



UNIVERSITAS
ATMA JAYA YOGYAKARTA
Fakultas Bisnis dan Ekonomika



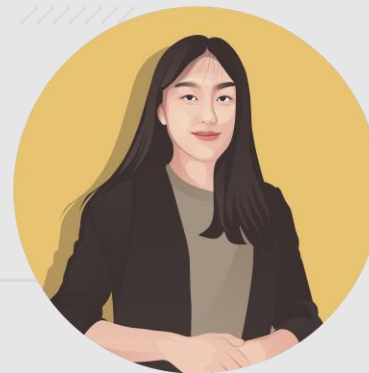
On Point



Brighita



Chiesa



Inge



Gamedia





"Drink Good, Feel Good."



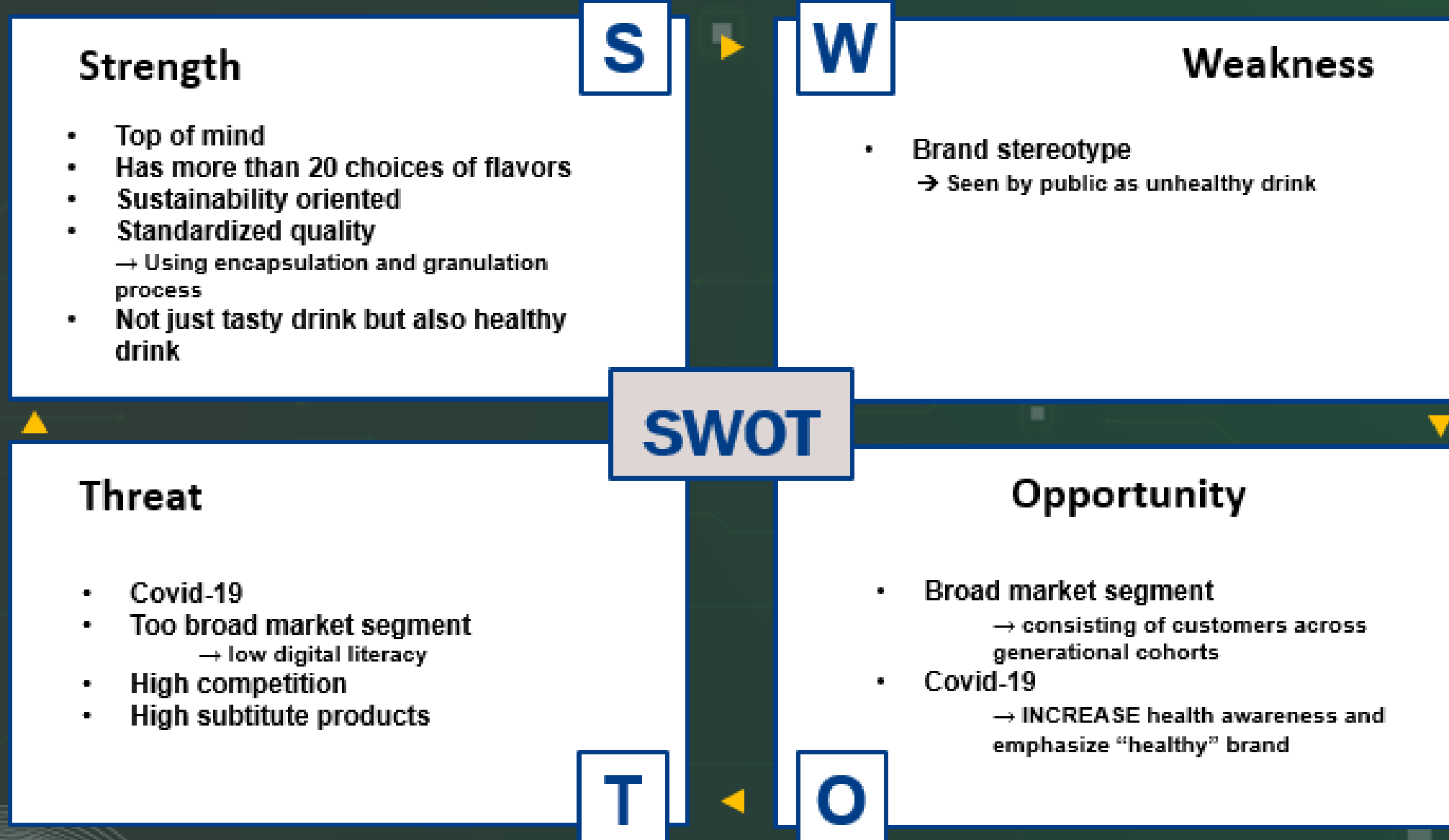


Core problem

How to **sustain** and keep NutriSari **growing**?

What's next in innovation for NutriSari?





New Entry

HIGH

Customer

HIGH

Porter 5 Forces

Substitute

HIGH

Supplier

LOW

Competitor

HIGH



Next innovation?

To promote:

- 'healthy' image of NutriSari
- improve brand image

Success Indicator

Turnover and sales of NutriSari+ and NutriSariXTropicanaSlim are higher than other product variants.

NutriSari+

Daily vitamin C intake, in the form of liquid concentrate

- easier to consume
- higher vitamin C level than NutriSari powder

NutriSari x TropicanaSlim

Healthier choice
Using Stevia as the sweetener



Marketing

ATL

- TVC
- SEM-SEO
- Social media marketing

BTL

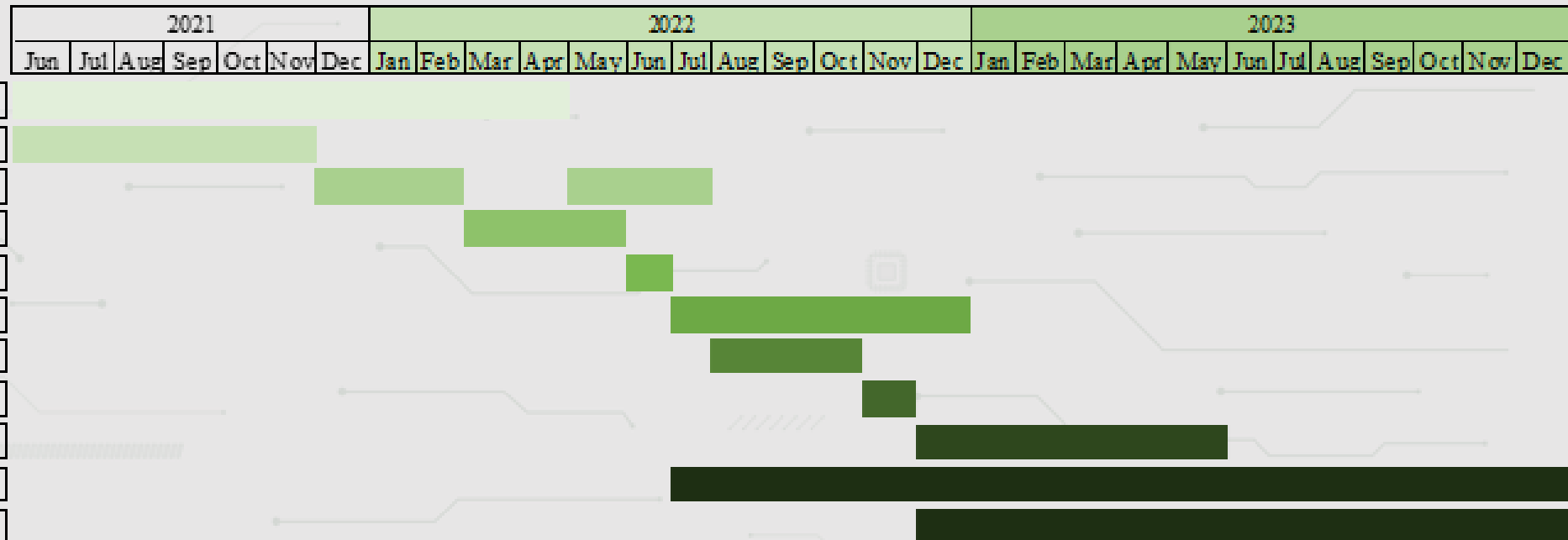
- Booth
- Multi-channel (burjo, foodstall)

Campaign

- Collaboration with customer and nutritionist
- Promotional campaign
- Youtubers collaboration (web series)



Timeline





Cost Estimation

Cost	
R&D NutriSariXTropicanaSlim	Rp120.000.000
R&D NutriSari+	Rp150.000.000
ATL and BTL Marketing	Rp150.000.000
Campaign	Rp50.000.000
Collaboration with Youtubers	Rp100.000.000
Total	Rp570.000.000

Risk and Mitigation



Product will be imitated

→ keep innovating, insert value added to products



Reputational risk

→ keep educating people



Strategic risk

→ always do market research



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THANK YOU



Gramedia





References

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- <https://www.tribunnews.com/bisnis/2021/01/26/di-tengah-pandemi-nutrifood-akui-kebutuhan-suplemen-meningkat>
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