



# #NutrisiBaik,

An integrated solution to personally touch the market  
and advocating a healthy lifestyle

~ Clover Team ~



# Our team defines a problem

## Situation

Nutrisari is one of Nutrifood products that offer **a healthier choice of powdered instant drinks**.

Nutrisari actively advocates **a healthy lifestyle** and promotes **sustainability**.

Right now, Nutrisari has entered **a stage of maturity** in its Product Life Cycle.

## Complication

Nutrisari faced **challenge to maintain** its sustainability and position as top mind in the market.

Nutrisari need to keep innovating and until right now, Nutrisari has maintained its position in the market especially by **keep adding new flavor variants**.

## Question

- What is the **next innovation** for Nutrisari?
- Should Nutrisari **keep 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**?



# NutriSari current competitive strategy is differentiation

## PORTER 5 Forces Analysis

**Threat of New Entrants (Med):** Capital needed to enter the market is relatively low. Raw material and business permit is relatively easy to get, but technology and product concept is relatively hard to gain, because there are already a lot of innovation happening in the industry.

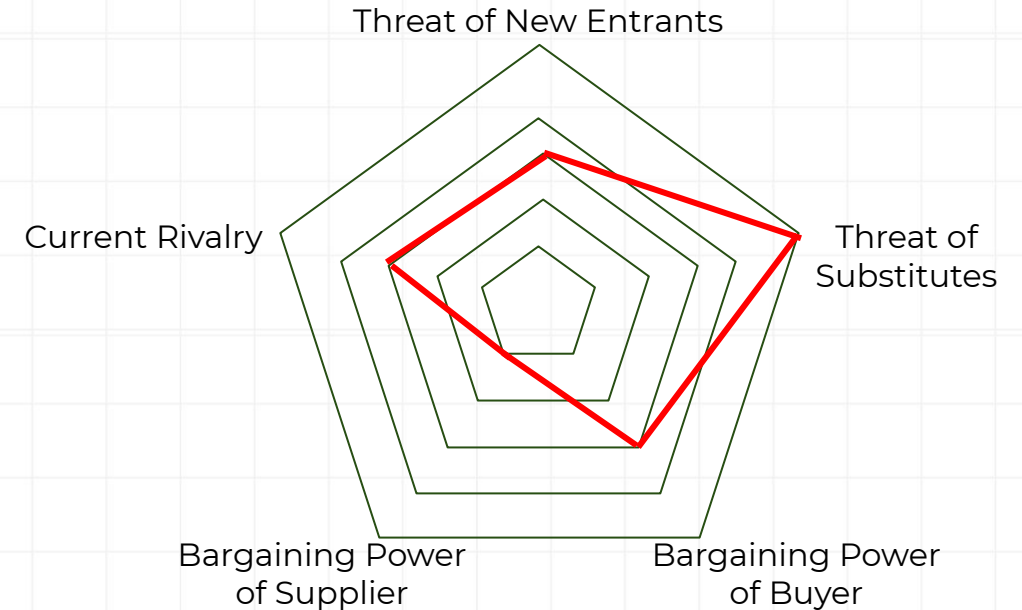
**Threat of Substitutes (High):** There are a lot of other substitute in the powdered drinks industry, such as Powdered Coffee, Powdered Chocolate Drinks, etc. This makes the threat of substitutes is pretty high. This means that NutriSari has to differentiate their product from the other powdered drinks.

**Bargaining Power of Buyer (Med):** The cost of switching between brands is relatively low. This means that buyer can easily change between one brand to the other. But, NutriSari has already has a lot of product differentiation that makes it hard for consumer to find similar products in the market, which lowering the bargaining power of buyer.

**Bargaining Power of Supplier (Low):** The cost of switching for NutriSari to change supplier is pretty low, which means that NutriSari can easily change its supplier without using a lot of costs.

**Current Rivalry (Med):** There are a lot of brands (such as JasJus and Marimas) that trying to is growing in the market. Meanwhile, NutriSari already has its competitive advantage, which is broad range of products, that support its position in the market.

## Porter Five Forces Analysis



## Key Takeaway

- The instant powdered fruit juice has **a relatively medium competition** from internal and external entities. NutriSari manage to tackle those obstacles **by providing innovative products quite often to the market**, so that the other brand couldn't keep up with them.
- NutriSari current competitive strategy : **Differentiation**

# SWOT analysis is executed to identify internal and external condition of NutriSari

## Strength

1. Lots of variety of flavors
2. NutriSari contains high vitamin C which is needed by broad group of people
3. Nutrimart, official website of Nutrifood, has an interactive and easy to use interface
4. Well-known by Indonesian consumers because NutriSari is the pioneer of instant powder fruit juice
5. High rating in top-of-mind brand, brand recall, and brand recognition compared to its competitors

## Weakness

1. Compared to its competitors, NutriSari's price is relatively high
2. NutriSari has entered the maturity stage of Product Life Cycle that requires it to keep up with ever-changing customer behavior fast

## Opportunity

1. Consumers start switching to a healthier lifestyle, opening a chance for NutriSari to provide a healthy drink
2. Higher demand in fruits and products contain fruit ingredients because of consumers' needs to increase their immunity due to pandemic
3. Activation of several new social medias and marketing channels that is used by consumers (TikTok, E-commerce, etc)

## Threats

1. Gap in digital literacy of NutriSari's broad market
2. NutriSari is facing a relatively high competition in instant powder fruit juice industry
3. The challenge in digitalizing the business and at the same time answering consumer's needs



## Key Takeaway

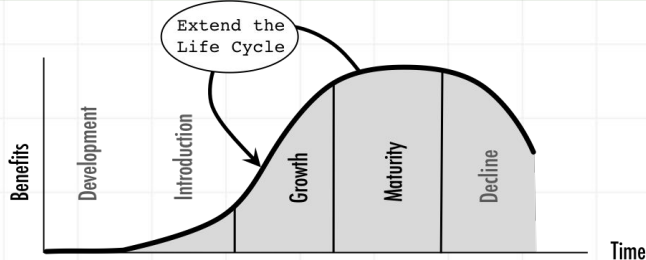
- NutriSari is **leading the instant powder fruit juice industry** by being top-of-mind brand and providing a high-quality and healthy product.
- It also has **several opportunities** that can be used to enhance its sales.
- On the other hand, NutriSari also owns some **weakness in its price and Product Life Cycle**.
- By utilizing its strength and maximizing the opportunity, **NutriSari will be able to face the challenge in digitizing its business and compete well in the industry.**



# Nutrisari should use leverage maturity strategy

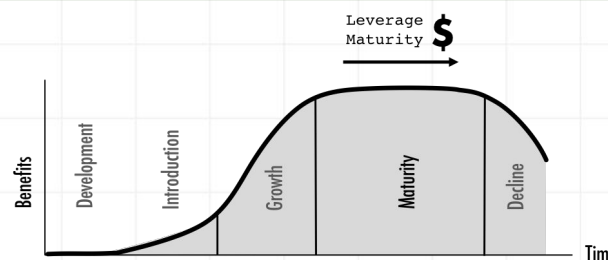
There are two ways that can be used for product that has already been in maturity stage.

## Extend the Product Life Cycle



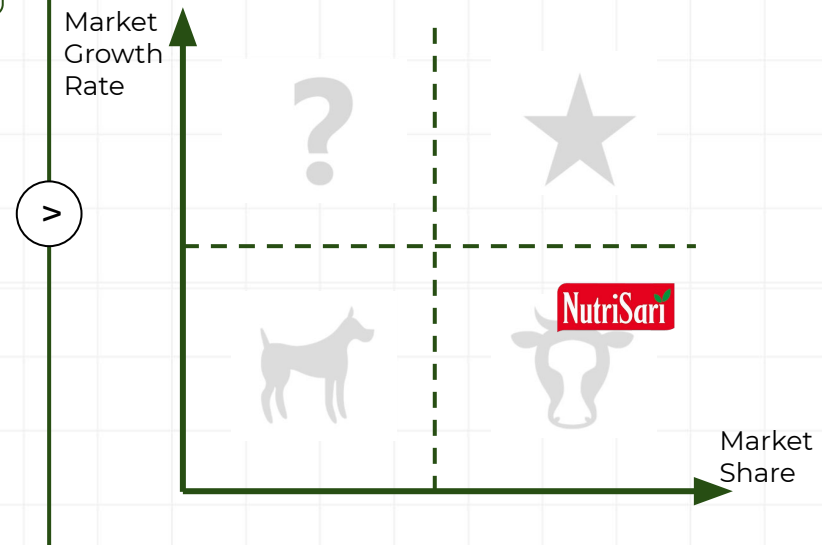
- Able to invest time and money to extend the life cycle
- Not too deep into maturity
- There are no other products in the pipeline that can replace its place (no products in star and question mark)

## Keep the Product in Maturity



- Incremental changes, rather than bigger innovation, like new features
- Already deep into maturity (cash cow)
- There are no other products in the pipeline that can replace its place (no products in star and question mark)

## NutriSari Product Position Matrix



## Key Takeaway and Decision

- NutriSari has already been in the mature stage of product life cycle and positioned as Cash Cow product.
- There are a lot of other Nutrifood's product that can substitute NutriSari position in the future
- Decision: Using **Leverage Maturity Strategy**.
  - Not focus on product innovation, such as new flavor innovation, etc, but more focused on incremental changes (e.g. marketing channel, etc) to keep NutriSari as long as possible in the Maturity stage.
  - Keep an eye to the market and evaluate this strategy regularly.

source: <https://www.romanpichler.com/blog/strategic-options-for-mature-products/>

# Our team recommends

## #NutrisiBaik

An integrated solution to personally touch the market and advocating a healthy lifestyle

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### #DariBunda

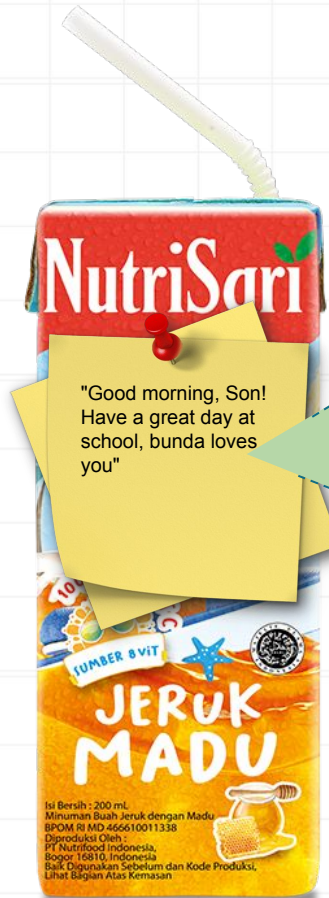
A strategy to deliver NutriSari goodness personally and engage mom to put higher attention on children's needs of #NutrisiBaik

### #UntukSemua

A solution to invite people to consume NutriSari as a "NutrisiBaik" product and adopt a daily healthy lifestyle and responsible consumption



# #DariBunda Solution



"Good morning,  
Son! Have a  
great day at  
school, bunda  
loves you"

## #DariBunda

A new innovation to ensure NutriSari as Bunda first choice for her kids daily nutrition

Bunda can **customize her own writing** for her children on NutriSari Ready to Drink, **enables her to provide** a healthier drink and at the same time **connect personally** to her children.



# How to Promote #DariBunda



## Youtube Emotional Stories

A series made to portray an emotional story between mom and her child, describing how mom can fulfill her child's nutrition needs and how NutriSari can play a role in it



## Key Opinion Leader

A promotion strategy by utilizing Key Opinion Leader that is young mom to enhance mom awareness especially the KOL followers about the presence of Nutrisari #DariBunda

For example: Rachel Vennya





# #UntukSemua Solution

NutriSari needs to be present in everyone's life to help them fulfil their nutrition needs, especially to increase their immunity within this pandemic era. Furthermore, #UntukSemua will encourage its consumers to keep a sustainable consumption and healthier lifestyle



## NutriSari Young Leader Program

A program aiming to enhance leadership skills in its members whilst emphasizing the importance of giving back to society and inviting young society to develop a healthy lifestyle and sustainability consumption.



## Tahukah Kamu? Content Marketing

Using content marketing to promote each of NutriSari's product by bringing up its goodness and #NutrisiBaik as its ingredients, also promote sustainable consumption Tahukah Kamu will be wrapped up in short article, Instagram post, Instagram story, IGTV, and will also be posted on other possible platform.



# #UntukSemua Solution



## New Paper Packaging

A new packaging made from environmental friendly material dedicated to support responsible consumption

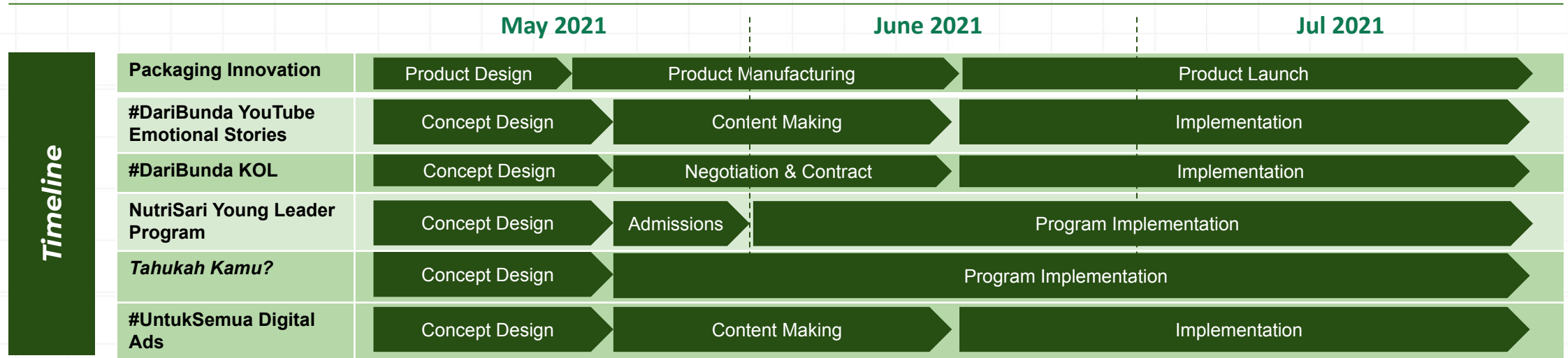


## Digital Advertising

Digital ads are used to promote NutriSari products and reach more consumers by using digital channels



# Implementation Timeline and Budget



| Recommendation                       | Cost Estimation     |
|--------------------------------------|---------------------|
| #DariBunda YouTube Emotional Stories | Rp10,000,000        |
| #DariBunda KOL                       | Rp20,000,000        |
| NutriSari Young Leader Program       | Rp15,000,000        |
| Tahukah Kamu? Campaign               | Rp5,000,000         |
| #UntukSemua Digital Ads              | Rp10,120,000        |
| Packaging Innovation                 | Rp18,000,000        |
| <b>Total</b>                         | <b>Rp78,120,000</b> |

## Recommendation Costs

Rp 78.120.000,-





# NutriSari faces several strategies that can be mitigated



| No | Risk  | Respond    | Strategy  |
|----|---|------------|---|
| 1  | Marketing strategy at various channels #UntukSemua is less effective                        | Mitigation | Do research and construct marketing strategies that are suitable and relevant for each group of customers |
| 2  | Proposal for collaboration with partners (e.g. KOL) is declined                             | Mitigation | Propose a plan which will bring major benefits for both parties   |
| 3  | Low Nutrisari Young Leader Program participation rate                                       | Reduce     | Evaluate the program periodically and formulate innovations if needed                                     |
| 4  | The process of integrating #NutrisiBaik campaign is delayed due to technical or time issues | Mitigation | Make thorough, well-prepared, and detailed plan before executing it                                       |
| 5  | Lack of human resources to implement all solutions  | Mitigasi   | Adjust the implementation to Nutrisari's capability and allocate the resource strategically               |





# Conclusion

## #NutrisiBaik

### #DariBunda

A strategy to deliver NutriSari goodness personally and engage mom to put higher attention on children's needs of #NutrisiBaik

### #UntukSemua

A solution to invite people to consume NutriSari as a "NutrisiBaik" product and adopt a daily healthy lifestyle and responsible consumption





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# Thank You



Gramedia

