

26%

Healthy-Lifestyle
Awareness Growth

47.4%

2018

73,38%

2019

Amount of people whose want to
shift their lifestyle into more
healthier was rising significantly
during these days...

Data about Increasing
Healthy-Lifestyle Awareness
Growth

Sources : Global Health Report
(2021)



A NutriHealth Strategy for Increasing Nutrisari Sales and Sustain Market Share

Prepared by:

TEAM WALLSTREET

MANAGEMENT COMPETITION 2021

Jakarta, 26th April 2021

NUTRIHEALTH STRATEGY AND SUSTAIN THE GROWTH

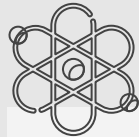
NutriSari

Introducing our **NutriHealth Strategy for Nutrisari**



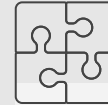
SITUATION

Pandemic Covid-19 has shifted all of **business to rearrange their strategy** and also **incurring the fluctuation of consumer behaviour**



COMPLICATION

Nutrisari as one of the top-of-mind brand was facing the shifting too, but **also experiences the maturity stages which threatening their sustainability**



QUESTION

What is the **next innovation** for Nutrisari?

Should NutriSari focus on **providing a unique choice** of flavor to sustain its market share in Indonesia?

What approach should NutriSari consider to **educate the market about a healthy lifestyle and sustainable consumption**?



RECOMMENDATIONS

A NutriHealth Strategy for Increasing Nutrisari Sales and Sustain Market Share



PROBLEM ANALYSIS OF NUTRISARI

Objective

NutriSari can sustain the market share also increase growth

Surface Issue

INTERNAL

Maturity Stages that being faced by the business

EKSTERNAL

Covid-19 pandemics that turning down the market and fluctuated market behaviour

Root Cause Issue

Unoptimized Omni Channel

Non Hype innovation

Lower demand from market

Fluctuating customer behaviour

Lower partnership to optimize sales

Solution

Become the top of mind brand in people and sustaining the market share

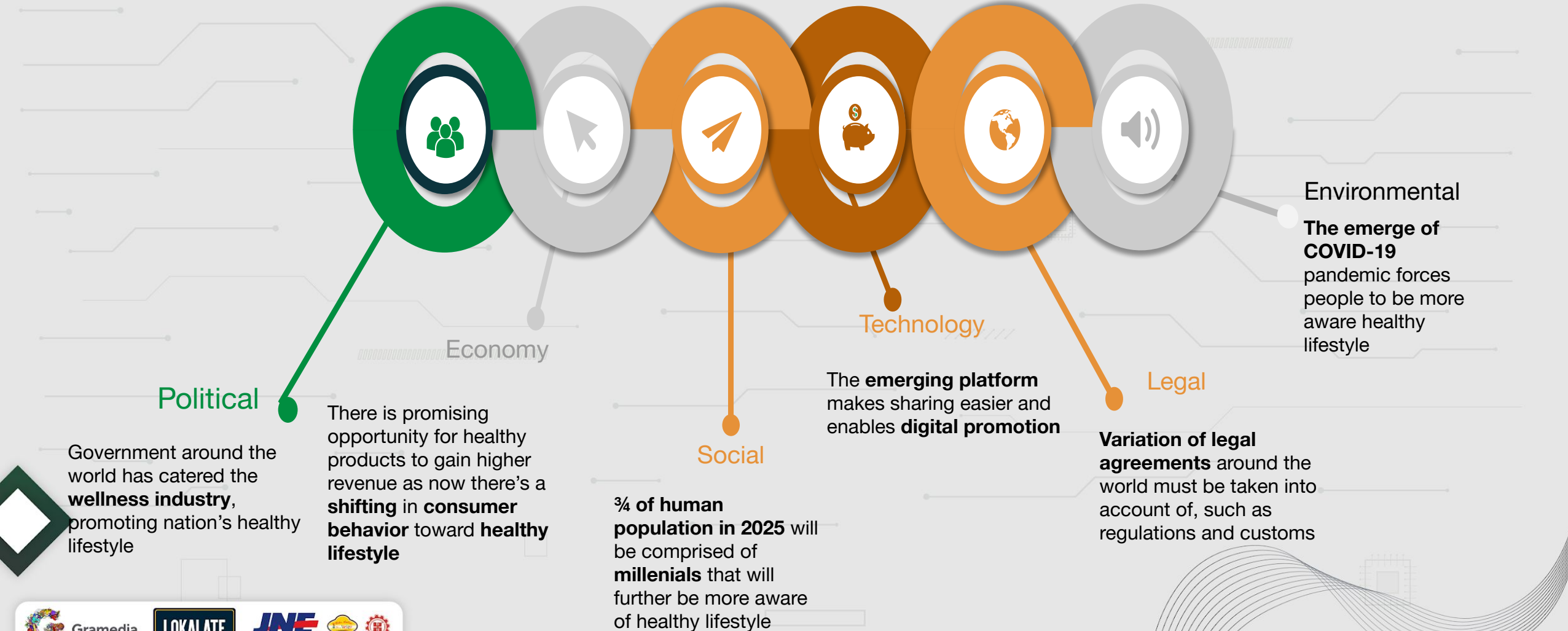
Promote awareness of people to be more healthier in life

Strategy

#TOP BRAND TRIANGLE STRATEGY

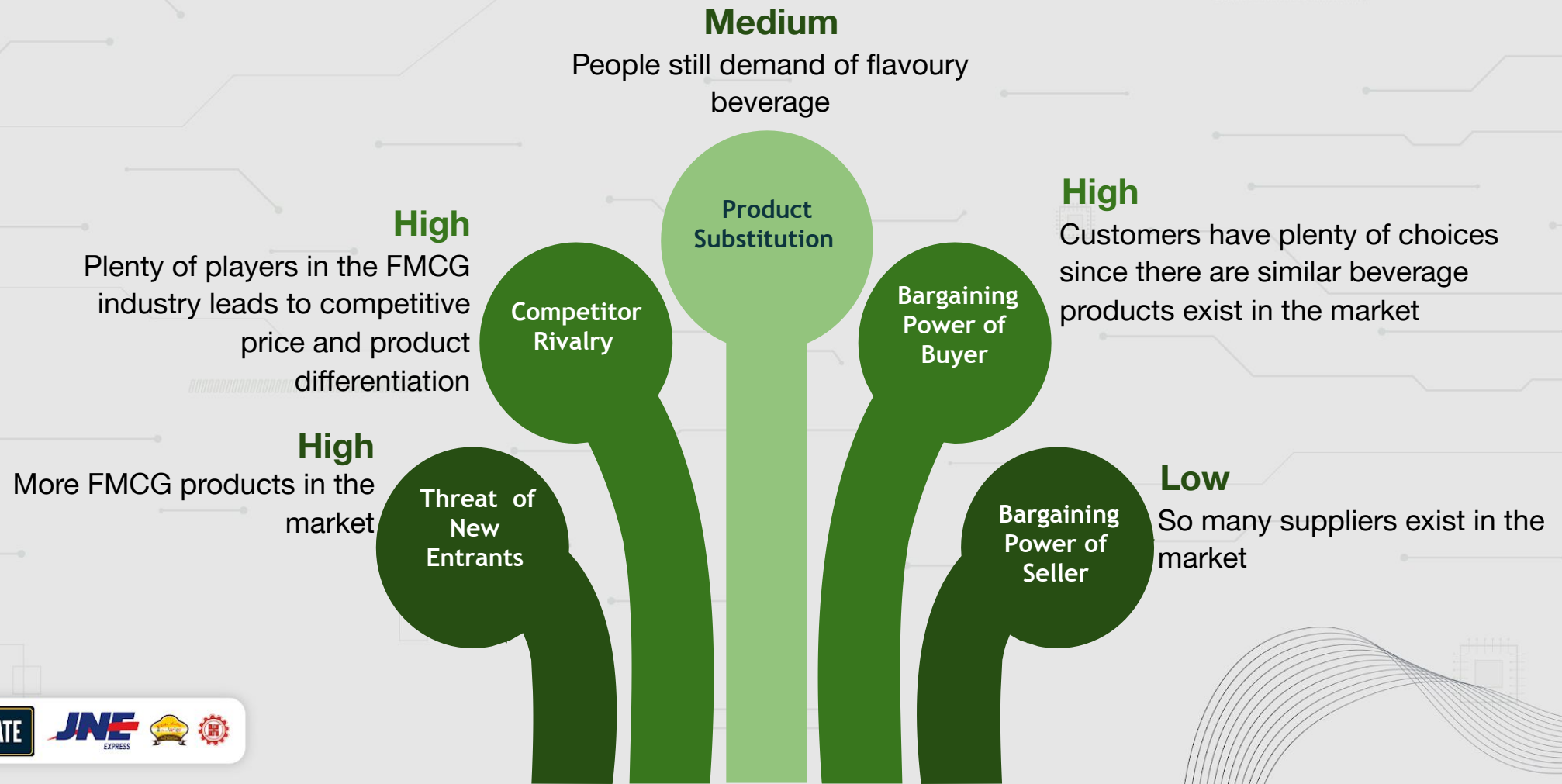
#NUTRISARI FOR BETTER LIFE STRATEGY

PESTLE ANALYSIS





PORTER'S 5 FORCES ANALYSIS



SWOT ANALYSIS

S

Strengths

- One of the largest mining company with a diverse country production and partners
- Strong basis of responsibilities towards society, environment, and compliances
- Strong risk management and mitigations in every production project and expansion

W

Weaknesses

- Reliable and dependance on production site to prepare another site if the existing one will be vanished in a couple of years
- A quite low brand awareness about healthy product and identity toward public society make it hard to approaching larger client networks

O

Opportunities

- Expansion on end to end business that has been done by the company can make another value proposition and competitive advantages of the company
- People's choices on healthy product related with the campaign that has been done by the company that increase positive brand identity to the future

T

Threats

- Future competitiveness not only with the same range area of businesses, but with rother companies that shifting toward healthy product
- Focus-shifting towards the client in the future based on healthy awareness toward the world

Consumer Analysis

Based on company and secondary research, We analyze several current market segments and will become potential markets for Nutrisari

Nutrisari Consumer Group



Children (SMP-SMA)

Buying Behaviour

Depends on their parents and entourage with his friends

Income

No income

Type of Consumption

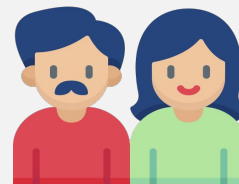
Buy a fresh drink during lunch break or after school

Purpose of buying

Want affordable, interesting, and tasty flavoured drink

What hasn't been done Nutrisari?

To penetrate the high potential market for school children



Household

Economical and rely on other people's recommendations

Middle

Buy a fresh drink in big event to celebrate or just get together

Want affordable, worth it and healthy drink

To penetrate about healthy and make a perception that nutrisari is worth it and best companion in every event



Millennial (20-35 year)

Consumptive and likes an easy and practical process

Middle down

Buy a fresh drink to hangout with their friends

Want affordable and worth it drink

Creating **Unique selling points** for millennials, which can encourage more attractive nutritional products

#SOLUSI 1: TOP BRAND TRIANGLE

Strategy

About

Method

Detail



Mind Share

This strategy aims to measure the degree to which people know Nutrisari, in terms of product and branding in the name of **“healthy branding”**

Campaign #NutriHealth

Value Advertising

- National campaign to boost Nutrisari *brand image* in the name of **healthy product**
- Conveying **value added** that can be gained by purchasing Nutrisari products



Market Share

This strategy aims to measure the degree to which how large the market has been tapped by Nutrisari. Our goal is to reach a **larger market share** in the **wellness industry**

Program Referral

Event Festival

- Giving *referral code* to special members who can more members along with them
- Collaborating with event such as Running Marathon to promote healthy lifestyle



Product Share

Penetrating Nutrisari product to meet customer demand by **differentiating** its product in terms of **flavour** and **packaging** to reach all segmentation of market

Nutri Boba

- Creating healthy Boba Drink from fruits with various flavour as Boba is a common interest nowadays

SOLUSI #2

Nutrisari “FOR BETTER LIFE”

NutriSari



Gap between Actual
Self and Aspirational
Self in the concept of
a healthy lifestyle



Nutrisari as an evoked
set of nutritious
beverage products for
all segments



**Bridging and complementary
wellness and healthy brand Strategy**

SOLUSI #2

Nutrisari "FOR BETTER LIFE"

To increase penetration and brand awareness of healthy from Nutrisari products, we propose:



Web Series



Objective: Increase awareness about health which is packaged in real family stories everyday

- Videos are packaged in series with a duration of 10 minutes per episode which is shown once a week on the Youtube Nutrisari channel
- Tells about a family where each member has different health problems but likes to explore new culinary delights where later nutrition can be a solution for delicious but healthy drinks that must be present at every moment



Podcast



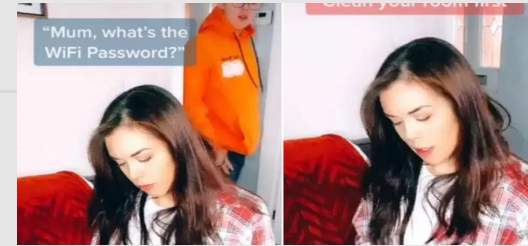
Objective: increase public knowledge about the issue of health in casual chatting with specialist doctors

- Podcasts will be broadcast via spotify media once a week which will last for 10-15 minutes
- Chat about a hot topic of health with a specialist which is accompanied by tips as well



Viral Clip

Tik Tok



Objective: Making videos that are viral in the community so that they attract consumers' attention to watch

- Viral clip has a competition concept for the wider community using Tik Tok media and later the most viewers will get prizes
- The content of this clip contains consumer stories regarding nutrisari products



Testimonial Video



Objective: Convince the Indonesian people with the health claims given by nutrisari so that at least they want to try nutrisari products first

- In a business, the role of video testimonials is very important to build a brand image so that people will trust them when they want to try it for the first time
- This video will have a short duration of 1-2 minutes and will be published on the Indihome Instagram account

SOLUSI #2

Nutrisari “FOR BETTER LIFE”

Influencers and Ambassador have a significant contribution in penetrating services to the community

Student Agent/Ambassador

Mechanism

1. There is a registration accompanied by a selection of profiles
2. Receive training and company explanation to the student agent
3. Promote nutritional products in their own style and provide testimonials
4. Invite friends to buy on Nutrimart with a referral code

Benefit

Allowance, merchandise, free products

Responsibilities

Increase student awareness about nutrisari products

INFLUENCER has a role in increasing the engagement of Indihome according to the values and images that Indihome wants to highlight.

INFLUENCER



Ideal Criteria Influencer

Engagement

The influencers will promote the campaign regularly

Credential

The popularity of influencers will make consumers feel more interested in trying

Commitment

Influencers are fully committed to the success of the campaign / advertisement

GAP

Influencers tend to promote less regularly

Selection of influencers who are not in accordance with the theme / image of Nutrisari

Due to the large number of other advertisements being promoted it can be biased

Solution

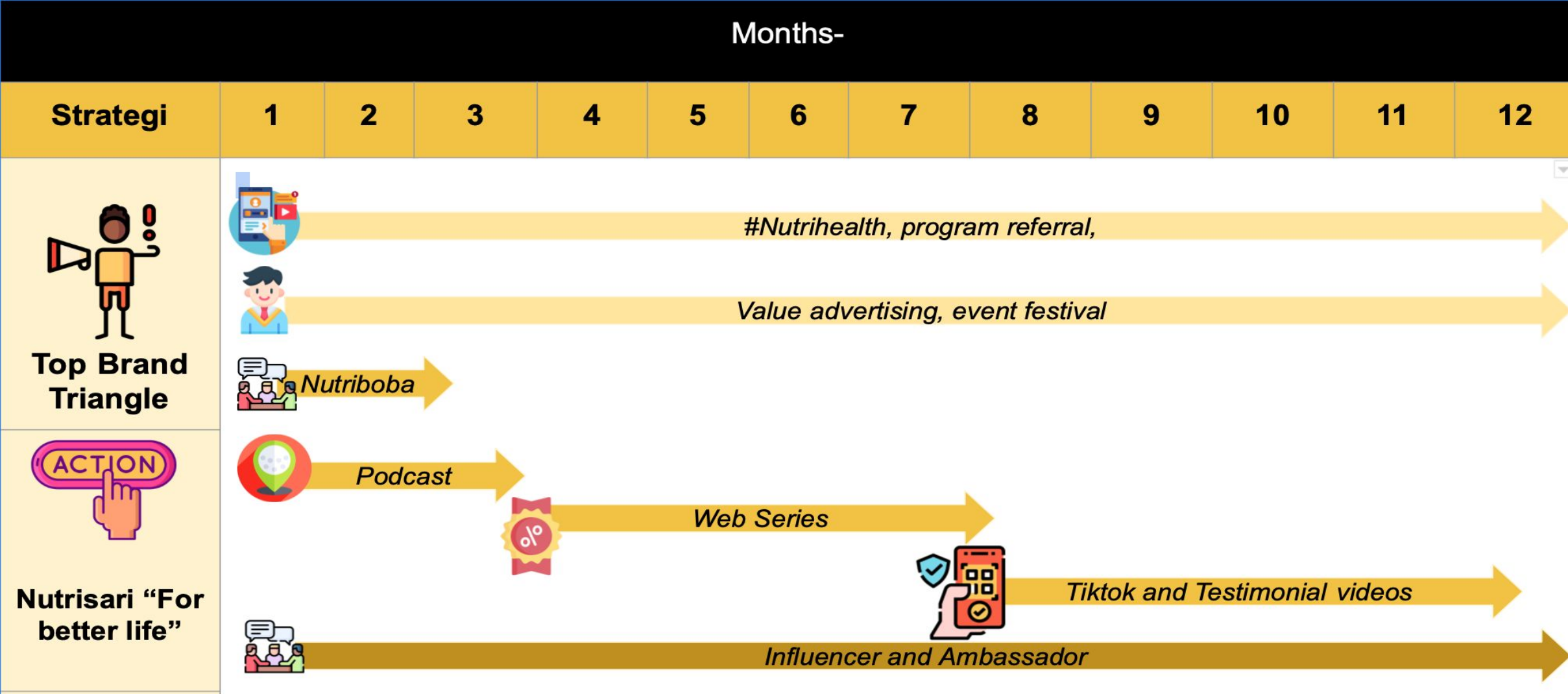
1

Choosing influencers who really fit Nutrisari's brand image

2

Promote campaigns regularly so that they are more in the hearts of consumers

IMPLEMENTATION PLAN



BUDGETING PROJECTION

SOLUSI 1

1.

Item

Campaign Budget

Website/social media Development

Event Budget

2.

Budget

Rp 25.000.000,00

Rp 10.000.000,00

Rp 50.000.000,00

SOLUSI 2

Micro Influencers Fee (250k each)

Youtube WebSeries

Celebrity Influencer

Rp 25.000.000,00

Rp 80.000.000,00

Rp 50.000.000,00

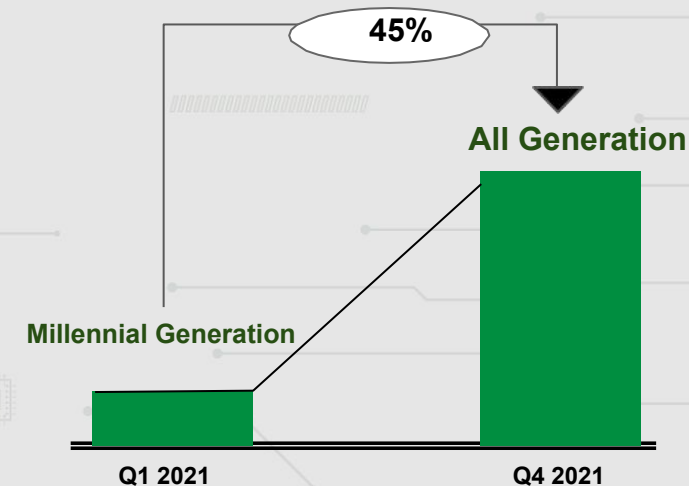
TOTAL: Rp 240.000.000

BUDGETING PROJECTION



EXPECTED OUTCOME

Sales Growth



Key Performance Indicator



Increase of retention rate

Item

Budget

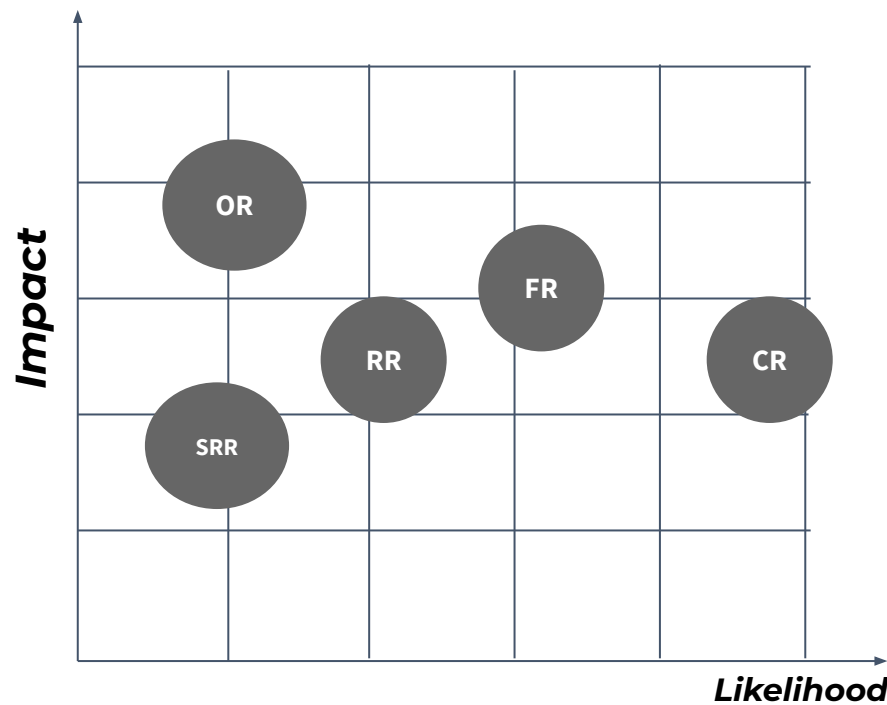
Campaign Budget	Rp 25.000.000,00
Website/social media Development	Rp 10.000.000,00
Event Budget	Rp 50.000.000,00

Micro Influencers Fee (250k each)	Rp 25.000.000,00
Youtube WebSeries	Rp 80.000.000,00
Celebrity Influencer	Rp 50.000.000,00

SOLUSI 1

SOLUSI 2

RISK AND MITIGATIONS : NUTRISARI NEED TO BE AWARE OFF



Most Significant Risk

1. Strategic & Reputational Risks (SRR)
2. Regulatory Risks (RR)
3. Financial Risks (FR)
- 4. Operational Risks (OR)**
5. Cyber Risks (CR)

Risk Mitigation

- Conduct an **end-to-end technical guidances** to develop the operational plan in targeted area
- Conduct an **intensive campaign-launching probation** and evaluation

Conclusion



Convert **the Problem into Opportunities** to Growth Significantly

Focusing on **making product innovation and campaign** to sustain the market

Growth **significantly and sustain beyond**





“

Customer's not only need flavour, but also value

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