



Frutti Mango SIGN OFF

Objective:

(Marketing)

To gain market share in overall beverage category through new variants and expanding product portfolio

Consumer Need Gap:

(Marketing)

Target Consumer (Core Consumer): (Age, Gender, Income, Brand User, etc.)

- Male, Female – 5+ years
- Income – all income brackets

Consumer Promise (benefits that the product should offer as claimed benefits):

- Refreshing, energizing, cooling drink

Evidence of the Background/ Rationale (what data suggests the need of this product to be developed; it could be from U&A, Existing product failures, it could be a new need gap):

- Beverage category is very dynamic, and variety is an intrinsic part of the leader brands to retain consumers in their portfolio.
- Variety of flavours not only retain consumers but also creates freshness around the brand and thereby it remains on TOM for consumers.
- Due to limited 3 flavours, consumers of other flavours/variety do not have any option apart from switching the brand

Strategic & Competitive Considerations:

(Marketing)

Strategic/Competitive considerations (strategy comes from brand architecture and brand key requirements, competitive is for tactical reasons of a new product doing well in competition kitty: data of its growth needed):

- As a strategic way forward, Dandy needs to retain its position as market leader in overall beverage category and lead the ways to increase its share in overall beverage category.
- Currently with Frutti range of products, dandy has very limited presence with 3 flavours
- Frutti with its extensive distribution will only gain growth with introduction of new flavours and thereby attracts new consumers from overall beverage portfolio

COMPETITIVE LANDSCAPE

(Marketing)

Benchmark 1/Benchmark 2 (on total product as such which will be the control for all evaluations):

- NA

Product Details:

(R&D)

Physical form -Solid/Liquid/Semi-liquid/Gel/Transparent/Opaque or any other:

- Liquid/Drink

Action standards:

(R&D,QA)

How will you verify that the product is performing to the promise stated above:

In Internal Sensory study, product should deliver on following parameters:

Texture & Taste Performance: Colour, Aroma, overall mouthfeel, taste, sweetness, Frutti flavour

Critical Claims: NA

Nice to have Claims: NA

Proposed Launch Strategy:

(Marketing)

SKU & Flavour Mix:

SKU Size	SKU Decs	Consumer Price (QR) -PTC
225ml	FRUTTI MANGO 225ML X 12	12.00
225ml	FRUTTI MANGO 225ML	1.00

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Launch volume (Qty in Pcs): Initial 12 months

SKU Decs	Jan	Feb	Mar	Apr	May	Jun
FRUTTI CUP 225 ML - MANGO	189,449	177,135	243,853	179,150	251,415	267,855
SKU Decs	Jul	Aug	Sep	Oct	Nov	Dec
FRUTTI CUP 225 ML - MANGO	257,735	304,997	270,682	263,066	177,135	189,449

Frutti Strawberry 225 ml is considered as a benchmark due to New Flavour in the Portfolio

Selective launch/ Phase wise Launch/National Launch

- Modern Trade & Traditional Trade

International (Countries): NA

Post Launch Evaluation Criteria

(Marketing)

Input KPIs (after 1 month): (NumD - 90% in MT, 70% in TT, Visibility as per plan)

Output KPIs (after 3 months): (Expiries – less than 3%, Incrementality in sales as per plan)

Product rationalization KPI (after 3 months): Expiries – less than 3%, Incrementality in sales as per plan)

Priority (Management. Agreed):

Top/Medium/Low

Product Cost Benchmark (RM cost per kg/Ltr):

(R&D)

Dandy Frutti other flavours

Regulatory License:

(Regulatory)

Current license applicable

Manufacturing:

(Plant)

Own @ Dandy Factory Plant 1 (Detailed feasibility to be done considering overall Fresh Juice capacity)

Packaging Details:

(Purchase)

CONTAINER DETAILS:

Primary Packaging MOC (Tub/Cup/PET/HDPE/Pouch/Stick or any other) & Specification:





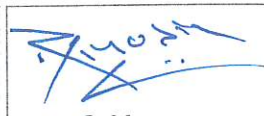

- PP cups sleeved with 75 dia
- Aluminium lids
- 12 cavity tray with shrink sleeves

Date of Pack Availability for Stability: NA

Area of Concerns:

- Filling & Tank capacity constraints to be identified.
- Minimum order quantity of flavour, Minimum daily run – operational feasibility to be checked.
- Production may have constraint during peak season like Ramadan if frutti production capacity is full.
- Extra Spaces in VANs, in FG stores & production floor

Project Sign off:

 Sr Manager BDM	 Sr Manager QA & NPD	 Plant Manager	 Sr Manager Procurement	 Sr Manager Finance
 General Manager				

* Please include Mod dty and Value for specialized RM and PM in this document.