



NATIONAL B-SCHOOL FEST  
T A PAI MANAGEMENT INSTITUTE, MANIPAL



# THE UNSTOPPABLE MINDS

ROUND 2:

## **Semi-Finals (Strategic Odyssey)**

Acme Pharmaceuticals, a budding start-up in the health and wellness industry, is set to make a significant mark with its innovative product, RampUp. RampUp is an effervescent tablet designed to provide instant energy, catering specifically to athletes, fitness enthusiasts, and gym-goers. The company, while being a local player, is poised to create a niche for itself in the market with this ground breaking product. RampUp stands out in the market due to its unique effervescent tablet form, a blend of taurine (1000mg), caffeine (100mg) with zero sugar and natural ingredients. This combination works together to enhance energy production, optimizing cardio output, faster muscle recovery, and cognitive function, without causing jitters or crashes. RampUp's unique formulation addresses the shortcomings of traditional energy drinks,



which often rely on high doses of caffeine or artificial stimulants.

Competitors:

- Fast&Up: High market share in Effervescent Tablets.
- Redbull: Same amount of Taurine & Caffeine as RampUp.
- Monster Energy: Higher caffeine and costs lesser than Redbull.
- Gatorade: Lower amounts of taurine and caffeine
- Sting Energy: High Caffeine and Sugar, very low Taurine. Cheapest of them all.

As a newly established company, Acme Pharmaceuticals has strategically chosen to focus on the local market initially. The aim is to build a strong foundation, understand consumer preferences, and establish brand loyalty before expanding regionally and nationally. Entering a market dominated by established brands poses its challenges. Acme Pharmaceuticals needs to create brand awareness, educate the target audience about the benefits of RampUp, and compete effectively with existing products in the energy supplement space.

## **Key Deliverables**

1. You are tasked with the responsibility of crafting an overall strategy that will enable RampUp to overcome the competitive landscape and launch its product.
2. Devise the following:
  - Market positioning
  - Marketing channels
  - Distribution Strategy

- Budget Allocation
- Pricing Strategy

RampUp is ready to blend its vision in the Health and Wellness industry, creating a blend that would address the shortcomings of traditional energy drinks. This final chapter demands a strong strategy to make RampUp's mark in the industry unforgettable.

Instructions on how to upload their submissions on unstopp:

- PPT/PDF submission should not have more than 6 slides including Cover page and Thank You slide.
- The submission button will be available on UNSTOP once the round is live.
- The team should consist of 1-3 members.
- Only one member will be able to make submissions.
- The naming convention for submission should be: Team Name

## Metrics

Round 2: Semi-Finale

1. Boldness of Concepts
2. Focus on Customer Needs
3. Creativity & Uniqueness
4. Potential Impact and Scalability
5. Effective Presentation Skills



## Criteria

Understanding of the Target Customer

Market Entry Mode

Scalability Roadmap

Usage of Relative Frameworks

Financial Viability

## Guidelines

1. Thoroughly investigate multiple sources to comprehend RampUp's current customer base and strategic approach.
2. Explore innovative ideas, including strategic partnerships and collaborations with other brands, to enhance RampUp's strategy.
3. Emphasize disruptive concepts that could lead to a significant increase in RampUp's customer base.
4. Conduct a comparative analysis to understand the impact of strategies across different demographics, providing valuable insights for RampUp's market penetration.