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Executive Summary

Gulp Beverages is a newly twisted company, which aims to be a market leader in introducing and proffering various kinds of healthy beverages. This report is the marketing plan of the new product of Gulp beverages to be launched with the name of Goji Plunge, which will be a healthy energy drink away from the health risks associated with other beverages and energy drinks. This marketing plan entails the details related to marketing of Goji plunge. It includes the details related to the company and product. It discusses the competitors as well as includes an internal and external macro environmental analysis which leads to the formation of differentiation strategy that Gulp Beverages will assume related to its major competitor. The plan also provides the pricing and distribution plan for Goji Plunge as well as IMC strategy which includes all the advertising, personal selling, sales promotion and other promotional strategies that the company will pursue to achieve its marketing goals. The plan also entails a customer satisfaction plan to measure satisfaction level of the customers and respond to the satisfaction gaps. The marketing plan discusses the company's intention to be a market leader. The marketing plan concludes with a discussion of the most significant trend to affect the business and the intention of the Gulp Beverages related to the trend. An action plan for marketing of Goji Plunge is provided in the appendix

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Marketing Plan

Company introduction

Gulp beverages ltd. is a newly twisted company. The company proffers a selection of ground-breaking healthiness beverages ranging from fresh juices, vitamin tea to energy drinks unified with various natural antioxidants. The company is well aware of life style of its customers, thus will provide a wide range of innovative beverages, and also develop resourceful health solutions to meet all the health related expectations of consumers in United States.

In this report we will discuss the marketing plan of the Gulp Beverages ltd. energy drink. The company will launch of an innovative line of energy drinks “Goji plunge” that would integrate the health benefits of the “super outgrowth”- Goji berry, with a notable list of medical advantages. The main concept idea behind energy drinks are that, they endow with an immediate energy boost. They excite the brainpower and body of the consumers and boost their energy (Lewis 2009).

Company's Mission

The mission statement explains the overall reason of the existence of the organization and function (Swansburg & Swansburg 2002). The mission statement of Gulp beverages ltd. is clear: “Gulp Beverages comprehends its customer’s standards of living and develops ground-breaking beverages, inspired health solutions and energetic products to assemble all potential of the health conscious consumers of today and tomorrow.”

Company's Vision

The vision statement clears the future of the organization and the group of people it serves (Swansburg & Swansburg 2002). The Vision Statement of the Gulp is: "To be a universal leader in the beverage industry, enthusiastic to provide healthy beverages with the uppermost standard of quality and healthiness and an exemplar for all beverage providers".

Product description

The company will launch innovative line of energy drinks under the name of Goji Plunge that would fit in the health related benefits of the Goji berry, with an inspiring list of remedial benefits. Gulp Beverages' new product, Goji Plunge is the unique energy beverage of its kind to combine both the refreshing and health benefits of a super fruit. Goji asked for to combine the "boost up" of energy beverages along with manifold health related benefits. The Goji berries have many health related benefits; when it combines in the form of energy beverages it shows a huge health benefit to the consumers.

Goji Plunge will be wrapped up in recyclable cans of aluminum that hold 355 ml (12 fluid ounces) which display the name of the brand, logo, and facts related to fun, and the nutrition facts and list of ingredients. The packaging of Goji Plunge uses a fresh, orange, and red graphic design. The product will be sold as single unit as well as in 4-packs. In addition Gulp Beverages will also proffer customer service through its helpline, 'contact us' pages and website FAQ.

Marketing goals

1. To make customers aware of the newly launched product

2. Build customer loyalty by introducing a healthy energy drink
3. To generate maximum customer's reach throughout the United States
4. To make the image of Goji plunge as distinctive drink different from the drinks offered by competitors.

Situation Analysis

The people of United Kingdom are foodies. They love food. Food makes part of all the events of their life, happy and sad. The country has a very diverse population and so are the cuisines of the country. This is reflective in the countless number of restaurants in UK and the diversity thereof. The people in UK like to experiment with their food. It is because of this reason that Italian, continental and Asian foods are very popular among minority as well as majority population (Palmer, 2010, p. 196).

The fizzy drinks make an important component of meals in almost all the cuisines of the country. Without fizzy drinks, the meal remains incomplete. However, in comparison with the other drinks, when it comes to proper meal, people like to take Sprite as it is perceived to help in digestion of food.

Market Situation

Sprite is a colourless fizzy drink that is lemon flavoured and is free from caffeine. The drink was first introduced after the success of 7-up. The marketing communication plan of the company changed drastically over the years as per the internal and external market analysis. Sometimes, it took help from a mascot and sometimes it used brand ambassadors to make the product a slice of life (Moss & Evans, 2007, p. 21). Since, the market is very competitive there is

a need for the company to make changes to the product portfolio in terms of addition of new brands or addition of new variants to the existing brands.

Customer needs

Life in the UK is on the go. Most households in the UK have both the parents working to be able to make ends meet. Because of this reason people are forced to eat out on a very regular basis. They either eat out or they eat packaged food. Because of the health issues that people had to face as a consequence of eating out and eating unhealthy and unhygienic food, only recently people have become concerned and conscious of their health and well being (Kamp, 2009, p. 39). More and more people are trying to avoid junk food and take up healthy eating. Another major reason for this change from eating out to eating healthy diet at home is the global financial crisis. The decline in purchasing power has made frequent eat outs impossible.

Perception

Historically, sprite is perceived as a soft drink that should be taken with food as it contains lemon and is helpful in the digestion of food in today's sedentary lifestyle. The entire cycle of health of humans is dependent on this digestion. If the food we are eating is being digested properly than it will turn into blood and will aid in healthy active living.

The drink that is being introduced is non alcoholic. As stated earlier, the need for healthy living also presses people to curtail or eliminate their intake of alcohol. Though fizzy drinks are not supposed to be a substitute for alcohol, they can be used to kill the craving for it (Fischer, 2000, p. 1). In addition, it is well known fact that sprite zero contains zero sugar which means no extra calories. The perception of the new non-alcoholic drink and the market positioning will be created along the same lines.

Purchase pattern and buying behaviour

As far as the purchase pattern of coca cola or sprite is concerned, it is very frequent. The drink is not associated with a particular occasion and can be taken anytime. In fact for some people who are addicted to soft drinks, this is a replacement to water. The target market on the basis of purchase pattern can be divided into those who are addicted to fizzy drinks and those who have it only occasionally (Campbell, 2001, p. 45). This is consumed as a drink alone and it is also consumed as a drink with the meals.

Competitive Situation

Since the Non-alcoholic Sprite Mojito is being launched for the first time and is quite novel in a fizzy drink. Hence, the threat of competition for this particular product will be less. However, in this context, it is imperative to state that this drink is not something so innovative that the idea cannot be copied by anyone. However, since it is a product by coca cola it will be highly trusted by people (Wrigley, 2000, p. 891).

Distribution Situation

The distribution channel used by Sprite is customer marketing channel or indirect marketing channel. This distribution strategy is demand driven. This is to say that when demand for a product is created it is sent to the whole sellers who inform the stockade dealer who then contacts the company for supply of product. This system is not only integrative but is also very efficient. Coca Cola achieves this efficiency through setting up of a buffer levels for inventory (Yip, 2004, p. 17). The company will be distributing the products in restaurants, hotels, bistros

and all grocery stores. The drinks will also be supplied in bulk at Super stores, Utility stores and Departmental stores.

Competitor Analysis

Gulp Beverages will face rivalry from plentiful companies selling energy beverages. The main competitor is Red Bull GmbH, maker of the well know Red Bull energy beverage, and has the highest market share. Red bull is a major sponsor of tremendous sports and campus events globally (www.energydrink.redbull.com) which directly struggles with Goji Plunge target market part. The subsequent major challenger to the company is The Coca-Cola Co. Being the world number one soft drink corporation, The Coca-Cola Co, symbolizes a potential risk to Gulp Beverages because of its renowned brand (www.coca-colacompany.com) and its well recognized production lines that can manufacture goods at great lower cost through economies of scale. The final main competitor of Goji Plunge is the energy beverage of PepsiCo Inc. PepsiCo Inc. is the second world biggest selling Soft Drink Company (www.pepsico.com) closes after its archenemy Coca-Cola Co.

The challengers faced to Gulp Beverages are attained economies of scale and mass targeting to a wide range of consumers. Nonetheless, Goji Plunge will target an explicit customer niche market of health-conscious patrons, therefore given them with a product modified to their requirements. Consequently Gulp Beverages will target the young students who are health conscious; a top niche market where the brand will set up itself as a leader in healthy substitutes to the famous energy beverages previously on the market.

SWOT Analysis

Strengths

1. Offers – Gulp Beverages will offer higher quality products with numerous health benefits.
2. Marketing- Gulp will use the concept of structured marketing plan which focuses on brand stimulating and promotional activities.
3. Finance- Gulp will start on the basis of strong financial situation.
4. Manufacturing- Company will sign the contract with the producer of berry producers in South Asia.
5. Product development- Ultimate prototype of the product will up to the mark and according to the needs of the customers.

Weaknesses

1. Offer – Gulp Beverages will offer the uncommon product that has a bitter taste before mixing.
2. Marketing- The marketing of Goji Plunge may be very costly to efficiently increase the awareness of the brand.
3. Finance- May meet losses for the first few months of the launch, may be complicated to breakeven if the product does not sell fine.
4. Manufacturing – In the process of manufacturing, the cost of transport will be high in order to import the berry to United States.
5. Product development – Company may need some modification to adjust to the customer tastes due to the berry's strange flavor.

Opportunities

1. Consumer- Young people are fine consumers of energy beverages and there is an amplified demand for energy drinks prepared with vitamins (AcNielsen, 2006).
2. Social – The fast speed social and cultural lifestyle really values the benefits of energy beverages (International Markets Bureau, 2011).
3. Competitive – Goji Plunge is the first to target the premium niche market of health related energy drinks in United States.
4. Technological – A vast shift towards the use of technology, entails providing products and services that helps the consumer to maintain a healthy life while using an excessive technology for their activities (International Markets Bureau, 2011).
5. Economic- The customers of United States are spending sufficiently, there will not be a financial obstruction to consumption.
6. Legal – The sales of energy drinks are unfettered.
7. Environmental- People certainly favors more environmental responsive products. Company will also engage in the CSR activities and through this they contributed towards the betterment of environment (International Markets Bureau, 2011).

Threats

1. Consumers- Customers may not switch to Goji Plunge for diverse causes such as taste, faithfulness to another brand or expenditure (AcNielsen, 2006).
2. Social – Social issue may be occurring, if promotion campaign not directly targets juvenile teenagers.

3. Competitive- There are a lot well recognized competitors' such as Red bull, Coca Cola and Pepsi who will not give away their share of market easily.
4. Technological- Production in bulk and economies of scale of opponents may harm the initial launch of Goji Plunge
5. Economic- Energy drinks may not fit as a product demanded necessarily by many consumers.
6. Legal – May be matter with future policies of energy drinks due to high level of caffeine in energy drinks and possible threat due to over use of the energy drinks (International Markets Bureau, 2011).

PEST Analysis

Political

The political situation on the country is rather stable in that the market is conducive for foreign investors. The government is supportive of healthy competition in the industry. The company only needs to revitalize the existing brands and make them an essential part of the target market's life. The industry players have been there for quite some time and have not only gained the trust of its customers but has also established the desired market positioning for itself. There are brands like coca cola and pepsi that are known throughout the country and there are other local brands that are catering to certain niches in the market (Weakland, 2012, p. 102).

Economic

Because of availability of credit & debt the purchasing power of people is increasing and they are becoming indifferent to price changes. In fact, the target market has become so health

conscious that they are even willing to pay extra for something that is hygienic and healthy and caters to their need wants and taste preferences. Capitalizing on this fact, Coca Cola will be charging premium prices for its SKUs in return of convenience, value, quality and refined taste and product quality that it will offer (MarketLine, 2011, p. 25).

Social

As stated earlier, the people in the UK are very fond of food and eating. This is reflective in the fact that they are seen eating together. At the end of the tiring day, the members of the family like to sit together for dinner and discuss the events of their day with one another. They are always willing to experiment different flavours and cuisines. Coca Cola understands this well and has come up with the new idea of Non-alcoholic Sprite Mojito for the food lovers. This will not only add to the product portfolio maintained by the company but will also help it in gaining its share among the target market that tries to avoid fizzy drinks as the caffeine content in this particular drink will be very low (Ghana Business News, 2009, p. 1). This is also the best product for people who had to make their Mojito at home but will now be able to get it ready to drink.

Technological

The customers are becoming increasingly aware of all the new technologies. Coca cola as a company uses the most up to date technology for bottling. In addition, the distribution network is closely monitored through the ERP deployed in the company for various organizational functions. As far as the product itself is concerned, there is no association of technology with the product. However, the packaging and bottling are done through advance technology. The

company spends huge amount of sums into research and development (Abell, 2005, p. 47). It is one of the top five multinationals in the world which keep investing in their R&D department to come up with new and ground-breaking products that are meant to address different consumer preferences and unmet customer needs. Various interactive marketing campaign designed by the company aim at gaining customer response. The variety of products offered by the company address different consumer preferences and unmet customer needs. They are ground breaking in that coca cola in the history has been the pioneer of many things.

Differentiation Strategy

The company will launch innovative line of energy drinks that would fit in the health related benefits of the Goji berry (Wong, 2012), with an inspiring list of remedial benefits. Gulp Beverages will begin a major promotion campaign to promote the new energy drink frequently referred to as: “the stimulating drink everybody will be talking about” by the management of the company. Goji Plunge stands out from the heap of extensively popular energy drinks by presenting the health-preoccupied customers of United States a healthy option to an ever-accepted drink one likes and uses to remain up with fast lifestyle.

In order to sufficiently target its customers, Gulp Beverages will take up a differentiation strategy of positioning (Ireland et.al, 2012) to direct its creation towards a younger, more health-conscious customer. The success key of the early launch is to set up Goji Plunge as a premium niche product in the market of health energy drinks. Consequently, by offering a rational choice to the standard consumers of energy drinks, the product will fill a gap of doubts about the possible health exposures of energy drinks (Anonymous, 2011), a gap left idle by the energy drink industry.

The differentiation of Goji Plunge is based on the point that it is the first energy drink to combine the natural health benefits of Goji Plunge along with its refreshing qualities. Gulp Beverages aims to transfer a better-quality energy drink to its consumers while structuring brand equity. Gulp Beverages focuses to maintain a strong image of brand in the energy beverage market as a spanking new, fruity, simple, and vigorous energy beverage for its target market of ages 15-24. Gulp Beverages plans to position Goji Plunge in the mind of consumer as a convenience good; a good tasting drink, healthy drink that dependably delivers on its assuring of energizing and stimulating the mind and body. Besides being fairly responsible and student-friendly, the Goji Plunge brand aims to be an arrogant follower of active, healthy way of living for youth.

Market segmentation and target market

Marketing plan is an ongoing process of gathering and examining information on goods and services, abilities, and business methods within the market to fulfill the needs of clients (oamp.od.nih.gov). Gulp beverages wants to create and present a new product. So, it has collected details through in-depth discussions. Gulp beverages made a study of the industry to have no shocks about its industry, its client needs and wants. This detail helps it to know about the industry and assisting developing marketing strategies.

Market segmentation plays a vital role in the marketing strategy of approximately all successful organizations and is a commanding marketing tool for numerous reasons. Most significantly, almost all markets include people groups or organizations with diverse needs and penchant. Market segmentation also helps marketers define the needs and wants of the customer more exactly (Lamb et.al 2009).

Gulp Beverages' new drink, Goji Plunge establishes to be a spirited product as it targets an explicit segment of market. The emblematic Goji Plunge drinker is a young learner living a fast licked life split between late night learning for examinations, outings at night, lack of sleep and busy day. These consumers are previously well recognized drinkers of energy beverages which gives the company a way a considerable market to utilize. In addition, Gulp Beverages new energy drink serves up as an improved healthy alternative to the sugar-packed, admired brands to efficiently meet the needs of youth of healthy product.

The primary target market of Gulp Beverages will be students of ages 15-24. Past the age of 24, there is a noteworthy shift in behavioral and psychographic standard of living, therefore, for Gulp Beverages, it is difficult to properly market its drink while still preserving Goji Plunge's image. Gulp Beverages will for that reason focus on adolescents and young adults. Goji Plunge will at the start be introduced on university and college sites by enduring forceful promotional operations both on campuses by hosting different events and on the net by posting viral videos on the web. These ways are effective enough to reach the target customers.

Pricing Strategy

Barker and Angelopulo (2006) define pricing as the total sum allocated to the product by the seller and the buyer. On the other hand, sellers view the price of a product in a different way than do buyers. For the seller, the price is a succession of cost mechanism related to profit, while the buyer focuses on the chronological price, the cut-throat price, the expected price, the jeopardy and the supposed need for the product.

Gulp Beverages will use the competitive pricing strategy (OaShaughnessy, 1995), which interprets to a trade price of \$3.49. This leaves Gulp Beverages with a before tax gross profit

demonstrating 31% of its sales. The price is somewhat above the competitors prices (around \$3) but is still competitive for the reason of the more inelastic demand of the product of the firm. In addition, the contribution margin of company being 31% is significant such that the organization can use 31 cents for each dollar of sales to repay its fixed costs.

Distribution Strategy

According to Vieceli & Valos (1998), a channel distribution, (at times called a dealing channel) for a product is the way taken by the heading to the products as they move from the manufacturer to the final customer or end users.

Gulp Beverages will use indirect means of distribution, as the corporation creates the product in United States. Goji Plunge will sell its creation to distributors who will then deal out to individual vendors all through United States to deliver the completed product to consumers all over the state. In order to attain coverage of target in the prime launch of Goji Plunge, Gulp Beverages will make use of intensive means of distribution and mediators in order to productively place itself as a convenience good. Gulp Beverages will be exhibited on the shelves of ease and grocery stores, and it will target trade locations in United States' most crowded areas and in close immediacy to large universities. In addition, the product will accessible in 24 hour stores, with the aim of increase availability. Once the market is soaked, Goji Plunge will consider growing to other countries, making Goji Plunge a worldwide name.

The distribution strategy for Goji Plunge will be very parallel to that of other energy beverages subsequent a low cost arrangement with few mediators. As well there is no need to discriminate distribution methods in order to catch customers; the aim is to have Goji Plunge prevalent in order to maximize frequent. On the other hand, it should be illustrious that an

organized supply chain administration team is vital for Gulp Beverages, due to the detachment between the point of product's construct and the final point of sale.

Communication Plan

The target audience for Non-alcoholic Sprite Mojito is urban people and includes both the genders. It includes all age groups but will particularly focus on teenagers and adults. These are people who have a positive outlook of life and want to cherish and enjoy new things. This affluent class has that mindset, educational level, life style and fashion sense which is required to understand unique and exclusive value attached to our brand. The average income of the target group is £500 and above. Initially, the drink will be marketed in the metropolitan areas. After seeing the response in the metropolitan areas, the drink will be distributed in all the urban as well as rural areas of the country. Since, the price of the drink will be set higher than the regular fizzy drink, the target market are people who are not extremely price sensitive. In other words, these are people with minimal financial constraints (Weakland, 2012, p. 102).

Objectives of Communication Plan

According to the survey results of "The Times of London" newspaper, the level of consumption for fizzy and other non alcoholic drinks grew by 20% in 2010 and has further increased to 25% in April-September 2012. With increase in awareness, people now have become more conscious about their health. They know that they should try and avoid alcohol as much as possible and instead make themselves habitual of drinks that are good taste and have good healthy value associated with them. It is because of this reason that the Non-alcoholic Sprite Mojito is being launched under the label of Sprite as it is a trusted brand and will be a good endorsement for the new drink (MarketLine, 2011, p. 25).

The PR objectives for the drink are as follows:

- To capitalize on the opportunity to enter into this business and earn margins because non alcoholic drink consumption shows an increasing trend. Therefore there is a very good consumption-oriented market to be catered.
- To revive the reputation and status of fizzy drinks perception in the minds of consumers and compete with competitive brands prevalent in the local market through the introduction of a new product to the product portfolio.
- To become the pioneer of Non-alcoholic Sprite Mojito under the umbrella of a fizzy drinks brand.

Target Influencers

The target influencer which has been selected for this drink is One Direction.

One Direction is a London based Irish and English group. They have come in from the television competition The X Factor and are working with Simon Cowell's record label Syco Records. They are the winners of the 2010 competition. They are also associated with Columbia Records in the United States. So far the band has launched two albums. Their debut album was Up All Night launched in the year 2011 and their second album came after a year by the name of Take Me Home (Ghana Business News, 2009, p. 1). Their hit songs that have been on number one on several charts are What Makes You Beautiful and Live While We're Young.

The selection of One Direction as the target influencer for the Non-alcoholic Sprite Mojito makes the most sense. The band is popular not only among the teenagers but also among adults. They have a lot of influence and can make excellent opinion leaders for the drink under

question. The group has many concerts under way which will help in the successful launch of the drink.

In addition to One Direction, we will be using other target influencers for the drink as well. Trade customers can also help in persuading customers to buy the perfume. Therefore, they will be offered extra incentives and commission for doing this. In addition, Coca Cola will be commemorating the coca cola Great Britain caffeine day through its coca cola Great Britain caffeine counter (Abell, 2005, p. 47). This day will be celebrated in different universities and shopping malls during the pre launch and launch phase.



Pre Launch Strategy

In the pre launch phase, the company will be creating hype for its products through repeating the trucks of coca cola campaign in the UK on Christmas. There will be two kinds of trucks designed on the occasion of Christmas. One will carry the coca cola brand name as shown in the picture below and the other one will be carrying the brand name and picture of the Non-alcoholic Sprite Mojito drink. There are two benefits of this. The first benefit is that the company will be making it clear that the new drink is a product of coca cola and the second benefit is that the company will be creating hype for its products.

This will be a complement to the Holidays are coming advertising campaign which is currently running in the UK and is widely recognized by the target market. This truck will be roaming in cities across the UK and will create the desired level of hype. This same campaign will be followed with the promotion of the drink using the trade influencers (Moss & Evans, 2007, p. 21).



Launch Strategy

The roll out of the drink is scheduled for late March. In the launch strategy, the coca cola company will be creating the hype through its target influencer One Direction. The company will come up with an advertisement of the group endorsing the new drink. The advertisement will have both emotional as well as rational appeals to them. The drink will be positioned as something that is not only tasty but is also healthy and revitalizing (Weakland, 2012, p. 102). The ad will show different people consuming the drink on different occasions and social settings. In addition, it will cater to the different age groups.

In this same phase, the company will be setting up their Great Britain Caffeine Counters in different universities and high schools.

Coca-Cola Great Britain Caffeine Counter

This caffeine counter will let visitors select items of caffeine that they consume on a daily basis and calculate the amount of caffeine they consume. This caffeine list of items contains both coca cola drinks as well as other popular drinks in the UK. The company also gives out pamphlets by the name of caffeine facts to create awareness among the target market on the suitability of regular consumption of caffeine and the use of caffeine during pregnancy.

This is also a form of corporate social responsibility in that this campaign does not limit itself to improving the bottom line but also looks at the bigger picture.

The counter will also be selling caffeine free drinks by the company.



Post Launch Strategy

In the post launch phase, the company will be launching a competition which will be judged by the brand ambassadors One Direction. This competition will be along the lines of The X Factor which is the competition won by the band itself. This competition will give teenagers and adults a chance to prove their mettle and get all the support they need to establish themselves.

The company will also be working on other corporate social responsibility related projects. For instance, since the drink is essentially non alcoholic, the company will be holding seminars on the need to stay away from alcohol and the hazards this has on human life. This is what most people do not understand. Alcohol has impact on human health and not just human health. In order to emphasize the gravity of the situation, the advertisement campaign for this will look like the picture shown below (MarketLine, 2011, p. 25).



IMC Plan*Advertising strategies for Goji Plunge*

Goji Plunge is an exclusive product in the beginning stage of the product life cycle, which looks for to gain consciousness, discriminate itself from competitors, and commune personality of brand. The advertising and promotional strategies (Smith et.al, 2002) for Goji Plunge draw tactics that will be second-hand in order to support Gulp Beverages' objectives to boost awareness among the target consumers, set the image of Goji Plunge as distinctive from drinks offered by competitors, generate customer reach and loyalty.

Marketing media used for advertising of Goji Plunge will include music, on the internet, and transport (Smith et, al, 2002). To begin unique exotic Goji Plunge course of advertisement, stereo ads will run in order to stimulate and fuel recognition of the product in following special deals. Stereo advertising will commence in order to attract 400,000 audiences on each of the four night time. Stereo gets to 92% of the inhabitants in an ordinary week and has low costs, thus it can be efficiently used to pay attention to specific local audiences. Over the course of 8 several weeks, 3 different ads will be run, using funny, concentrating benefits, and comparative advantage.

Furthermore, relatively low-cost transport ads showing the slogan "Your New Go-To" and other catch-phrases will be offered in town locations with high student population. The transport ads will show how taking unique Goji Plunge will enhance the concentrate on audience's life, by showing actually eye-catching individuals. To capture the attention of the effective student, the internet ads will be used as it is the fastest method in the developed countries to reach a sophisticated audience. Marketing areas will be purchased on popular sites such as Face book or MySpace and different popular search engines (Zarella, 2010).

Measuring the effectiveness of the advertising strategies

There are many ways by which effectiveness of advertising strategies can be measured. Since Goji Plunge will be advertised on internet, on stereo and transportation ads, its advertising strategies' effectiveness can be measured. The foremost method for measuring the effectiveness of advertising strategies is to compare the cost incurred with the response or sales generated (Wells, 1997). By calculating the return on investment, Gulp beverages will discern whether the advertising strategies have been effective in generating sales or not.

For online and stereo advertising, the rate of viewing or rate of click and other similar techniques will be used to find out the reach and response of the advertising strategies (Wells, 1997). For transportation advertising, it will be a little difficult to measure the effectiveness; however, the people's reaction towards these transportation ads can be a sole measure of its effectiveness and attractiveness. Different kinds of customers' reactions can be noted and evaluated to measure the effectiveness of advertising strategies (Wells, 1997). These includes the participation and comments of target audience on different forums, reaction to different complementing promotional strategies, the searching actions of the target customers with regard to Goji Plunge and other similar positive or negative actions.

Sales Promotion, personal selling and other promotional strategies

In addition to advertising strategies, various promotional strategies will be executed to complement the advertising to generate an integrated marketing communications strategy in which each element will support and back others (Barker et.al, 2011). Exotic Goji Plunge will run a "Boost Yourself Contest". In order to enhance client buys, the highly entertaining style of the "Boost Yourself" competition will be used to enhance product identification and motivate

client participation with the product. Customers will deliver in their best “Boost Yourself” voice-recorded marketing through the formal website and the champion will get a “boosted” designed celebration for him or her and ten visitors paid by Gulp Beverages as well as an opportunity to record an exotic Goji Plunge professional to be performed on the stereo.

Finally, Goji Plunge will attract “frosh” activities at major colleges and schools. As individuals are a significant part of the potential viewers, support of frosh activities will focus to advertise the item and create a relationship with the potential viewers. In addition, 10,000 labels will be allocated during frosh activities and university trips. Furthermore, testing will be used in order to familiarize the consumer with the item; Goji Plunge will be given out in universities at a specified time which will be declared through their Twitter Page (Barker et.al, 2011). Since the main target of Goji Plunge is the youth and the health conscious sophisticated people, most of its promotions will be centered on universities and colleges for instance sponsoring sports events and other fresher’s events. Moreover, different contests will be held and free samples will be distributed in colleges, universities, shopping malls and other populated places to generate awareness and boost purchase.

Personal selling and sales promotions are important techniques to invigorate sales especially in the introductory and declining stages of a product (Barker et.al, 2011). Since Goji Plunge is in the introductory stage, it will utilize both personal selling and sales promotions tactics to embark its sales and encourage product trial. Personal selling will be done in the colleges, universities, crowded streets and malls, where the volunteers of Gulp beverages wearing Goji Plunge’s T-shirts will provide free trial samples to the target consumers. Moreover, kiosks will be placed in malls where the sales representatives will be selling the drink one-to-one.

Various sales promotions will be utilized in the early launch phase to attract the consumers (Smith et.al, 2002). These sales promotions will include buy two get one free offer, coupons and vouchers in newspapers and youth magazines leading to free drinks, free gifts such as an empty sheet of Goji Plunge’s stickers which when filled will be given free movie tickets and other short term promotional strategies.

Customer satisfaction plan

Measuring customer satisfaction

Measuring customer satisfaction is vital to identify the satisfaction gaps that exist so that those gaps may be filled with proper strategies (Anonymous, 2011). There are various kinds of satisfaction gaps which include promotional gap, understanding gap, procedural gap, behavioral gap and the perception gap (Hill & Alexander, 2006). Measuring customer satisfaction enables identifying the level of customer satisfaction and prevalence of any satisfaction gap that exists.

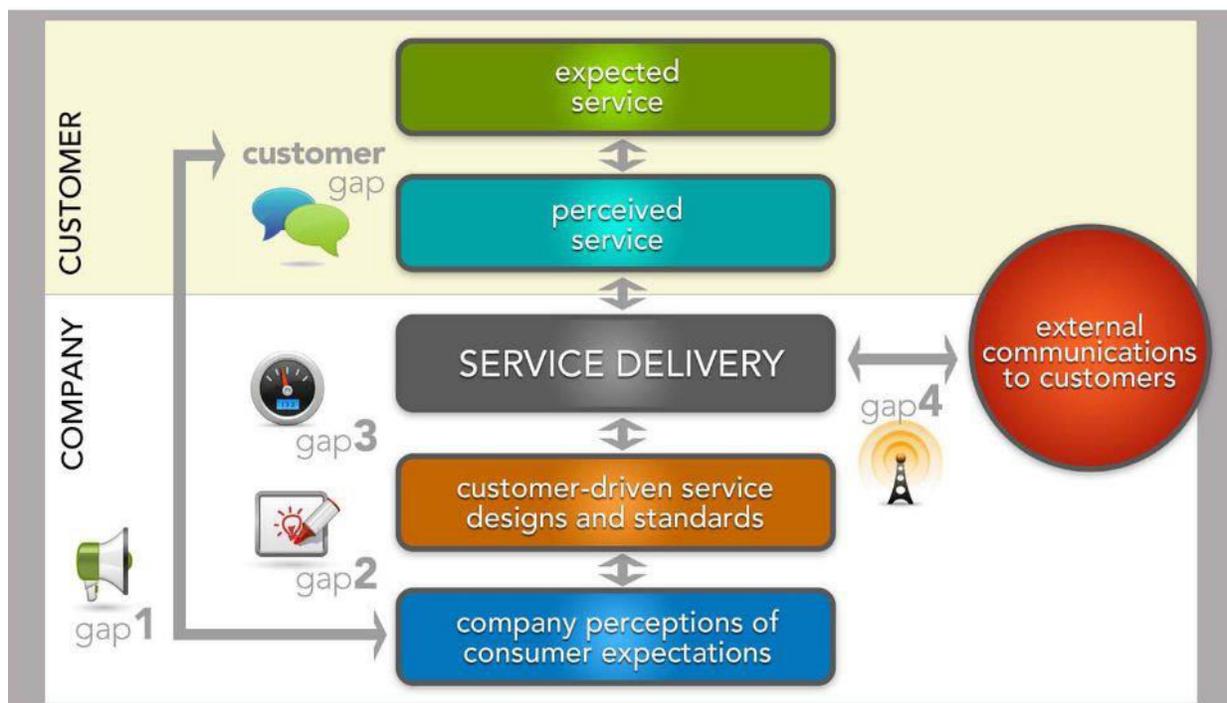


Figure 1: Service Gap Model (Source: www.wpcarey.asu.edu)

There are numerous ways for measuring the satisfaction of customer's with the product or service. The Goji Plunge falls under the category of fast moving consumer goods; therefore, the marketing research methods such as mail questionnaires, telephone interviews cannot be used. The best measure of customer satisfaction will be the repeat purchase behavior of the customers (Hill & Alexander, 2006). The sales of the Goji Plunge will speak for the customer satisfaction and loyalty. If frequent and targeted sales are achieved again and again, then it will indicate that the customers are satisfied with the product.

Another research approach that can be used is filling out on site satisfaction survey questionnaires from the customers (Hill & Alexander, 2006). These surveys will be conducted in colleges, universities, malls and other populated locations. These satisfaction surveys will provide practical insights about the customer's satisfaction with respect to Goji Plunge. Moreover, these surveys will also provide the company with ideas about further innovation or improvements in the Goji Plunge such as new flavors or new packaging.

Other than the onsite survey questionnaire, the Goji Plunge's page on face book, twitter and other social media websites will be used to measure customer's satisfaction (Zarella, 2010). The discussions on forums or the Goji Plunge's page will provide insight of the customers' satisfaction. Moreover, opinion polls on such websites will also help the company to find out the level of customer's satisfaction with respect to Goji Plunge.

Addressing the gaps in customer expectations and experiences

In order to address the gaps between the customer expectations and experiences, it is important to first identify those gaps. The onsite customer satisfaction survey and other methods mentioned above will help the company to know about the gaps in the customer expectation and customer experiences with regard to Goji Plunge. The company will then analyze all these surveys and polls to determine the most important gaps which are being indicated by majority of customers (Hill & Alexander, 2006). These gaps will be then studied if they exist and if they are substantial. The reason behind the important gaps and lacking will be identified. These problems will then be eliminated and the product or any other aspect related to the problem will be improved and enhanced. The improved product or features will be communicated to the customers via different advertisings media and promotions (Hill & Alexander, 2006). A satisfaction survey will then be conducted again after some time to make certain if the gaps in customers' expectations and experiences have been removed or still pertain.

Market leader intention

By the launch of Goji Plunge, Gulp Beverages intends to be a market leader rather than simply a follower (Majumdar, 1996) in the market of beverages. By introducing a "healthy" energy drink, Gulp beverages will strive to be a market leader, since other energy drinks are by and large associated with hazardous health related risks. Moreover, the other drinks such as the one offered by the mentioned competitors Coca Cola and Pepsi are carbonated drinks which are associated with health risks. Thus, by bringing into the beverages market a healthy energy drink, Gulp Beverages intends to be a market leader.

Most significant trend to impact the business

As provided by Ernst & Young (2013), among the most significant trends to impact the business, the leading is “emerging markets increasing their global power.” Emerging markets will continue to be a source of attraction for many businesses around the world. These markets appear to be most lucrative and promising markets for all the businesses.

It is being noted and anticipated that the emerging markets will not only prove to be a basis of rising profits and proceeds for the companies but also will be a basis of innovation, creativity, new talent and modern and revolutionary approaches to doing business. These will be influenced globally and on an international level (Ernst & Young, 2013). This trend in addition to the advantages and opportunities, will also pose certain threats and challenges for the companies. Because of the rise of potential of emerging markets, the companies and businesses of these markets will also develop which will increase the competitive landscape for even the multinational companies (Ernst & Young, 2013).

The company Gulp Beverages intends to capitalize on this trend while minimizing the challenges posed. The company intends to first develop a strong human resource base from multi cultures, which will enable it to act effectively in different emerging markets where it intends to enter. This will also help it to develop and maintain proper relationship with the important stakeholders in those markets. Other than this, it will identify the most promising markets and will design strategies that will be differentiated for the first and second tier cities. Moreover, it will match its product lines according to the profiles. In this way, Gulp Beverages intends to capitalize on this trend by strategically entering the emerging markets.

Control and Implementation

The campaigns that are discussed in this plan starts with a three year plan. In Year-1 (2012) entire concentration will be cantered in awareness for the brand; and the brand will be allowed to get its hold in the market by getting more sales on the website and more people in the Facebook community. Also, we will carry out other promotional strategies mention in the marketing mix. In Year-2 (2013) focus will be at larger. Also, maintaining customer relationship with the help of ninjas will be a primary concern. In Year-3 (2014) we will concentrate on expanding the business more.

Time	Activity	Who will Perform
Three months before	Start a viral campaign on YouTube and Twitter; Contact distributors and prepare the launch.	Supply chain department and advertising company
One month after	Launch the boost yourself contest Participate in various contests and celebrations Sponsorship with radio stations, and new radio promotion	Marketing department and advertising company
Three month after	Launch a transit advertising campaign in various public transportation systems State an internet advertising campaign on sites such as Face book Sponsor university frosh events	Marketing department

One year after	Sponsor a sports team	Marketing
	Advertising videos on social media websites	department and
	If the budget permits, launch TV ads	advertising company
	Launch the product in other areas.	

Contingency Plan

- Out of the total budget 15% will be saved for emergency situations.
- If another online retailers or apparel organization comes one with a similar product, then we will develop high-level marketing strategies to maintain our existence.

Financial Budgeting

Marketing expense budget	(%) allocation	2012	2013	2014
Online advertising and social networking	15%	0.06	0.89	1.78
Radio promotions	15%	0.08	1.02	1.67
Personnel service	20%	0.16	1.54	1.98
Promotion	10%	0.02	0.06	0.37

(seasonal)

Leaflets	10%	0.09	0.11	0.98
Contingency	15%	0.06	0.05	0.76
Total marketing expenditure	0.47		3.67	7.54

The cost that Bonobos would incur is related to the promotional activities. For promotional activities Bonobos would incur following cost:

Newspaper advertisements	£12,000
Transit advertisement	£4,000
Radio	£6,000
Total	£22,000

In order to cover this cost or amount Bonobo must make sales of around 2200 with the average cost of. In order to earn profit must make more than 2200 sales at an average price of £10.

Return on Investment

ROI is a performance measure used to evaluate the efficiency of an investment or to compare the efficiency of a number of different investments. Gain from investment can be calculated as follows:

Newspaper advertisements	R12,000
Transit advertisement	R4,000
Radio	R6,000
Total	R22,000

$$\text{ROI} = \frac{\text{Gain from investment} - \text{Cost of investment}}{\text{Cost of investment}}$$

If Bonobos makes 2500 sales then ROI would be as follows:

$$\text{ROI} = \frac{25000 - 22000}{22000}$$

$$\text{ROI} = 13.6\%$$

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