

MARKETING PLAN

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INTRODUCTION

The hypothetical company that is being studied in this case is *Mojo Ltd* that seeks to specialize in the manufacture of a soft drink from natural organic ingredients. However, the success of the company in its production, distribution, and selling processes depends on the successful designing and implementation of its marketing plan. A marketing plan in this case acts as a roadmap to the sale procedures and product expansion mechanisms that can be used to enhance the growth of the firm. In this paper, the following aspects are being analyzed in response to the enhancement of the firm's marketing plan.

BRANDING, PRICING, AND DISTRIBUTION STRATEGY

Mojo Ltd being a start-up company recognizes the essence of branding, pricing, and distribution strategies for the enhancement of sales turnover and revenue growth. In branding the natural soft drink that will be produced, the company will develop a brand image by offering the unique soft drink made from the natural organic ingredients. This is contrary to the nature of ingredients used by competitor firms such as Coca-Cola or PepsiCo. This branding will be based on need to mostly meet the nutritional needs of diabetic and obese clients to access soft drinks. Furthermore, the production of *Mojo OrganoSoft* shall be in a manner that provides for individual nutrients in drinks, or a combination of the drinks in a bottle, based on the tastes and nutritional preferences of the various targeted market segments.

Branding for the company will be concentrated on the development of the bottled soft drink with no ingredients affiliations to other products in the market. This is aimed to take on an extension branding approach to enable the product sell in line with the existing soft drinks in the market. Subsequently, the branding shall be enhanced through the promotion of customer-satisfaction surveys and offering of warranty period for the bottled products from the date of manufacture. Furthermore, the branding shall take into consideration the aspect that sale targets high-end retailers, mass-retailer chains and a mix of other forms of clients; hence, positioning the product as most accessible. The company shall embed a design of a respective ingredient on the bottle to enhance easy identification by the consumers. This shall be augmented by brand marketing and campaigns for the *Mojo OrganoSoft* drink.

In distributing the products, the company hopes to employ the services of strategically located depots in the country. Currently, 12 depots have been identified across the country. Being a start-up company and owning no depot of its own, the company looks forward to renting depots and employing sales managers to act as lead point persons between the consumers and the products. Furthermore, distribution shall be done using the available two vans and three trucks owned by the company's entrepreneurs. In case of high market demands, distribution shall be enhanced through renting of additional trucks to aid in the transportation to respective depots. Subsequently, the developing of a countrywide network of distributors, agents, dealers, and sales representatives will increase distribution and sales of the products.

MARKETING STRATEGY INFORMATION

Classification of Competitors

The form of competition expected for the new brand of soft drink is intra-competition, since Mojo Ltd shall engage in the same line of business as its competitors like Coca-Cola and PepsiCo in the production of soft drinks. However, competition can be reinforced due to the differentiation of the products based on aspects such as price and non-price terms, which have acted as the strength factors for the competitors. The company shall seek to exploit the competitors' weakness to maintain a uniform retail price and prevent intra-brand price competition by stimulating intra-brand non-price competition.

Differentiation Strategy in Relation to the Closest Competitor

Mojo Ltd shall engage in a differentiation strategy with its competitors based on the price and non-price terms. The closest competitor to Mojo's products is PepsiCo given that it specializes in the production of its brand based on various fruity tastes such as mango, pineapple, lemon, strawberry, and orange, among others. Seeking to enter the given competitive business field, the company should model the differentiation strategy based on the quality and price so as to make consumers perceive it as more affordable, desirable and cheap compared to the PepsiCo soft drinks.

Subsequently, the differentiation strategy should be held in a manner ensuring that *Mojo OrganoSoft* drinks always reach the market in time, fresh and with no rejected bottles, but maintained value for the products. In another sense, differentiation will be created through the production of an assortment of products; thus, meeting up with the various tastes of consumers. Differentiation can also be based on quick responsiveness of the firm to

complaints from consumers, incorporation of technology, and ease of integration of the product to daily needs. Unique competitive advantage will be attained from the supposing that PepsiCo fails to recognize the change in market conditions.

Company's Intention

The company shall start out as a price follower in the market, but with time and integration into the market, it will be able to set itself as a price leader for the particular brand of soft drinks made from natural organic ingredients. This will be in line with the firm's objective of differentiating based on price; hence, being a price leader.

Level of Impact of the Salient Macro-Environmental Issues

Salient macro-environmental issues such as legal, technological, economic, and social factors will affect the firm in various ways. Legally, the firm is required to be registered and adhere to the business rules and regulations in the state of operation. It will need to obtain permits of operation and adhere to environmental rules in production.

Technologically, the company will be exposed to numerous information regarding the needs of consumers, hence, be able to greatly maximize in defining its marketing strategy. Technology can also define the relationship between the customers and the firm; thus, enabling ease of flow of information between the firm and the consumers. Largely, the firm can employ the use of social marketing through the social media to advertise and enhance the knowledge on the product. Exposure to technological advancements shall also enable the firm to further build on its brand to the satisfaction of the needs of consumers.

Social and economic factors shall ensure that the firm operates within the trends that are

defined by the current economic conditions. For instance, when the country is faced by inflation, the prices of the firm's products will be significantly affected; hence, it will also have an impact on the demand. Additionally, sociological factors such as population of people in a particular area will determine the distribution rate and volume of the products in the area.

MARKETING RESEARCH TOOLS USED IN THE MARKETING STRATEGY

In conducting the market research for the development of the firm's marketing strategy, the main tools applied were based on a collection of data using two designs: qualitative and quantitative research designs. The market research was aimed at indicating the location and perception of a new product by consumers, as well as providing data for the analysis of sales trends and determination of effective practices. In this context, the market research entailed both primary and secondary researches (Malhotra & Birks, 2007).

Tools used in the primary research included telephone and face-to-face interviews, online and by mail surveys sent to randomly selected consumers, online and mail questionnaires, and focus group discussions (Aaker, Kumar & Day, 2008). On the other hand, secondary research was achieved through studying already published data on the sales trends of the competitor firms in the industry.

IMPLEMENTATION STRATEGY FOR A HYPOTHETICAL COMPANY

In implementing the firm's marketing strategy, the realization needs to be made for the set objectives and the goals of the firm. First, the firm will employ sales managers to aid in the marketing of the product nationwide. Second, the firm will engage in various forms of advertisements that will improve the consumers' knowledge on the product. Subsequently, the implementation shall entail the identification of the cost-benefit analysis of the firm with regard to the plan. Afterwards, the implementation shall consider the aspects of the tactical plan, differentiation and branding, customer assessments, and competitive analysis. Events for the firm's use of the project shall be implemented by the use of the following timetable.