

Case 7B

Type: New Product Launch



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Consulting & Strategy Club of IIM Shillong



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Problem Statement:

Client is an carbonated beverage manufacturer. It has recently developed a readymade mocktail line. Help them take the product to the market.

SCRIPT KEY	
Interviewer	
Interviewee/Candidate	

<p>Client is an carbonated beverage manufacturer. It has recently developed a readymade mocktail line. Help them take the product to the market</p>	<p>Great, now let's move on to the go-to-market strategy.</p>
<p>Can you tell me more about your client? How is the competitor landscape? What is client's distribution strategy?</p>	<p>First, the client need to identify the channels they want to use to reach their target market. Would you like me to focus on offline or online channels?.</p>
<p>The client has been operating in India for 13 years and has a strong presence in the market. Also, there exist no such similar product in the market. The client has its own distribution network.</p>	<p>We believe a combination of both would be best.</p>
<p>Can you tell me more about the product? What was the motto behind the development?</p>	<p>Given that client has a strong presence in supermarkets and convenience stores, they can plan to use digital marketing to target our audience through social media and online ads.</p>
<p>It is a carbonated beverage that comes in a variety of flavors and is perfect for those who want a refreshing drink without the hassle of making it themselves. The target market is young adults who are health-conscious and enjoy socializing with friends.</p>	<p>That's a good idea. Have you thought about any promotional strategies to attract customers?</p>
<p>Ok thanks, can we move to developing a go-to-market strategy?</p>	<p>Yes, client can offer free samples at supermarkets and events. They can also collaborate with popular influencers on social media to showcase our product and generate buzz. Our initial target market will be clubs and supermarkets, as this will minimize the risk of our product competing with freshly made mocktails in restaurants. To generate awareness, client can plan to host parties, provide free product samples, and launch social media campaigns featuring popular YouTube influencers.</p>
<p>Before we discuss the go-to-market strategy, let's talk about the product's unique selling proposition (USP) and pricing strategy. What do you have in mind regarding that?</p>	<p>Excellent. Now let's discuss the distribution strategy. How do you plan to distribute the product to retailers and customers?</p>
<p>USP of the drink can be that the product is made with natural ingredients and has a low-calorie count. As for pricing, client can plan to price it competitively with other non-alcoholic beverages in the market.</p>	

Client can have their own distribution network for existing products, and plan to leverage that for the new mocktail. The client can also plan to work with third-party logistics providers to expand its reach to tier 2 and tier 3 cities.

Lastly, have you considered any potential challenges in launching the product and how to mitigate them?

The client can address the challenges in creating awareness for a new product in the market through aggressive marketing and promotional campaigns. The product is particularly popular among the upper-middle-class women and young adults who are not keen on alcoholic drinks. Therefore, to effectively reach these customer segments, client can focus its marketing efforts on cafes, restaurants, and other direct retail channels. Client can also monitor customer feedback and make changes, if necessary.

Thank you, we can end the case here.

QUALITATIVE INFORMATION

Case Background:

Client is an carbonated beverage manufacturer. It has recently developed a readymade mocktail line.

Case Facts:

1. Carbonated beverage manufacturer
2. Operating for 13 years in India, strong presence.

CLARIFYING ANSWERS TO BE PROVIDED ONLY IF ASKED BY INTERVIEWEE

Interviewee	Interviewer
Can you tell me more about the client?	The client has been operating in India for 13 years and has a strong presence in the market.
How does the competitive landscape of client look like?	Does not have any competitors.
What is the distribution strategy?	It has its own distribution network.
Who is the target market?	Young adults who are health conscious.
Can you tell me more about the product/ What is the motto of development?	It is a carbonated beverage that comes in a variety of flavors and is perfect for those who want a refreshing drink without the hassle of making it themselves.
Which channels of marketing can be used for promotions?	Both online and offline channels of marketing.



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