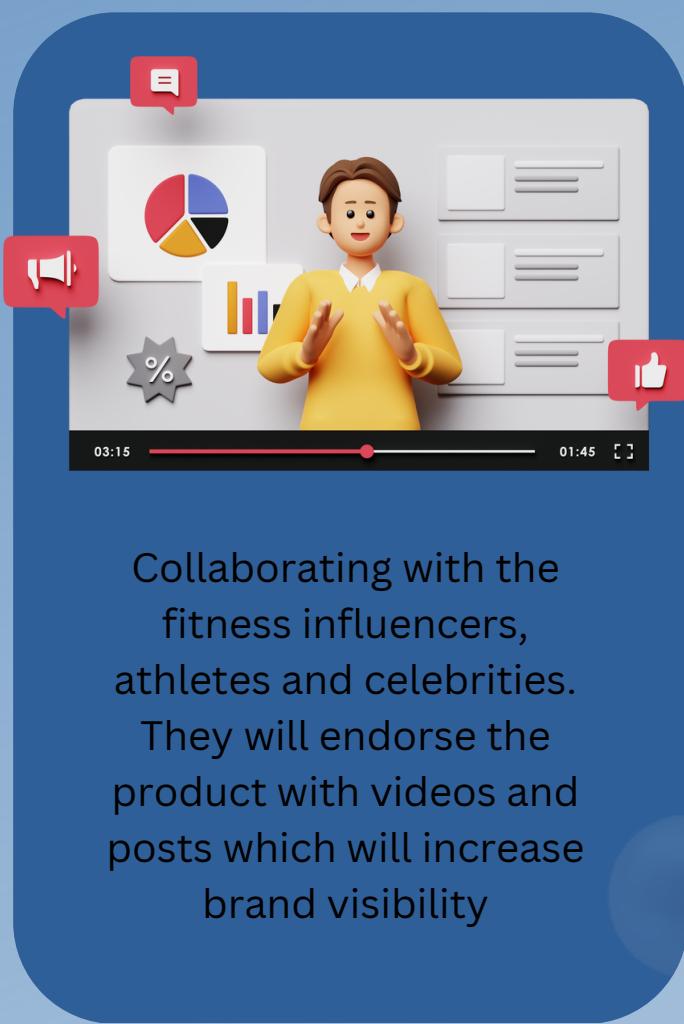
Utilizing online platforms like Google ads, social media ads to make people aware of the brand



Offering product samples, allows people to try our energy drinks. This allows us to collect taste and packaging feedback from them.



Implementing limited-time offers, exclusive discounted prices on purchasing multiple drinks, and freebies for regular customers.



Collaborating with the fitness influencers, athletes and celebrities. They will endorse the product with videos and posts which will increase brand visibility

Brand Ambassador



-VIRAT KOHLI



- Virat Kohli the Indian International Cricketer and the former captain of the Indian team, and regarded as one of the greatest cricketers of all time.
- Virat Kohli is known for his commitment to fitness, discipline, and healthy lifestyle. So, by collaborating with such prominent figures we can promote our brand toward an active and healthy lifestyle.
- He is having a larger fanbase both in India and internationally with millions of followers on social media platforms so a single post can reach out to a larger audience creating brand awareness.
- With Virat Kohli as our brand ambassador, we can make use of his popularity in creating marketing campaigns, advertisements, and content that resonates with the targeted audience. His endorsement would instill confidence in our product among consumers, giving us a competitive edge in the market

Apart from focusing only on the top cities, if the brand promotes the product in the newly emerging cities then there is scope to expand into new demographics. My top recommended cities where our brand can have a huge market if it is promoted in possible ways.



NAGPUR is one of Maharashtra's projected smart cities. It is emerging globally as the greenest and cleanest city making it as best place to live and work in India.



RAIPUR is capital city of Chattisgarh state and emerging business center and one of the wealthiest city in central India



WARANGAL is Telangana's second biggest city and famous for its rich culture and tradition. The city is selected for HRIDAY and smart cities mission.



THIRUVANANTHAPURAM is India's evergreen city, and is one among the fast growing cities. It has large number of techno parks and have popular research centers



Reference from top brands

- Having a research mindset, studying and identifying the top brands in the existing market, how they got into the market, and how they are continuing their brand reputations from the past few years.
- Examining their features, product quality, packaging, and pricing.
- A good understanding of the targeted audience, demographic preferences, and consumer needs is an added advantage.
- Identifying gaps or opportunities in the market that the top brands may have overlooked. Looking for the areas where our new product can offer unique value or cater to specific customer needs that are not met by existing brands.
- Differentiating clearly how our brand is different from the existing brands, shows the confidence of the company in its product.
- Taking thorough feedback and validating the product from time to time gives us the edge over the existing market



THANK YOU!

