



# NutriSari: Sustaining “Drink Good, Feel Good” Value in Ever-Changing Market Business Strategy Planning

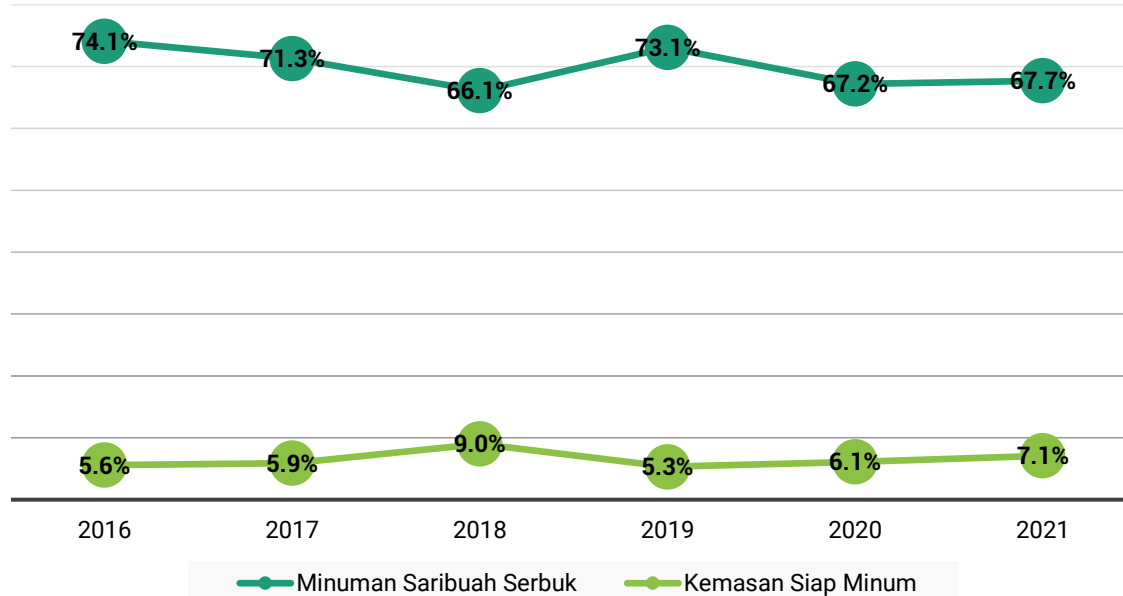
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Team AntiGBF

Alifia Zahratul Ilmi | Ignatius Enrico | Angelica Shania

# Nutrisari as the top market leader since 2015 and is currently reaching maturity stage with its market going into saturation

NutriSari Brand Index



- › Top Brand Index, currently at **67.7%**, **highest among all other direct competitors** and non-direct competitors.
- › NutriSari has maintained **1<sup>st</sup> position in the market for 6 years in a row**. Also dominating the brand index award for kids.
- › NutriSari has a high brand index as instant powder drinks, but have a rather low Ready-To-Drink brand index.



NutriSari has a good brand awareness but low growth purchasing preferable which affects its sales performance

# The shift in consumer behavior since pandemic has made NutriSari struggle to maintain its market share

## Change in Grocery Spending

% During vs Prior Net Reported Behavior

+16%	Online
+3%	Hypermarket
-2%	National Chain Supermarket
-9%	Modern Wholesale

Indonesian consumers are doing more online shopping (+16%) (McKinsey, 2020)

## Availability by Channel Type

Warung (59%), Minimarkets (72%), Hypermarket (92%) (Deloitte, 2015)

## Factors on Slower Sales Growth Rate on NutriSari

- Lack of product variation in minimarket or nearby retail stores
- Competition from substitute products (Ready-to-drink): homemade healthy juice, concentrates beverage
- Stay at home shopping preferences during COVID-19 Pandemic

## Indonesian Consumer Behavior Shift during Pandemic

- >50% of Asia-Pacific consumers agree with the **health benefits** of **diet/low sugar options** in their day-to-day routine
- **COVID-19** has led consumers to reinforce their attitudes toward everyday **health, nutrition and hygiene**
- **Availability of product** is the most important factor (**62% prevalence**) impacting the Indonesian consumers' experience (McKinsey, 2020).

# NutriSari needs to further focus maintaining its instant powder drinks customer loyalty and penetrate the untapped Ready-To-Drink market

## Short Term Strategy

Maintain customers' loyalty towards brand and increasing rate of product repurchase.

### Operational:

Improving all products variation availability in small retail stores and minimarkets.

### Marketing and Sales:

Packaging re-branding and healthy campaigns to brand NutriSari as vitamin complement during Pandemic.



## Long Term Strategy

Penetrate to untapped the fast-growing Ready-To-Drink market with 5.5% growth YoY

### Operational:

Develop new ready-to-drink variants of NutriSari and make it commercial.

### Marketing and Sales:

Promote the the new product to NutriSari's current instant powder market.

# #FreshMe Campaign and distribution channel strategy to achieve target sales in just 8 months

## Short Term Strategies

### Distribution Channel Strategy

- › Add more product variants for minimarket with relatively low quantity stock to boost small units buying

### Packaging Improvement

- › Add slogan "100% buah segar!"

### Interactive and User Generated Social Media Content

- › "Apa sih yang bikin kamu seger lagi?" challenge for Instagram users to share their healthy lifestyle and Nutrition creation challenge
- › Promote "NutriCycle" campaign to increase awareness about waste management

### Health Influencer Marketing

- › Partnering with social media influencers to promote healthy lifestyle with Nutrisari along and introduce each variant's unique health benefit

#FreshMe Campaign with prioritize: 17-26 years old who concerns about health

# Co-branding strategies to boost Ready-to-Drink Promotions in 2 years

## Long Term Strategies

### Ready-to-drink Improvement

- › Add more product variants
- › Provide various packaging size for traveling and family consumption

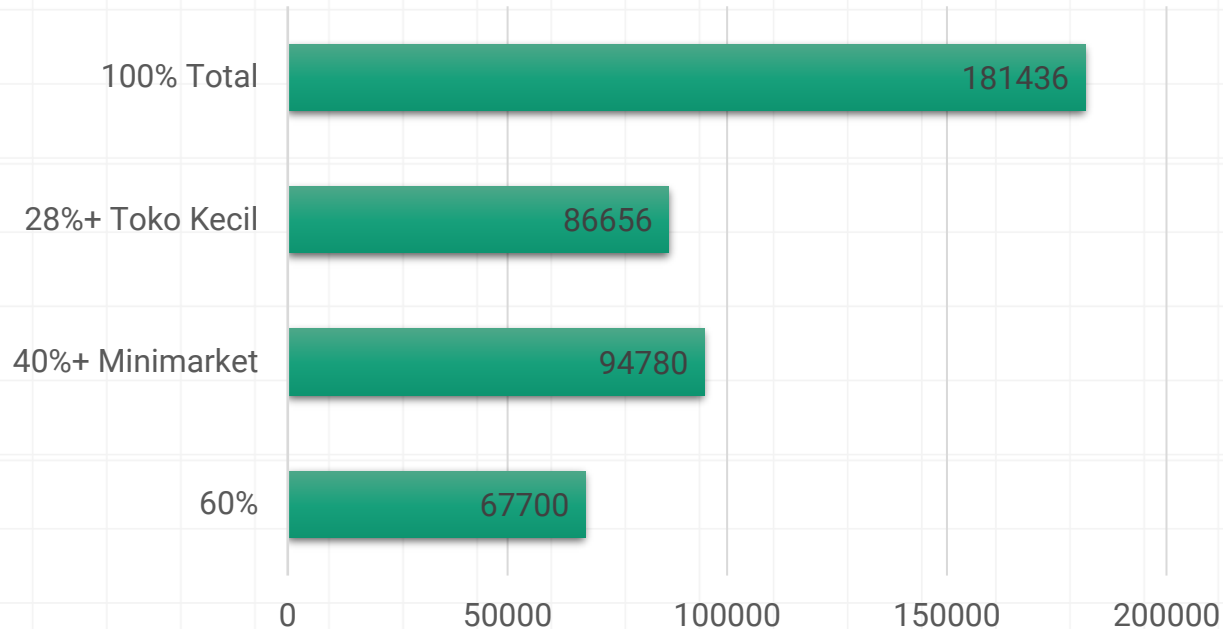
### Distribution Channels Penetration

- › Partner with juice bars and restaurants to provide Nutrisari RTD products
- › Co-branding with local juice brands (ex: Rejuve) to develop product



# Improving Nutrisari product availability will be able to increase monthly sales 2.68 more than before.

## Monthly Sales Increase by Implementing Strategies



- › By increasing product availability **too 100% for minimarket and small retail stores**, we could gain additional 86k and 94k more transaction in 100k customer.
- › The campaign is utilized to reinforce the sales increase strategy from product availability improvement.
- › **5.5% additional YoY growth** by penetrating untapped market of **Ready-To-Drink**.

## Risk and Mitigation

Risk	Mitigation
NutriSari customers is not aware of the new product (Ready-To-Drink variant)	NutriSari should reallocate its budget to further introduce the product using in store promotion (Buy 1 get 1 to introduce product to new market)



# Implementation will start from May 2021 until the end of 2022

May 2021

August 2021

December 2021

Key Performance Indicators

Packaging re-design  
planning

Packaging evaluation through market survey

New packaging use

Campaign  
preparation

#FreshMe campaign

Influencer  
partnership  
offerings

Influencers do product promotion and health campaign

Identify untapped  
minimarkets

Partnership offerings to  
minimarkets

Product distribution execution

R&D for RTD product variants

Product market testing

#FreshMe campaign  
reaches **5M** users

Minimarket sales contribution  
increases by **40%**

Ready-to-Drink brand index  
increases by **5%**

Jan 2022

December 2022

Identify potential  
juice bars and local  
juice brand

Partnership offerings to  
juice bars and local juice  
brand

Co-branding planning

Co-branding  
promotion

**We recommend NutriSari to implement product availability improvement and campaign strategies Retain current market and innovate more Ready-To-Drink variation to penetrate new untapped market.**



### Fast Growth



- › 2.68 times more sales by improving distribution channels and product availability



### Fast Growth



- › 5.5% YoY Ready-To-Drink market growth



### Brand Image



- › Better customer relationship through healthy campaign. Builds customer trust.