

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

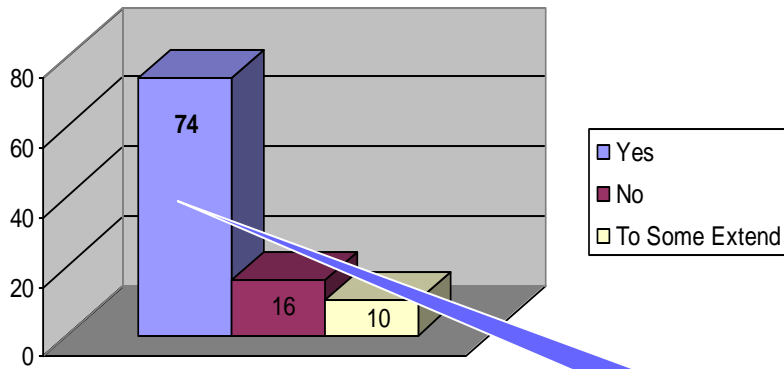


Milk For *Children, Diet Conscious* & *Diabetic* People

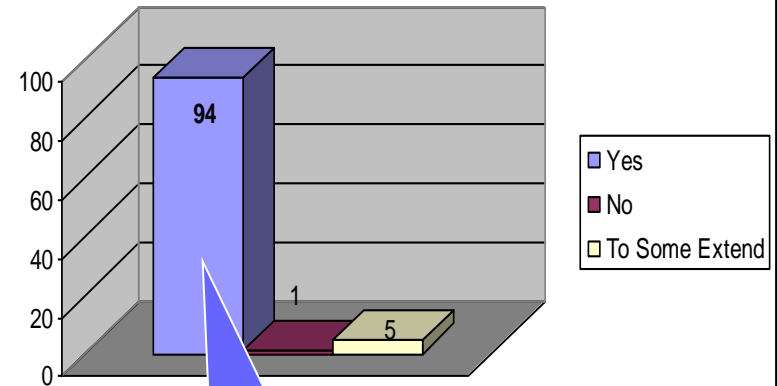


Market Research

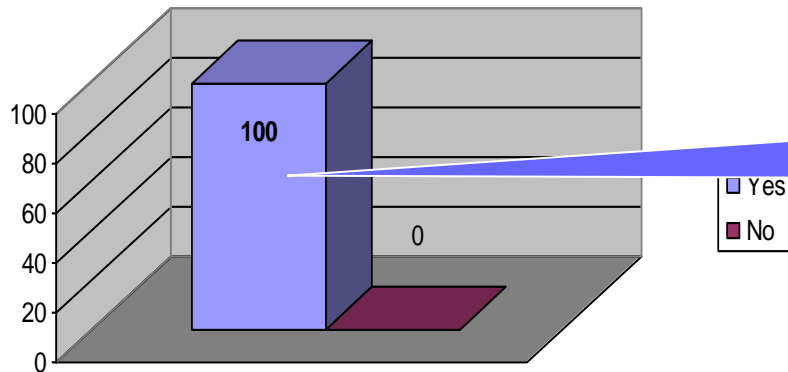
Attitude Of Diabetic People Towards Sugar Free Flavored Milk



Attitude Of Diet Conscious People & Cardiac Patients Towards Low Fat Milk



Attitude Of Children (11-19 Age) Towards More Items In Flavored Milk



Target Market

NEEDS & CORRESPONDING FEATURES OF *FLAVRO 6ix*

Target Segment	Percentage Of Target Segment	Customer Needs	Corresponding Benefit
Children (11-14 Age)	100%	<ul style="list-style-type: none"> • Easily Available • Easy To Carry • Tasty 	<ul style="list-style-type: none"> • <i>Flavro 6ix</i> flavored milk available At All Stores • Packed Bottles Of Different Quantity • Available In Six Flavors
Diabetic People	74%	<ul style="list-style-type: none"> • Low Or Nil Sugar • Easy To Carry • Easily Available 	<ul style="list-style-type: none"> • <i>Exclude</i> ,Sugar Free Flavored Milk • Packed Bottles • Available At All Stores
Diet Conscious & Cardiac Patient	94%	<ul style="list-style-type: none"> • Low Fats • Energetic • Tasty • Easy To Carry • Easily Available 	<ul style="list-style-type: none"> • <i>Elegant</i>, Low Fat Milk • Packed Bottles • Available At All Stores

Product Mix

- **FLAVOR 6ix**, Six Flavor
- **ELEGANT**, Low Fat Milk
- **EXCLUDE**, Sugar Free Flavor Milk

Product Mix Strategy

Positioning In Relation To Competition –
Differential Advantage

❖ Single Product Line

❖ Product Depth

➤ Model

Six flavors (Apple, mango, Strawberry, Chocolate, Almonds

➤ Size

250ml, 500 ml, 1000 ml

➤ Colour

Different colours with different flavors

LIFE CYCLE

Introduction Phase

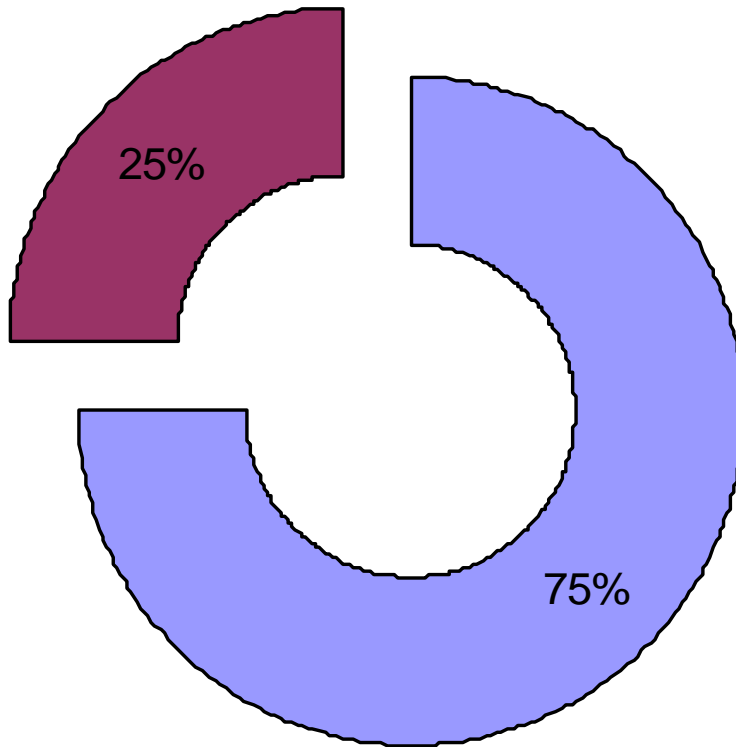
- Low Sale
- Low Competition
- High Cost per Customer
- Focused Customers Innovators, early Adopter, Early Majority
- Risky Stage

MANAGEMENT OF INTRODUCTION PHASE

- Build Product Awareness among Dealers
- Capturing Large Target Market
- Lower Rates
- Better Quality
- Use Heavy Sale Promotion

ADOPTERS RATIO OF *FLAVORO 6IX*

Percentage of Adopters



- Innovators, Early Adopters, Early Majority
- Late Adopters, Late Majority

EARLY ADOPTERS

- Younger
- Well Educated
- High Income
- High Social Status
- Information Source Usually Media

REASONS OF FAST ADOPTION

- Relative Advantage
- Compatibility
- Complexity
- Trial Ability
- Observe Ability

TRADING DOWN STRATEGY

- Easily Affordable
- More Sale (Comparatively)

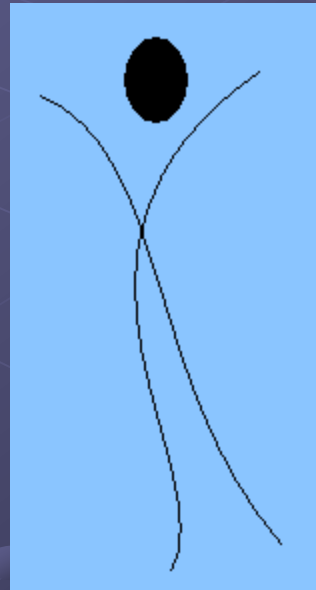
Brand Name:

FLAVOR 6ix, Six Flavor

ELEGANT, Low Fat Milk

EXCLUDE, Sugar Free Flavor Milk

Brand Mark:



➤ Producer Brand

Brand is owned by the producer & only producer can decide the number and quality of intermediaries.

➤ Branding with in a Product Mix

Where a separate name for each product

- **FLAVOR 6ix**, *Six Flavor*
- **ELEGANT**, *Low Fat Milk*
- **EXCLUDE**, *Sugar Free Flavor Milk*

➤ Product Line Packaging

Highly similar package for each product, or package with a common & clearly noticeable features. (Similar packing but colour changes with the changes of flavor.)

➤ Descriptive Labeling

Basic information, construction, care, size, nutritional contents & ingredients are given on label.

Design:

- Easy To Carry
- Easy To Settle In Refrigerator
- Easy To Use
- Easy To Use In Traveling

Colour:

- Attractive
- Change with Flavor



Chocolate



Almond



Mango



Apple



Strawberry



Banana



Certification

- ISO 9000
- ISO 14001
- ISO 9001: 20000

PRICING OBJECTIVE

➤ Sales Oriented Objective

- To increase sales volume
- To maintain or increase market shares
- To capture large number of customers

Price Set In Relation to Market Place

- Perfect Competition (differential Advantage of more flavors)
- Pricing Below Competition

Pricing Strategy

- Marketing Penetration Strategy
- Demand Elastic

Mark Down Policy

- Quantity Discount

Cumulative Discount (one month)

- Cash Discount

On Early return of receivable 2% discount

- Discount in Distribution (6-1 policy)

- Trade Discount

On purchase of each 100,000, 2% discount will be given to distributor

Geographic Pricing Strategy

- Uniform Price
- Single Price

Placemat Strategy



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graph LR; A[Producer] --> B[Wholesaler]; B --> C[Retailer]; C --> D[Consumer];
```

Producer

Wholesaler

Retailer

Consumer

Benefit of Intermediaries

- Product reach to target market at time
- Intermediaries have more contacts, experience, specialization & scale of operation
- Increase in sale
- Return on investment is comparatively high
- Know how about the demand & Supply

Channel Behavior

- Formal
- Task is divided in each member
- Strong Communication
- Strong Leadership
- Beneficial Competition

Marketing Channel

I. Vertical Marketing System

i. Corporate Vertical Marketing System

a) Under Single Ownership

b) Coordination

c) Conflict Management

Channel Design

Analyzing Consumer Needs

- Find out the target consumer
- Add values for customer
- What they want to buy?
- Where they want to buy? (location)
- Balance between Consumer needs & Cost

Channel Management

➤ Selecting Channel Member

Qualified marketing intermediaries

Distinguish characteristic from other

Evaluate each member per year

➤ Motivation Channel Member

Intermediaries are first-line customer

Higher margin

Special deal

Display allowance

➤ Evaluation Channel Member

Regularly check performance against standards

Sales quotas

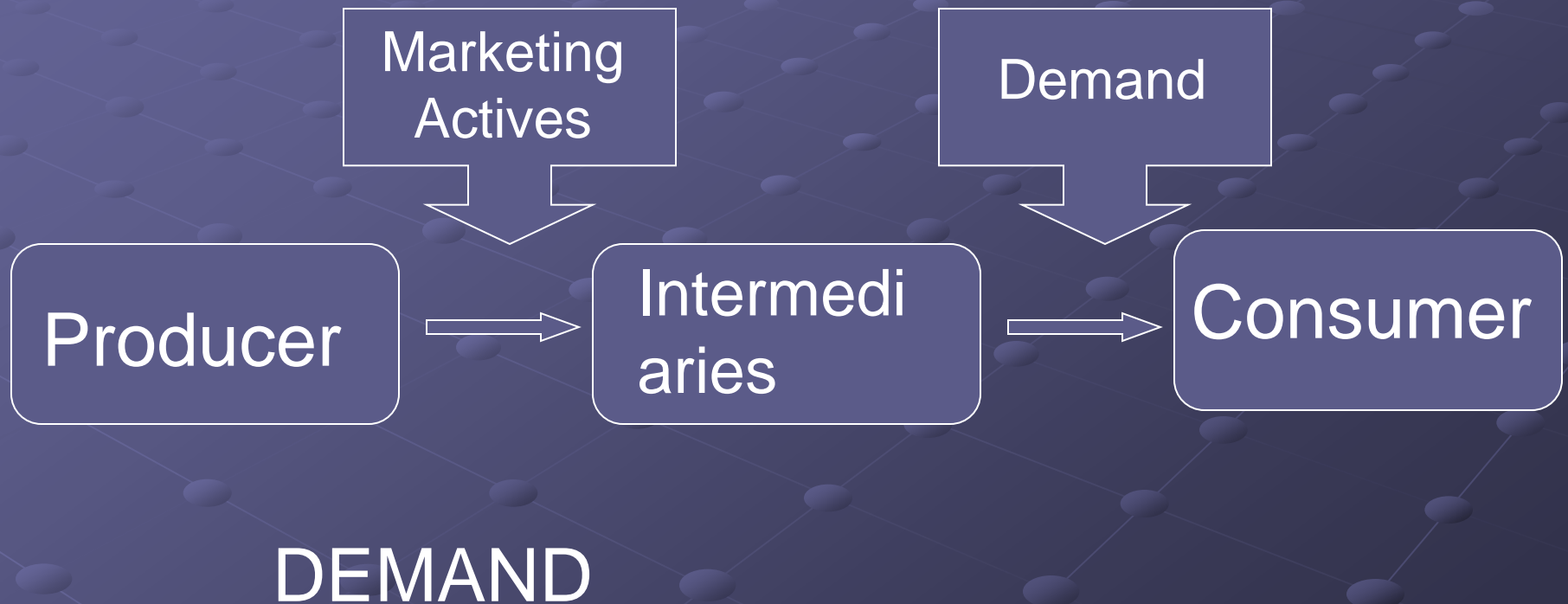
Average inventory levels

Customer delivery time

Treatment of damaged and lost goods

Giving reward to intermediaries who performing well

Push Strategy



Retailing

- Supermarkets
- Departmental Stores
- Convenience Stores

Promotion Method

● Advertisement

T.V

on AAG,

RADIO

on F.M101

newspaper

at JANG

bill boards

on Mall road & gulberg

Sales promotion :

temporary incentives

buy three get one free

Children shows

In schools and parks

- Personal selling
- Home delivery

Customer Relation Ship Management

- Relation with customer
- Continuous response from customer
- Likeness and dislike ness of customer

Promotion Mix

Pull Strategy

direct promotion to target audience .

children

Promotion Objectives

awareness

knowledge

Loyalty of customers

conviction

purchase

Nature of Product

● Unit Value

Flavro has low unit value

Promotional tool is advertisement

No risk

Simpler products

Promotional Strategy

PRODUCT LIFE CYCLE STAGE

Introduction stage

Informing about

flavro

elegant

exclude

● Benefits

Six flavors

Sugar free

Low fat milk

Great tasting

Nutrient rich

Growth & Maturity Stage

- Emphasize on advertisement

Sales promotion

Increase middleman share

Promotional Budget

● Objective And Task Method

The budget method is

- Build up method, according to it;
- Cost of advertisement
- Cost of sales promotion
- Cost of other promotional tools
- Salary of sales man

Future Plans

PRODUCT EXTENSION

- Tin pack 300ml
- Rs.1 per pack for charity complex
- More incentives i.e. coupons
- Placement in all over the country



Thanks For Being With Us