



MARKETING PLAN

"Business Expansion"

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WELCOME

In the Marketing Plan
of CodeX

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About Project

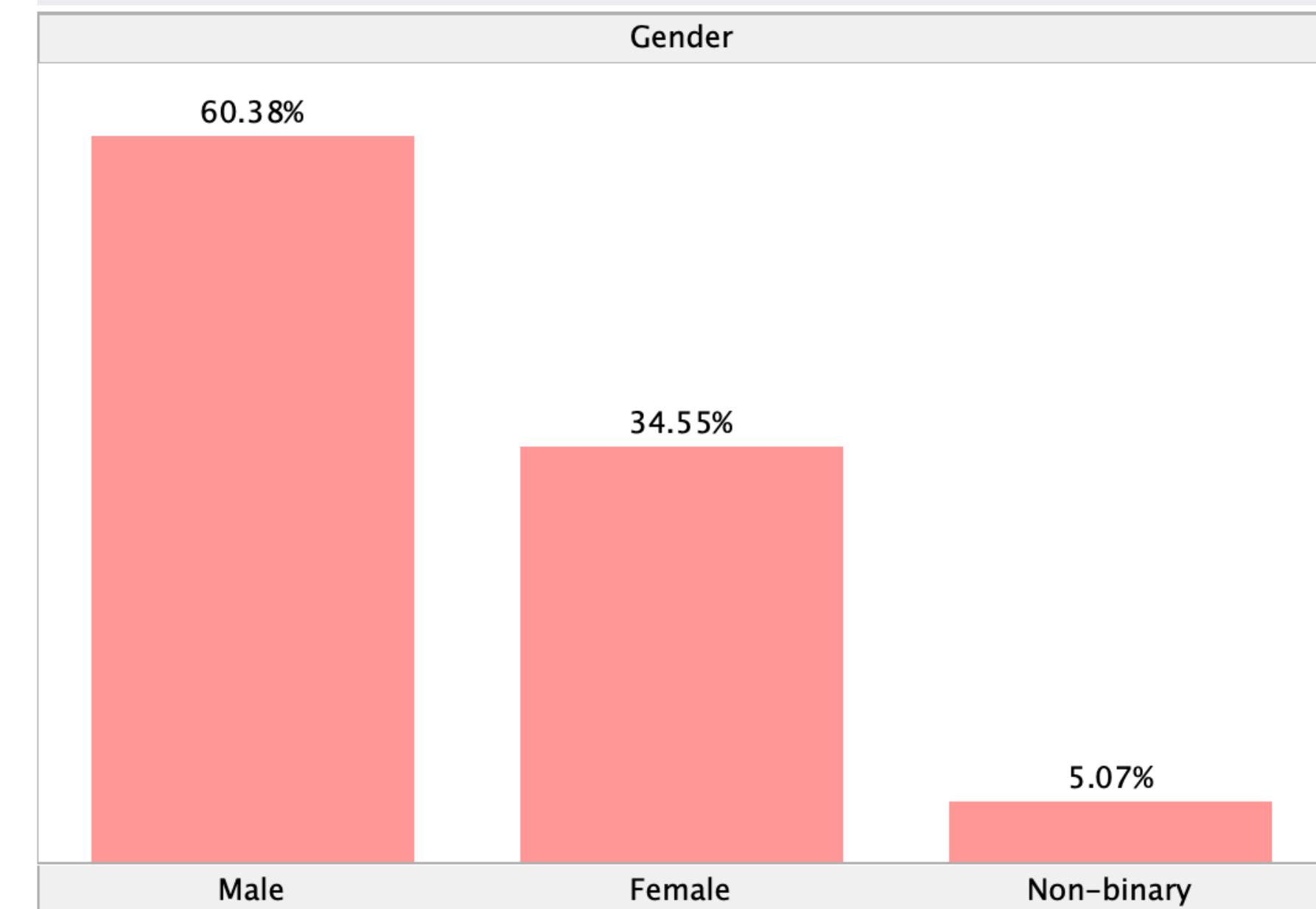
- Project: Marketing plan for Codex, a German beverage company entering the Indian market
- Codex recently launched its energy drink in 10 cities in India
- Conducted a survey with 10,000 participants to gather feedback on the beverages
- Survey questions covered various aspects:
 1. Demographics of the respondents
 2. Consumption habits of the target audience
 3. Awareness perception of Codex brand
 4. Competitive experience with other beverage brands
 5. Ingredients and health considerations
 6. Packaging and pricing preferences

Demographic Insights

1.A. Who prefers energy drinks more?

- Male Prefer more energy drinks compared to others.
- Male - 60.38%
- Female- 34.5%
- Non Binary- 5.07%

Gender Distribution



Gender F

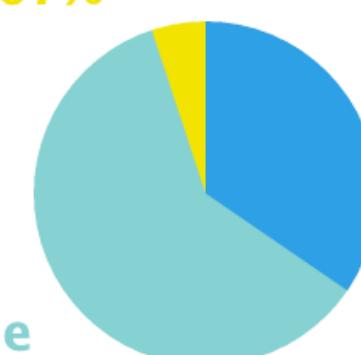
Gender F	
Male	6,038
Female	3,455
Non-binary	507

Gender Distribution

Non-binary
5.07%

Female
34.55%

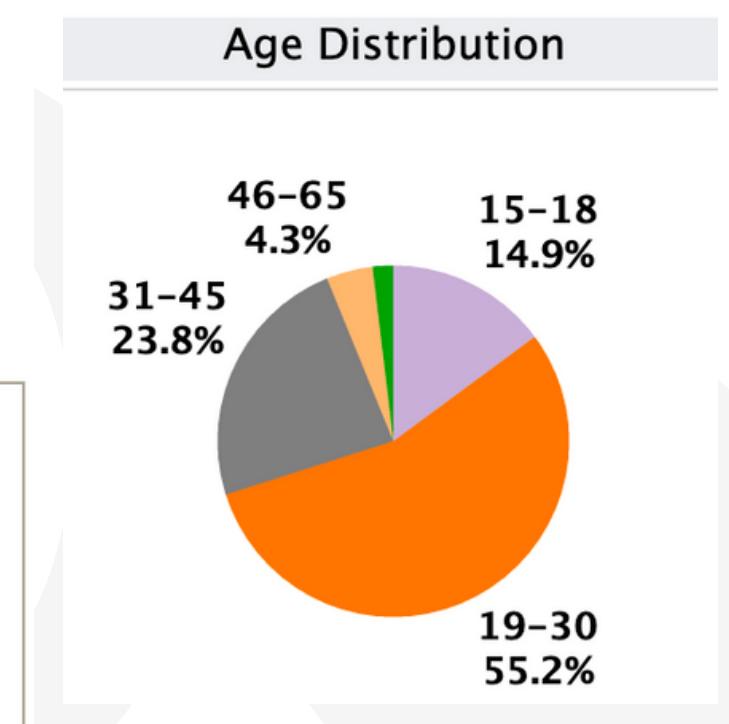
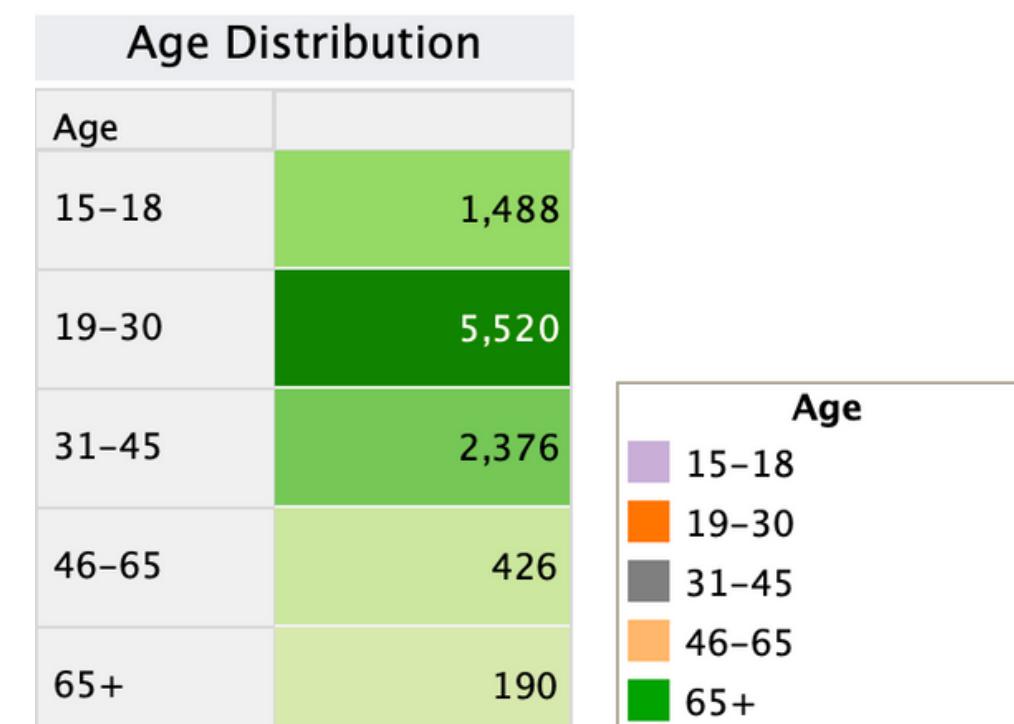
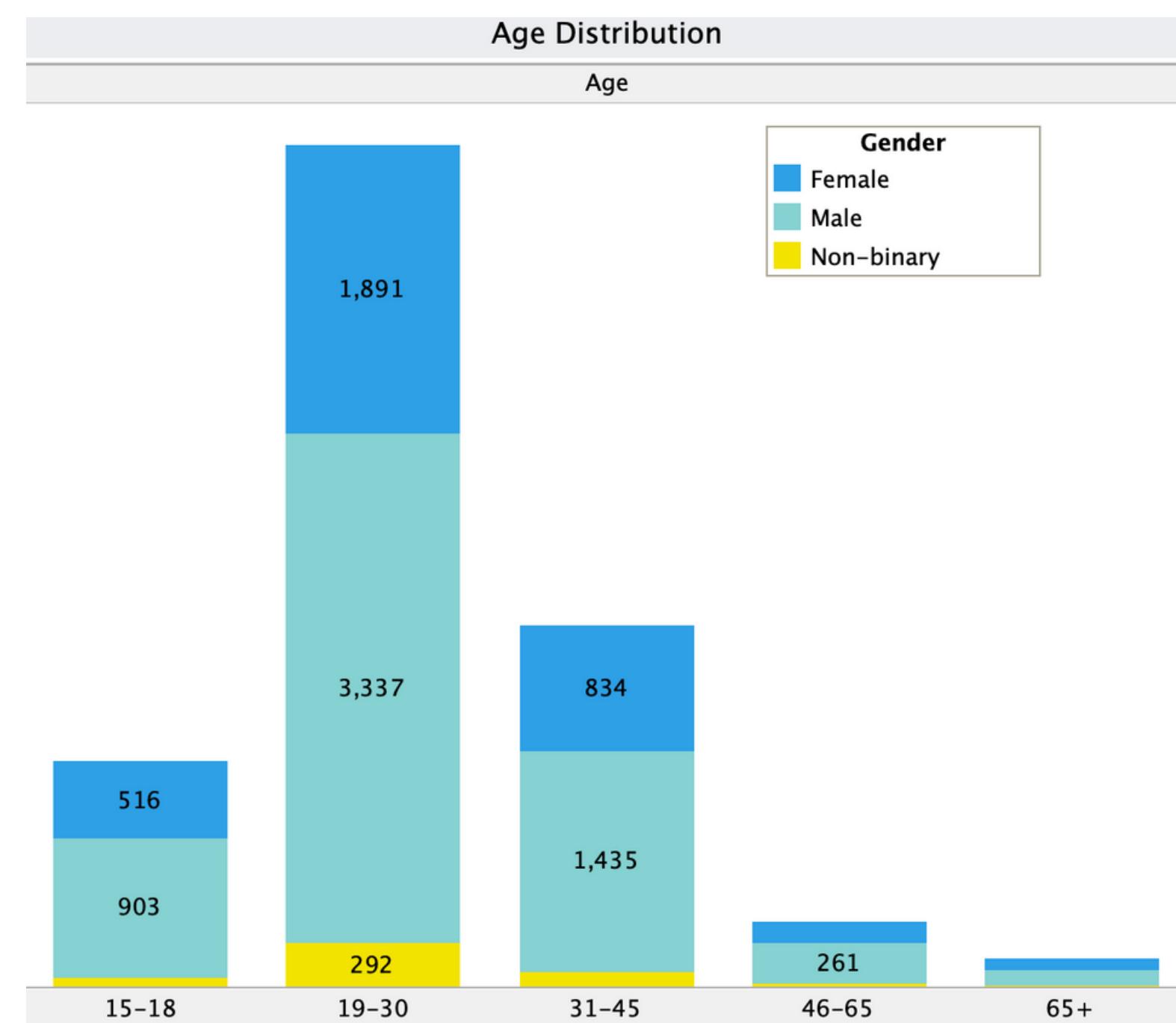
Male
60.38%



Demographic Insights

1.B. Which age group prefers energy drinks more?

- 19-30 Age groups prefer more energy drinks.
- 55.20% of people prefer energy drinks. In this age group, Males are more compared to other gender.
- The reason behind this is because of lifestyle, energy demand, peer influence, study, work demand, and social and recreational activities.



Demographic Insights

1.C. Which type of marketing reaches the most Youth?

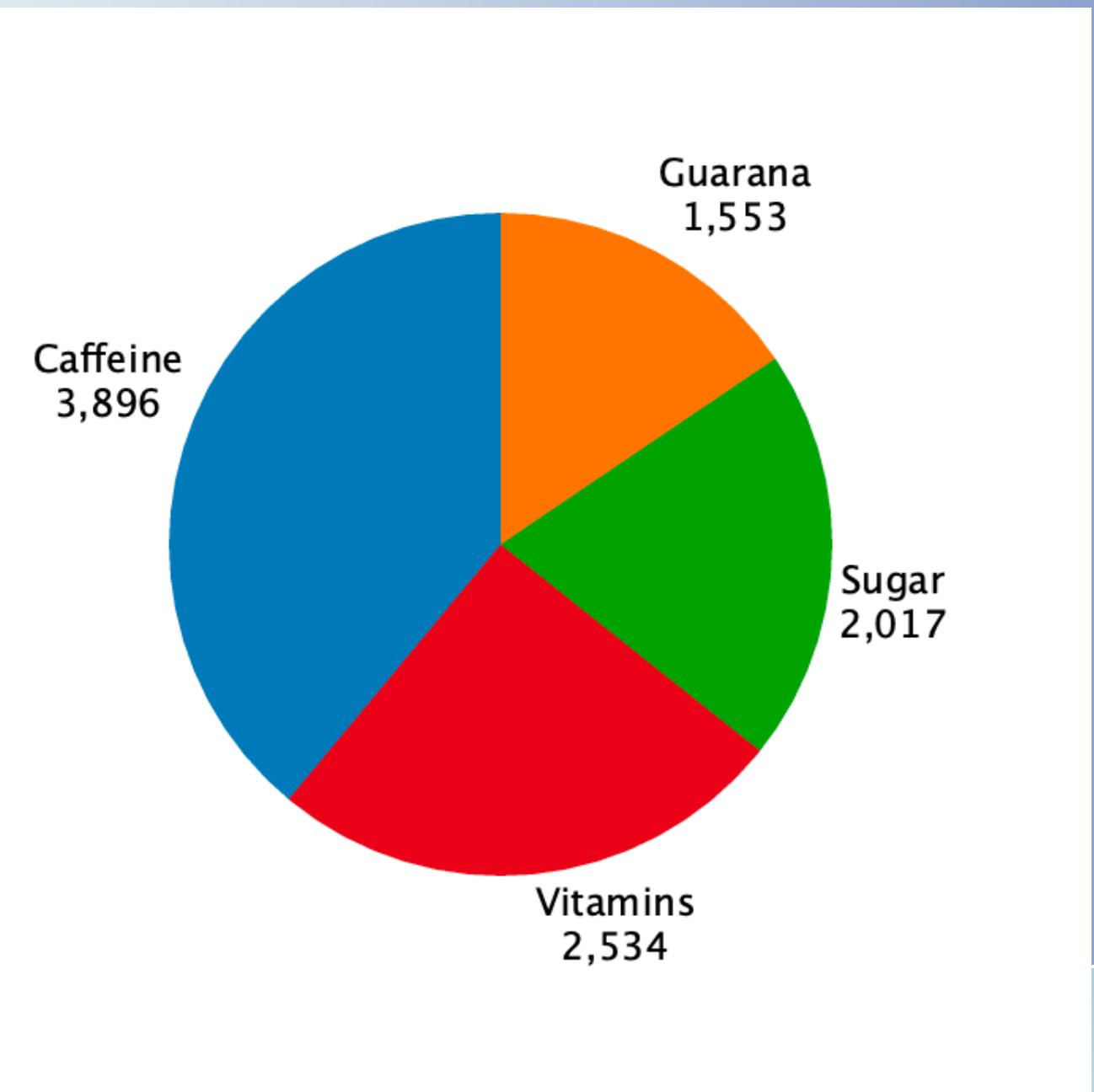
- Social Media Marketing
- Influencer Marketing
- Experimental Marketing
- Mobile Marketing



Consumer Preference

2.A. What are the preferred ingredients of energy drinks among respondents?

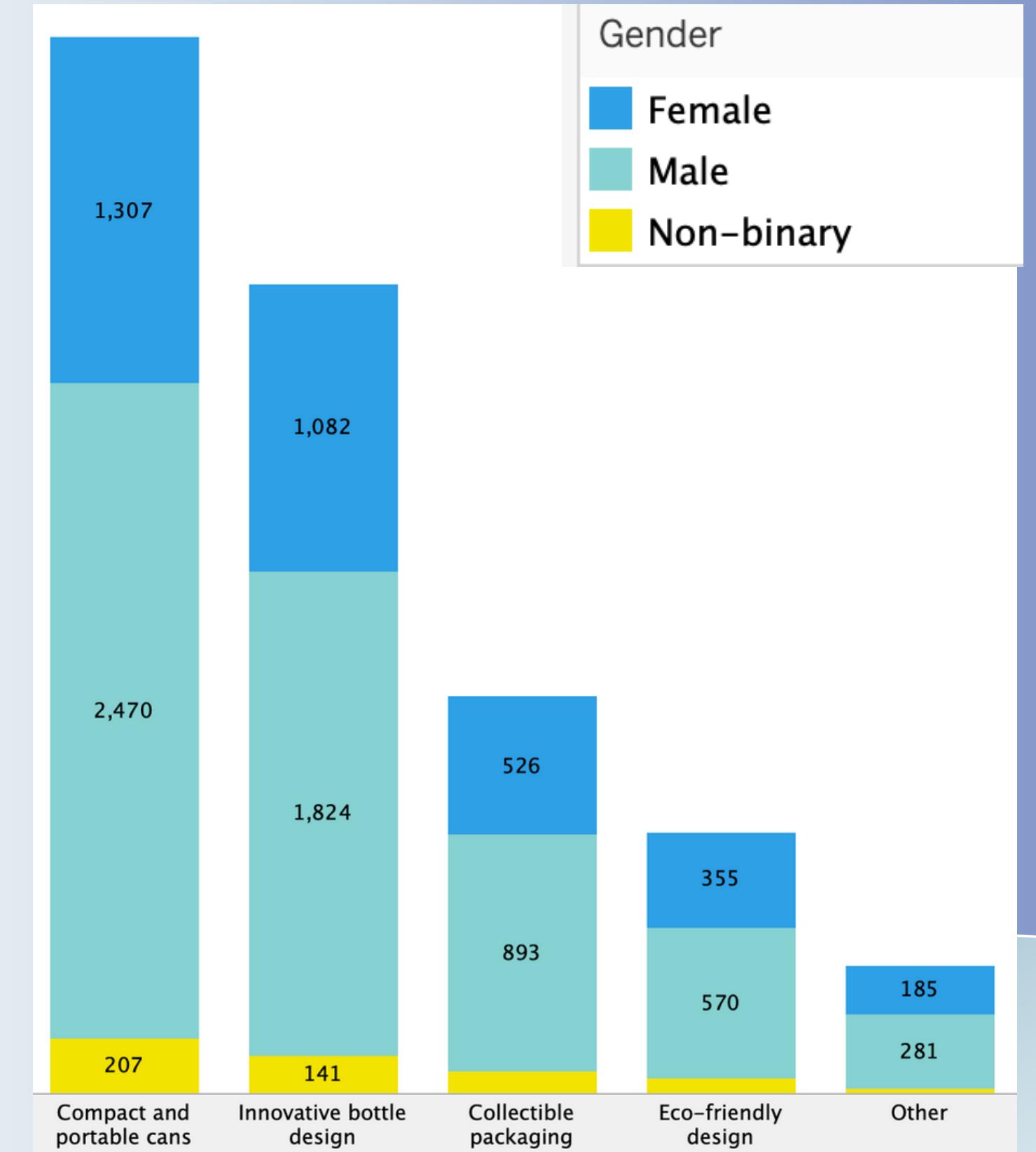
- There are three ingredients which are preferred in energy drinks such as Caffeine, Guarana, Sugar and Vitamins.
- Among those ingredients, Maximum people are taking energy drinks because of Caffeine and Vitamins.
- People prefer those two substances because of energy boost, mental performance, physical endurance, and mood enhancement.



Consumer Preference

2.B. What packaging preferences do respondents have for energy drinks?

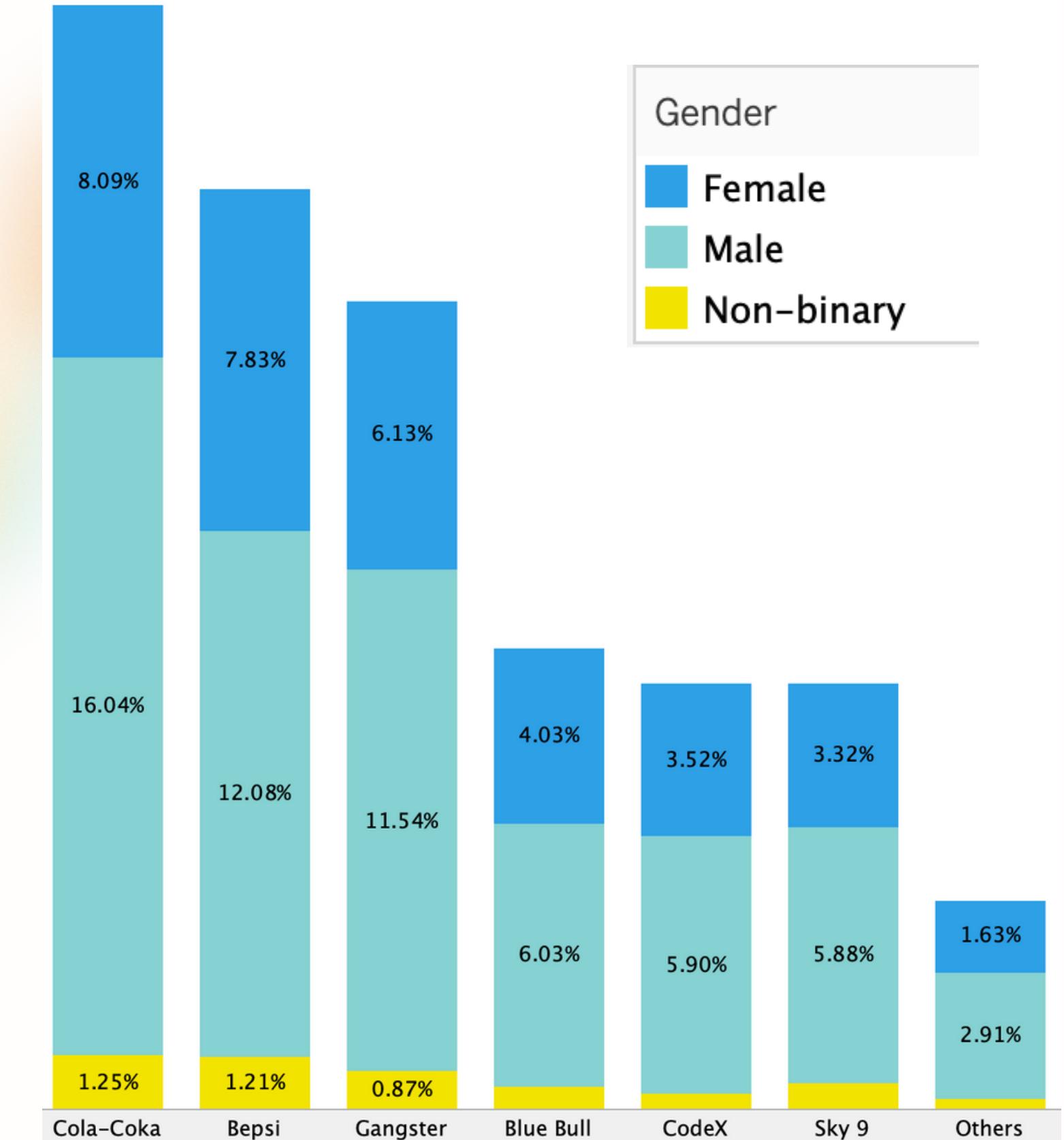
- The categories include Compact, portable design and innovative bottle, collective packing, and eco-friendly design.
- People prefer Compact and portable cans compared to others.
- People prefer more compact items because of Convenience, portability, easy disposal, and affordability.



Competitive Analysis

3. A. Who are the current market leaders?

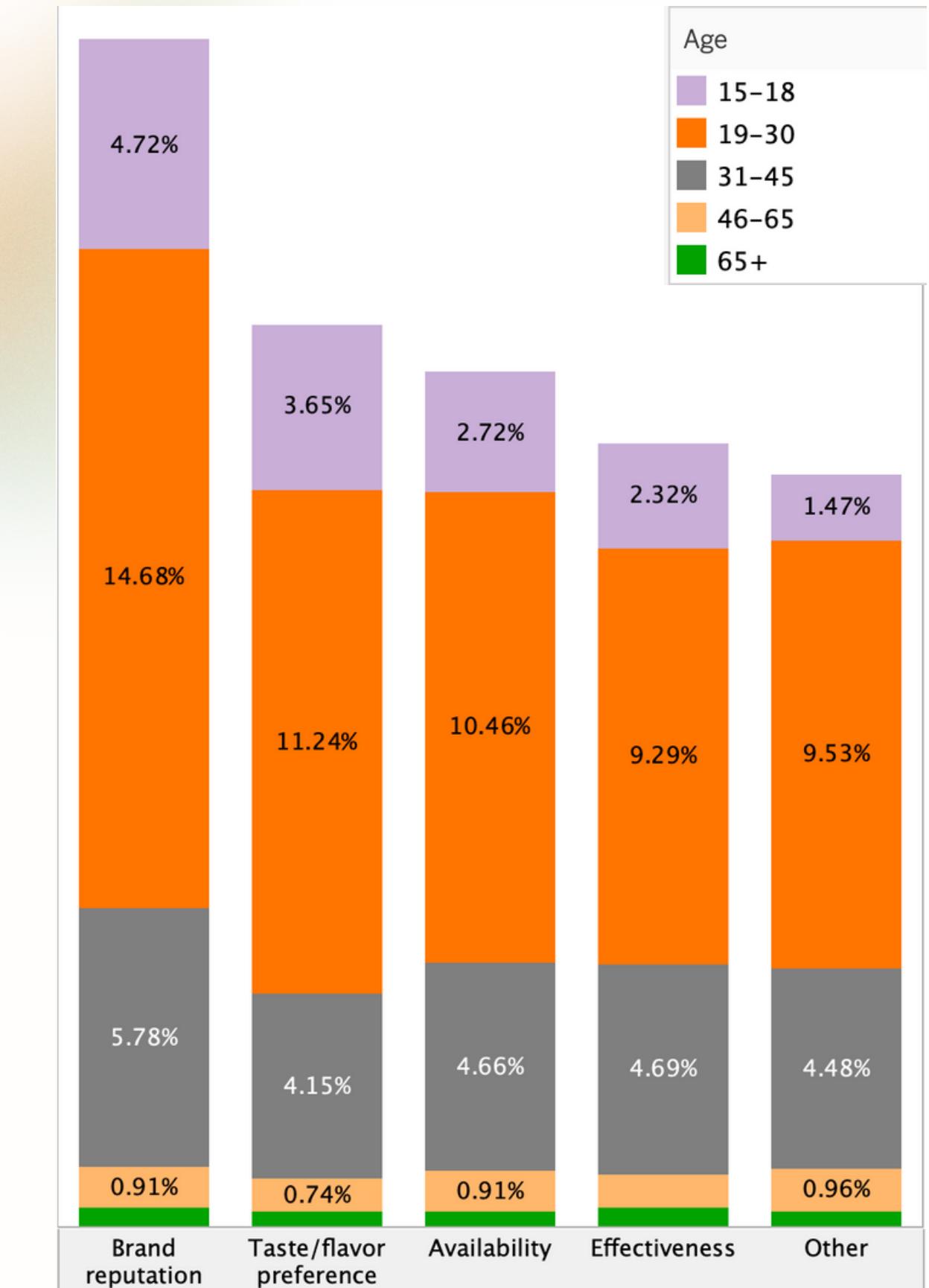
- In this competition there are 6 Major brands are included, such as Cola-coka, Bepsi, Gangster, Blue Bull, and Codex.
- Cola-coka is the leading brand in the current market, as per the data given.
- Codex stand at 5th position.



Competitive Analysis

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

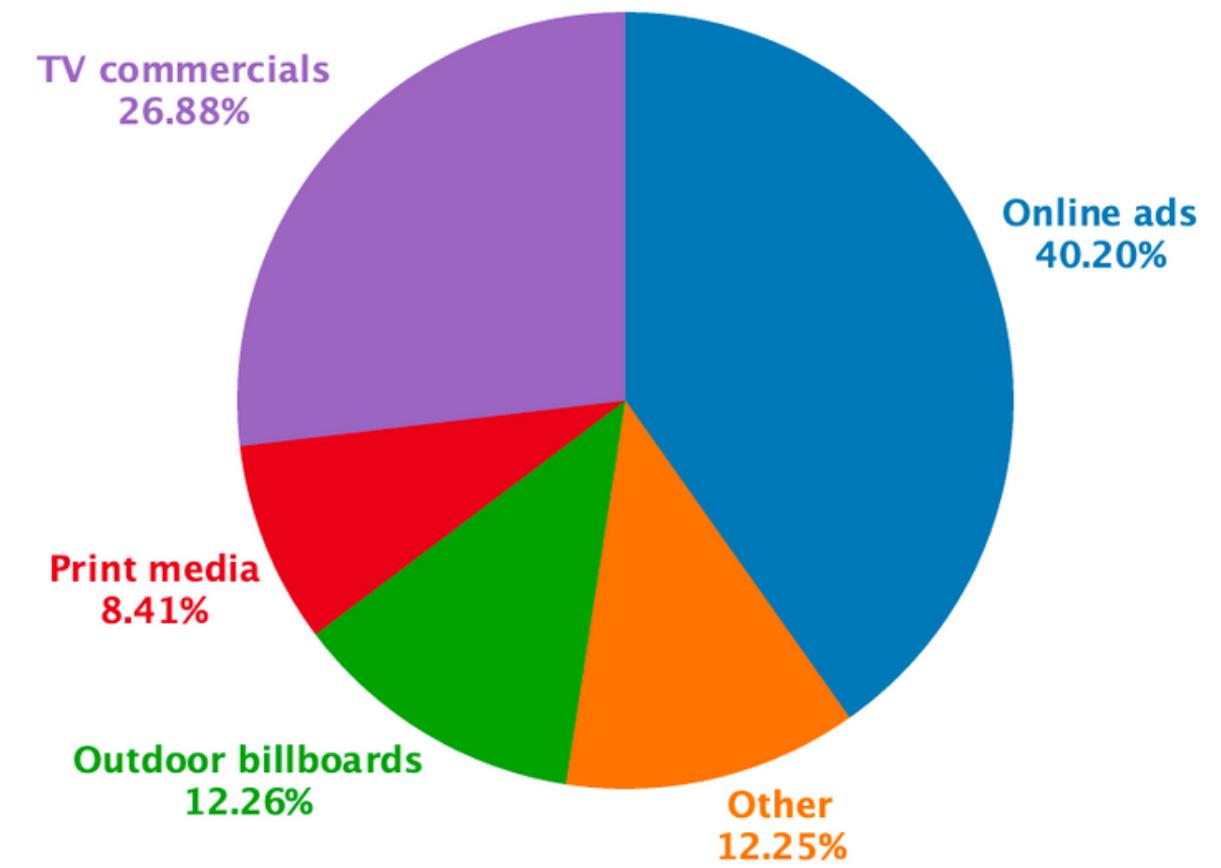
- Brand reputation is the primary concern why people prefer other brands over CodeX.
- As per the data, Brand reputation has more weightage and Taste, availability and effectiveness have almost similar weightage.



Marketing Channels and Brand Awareness

4. Which marketing channel can be used to reach more customers, and How effective are those?

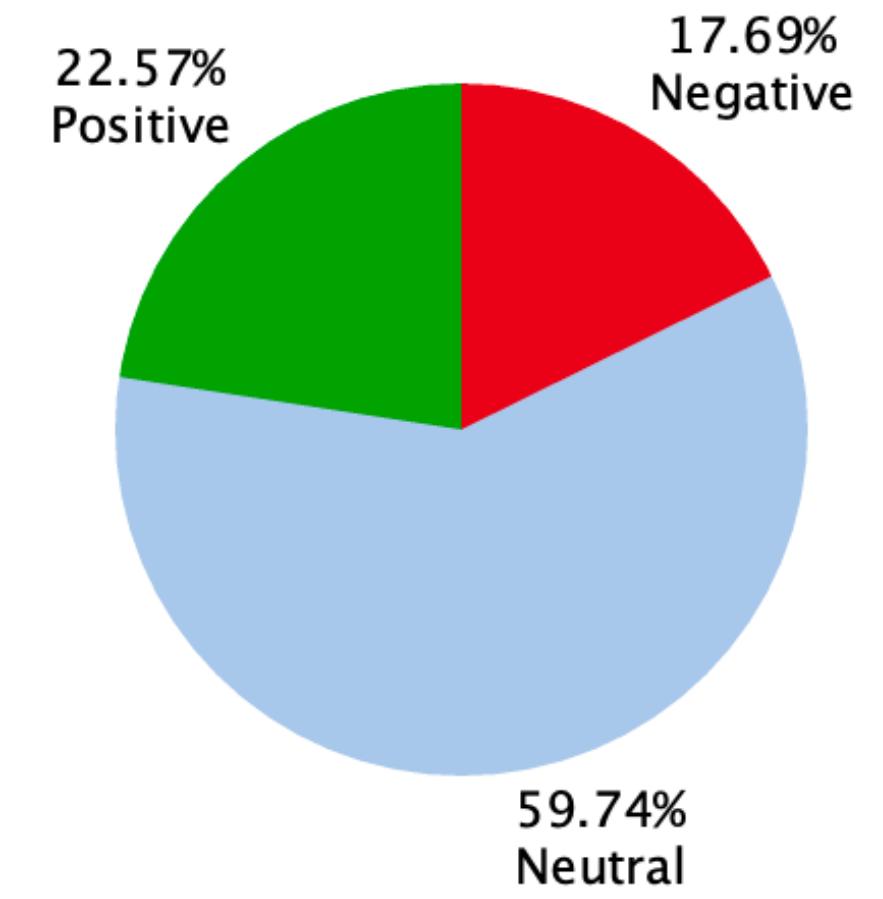
- There are several marketing channels that can be used, such as TV commercials, Print media, Outdoor billboards, and online ads.
- Among those Online ads are more effective, and as per the survey, 40% of people are getting news from online ads.



Brand Penetration

5.A. What do people think about our brand?

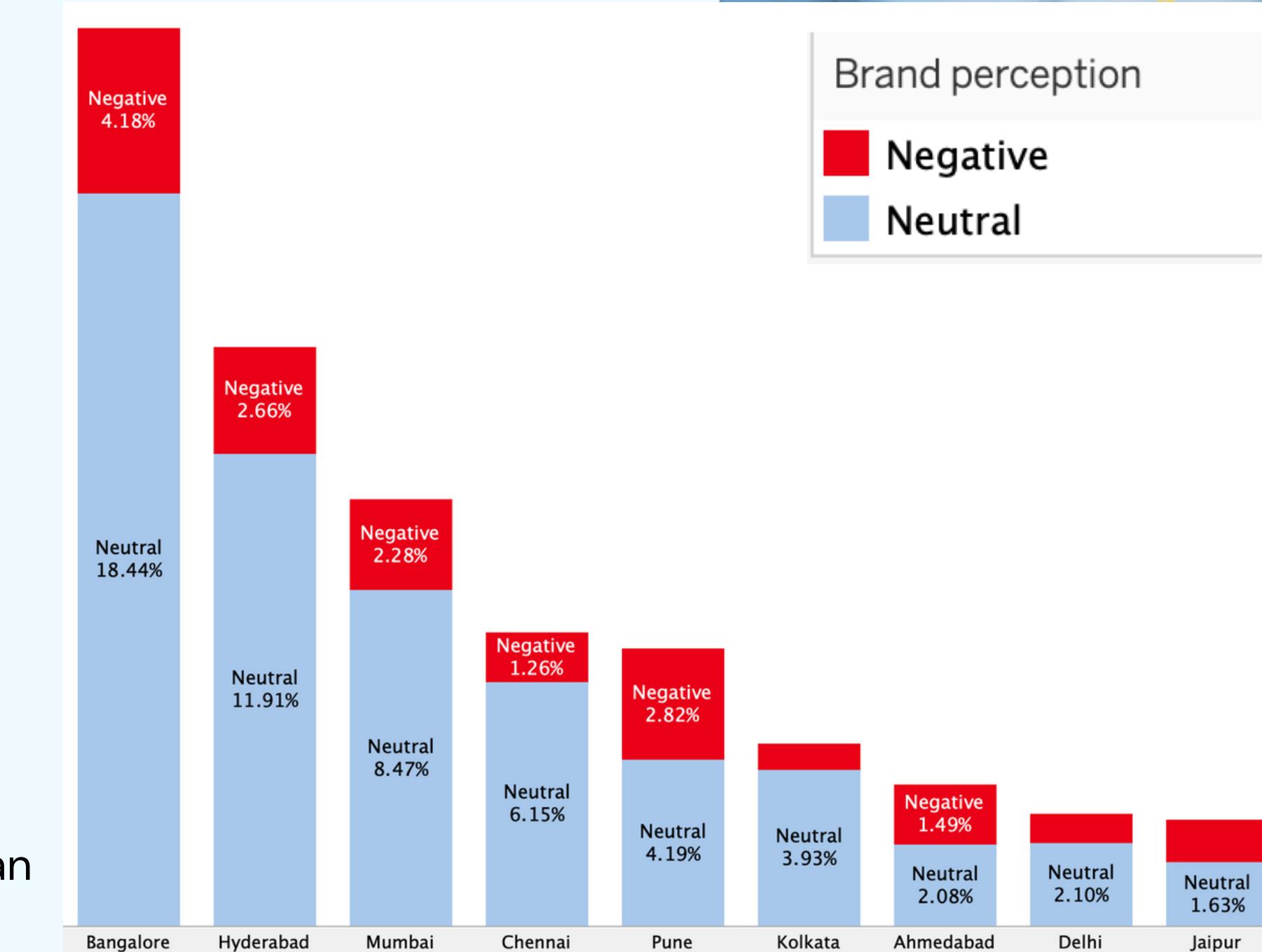
- As per the overall rating, 22% of people gave a positive review and
- 17% of people gave a negative review. In addition, 59% of people gave a neutral review.
- The reason behind that neutral review would be a Lack of awareness about the product, less experience, expectation misalignment average experience.



Brand Penetration

5.B. Which cities do we need to focus more on?

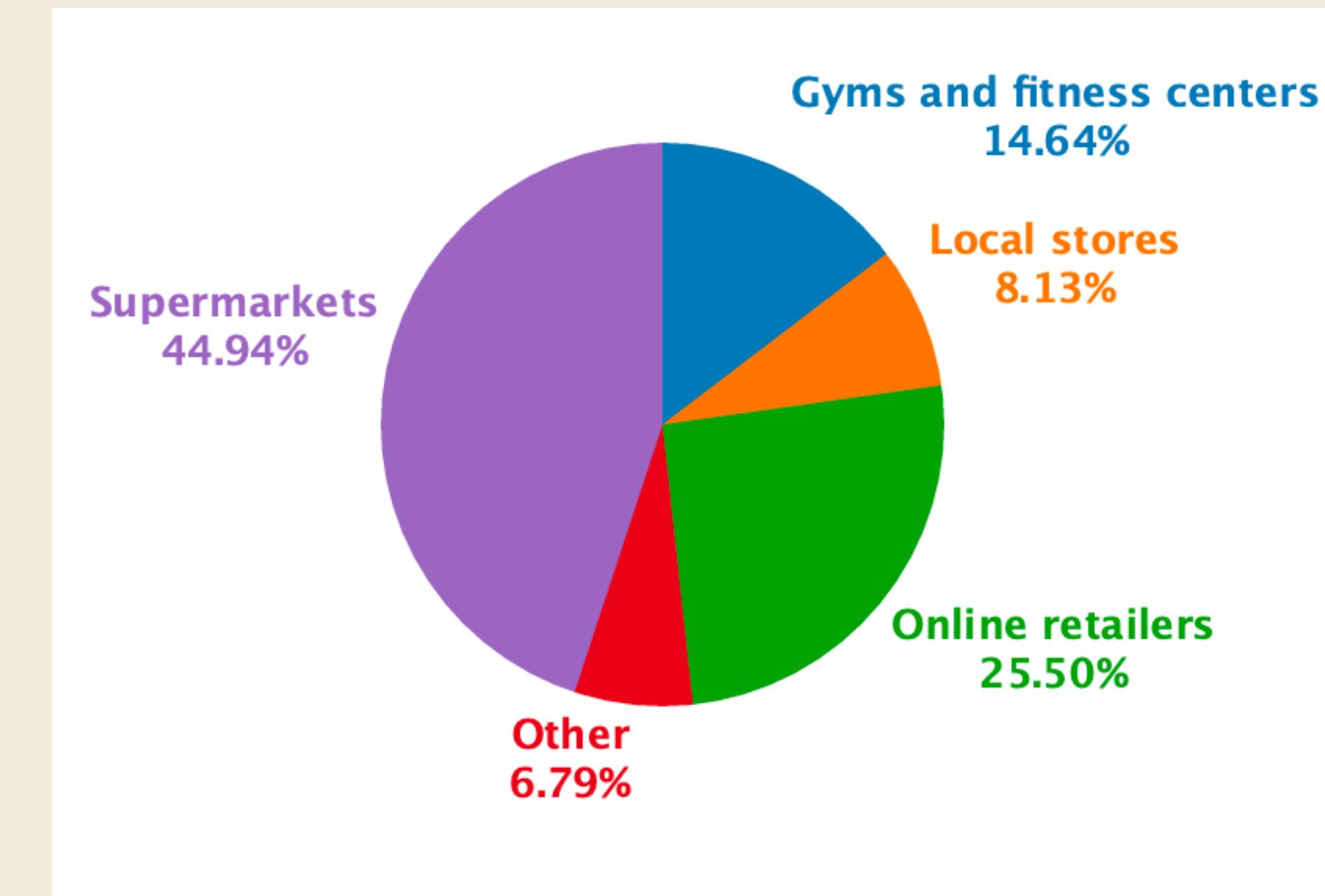
- Bangalore, Hyderabad and Mumbai are the major cities from where we got the maximum number of respondents.
- In those cities Percentage of Negative reviews is less than 5%.



Purchase Behaviour

6.A. Where do respondents prefer to purchase energy drinks?

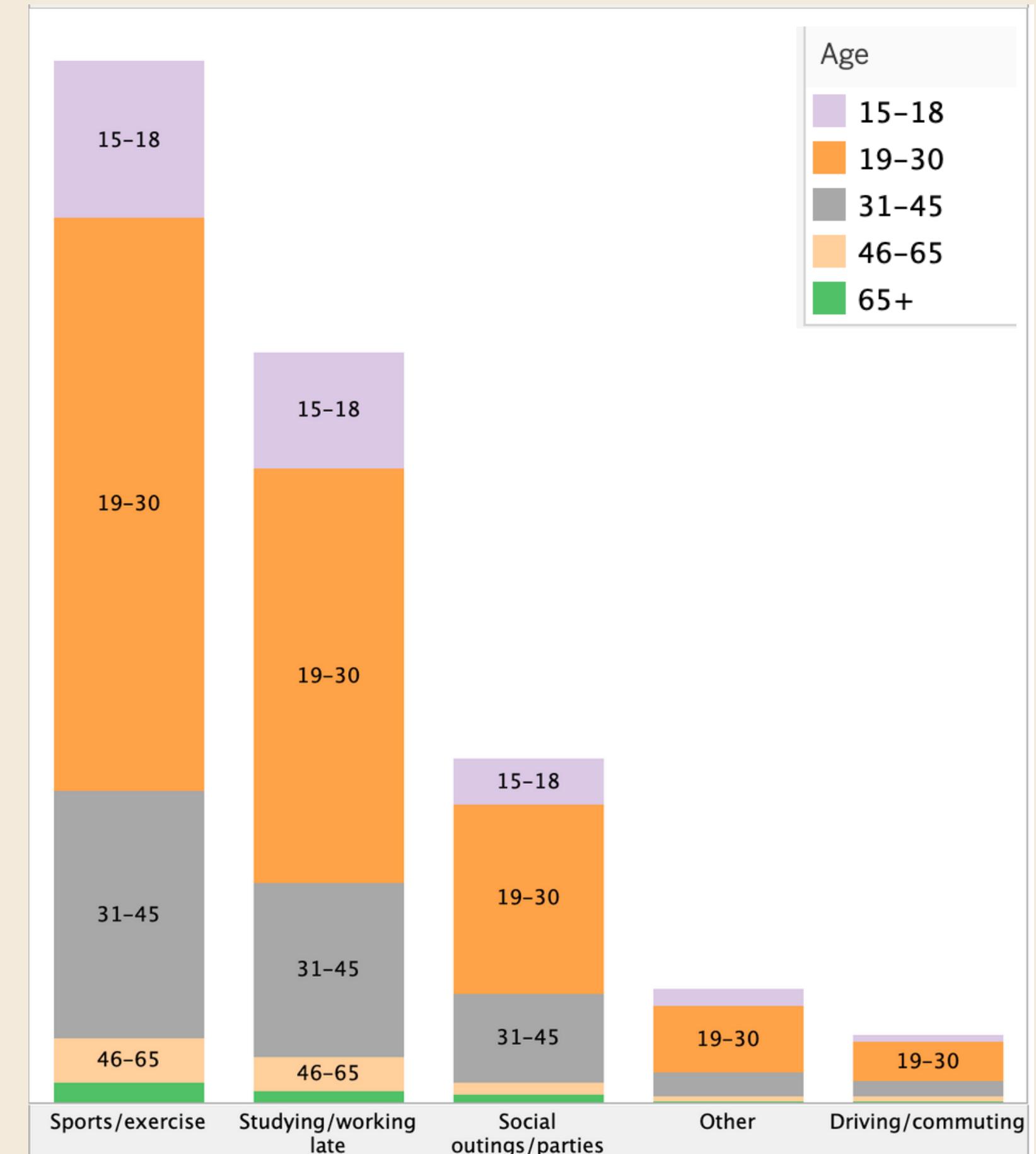
- 45% of People prefer to buy a drink from Superstore, 25% from online retailers, 14% from Gyms, 8% from locals, and the rest from others.



Purchase Behaviour

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

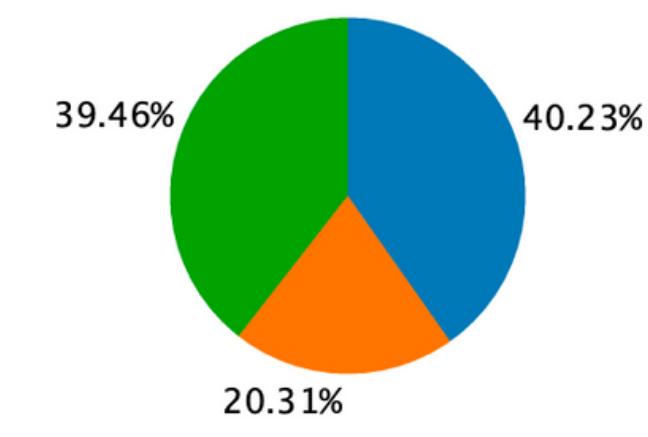
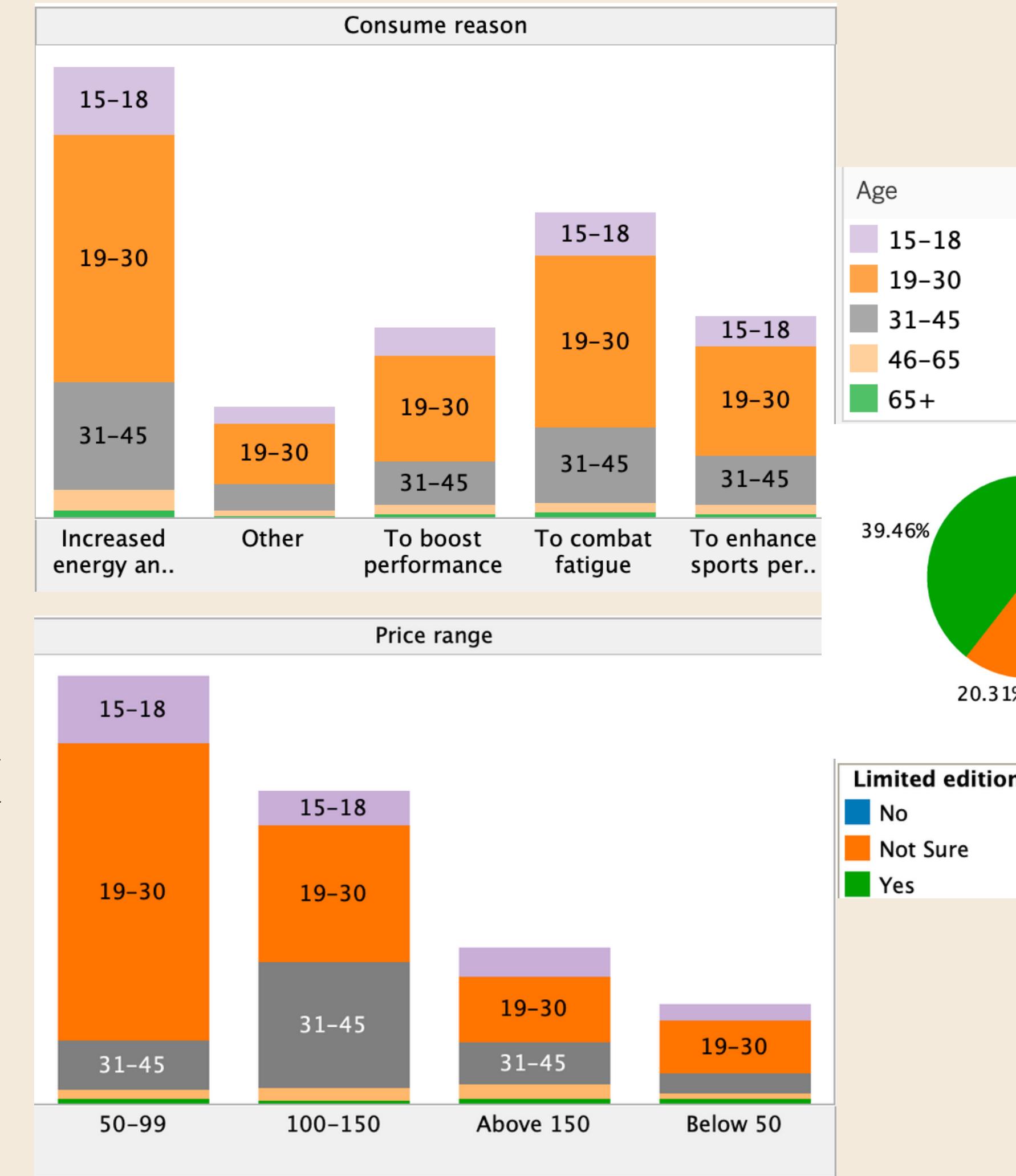
- Maximum people prefer to buy a drink while doing exercise and doing some kind of sports, then it's followed by studying, then parties and driving.



Purchase Behaviour

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

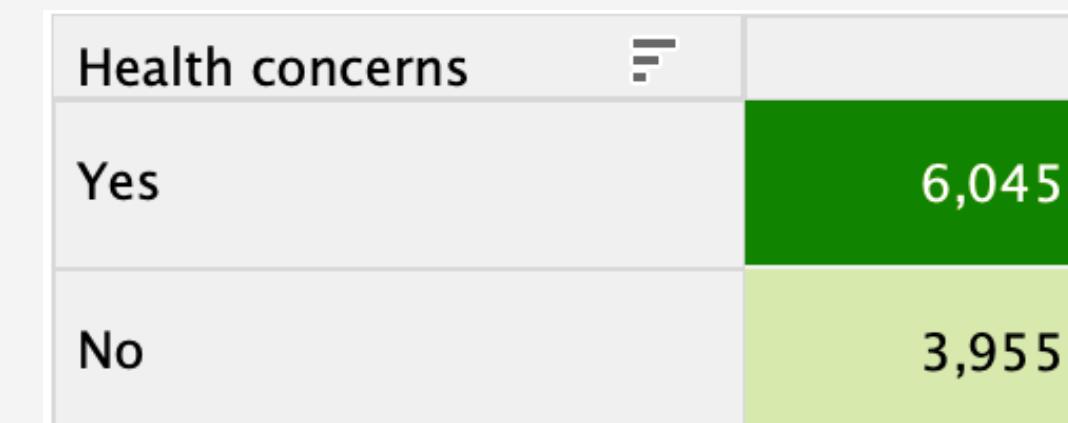
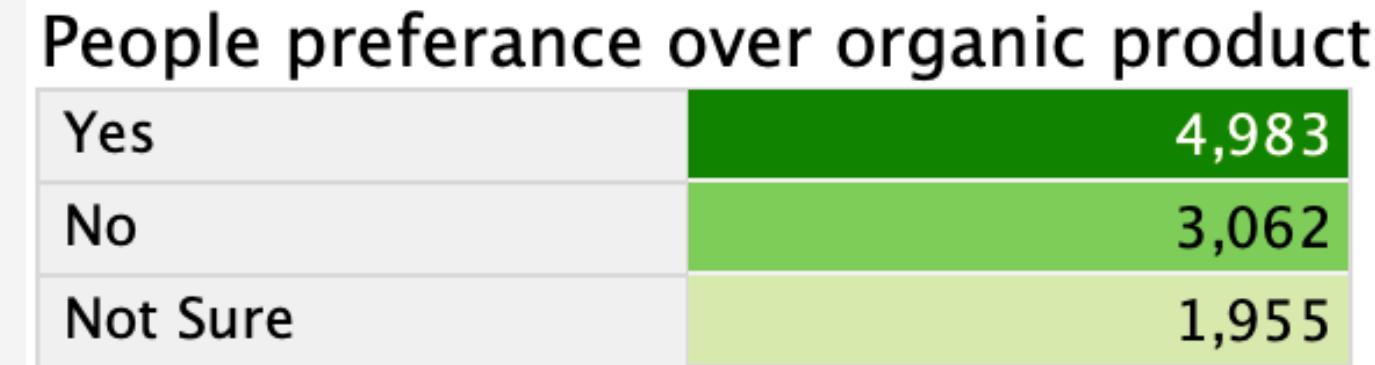
- Maximum people prefer a drink with a low price range between 50-99, and Approx the same percentage of people prefer limited edition drinks.



Product Development

7.A Which area of business should we focus more on our product development?

- As per the statistics, we should work on branding rather than Taste and availability.
- Almost half of the people prefer organic, and more than half of the people give priority to their health before buying the drink.
- Focusing on branding during product development can create a strong market presence, increase customer engagement and loyalty, and differentiate your product from competitors, leading to long-term business success.







THANK YOU

"Empower Your Body. Energize Your Mind"