

# Market Entry Strategy for Introducing Organic Juices

## PROJECT BACKGROUND

One of our clients was willing to enter the Indian market with their new range of organic juices.

## OUR APPROACH

RNCOS carried out an in-depth Market analysis study which began with understanding the market size, demand forecasting and the client's key competitors in the Indian organized and unorganized sector. The strategies used by the competitors were studied and inputs were taken to form our clients own strategy.

A price analysis was also done to decide an appropriate price for various points in the supply chain such as the wholesaler, retailer etc. Further, a feasible location for establishing the manufacturing premises was also decided on the basis of various factors such as proximity to the raw material market, availability of adequate labor and transportation and the cost of setting up the facility.

In order to establish a complete supply chain for the client, RNCOS identified the key raw material vendors and apt distribution networks. Suitable marketing channels were also shortlisted. Basis all these findings, a wholesome market entry strategy was prepared for our client. We also helped them hire some of their key personnel in order to kick start their business.

## RESULT OVERVIEW

The company was successfully able to enter the Indian market with our support.

For more information please contact us:

<https://www.rncos.com/contact.htm>

