

Business plan for a fictional energy drink without chemical additives



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BUSINESS PLAN FOR A FICTIONAL ENERGY DRINK WITHOUT CHEMICAL ADDITIVES

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Grin Verlag Gmbh Okt 2010, 2010. Taschenbuch. Book Condition: Neu. 211x149x2 mm. This item is printed on demand - Print on Demand Titel. Neuware - Projektarbeit aus dem Jahr 2009 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,0, Fachhochschule für Wirtschaft Berlin, Sprache: Deutsch, Abstract: The Baia Connection offers lifestyle. We produce naturally mixed soft drinks that create the feeling to be in tune with nature. Our clients are young adults and individualists sharing a high interest in protecting nature and environment. The Baia Connection offers the possibility to live your beliefs 24 hours all day long. With ZEEE we provide a soft drinks that either refreshes or relaxes the whole body by its extraordinary mixture. The market for energy drinks is steadily growing and saw a double-digit growth back in 2004, the US market is even to be the biggest market area in 2009. Targeting at national health concerns about chemical ingredients of current energy drinks The Baia Connection knocks a whole in the wall and opens up a new market for revitalizing natural soft drinks! The Baia Connection's marketing strategy is to emphasize the quality of our products to increase their availability for every possible customer. Based on the size of our market and the United States as our market area, our sales projections for the first year are 269,000. We are seeking to reach the first positive profit after three years. At the time we have service commitments from over 40 clients all over the world and plan to aggressively raise our sales through direct mail advertising and guerilla marketing. The high quality and unknown tasty experience of The Baia Connection's soft drinks is sure to appeal to young adults and individualists throughout the whole US area. 32 pp. Deutsch.



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