







On Point



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"Drink Good, Feel Good."















Core problem

Now to sustain and keep NutriSari growing?

What's next in innovation for NutriSari?











Strength

- Top of mind
- Has more than 20 choices of flavors
- Sustainability oriented
- Standardized quality
 - → Using encapsulation and granulation process
- Not just tasty drink but also healthy drink

Weakness

- Brand stereotype
 - → Seen by public as unhealthy drink

SWOT

Threat

- Covid-19
- Too broad market segment
 - → low digital literacy
- High competition
- High subtitute products

Opportunity

- Broad market segment
 - → consisting of customers across generational cohorts
- Covid-19
 - → INCREASE health awareness and emphasize "healthy" brand























Porter 5 Forces

Customer



Substitute



Competitor



Supplier







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

2021

R&D NutriSari+

R&D NutriSariXTropicanaSlim

BPOM Permit

Market Test for NutriSariXTropic ana Slim

Launch NutriSariXTropicana Slim

ATL and BTL Marketing for NutriSariXTropic ana Slim

Market Test for NutriSari+

Launch NutriSari+

ATL and BTL Marketing for NutriSari+

Campaign

Collaboration with Youtubers (Web Series)

















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











→ keep innovating, insert value added to products



Reputational risk

→ keep educating people



Strategic risk

→ always do market research

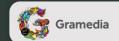








THANK YOU-























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