

Strategic Consulting for a Food and Beverage Company



Background

The client was suffering from low sales of its newly launched product: sulphurless sugar. Other products of the company were doing well in the market. Despite spending a hefty amount on advertisement the sales of the product were not improving. Due to a perfectly competitive market structure the company was battling to increase its market share.

Approach

The research and marketing team at RNCOS carefully studied the market for sugar. The team analyzed the taste and preferences of the customers, major market players, barriers to entry, government regulations etc. After a detailed analysis the team started working on marketing mix and devised strategies accordingly. The plan was to work on the following strategies: brand positioning, pricing strategy and supply chain management.

The team worked from scratch to rebuild and renovate the product. Our marketing experts helped with branding. The right marketing strategies had to be adopted to create a niche in the market. Packaging and labeling were given special attention as they play an important role from the customer's viewpoint. The design team looked into the packaging of other brands and designed an attractive package for the product. Right promotional strategies were adopted as advertising is the key to boost sales.

In order to reach the target customers proper channel of distribution had to be adopted. Along with brand positioning our research experts identified that the price was not competitive hence, after studying the financial statements of the company an appropriate price range was set.

Results

Our strategic consulting services helped the client increase the sales volume of sulphurless sugar. The appropriate marketing strategies also helped in raising awareness about the benefits of sulphurless sugar among consumers.

For more information please contact us:

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