

Chinese bottled water entry

Client context

➤ Approach

➤ Impact

- **The largest ramen and snack manufacturer** in Korea with ~\$2 billion revenue
- The company entered Chinese bottled water market in 2011, but **the presence has been very limited**, targeting mainly Koreans in China
- **Needed to penetrate Chinese consumers** in order to boost sales and to keep up with production capacity expansion

Client name: X
Team set-up: X
Fees Structure: X

- **Set a target consumers segment** out of 6 bottled water consumer segments we identified
- **Developed marketing concept and marketing mix** focused on BTL and digital
- **Developed market entry sequence** in order to maximize the chance of success and financial performance
- **Recommended immediate fixes for its channel operations** based on our comprehensive diagnosis

M&S Expertise

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What was unique: X

- Still in a decision making process by the chairman
- **Expect to achieve double-digit market share** in target cities by 2019 in best case scenario (~10x sales growth)