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**MARKETING MANAGEMENT**

**PROJECT REPORT ON FROOTI**

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**INTRODUCTION**

## **About the Company**

Parle Agro is an Indian company in the beverages industry and has brands like Frooti, consistent winner of India's fruit beverage brand, Appy, Appy Fizz and packaged drinking water, Bailley. A pioneer in the Indian industry, Parle Agro is associated with many firsts. They were the first to introduce fruit drinks in tetra packaging, first to introduce apple nectar and the first to introduce fruit drinks in PET bottles. Parle Products Pvt Ltd is based in Mumbai. It has been India's largest manufacturer of biscuits and confectionery, for almost 80 years. Makers of the world's largest selling biscuit, Parle-G, and a host of other very popular brands. Its reach spans even to the remotest villages of India. Many of the Parle products - biscuits or confectioneries, are market leaders in their category. With a 40% share of the total biscuit market and a 15% share of the total confectionery market in India, Parle has grown to become a multi-million dollar company. Parle Agro is a food and beverage company based in Mumbai, India. Parle Agro is a trusted name in the beverage industry for agro based drinks. Parle Agro is a leading Indian Beverage Company, the only Indian transnational giant with the past experience of having successfully launched leading soft drink brands like 'Frooti, Appy Classic, Appy- Fizz, Bailley Packaged Drinking Water & Confectionery brands like Mintroxand Buttercup'.

In the 1950s the undivided Chauhan family manufactured beverages, water, confectionery, biscuits, etc. under its registered brand name Parle. Over the years, the group split into three different companies – Parle Agro, ParleBisleri and Parle Products. Currently, all three are separate companies with separate ownership and management. They also have different products manufactured under them. All three companies continue to use the family trademark name Parle under which the current companies are named. Parle Agro commenced operations in 1984. Starting with only beverages and diversifying to include bottled water in 1993 and confectionery in 2007. Frooti was the first product that was rolled out of Parle Agro in 1985. It went on to become India’s favourite mango drink. It still has a leading market share.

Parle Agro Pvt. Ltd operates under three major business verticals:

• Beverages – fruit drinks, nectars, juice, sparkling drinks

• Water – packaged drinking water

• Foods – confectionery, snacks

Parle Agro also diversified into production of PET preforms (semi-finished bottles) in 1996. Its customers include companies in the beverages, edible oil, confectionery and pharmaceutical segments.

BEVERAGES

1. Frooti

Launched in 1985, Frooti was India's only beverage sold in a Tetra Pak packaging at the time. It went on to become the largest selling Mango drink in the country. Frooti's website has some Frooti mocktail recipes on their website.

2. Appy

Appy Classic was launched in 1986 as an apple nectar and originally available in a white Tetra Pak packaging with an apple and leaf graphic. As of 2011, it comes in black Tetra Pak packaging. It was the first apple nectar to be launched in India.

3. Appy Fizz

Launched in 2005, Appy Fizz is India’s first sparkling apple drink available in a champagne shaped PET bottle.

4. Saint Juice

Launched in 2008, Saint Juice is available in three variants – Orange, Mixed fruit, Grape and Apple. At the time of its launch, its USP was "100% juice with no added color, sugar or preservatives".

5. LMN

LMN was launched in March 2009, as non-carbonated lemon drink (nimbu paani or lemonade).

6. Grappo Fizz

Launched in 2008, Grappo Fizz is a sparkling grape juice drink. Credited with creating the sparkling fruit drinks category in India[citation needed], Grappo Fizz is along the lines of Parle Agro's existing product Appy Fizz.

7. Dhishoom

In 2012, Parle Agro launched India's first Jeera Masala Soda, Dhishoom. It packs a flavourful punch with every sip.

8. Frio

Frio is a range of flavoured carbonated drinks. A refreshing new addition to the Parle Agro portfolio, it is currently available in 3 flavours - Lemon, with sweet lime juicy notes, Orange, with a zingy sweet burst and Cola, with a strong fizzy punch.

9. Cafe Cuba

Launched in 19 May 2013, it's a new product and first of its kind; Cafe Cuba is a carbonated Cuban coffee, more of a bottled Espresso. Flavour was strong Coffee with little sugar, helps to activate your energy levels up high.

10. Bailley Soda

Launched in 2010, Bailley Soda, with its evocative packaging and impeccable taste. Their packaging theme is inspired by military colours and also the bottles are made like grenade.

11. Frooti Fizz

Launched in March 2017, Frooti Fizz is a sparkling mango juice drink. Bollywood actress Alia Bhatt has signed a deal with Parle Agro to endorse the product.[9] Frooti Fizz is available in 250ml PET bottle, 500ml PET bottle and 250ml can.

WATER

Parle Agro have launched Bailley packaged drinking water. It has also introduced pouches of drinking water.

FOOD

1. Confectionary

Mintrox mints (launched in 2008), hard mint sweets available in 2 flavours. Buttercup sweets (launched in 2008), hard boiled sweets. Buttercup Softease, a toffee available in 4 flavours. Softease Mithai, a toffee available in 3 flavours. Kaccha Aam, a toffee.

2. Snacks

Hippo (launched in 2008), baked snack available in six flavours. Hippo Namkeens, is an assortment of traditional snacks from various parts of India. Hippo Namkeens is now available in a range of seven traditional Indian snacks: Aloo Bhujia, Chana Dal, Moong Dal, Sev Bhujia, Masala Peanuts, Khatta Meetha, Navratan Mixture.

ABOUT THE PRODUCT - FROOTI

Frooti is the largest-selling mango flavoured drink in India. It is the flagship product of and the most successful drink offered by Parle Agro India Pvt. Ltd. In India and Parle Agro Nepal Pvt. Ltd. In Nepal. Frooti was launched in 1985 in Tetra Pak packages. It is also now available in PET bottles and rectangular shaped packs. Frooti is exported to the United States, Canada, the United Kingdom, the United Arab Emirates, Saudi Arabia, Malaysia, Maldives, Singapore, Thailand, New Zealand, Australia, Mozambique, Ghana, Malawi, Zambia, Nigeria, Tanzania, Japan, Ireland, etc. Frooti is currently endorsed by Allu Arjun and Alia Bhatt in India. Frooti was launched in a green rectangular Tetra Pak as a ready-to-serve mango drink. Although it wasn't the first mango drink, Frooti quickly acquired a large market share. The packaging played a major role behind its success, since it could be carried easily and conveniently. Frooti also provided a refreshing mango taste that translated into a huge demand for itself.

The tagline "Mango Frooti, Fresh and Juicy", was created by the marketing duo-team of Arun Lahori and GM Menon. Over the years the brand has experienced a series of repositioning. From the original tagline "Mango Frooti, Fresh and Juicy" to "Juice Up your Life". Eventually, the original tagline- "Mango Frooti, Fresh and Juicy" was reinstalled. Historically, Frooti did not have a brand ambassador, but Bollywood 'king' Shah Rukh Khan currently endorses Frooti. He has shot a TV commercial for the brand with children, which had a Twitter hashtag "#SRKLovesFrooti". The advertisement promotes PET bottles in the ad rather than a Tetra Pack which they used to normally show in all their ads till now. Along with the brand film, the marketing plan includes outdoors, BTL, mall activation, visibility at retail outlets (POP) and a strong digital presence. The first leg of this campaign was launched on social media and in less than a week, its total timeline deliveries amounted to 52 million. It managed to garner over 8 million Twitter handles and a count of 80,000 tweets. Frooti's YouTube channel views increased by 2.5 million and subscribers increased by 600%.The brand has spent 40% more on its marketing this year.

**PACKAGING**

Frooti is offered in size variants: 1 litre (35 imp fl oz; 34 US fl oz), 250 ml (9 imp fl oz; 8 US fl oz) and 200 ml (7 imp fl oz; 7 US fl oz) and 160 ml (6 imp fl oz; 5 US fl oz) [Tetra Pak](https://en.wikipedia.org/wiki/Tetra_Pak). A consumer study revealed that the consumers needed a recap bottle that didn't exist in the mango drink segment. [Parle Agro](https://en.wikipedia.org/wiki/Parle_Agro) considered the consumer requirement strongly and launched Frooti in a new hygienic hotfill PET bottle, making it the first mango drink to be offered in the PET bottles. Frooti is now available in various sizes of PET bottles, including 200 ml, 250 ml, 500 ml, 600 ml, 1.2 l and 2 l. The 2-litre packaging is only done by Parle Agro for Frooti across India. Other brands are available in 2 litre packing with Frooti.

Frooti contributes around 63 per cent to of Rs 2,500 crore turnover of Parle Agro 2013-14. Presently mango non-fizzy soft drink market in India has value of the Rs 5,580-crore and Frooti has 35% share in it. Mango non-fizzy soft drink market contributes to 93 per cent of total nonfizzy soft drink market. The growth rate of Frooti is 25 per cent while the growth of mango nonfizzy soft drink segment in total non-fizzy soft drink market is 11 per cent.

# **COMPETITORS**

## **MAAZA**

Maaza is a Coca-Cola popular issue drink emblem advanced in India and Bangladesh, the maximum amazing refreshment being the mango collecting, so much that reliably, the Maaza logo has wound up being synonymous with Mango. From the start Coca-Cola had moreover driven Maaza in orange and pineapple assortments, in any case these assortments were all things considered dropped. Coca-Cola has beginning past due re-moved these assortments again inside the Indian market. Mango drinks starting at now deal with 90% of the commonplace component overwhelm display off in India. Maaza starting at now headings the regular element drink elegance and adversaries Pepsi's Slice image of mango drink and Frooti, made by way of Parle Agro.

While Frooti become sold in little booths, Maaza and Slice were from the start offered in returnable holders. In any case, all manufacturers are in addition now on hand in little holders and large PET compartments. Starting past due, the Indian marketplace is seeing the zone of never-ending little makers making simply mango normal issue drink. Maaza has a particular thick flavor whilst showed up distinctively in connection to Frooti and tastes extremely better than Slice. Maaza instances to comprise mango pound of the Alphonso gathering, that is referred to as the "Pioneer of Mangoes" in India.

**History:**

Maaza changed into caused in 1976 in India. The Union Beverages Factory, orchestrated in the United Arab Emirates, began promoting Maaza as a franchisee within the Middle East and Africa in 1976. By 1995, it had procured rights to the Maaza emblem in those international locations thru Maaza International Co LLC Dubai. In India , Maaza turned into acquired by means of Coca-Cola India in 1993 from Parle-Bisleri nearby specific brands, as an example, Limca, Citra, Thums Up and Gold Spot. With respect to North America, Maaza became confirmed by means of House of Spices in 2005.

## **SLICE PURE MANGO BLISS**

Slice changed into affected in India in 1993 as a reviving mango beverage and at once kept on converting right into a major participant within the portrayal. In 2008, Slice relaunched with a 'effective' factor plan which made the customers experience enthusiastic affections for its flavor.

**Brand Advantage**

With the dispatch of "Aamsutra" warfare in 2008 close by a effective taste and most enamoring p.C. Strains, Slice made precarious pressure in the magnificence and complimented mango indulgence like no other. While one of a kind gamers have depicted mango as an unmistakable and wonderful trademark thing, Slice lauds the guilty delight and animating nature of gobbling up a Mango. The ingenious notion "Aamsutra" offers the distinguishing energy of encountering unadulterated mango charm thru the type of Slice. As a primary ever through any brand inside the Juice and Juice Drinks Category, Bollywood's everyday Diva, Katrina Kaif turned into separate on because the Brand Ambassador on Slice. Cut took INDULGENCE to any other degree in 2009 with the dispatch of the 'Cut Pure Pleasure Holidays', empowering its clients to win rich all-fee paid activities to their delusion European locations like Paris, Vienna, Greece and Venice.

## **TROPICANA**

**History**

Tropicana become developed in Bradenton, Florida, USA, in 1947. Also, is at gift favored the revel in of anywhere on earth. Cautiously maintained for greater than 50 years, it has fashioned into one of the maximum seemed refreshment manufacturers. Today it's miles the World's no. 1 juice logo and is available in sixty three countries. Since 1998, it has been restricted via PepsiCo, Inc. Tropicana Premium Gold changed into re-moved as Tropicana 100% in year 2008.

**Brand Advantage**

It keeps selecting the best in common thing to make mind boggling juices, make novel things, pioneer resourceful technique and research new markets for its things. It is dedicated closer to an empowering manner of lifestyles by way of guaranteeing that the things are generally nutritious and provide the bit by bit benefits that one needs. Classes in India, Tropicana is available in 2 game plans: one hundred% Juices (bought as Tropicana a hundred%) and Juice refreshments and nectars (bought as Tropicana).

## **DABUR REAL FRUIT JUICE**

**History**

Authentic has been the popular selection of customers regarding bundled commonplace component crushes, that is the component that makes India's No. 1 Fruit Juice brand. A help of this achievement is that Real has been approved 'India's Most Trusted Brand' status for a long time in motion.

Today, Real has a degree of 14 enticing assortments - from the outlandish Indian Mango, Mausambi, Guava and Litchi to by using and massive pinnacle picks like Pomegranate, Tomato, Cranberry, Peach, Blackcurrant and Grape and the fundamental Orange, Pineapple, Apple and Mixed Fruit. This mammoth variety gives nourishment numerous needs and activities and has helped Real keep up its thoughts-boggling bit of the pie. An exam composed via Blackstone Market Facts even raised that Real changed into upheld through over segment of the respondents. Also, Real become savored the enjoy of for being the higher tasting juice - a category where congeniality is in a trendy experience directed via flavor.

Made using best first-class feature things, Real doesn't have phony flavors and blanketed substances, and provide your kids first-rate flavor, yet likewise FRUIT POWER - the strength of normal things… the potential to remain beforehand. Stacked with the intensity of Vitamin C, Real everyday aspect crushes have all the basic upgrades that keep you dynamic for the span of the day. Genuine is gotten a manage on by way of PFNDAI. The encouraging substance of Real Fruit Juices and Nectars are gotten a handle on via PFNDAI - Protein Foods and Nutrition motion Association of India.

Protein Foods Association has been in closeness for around 40 years. It has gotten believability in success and sustenance professionals, as an instance, professionals, nutritionists, dieticians, sustenance researchers and technologists, and so forth as a honest-minded frame, nearly of the stature of a NGO. Truth be instructed, even authorities professionals have high respects for the association. So while the collusion attributes its logo to some thing, the component is perceived by way of them to bypass at the invigorating substance as showed by way of the writer.

## **GODREJ JUMPIN MANGO JUICE**

The substances division of Godrej Industries makes and advances acceptable oils, vanaspati, normal aspect liquids, commonplace thing nectar and cake kitchen fat. The department has two reducing facet producing paintings environments: at Wadala in Mumbai, the capital of the western Indian locale of Maharashtra; and at Mandideep close Bhopal within the northern Indian place of Madhya Pradesh. It has a countrywide car machine together with 800 sellers and 24 alternate experts. The plants are ready with the great of current contraption for the dealing with and bundling of a extensive blend of sustenance matters. These include: The 'Jumpin' degree of everyday element beverages, which are available in flavors, for example, mango, apple, pineapple and orange. The 'Xs' diploma of commonplace issue nectar (mango, litchi, candy orange and pineapple flavors). Tomato Puree (beneath the Godrej emblem). Common component pulps and pulverizes in mass aseptic bundling.

Godrej Industries, as for the standpoint of the Godrej Group, recognizes that pleasant is the delayed outcome of a mix of man and device. The substances division has people of uncommon test to go along with the the front line ranges of development it employments. The outcome: the capacity to pass on sensational things.

# **SEGMENTATION, TARGETING AND POSITIONING OF FROOTI**

STP together is a three-stage process.  We first,

(1) Determine which kinds of customers exist, then

(2) Select which ones we are best off trying to serve and, finally,

(3) Implement our segmentation by optimizing our products/services for that segment and communicating that we have made the choice to distinguish ourselves that way.

**Segmentation**

Frooti's consumer section is broadly classified in two segments

* The primary segments consists of children in the age group of 4-12 years. This is because of the growing health awareness among mothers who are very particular about giving fruit drinks to their kids.
* The secondary segments consists of all the adults those who love fruit based drinks because they are wholesome and non-carbonated.

**Target market**

* recreational
* kids
* lifestyle
* sports
* fitness
* health

**Primary market**:

* Kids
* Teens
* Youth
* Working people
* Women
* Elderly people

**Secondary market**

* travel industry (airlines, railways)
* recreational centres (movie halls, community sectors)

**Positioning**

Frooti is India's legendary and iconic mango drink. When frooti was launched in 1985, it came in as a really contemporary and youthful mango drink. Frooti was the first brand to introduce fruit drink in tetra packs to Indian consumer. It was cool to have a frooti. Even the imagery in frooti commercials was way ahead of anything Indian society was exposed to.In the 1990's the commercials revolved around the king of fruits mango. As frooti entered the second decade the brand realised that they have to change perception that frooti was made just for kids. There was a need of new positioning. They had to make froorti more relevant to the youth. The YO frooti campaign, Digen Verma campaign and Bimdass campaign were steps in that direction. Being the market leader in fruit drinks, it is important that frooti stands out while retaining the brand associations with mangoes. Frooti's recent campaign "why grow up" lays the foundation for long term strategy and vision of the brand. It not only highlights the brand makeover, it also stays true to its core mango value.

Till 2014, all the creative advertising work was done by advertising agency Creativeland Asia (CLA) owned by Raj Kurup a husband of chief marketing officer Nadia Chauhan but in Jan 2015 company end its nine-year alliance with CLA. Although this break would result in 18-19 % loss of revenues for CLA. Parle Agro has now decided to work with a few international and domestic agencies on a project basis. That why the company hired the service of with Pentagram (London) and another with Sagmeister & Walsh ( New York) because they wanted someone without a history of Frooti and notions about restricting the brand to a certain band of consumers. The company said that the primary reason for choosing an international agency was to ensure a fresh and objective approach to brand Frooti. Chauhan said the process of choosing a new logo and design lasted over 10 months. The agency could change everything about the brand except its name. According to Nadia Chauhan, the new logo and packaging should be able to contribute about 50% to the brand’s growth. According to Alok Nanda, founder and chief executive officer of Alok Nanda & Co., a Mumbai-based brand and communications consultancy, this change resonates well for the brand. According to him, it’s a nice reflection of the brand and a much needed change that helps talk to the young and new consumer. He also added that intensity of baggage a brand leaves behind will get decided by the degree of disconnect with the current consumer and the degree of opportunity in repositioning.

On 15th March 2015, there was a big news in all leading business newspaper that Parle Agro is going to unleash a 100 crore marketing campaign for India’s top mango Drink, “Frooti”. In the life span of Frooti Brand of 30 years, the company has radically changed its logo and design. The company wants to change the positioning of Frooti brand from its sweet and child centric image to give it bold and contemporary look. For this purpose, company hired the service of London Based design firm Pentagram for designing and New York based Sagmeister & Walsh for the campaign for new Frooti.

Frooti has become generic to the fruit drink category like All Out in mosquito repellent liquids, Colgate in toothpaste category and Surf in washing detergent powder. Marketing consultant Harish Bijnoor said that this is a strength and weakness also for brand as the brand has to manage swiftly and carefully.Frooti is available in various formats like: 1. 90ml Triangular Tetra Pack (TCA), 2. 160ml and 200ml Tetra Packs, 3. 250ml, 400ml, 500ml, 600ml, 1.2 ltr and 2 ltr PET, 4. 200ml RGB 5. 250ml Bottle Pack. Frooti is also exported to the United States, Canada, the United Kingdom, the United Arab Emirates, Saudi Arabia, Malaysia, Maldives, Singapore, Thailand, New Zealand, Australia, Mozambique, Ghana, Malawi, Zambia, Nigeria, Tanzania, Japan, Ireland, etc. Over the years the brand has experienced a series of repositioning strategies like from the original tagline "Mango Frooti, Fresh and Juicy" to "Juice Up your Life". Eventually, the original tagline- "Mango Frooti, Fresh and Juicy" was reinstalled. The present ad campaigns focus on reaffirming Frooti's leading position across India in a confident manner. The company will retain the color of the pack. They have changed everything from the new font, pack, even taste, and advertising also. According to Nadia, marginal change won't do the job. The new identity is inspired by the journey of the Totapuri mango, with the new logotype taken from the stencil style lettering used in the crates that deliver the mangoes in Mumbai's Crawford Market. Nadia Chauhan said that the clear business objective is to get a 50 per cent growth in sales purely due to change package design, even before advertising starts. Company also experienced the same with Appy Fizz, that even with zero advertising.

# **4P’S OF MARKETING MIX**

## **PRODUCT**

The product strategy and mix in Frooti marketing strategy can be explained as follows:

Frooti is one the most prominent mango seasoned beverages. Frooti is available in 2 flavours Frooti mango and green mango as a piece of its product portfolio in its marketing mix. It was available in 2 other flavours- orange and pineapple for a limited timeframe but due to low sales were withdrawn from the market. Recently Frooti moved into brand expansion by the introduction of Frooti Fizz in 2017. The product is basically available in tetra pack but in recent times has moved into PET bottles and bigger SKUs to compete in this highly competitive market. From the introduction of the Tetra Pak, to be the first to reveal the PET container and TCA tetra pack, Parle Agro has kept Frooti pleasant and reviving.

## **PRICE**

Frooti is offering its products in various SKUs and costs relying on the consumer requirements, preferences and pay level. The smaller Frooti SKUs are available in smaller stores near schools and colleges and bigger SKUs in PET bottles are available in supermarket for house requirements or party requirements. With this Frooti is attempting to move into space where other companies are already present so as not to lose out on the market. Overall, the pricing strategy of Frooti can be considered as competitive, looking to take on other beverages.

## **PLACE**

Frooti’s distribution channel is one of the best in the country owing to its parent brand Parle Agro. Frooti is estimated to have reach to around 10 lakh outlets through its 1500 distributors throughout India. It is also available in various other countries other than India like Nepal, USA, United Kingdom, Canada, Malaysia and many more countries. For their excellent presence, it won Best Managed Supply Chain and Highest Retail Availability. The excellent availability shows its distribution and place strategy in its marketing mix. Frooti is available in every place be it malls, movie theatres, stores near playground and schools, schools, colleges and office canteen, railway stations and bus stops, supermarket and general stores, Kirana stores.

**PROMOTION**

Frooti has always tried to promote the products as a healthy alternative to carbonated drinks. It first promoted it as a drink for kids. It also promoted to their mothers as a Vitamin C substitute. This helped Frooti garner a huge market share but soon the market for them stagnated. This is when they tried to bring in new flavours which also was a bust. This is when they decided to target the youth between 16-21 with a new campaign and a new funky packaging. This repositioning worked but it was not followed up by subsequent campaign due to which this did not last much with the target market. They have launched a new campaign FrootiLife with Bollywood actors Shah Rukh Khan and Alia Bhatt as brand ambassador and another campaign How to juice a mango. These campaigns have tried to target both the segment of kids as well as the youth. Frooti has launched several taglines to promote its brand on twitter and other social media, like “JuiceUp”, “SRKLovesFrooti” and “FrootiLife”. To promote its new brand extension product Frooti Fizz it has roped in Alia Bhatt and has tried to promote it to the youth with several campaigns. Frooti also promotes its products by giving it to school kids for free, sponsoring school programs and annual day functions. But its major advantage is its supply chain as it is available in every shop near schools and colleges and billboards of the same have been pasted all over the shops. Hence, this completes the marketing mix of Frooti.

# **SWOT ANALYSIS**

**Strengths:**

* **Brand Image:**

From the very beginning, Frooti was always been an outcome of branding success. The name was apprehended by the agency and was suitable to the flavour of the drink. The drink has always positioned as youthful and energetic and their advertisements were ahead of times, even during the eighties with girls clad in miniskirts and hoola hoops. This made the drink stir the curiosity of the viewer.

* **Packaging:**

Frooti owes a great deal of its success to its packaging as much to its flavour and taste. It was the first drink to be sold in tetra packs, so it has that pioneering advantage as well, and people carry it around easily and transportation during the distribution of product was also become more convenient.

* **Parent brand:**

People in India have always been very closely associated with the [brand](https://www.marketing91.com/what-is-a-brand/) Parle and all of their [products](https://www.marketing91.com/types-of-products/) including their confectionery and juices have been widely accepted. The mere fact that Frooti is associated with Parle gave it a very desi image in comparison to its competitors Maaza and Slice.

**Weakness:**

* **Failed variants**

Parle tried to introduce Frooti Fizz a new variant and also tried brief stretches with pineapple flavour but all these were a major failure and hence the company had to depend exclusively on Frooti and its sales.

* **Excessive focus on one flavour**

Whereas competitors have tried out new variants of their mango drinks like pineapple or lemon, Frooti has always been associated only with mango and the only variant it has come up with is the Frooti Fizz which was not a huge success.

* **Failure to adhere to food safety standard:**

Frooti came into a major scandal as when food authorities found that there was serious non-compliance in adherence to food safety standards. This caused a lot of negative publicity for the Frooti.

**Opportunity:**

* **Growing health concerns:**

With more and more information becoming available over the time, people are becoming highly conscious of their health nowadays. There’s a large campaign against the aerated drinks and results many families have shifted completely from aerated drinks to fruit juices. This offers a huge potential for Frooti in the fruit juice category.

* **Hygiene Concerns:**

People are always concerned about the hygiene, as food and water-borne diseases have become very common. Thus, they prefer to purchase store-bought juices and that too should be packaged hygienically than juices that are freshly prepared by hand since they are not sure about the quality of water used. So, this is another [opportunity](https://www.marketing91.com/opportunity-analysis/) for fruit juices like Frooti.

* **Changing consumer behaviour:**

With the tremendous increase in the number of retail outlets and shops obtaining the fruit juices is no longer cumbersome. Thus, consumption of fruit juices has increased, and many uses it along with the breakfast as well as between the meal’s snacks. This habitual behaviour is something that juice makers can exploit.

* **Growth of the industry:**

Fruit beverages industry is one of the fastest growing industry, it has grown at a CAGR of more than 30% in the past decade. At present, the Indian packaged juices market is valued at INR 1100 crore and is projected to grow at the rate of 15% over next three year. They have launched a new campaign FrootiLife with Bollywood actors Shah Rukh Khan and Alia Bhatt as brand ambassador and another campaign How to juice a mango

**Threat:**

* **Competition:**

The juice industry is one of the most competitive industry in the market today. Right from aerated drinks to healthy juice options Frooti has no lack of competition. Some of its main competitors include [Tropicana](https://www.marketing91.com/swot-of-tropicana/), Real, Maaza, and Slice.

# **CONCLUSIONS**

Parle Agro, today, is a '2,500 Cr organization' known much for diversification into the Foods sector as they are for leadership in the Beverages sector. Each of these verticals operates as independent entities. Under the penetration strategy, they have also set up an exclusive division for beverages in Returnable Glass Bottles (RGB) format. As part of infrastructure, company has 76 manufacturing facilities in India and overseas. For catering more than 6 lakhs outlet in the India only, company have 3500 distributers. Over the years the brand has experienced a series of repositioning. From the original tagline "Mango Frooti, Fresh and Juicy" to "Juice Up your Life". Eventually, the original tagline- "Mango Frooti, Fresh and Juicy" was reinstalled. The present ad campaigns focus on reaffirming Frooti's leading position across India in a confident manner. From packaging to TVC ads company have strived to remain innovative and creative throughout all aspects of the brand with a marketing strategy that borders on the unconventional, company have brought many “firsts” to India.

From the introduction of the Tetra Pak, to being the first to unveil the PET bottle and TCA tetra pak, company has kept Frooti enjoyable and refreshing. Interestingly, it was the agency that came up with the name Frooti, because the company had considered extending the name to other fruit drinks as well. “Product advertising played a huge role in building the brand, there was a lot of education involved. Over two decades later Frooti is still the leading brand in the mango drink space. In the year 2009, the brand was revamped. “When Frooti came into existence, it came in as a really contemporary.

# **REFERENCES**

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