

A glass of water with a rainbow light effect and many bubbles. The glass is tilted, and the light creates a vibrant rainbow spectrum across the water. Numerous bubbles of various sizes are visible throughout the water.

CodeX

Food and Beverage Industry

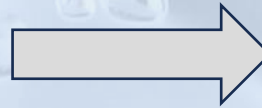
Codebasics Resume Project Challenge

Introduction

CodeX



German Company



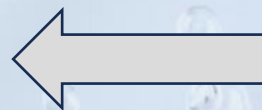
Indian Market



10 Indian Cities



Survey

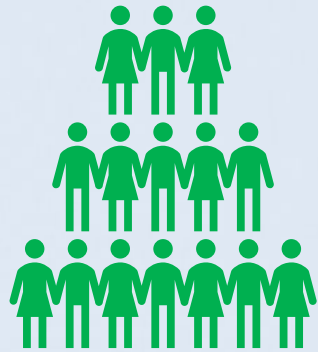


10k Respondents

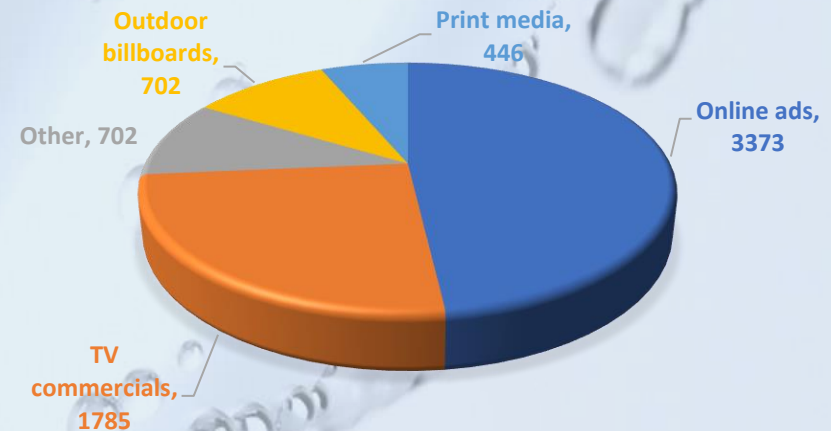
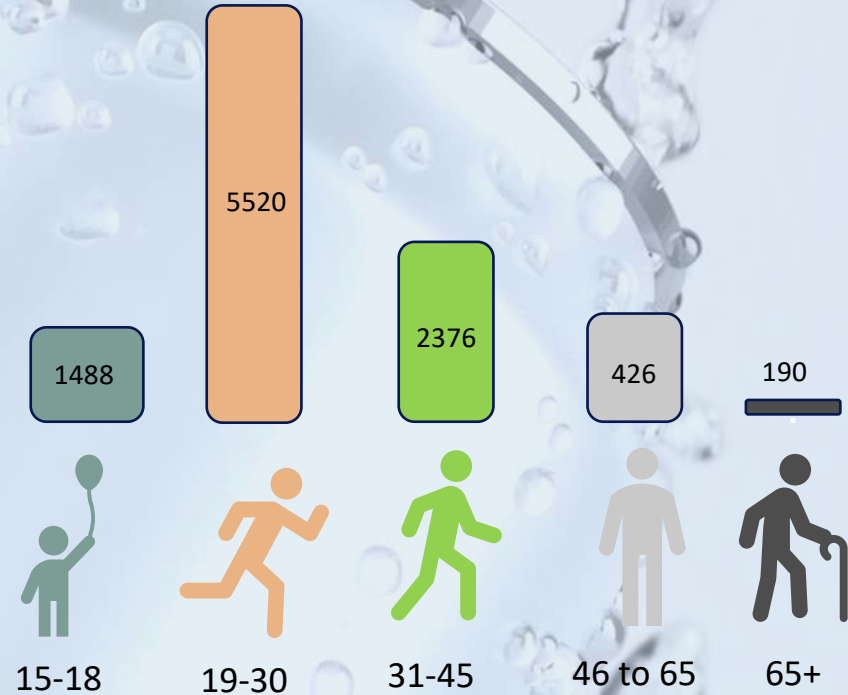


Insights

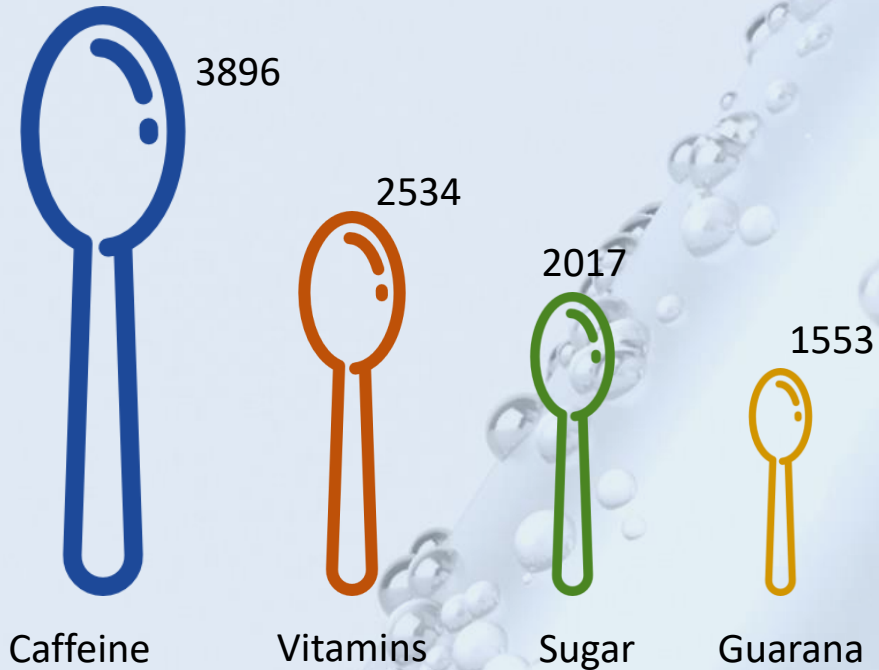
Demographic Insights



Male 60.38 % Female 34.55 % Non Binary 5.07 %



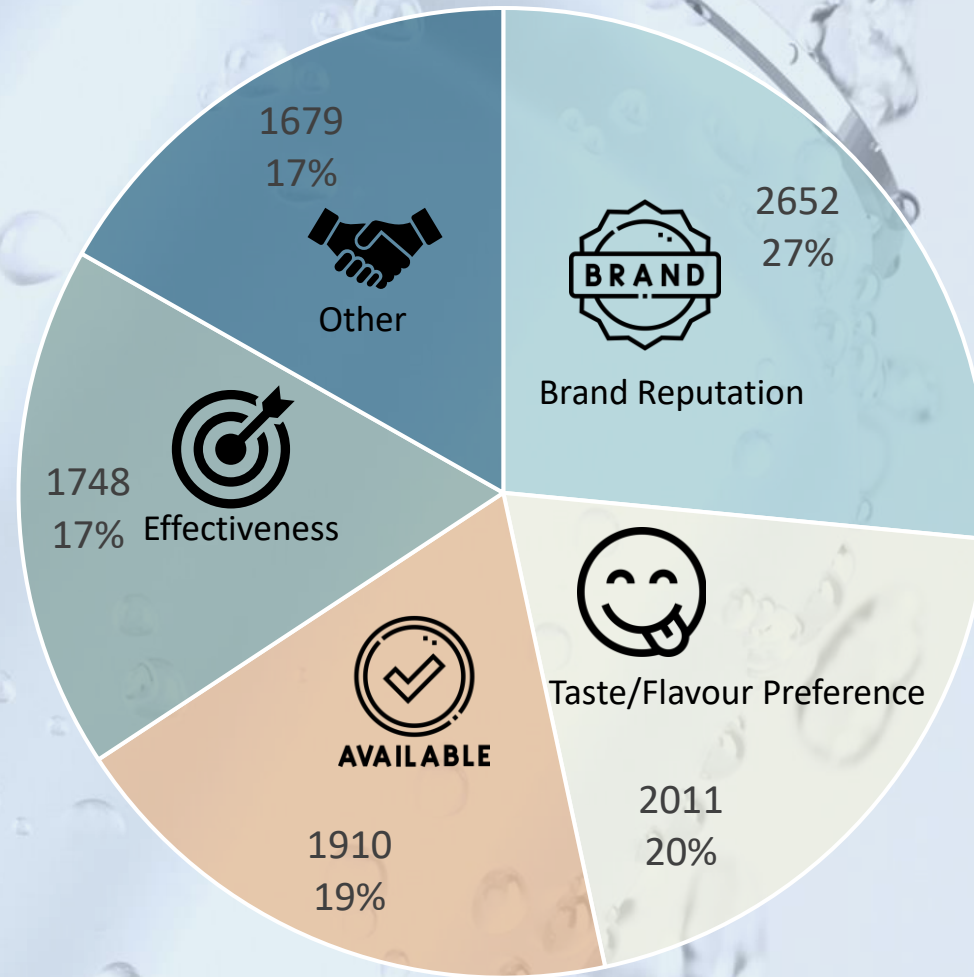
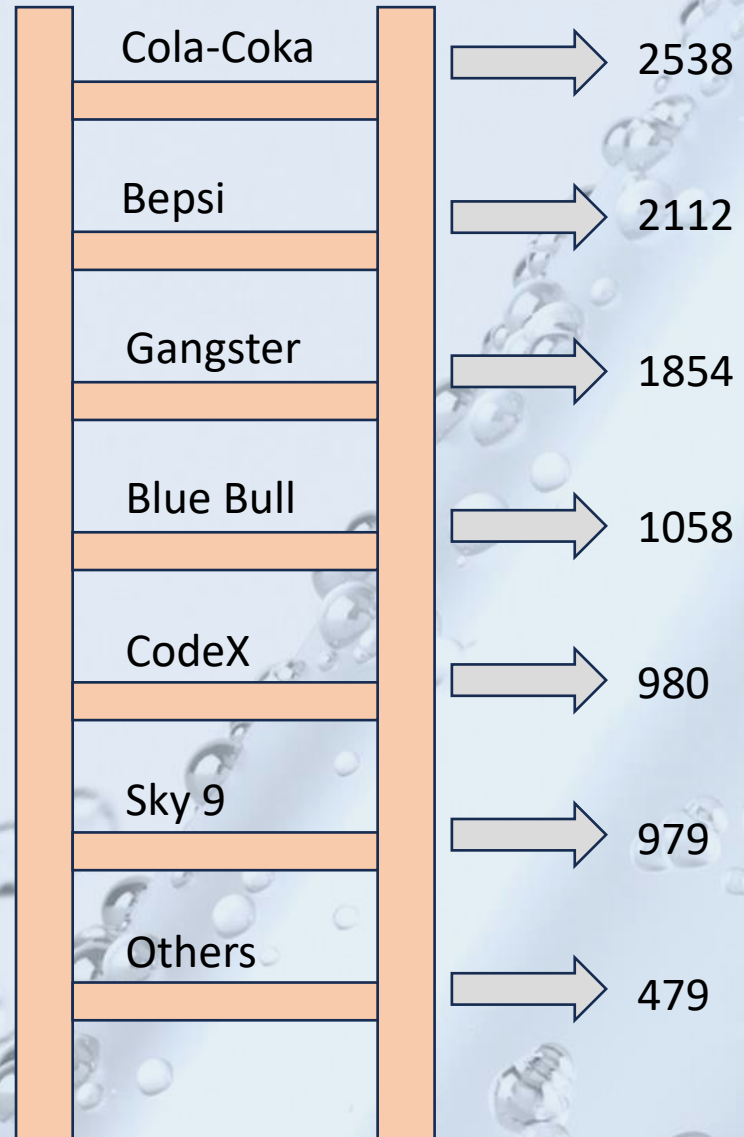
Consumer Preferences



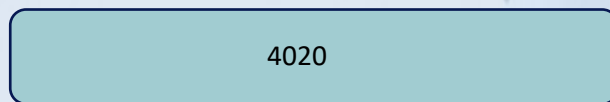
- From the survey, it is clear that respondents prefer Caffeine in their energy drink
- Also, Compact and Portable cans is the biggest consumer preference when it comes to buying energy drink



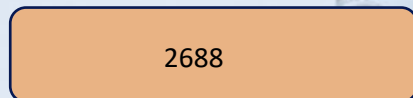
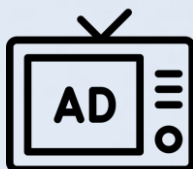
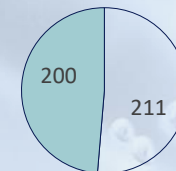
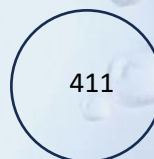
Competition Analysis



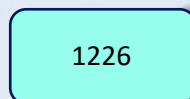
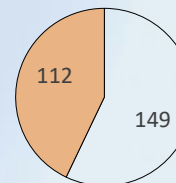
Marketing Channels and Brand Awareness



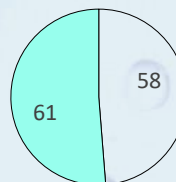
Online Ads



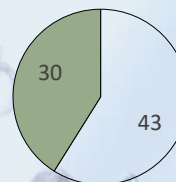
TV Commercials



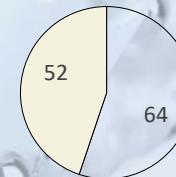
Outdoor Billboards



Print Media



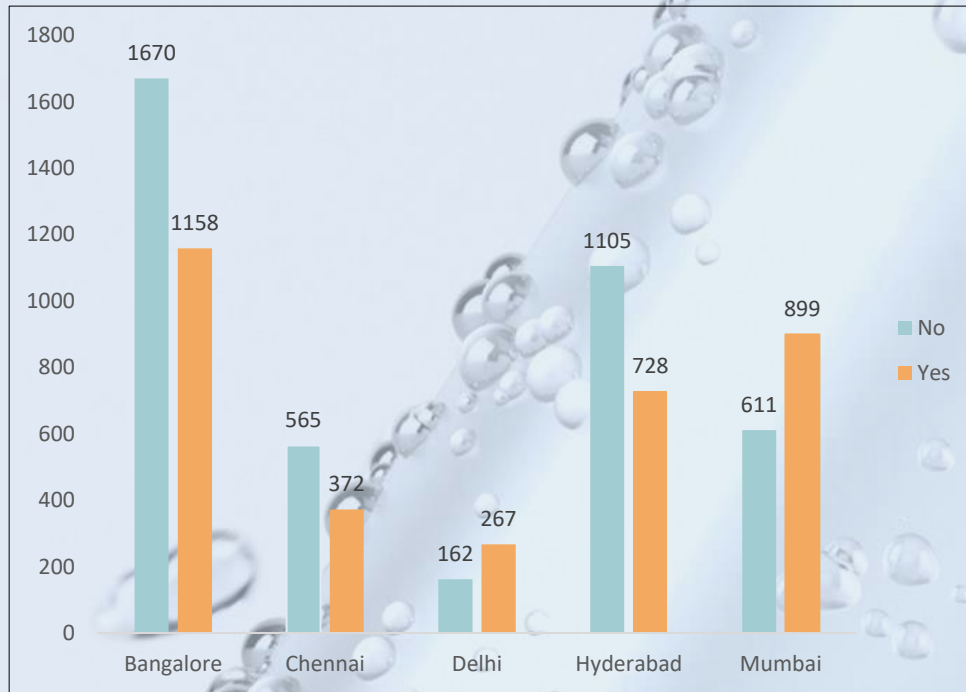
Other



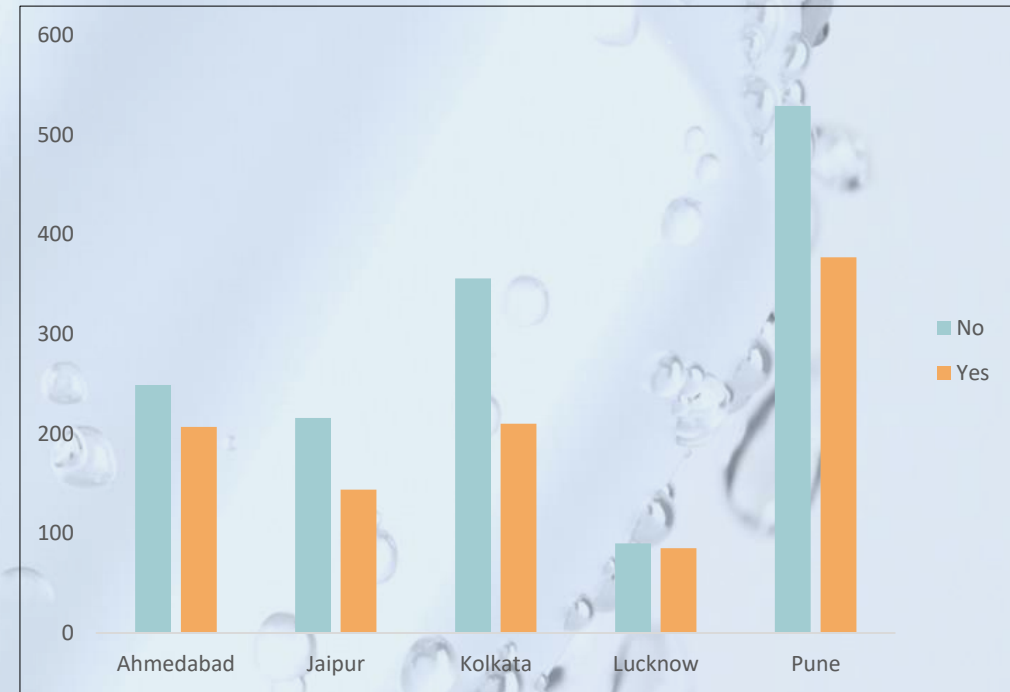
Brand Penetration



Overall Brand Rating – 3.27

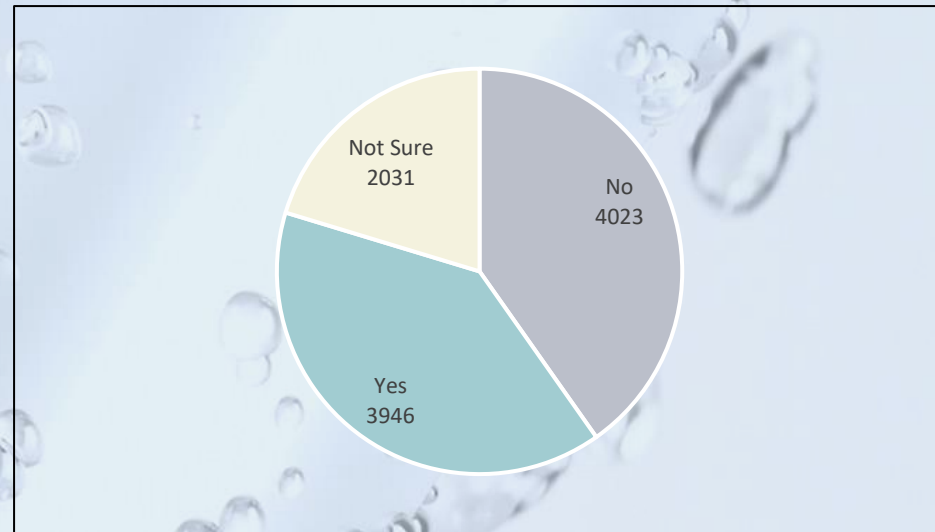
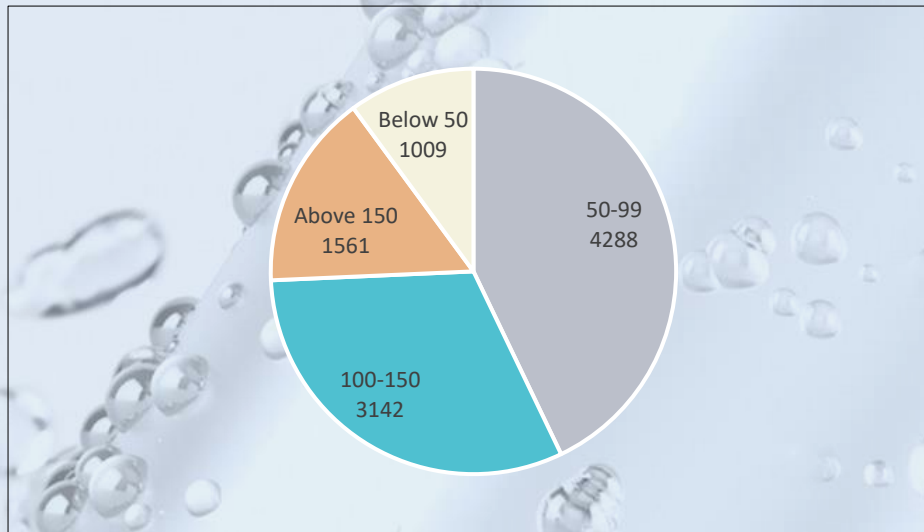
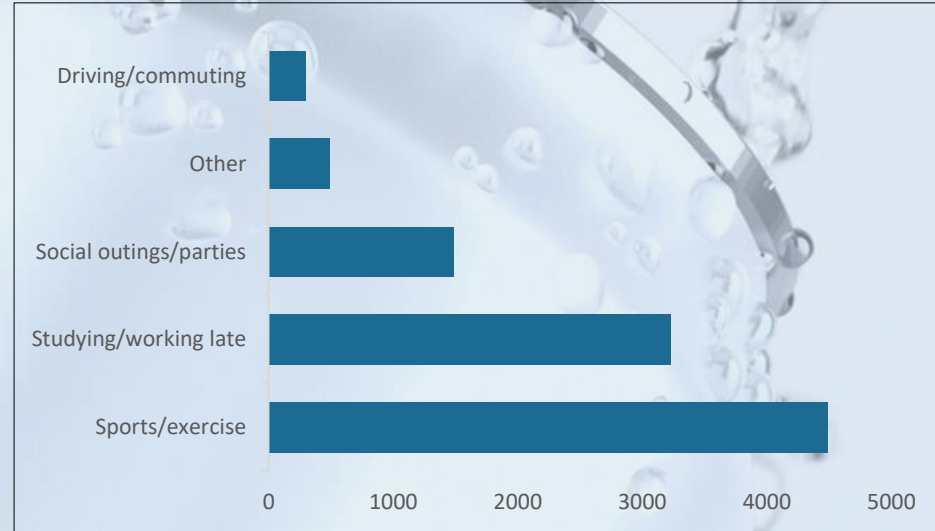
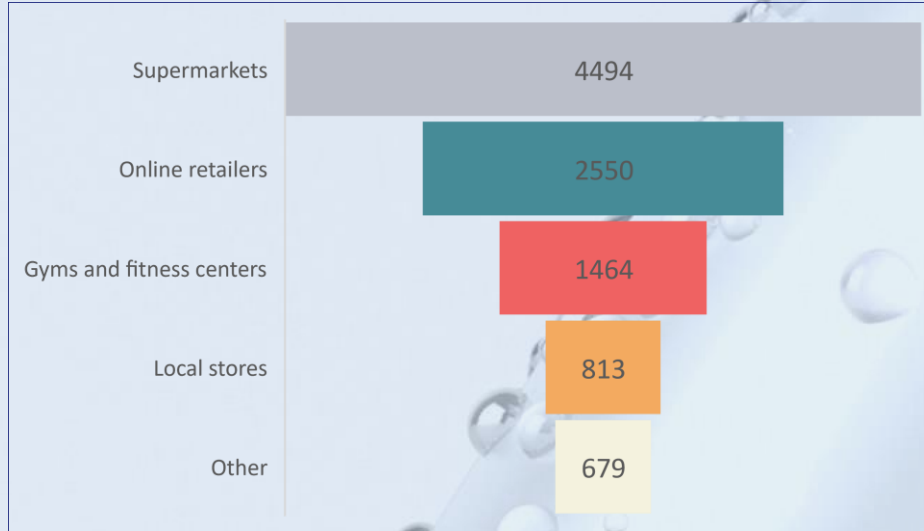


Tier – 1 Cities

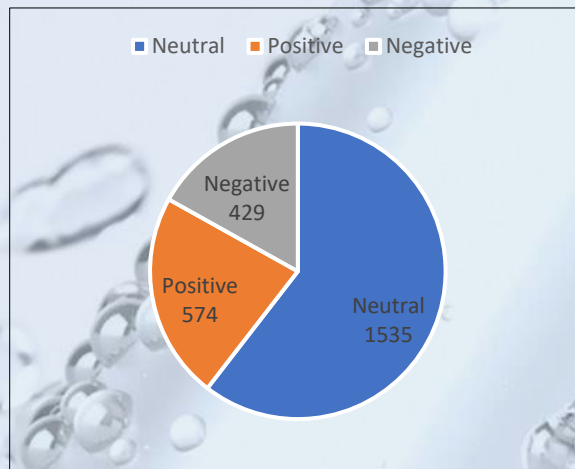
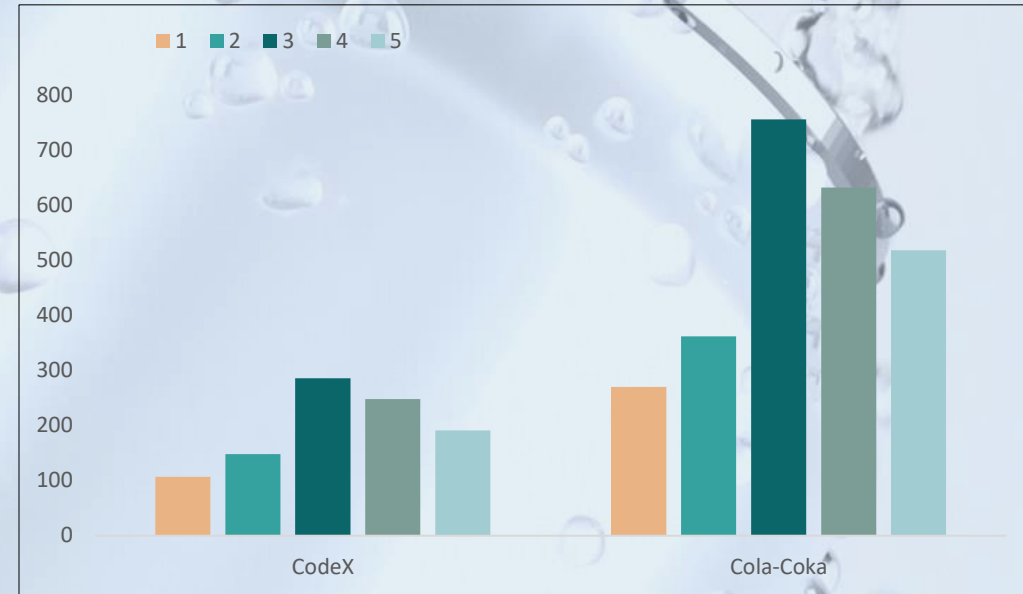
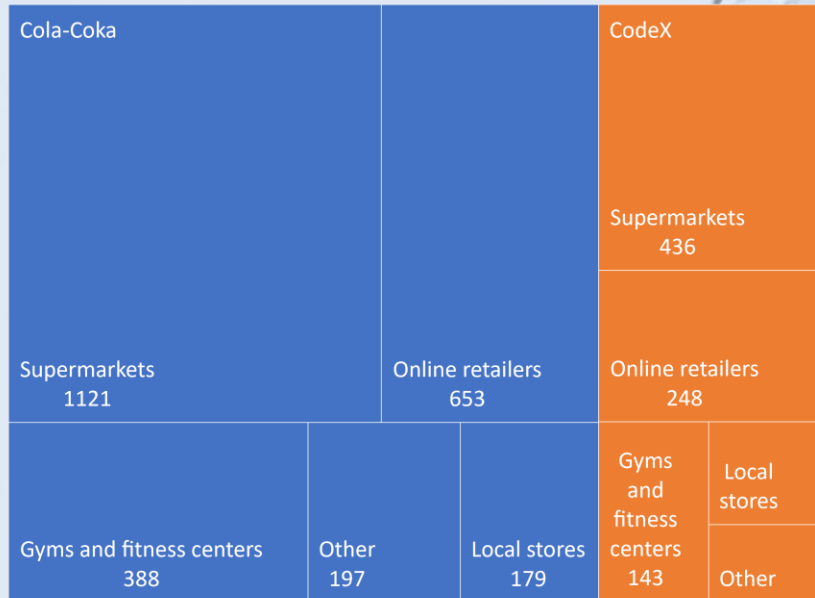


Tier – 2 Cities

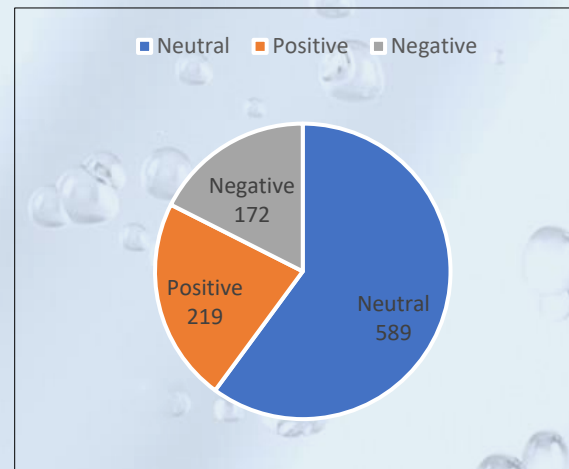
Purchase Behaviour



Product Development



Cola-Coka



CodeX

Beverage Taste

- We will compare with the benchmark which is Cola-Coka
- It has higher Positive reviews, its availability is higher, and also in terms of taste, the respondents have favoured Cola-Coka more.

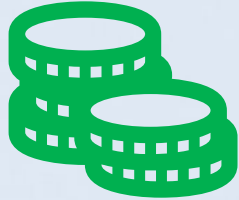
Recommendations

Brand Ambassador



- Suryakumar Yadav is a well known cricketer and can be an amazing association with our brand
- A dynamic athlete and cricketer who has created his own niche with his unique batting style
- His unconventional style of play and appeal to youth will help establish our brand as the one which is ready to take the path less taken and achieve success.

Recommendations



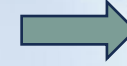
Ideal Price Range



- *90 to 100 Rupees*
- *Two different can sizes, 200 ml and 300 ml*



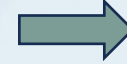
Improvements in Product



- *Reduce Sugar Content*
- *Improve Packaging and Availability*
- *Add organic flavours and content*
- *Youths in the 19-30 age category*
- *Athletes, Gym Goers, and other Active individuals involved in sports.*



Marketing Campaigns



- *Sponsor Sports Events in Tier 1 and Tier 2 Colleges*
- *Social Media Campaigns, Discounts*



Target Audience

