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Course Instructor: Mr. Abhishek Sahai [22548]

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Declaration:

I declare that this Assignment is my individual work. I have not copied it from any other student's work or any other source except where due acknowledgment is made explicitly in the text, nor has any part written for me by any other person.

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Evaluator's comments (For Instructor's use only)

General Observations	Suggestions for Improvement	Best part of Assignment

Evaluator's Signature and Date:

Marks Obtained: _____

Max. Marks: _____

MARKETING PLAN FOR ARUN ICE CREAM (HATSUN AGRO PRODUCT LIMITED COMPANY)

Company Name: Arun Ice Cream



Parent company: Hatsun Agro Product Limited

HAP

Hatsun Agro Product Limited

Arun[®]
ICECREAMS

Arokyt[®]

HATSUN[®]

ibaco[®]
— YOUR ICE CREAM DESTINATION —

HAP[®]
daily

Santosa[®]
FOR HEALTHY COWS

DESCRIPTION:

Arun Ice Cream is a well-known and adored ice cream brand in India, distinguished by its extensive selection of delectable and premium ice cream items. With a broad range of ice cream flavours and types to satisfy a broad customer base, it has established itself as a reliable brand in the dairy and frozen dessert industries.

MAIN KEY FEATURES AND BENEFITS:

VARIETY OF FLAVOURS: There is something for everyone at Arun Ice Cream thanks to its extensive selection of ice cream flavours, which range from classic favourites like vanilla and chocolate to unusual and exotic choices.

QUALITY INGREDIENTS: The company is renowned for employing dairy products of the highest calibre to produce rich, creamy ice cream.

INNOVATIVE PRODUCTS: In response to shifting consumer demands for decadent and healthful alternatives, Arun Ice Cream has increased the variety of products it offers by adding premium and low-calorie ice creams.

ESTABLISHED PRESENCE: Supermarkets, convenience stores, eateries and specialised ice cream parlours are all part of Arun Ice Cream's extensive distribution network, which is facilitated by its parent business Hatsun Agro Product Limited.

REPUTABLE BRAND: In India, Arun Ice Cream is a well-known and trustworthy brand that is frequently linked to excellence and delectability.

COMMUNITY INVOLVEMENT: To build relationships with customers, the firm often participates in promotional and community events, such as event sponsorships and product sampling programmes.

The dedication of Arun Ice Cream to provide offering a large range of flavours and premium ingredients, Arun Ice Cream is a well-liked option for Indian customers. Its ability to adjust to shifting consumer needs and add cutting-edge goods to its lineup has given it a competitive advantage in the ice cream business.

EXECUTIVE SUMMARY:

The marketing strategy for Arun Ice Cream is to have a significant presence in the ice cream market, boost sales, and raise brand recognition. It describes the main approaches and methods to accomplish these goals while considering the special advantages and characteristics of Arun Ice Cream.

SITUATIONAL ANALYSIS:

COMPANY HISTORIC: An established manufacturer of dairy and food products with a significant market share in India is Hatsun Agro Product Limited.

MARKET REPORT: India's ice cream business is expanding quickly and is quite competitive. There is a movement in consumer preferences towards premium and healthier ice cream products.

SWOT EVALUATION:

- **STRENGTHS:** A well-known brand, a vast distribution network, and premium dairy products.
- **WEAKNESSES:** fierce rivalry, little worldwide presence.
- **POSSIBILITIES** include diversifying into high-end and low-calorie ice creams and rising demand for dairy substitutes.
- **RISKS** include rival tactics and shifting customer tastes.

TARGETS FOR MARKETING:

In the following two years, raise Arun Ice Cream's market share by 15%.
Increase brand recognition by 20% throughout the first year.

GOAL AUDIENCE:

- young
- adults
- families
- kids

health-conscious customers searching for sugar-free or low-calorie products.

MARKETING METHODS:

PRODUCT STRATEGY: To accommodate a variety of consumer tastes, offer a selection of high-end and low-calorie ice cream flavours. Emphasise that premium dairy products are used in promotional materials.

PRICE: Offer regular flavours at affordable prices. Pricing for the new low-calorie and premium categories is a little more expensive.

DISTRIBUTION STRATEGY: bolster the current avenues of distribution. Look into joint venture prospects with grocery stores, eateries, and internet delivery services.

MARKETING PLAN: Start a multi-media advertising campaign that uses outdoor, social media, and television. Make use of food bloggers and influencers to generate publicity for Arun Ice Cream. Utilise loyalty plans, incentives, and promotions to encourage Strategy customers to make more purchases.

MARKETING TACTICS:

DIGITAL MARKETING: Develop a visually appealing website that highlights the flavours and product line. Make use of social media sites like as Facebook and Instagram to provide frequent updates, competitions, and user-generated material. Start an email marketing campaign to notify consumers about upcoming sales and new flavours.

CONVENTIONAL MARKETING: Create distinctive and visually appealing print ads for periodicals and newspapers. To reach more people, use transportation and billboard advertising.

PRODUCT SAMPLE: Plan occasions for product sample in shopping centres, supermarkets, and other busy places. Give away free samples of the newest high-quality, low-calorie ice creams.

PUBLIC RELATIONS: Write reviews and feature pieces for culinary and leisure publications. To make an impression and get media attention, participate in culinary and trade shows.

TRACKING PROGRESS: Use key performance indicators (KPIs) like sales numbers, website traffic, and social media engagement to keep tabs on your progress. Measure customer satisfaction and brand awareness by conducting frequent consumer surveys and feedback analysis.

BUDGET: Set aside money according to the volume of marketing initiatives and total sales for the business.

SCHEDULE: To guarantee a seamless and well-organized implementation, create a thorough schedule for every marketing initiative.

First Question: SEGMENTATION

The following are some ways that Hatsun Agro Product Limited might divide up Arun Ice Cream:

GEOGRAPHY

- **STATES:** Maharashtra, Karnataka, Telangana, Andhra Pradesh, Tamil Nadu, etc.
- **METROPOLITAN VS. RURAL:** Given the higher disposable income and easier availability to retail establishments in metropolitan regions, Arun Ice Cream would be more well-liked there.
- **CLIMATE:** People seeking a means to cool off may make Arun Ice Cream more popular in warmer climes.

DEMOGRAPHICS

- **AGE:** kids, teens, adults, and elderly citizens. Given that they are more likely to regularly eat ice cream, children and young people may prefer Arun Ice Cream. But Arun Ice Cream could also appeal to grownups and seniors, particularly if it's seen as a high-end or healthy choice.
- **GENDERS** Both are present. It's possible that ice cream consumption varies by gender, with women often consuming larger portions than men.
- **EARNINGS:** High, moderate, poor. Given that Arun Ice Cream is a luxury product, people with greater incomes would favour it more.
- **EDUCATIONAL ATTAINMENT:** undergraduate, graduate, and high school. Higher educated customers are probably more likely to eat ice cream, suggesting that there may be a relationship between education level and ice cream intake.
- **PROFESSION:** Blue collar, jobless, professional. Professionals are more likely to have the extra cash to buy luxury ice cream, therefore occupation may potentially influence ice cream intake.

PSYCHOGRAPHICS

LIFESTYLE: Indulgent, active, and mindful of health. Depending on the target demographic, Arun Ice Cream can be promoted as either a healthy or luxurious alternative. To attract to consumers who are health-conscious, the firm may, for instance, emphasise the use of natural ingredients and low sugar content. Alternatively, it could draw attention to the rich and creamy texture of its ice cream, which would appeal to consumers who are seeking for an indulgence.

PERSONALITY: Traditional, daring, and full of fun. Arun Ice Cream is described as both a classic and sentimental dessert and as an enjoyable and daring treat. For instance, the business may use lively and colourful packaging to draw in customers who enjoy having a good time, while it might use pictures of families and kids to draw in customers who want a more conventional dessert experience.

VALUES: Community consciousness, family values, and quality. One way to sell Arun Ice Cream is as a premium product that is ideal for communities and families. The business may, for instance, emphasise its dedication to utilising sustainable components and its sponsorship of regional nonprofits.

Second Question: POSITIONING AND TARGETING STRATEGIES

FAMILY-FRIENDLY

Since ice cream is a delight that people of all ages may enjoy, families are one of the product's main target markets. Arun Ice Cream might highlight its price, large range of flavours, and dedication to quality to appeal to this market. The business could also use commercials showing families consuming Arun Ice Cream together.

FOR CHILDREN

Another important ice cream target market is children. Arun Ice Cream could highlight its vibrant packaging, engaging and exciting flavours, and affiliation with well-known children's franchises and characters to appeal to this market. Additionally, the business could use advertisements featuring kids enjoying themselves with Arun Ice Cream.

FOR THE YOUTH

More and more young customers are seeking for hip and fashionable snacks. Arun Ice Cream may highlight its distinctive and inventive flavours, its chic and contemporary packaging, and its ties to well-liked young cultural trends in order to appeal to this market. The business could also use advertisements that show young people in social situations consuming Arun Ice Cream.

FOR ADULTS

Adults want their ice cream to be decadent, flavourful, and refreshing. Arun Ice Cream can highlight its premium ingredients, rich and creamy texture, and array of sophisticated and distinctive flavours to appeal to this market. The business may also do commercials showing grownups savouring Arun Ice Cream as a wonderful treat.

FITNESS-AWARE CONSUMERS

Collaborate with fitness influencers and health professionals to market Arun Ice Cream as a healthier ice cream choice.

Launch marketing efforts emphasising the minimal sugar level, natural ingredient utilisation, and dedication to sustainable manufacturing.

Offer sales and discounts to customers who are concerned about their health.

Third Question: Marketing Plan

INNOVATION IN MARKETING



PRODUCT INNOVATION

To accommodate a range of consumer tastes, Hatsun Agro Product Limited may keep innovating and launching new and inventive ice cream varieties. This can entail introducing new flavours, product lines, and forms (such ice cream cakes, bars, and sugar-free ice cream, as well as low-calorie and natural ingredient ice cream).

PRICING METHOD

Arun Ice Cream may be priced reasonably by Hatsun Agro Product Limited, particularly when competing with other ice cream brands. This can be combining Arun Ice Cream with other goods or providing specials and discounts. To prevent damaging brand image, it's crucial to keep quality high while offering affordable prices.

DISTRIBUTION

Hatsun Agro Product Limited can guarantee that Arun Ice Cream is extensively accessible in a variety of retail locations, including ice cream parlours, convenience stores, and grocery stores. This might entail collaborating with outside distributors or growing the business's own distribution network.

MARKETING

Arun Ice Cream may be promoted by Hatsun Agro Product Limited using a range of strategies, such as influencer marketing, social media, and advertising. Marketing strategies could emphasise how Arun Ice Cream is tasty, reasonably priced, and healthful. Social media marketing may be utilised to interact with clients and foster a sense of brand loyalty. Influencer marketing is one way to work with well-known social media users to get their followers to know about Arun Ice Cream.

CUSTOMER INTERACTION

Hatsun Agro Product Limited might put in place a loyalty programme to keep consumers coming back and get insightful input for bettering the product. Customers who buy Arun Ice Cream might receive incentives from the loyalty programme. The business could also use focus groups and questionnaires to get client input.

ACCOUNTABILITY FOR THE ENVIRONMENT

To attract customers that care about the environment, Hatsun Agro Product Limited might encourage the usage of sustainable practises and environmentally friendly packaging. This might entail obtaining food from sustainable farms or packaging made of recyclable materials.

MARKET GROWTH

It may be possible for Hatsun Agro Product Limited to investigate ways to distribute Arun Ice Cream to markets and areas outside of South India. This might entail establishing new company-owned outlets in new areas or collaborating with local distributors.

ASSESSMENT AND MEASURING

Hatsun Agro Product Limited may use market research, customer feedback, and sales data to regularly evaluate the effectiveness of its marketing initiatives. This will assist the business in determining what is effective and implementing the required changes to its marketing strategy.

ORGANISATION CHART



Fourth Question : COMMUNICATION PLAN FOR ARUN ICE CREAM

OBJECTIVES:

Boost brand recognition and interest in Arun Ice Cream Present Arun Ice Cream as a delectable, reasonably priced, and healthful ice cream option.
Promote trying out and buying Arun Ice Cream products.

TARGET AUDIENCE:

- Families
- Kids
- Teens
- Adults
- health-conscious shoppers

KEY MESSAGES:

- Made with natural ingredients and offered in a range of flavours, including low-calorie and sugar-free alternatives, Arun Ice Cream is a tasty and reasonably priced ice cream option for the whole family.
- Arun Ice Cream is the ideal dessert for any kind of celebration.

CHANNELS FOR COMMUNICATION:

1. **ADVERTISING:** Key messages regarding Arun ice cream may be distributed to a large audience through print, radio, television, and internet advertising.
2. **SOCIAL MEDIA:** Arun Ice Cream goods may be promoted, and consumer engagement can be achieved using social media sites like as Facebook, Instagram, and Twitter.
3. **INFLUENCER MARKETING:** To reach the target audience and advertise Arun Ice Cream goods, collaborations with well-known social media influencers may be utilised.
4. **PUBLIC RELATIONS:** Arun Ice Cream may utilise PR to establish itself as a leader in the ice cream market and to get favourable media attention.
5. **PROMOTIONS AND EVENTS:** You may utilise promotions and events to get people to try and buy Arun Ice Cream products. For instance, Arun Ice Cream may provide free samples, coupons, or discounts at retail locations or neighbourhood gatherings.

TEAMS OF COMMUNICATION:

1. **COMMERCIAL:** Arun Ice Cream may air a television ad showing a family consuming Arun Ice Cream together. The commercial may emphasise how tasty and reasonably priced Arun ice cream is, in addition to offering a wide range of flavours.
2. **SOCIAL MEDIA:** Arun Ice Cream may share images and videos of customers using the product in various contexts on social media. A company may share a video of a family creating Arun ice cream sundaes at home, or a picture of several friends enjoying cones of Arun Ice Cream on a steamy summer day.
3. **INFLUENCER MARKETING:** To advertise their goods on social media, Arun Ice Cream may collaborate with well-known culinary and lifestyle influencers. Influencers might produce and disseminate sponsored material about Arun ice cream, including product evaluations, recipe ideas, and images and videos of them eating it.
4. **PUBLIC RELATIONS:** Arun Ice Cream might publish news releases on events, promotions, and the introduction of new products. Additionally, the company might approach journalists with story ideas highlighting its dedication to both social responsibility and excellence.
5. **PROMOTIONS AND EVENTS:** Customers who buy Arun Ice Cream from retail locations may be eligible for discounts and coupons. The company could also provide free samples of Arun ice cream and promote local gatherings like festivals or athletic activities.

RATING:

The following measures can be used to assess the effectiveness of the communication plan:

BRAND AWARENESS: Survey target audiences to gauge their level of brand awareness and consideration.

WEBSITE TRAFFIC: Monitor website traffic and determine whether the communication effort is having an impact on it.

SOCIAL MEDIA ENGAGEMENT: Keep an eye on shares, likes, and comments to observe how customers communicate with the company on social media.

SALES: Monitor Arun Ice Cream product sales and determine whether the communication effort has a positive impact on them.