Your client is global beverage manufacturer and they are looking to develop a growth strategy for next 5 years.

Your client's product line includes bottled water, milkshakes, juices, and soft beverages.

While the industry as a whole is growing at a pace of around 8%, your client's growth has barely increased to 5%.

The client's statistics on growth rate, market share, and revenue for each of the items concerned with the it is shown below:

|  |  |  |  |
| --- | --- | --- | --- |
| Product | Growth rate (%) | Market share (%) | Revenue (Cr) |
| Soft drinks | 3.5% | 50% | 1000 |
| Milkshakes | 35% | 5% | 50 |
| Juices | 15% | 15% | 75 |
| Bottled Water | 4% | 40% | 400 |

They have asked you to create a five-year growth plan for them, outlining any potential roadblocks to their rapid expansion and outlining a plan of action to reach a growth rate of 10% in that time. Provide workable and realistic answers to the identified issues.