

Final Marketing Plan

Name

Course

Tutor

Date

Executive summary

The Rocky Company was first established in 1993 to process and market soft drinks. Today, the organization is the world's driving maker in the refreshment business, working internationally in more than 53 nations with its head office situated in Atlanta, USA. It processes and markets more than 15 refreshment brands and more than 1 million beverages are consumed every day around the globe. The ubiquity of Rocky Company has become exceptionally unmistakable organization. It is known worldwide and its marking is always earned by the company enables it to compete other drink organizations and these assets would throughout the years, is as yet developing right up until the present time, and will proceed into what's to come. The funds demonstrate essential future of the company as it takes into account the advancement of numerous different beverage products. Numerous parts of Rocky end up being better than that of contenders, extending from limited time procedures to corporate structure.

The company plans to introduce new beverage product called the zero sugar product fortified with vitamin A. This new product is aimed at meeting the company's objective that they want to serve the current trends in the health needs of their consumers. The product will be branded Rocky Zero and this has been occasioned by the consumers who have become health conscious. Some of these perspectives incorporate, product positioning, market mix methodology, and execution arrangement. These angles place Rocky better to compete with other industry players, affecting the company strive for higher objectives and missions. It is our central goal at Rocky to revive and totally fulfill the world and it is our vision to produce and distribute our beverages to reach the scope of each individual all around the world. The company aims at achieving their financial target of 39.43 billion USD in the next 12 months. They have put in place financial performance metrics to gauge the progress and attainment of their financial goal.

The company did a situation analysis in order to find out its target market, market needs, market trends and growth, did a SWOT analysis and a competitive review. The final project also includes the marketing plan action strategies and programs for Rocky Company with a contingency plan.

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Situation analysis

Target market

The marketing has been made for another demographic of all age groups and youngsters that has developed out of testing times with an inspirational standpoint concentrated on living wealthier. 'Including Zero' gives you more: a visit to one nation turns into an epic trip of 10, a gathering of 10 mates get to be 100, while a gathering of 100 changes into a celebration of 1,000. Similarly, Rocky Zero+vit A gives you more extraordinary taste with zero sugar and zero calories. This campaign addresses individuals who have the same reasoning – the globe-trotters who dependably search out conceivable outcomes keeping in mind the end goal to encounter more noteworthy things.

Market needs

There is need for a brand with less sugar and has been fortified with vitamins. The consumers are nowadays growing to be health conscious hence they are aware of their health needs and hence demand a product that safeguards their health. Therefore, by considering all aspects and needs of customers, Rocky is building their customer lifetime value and loyalty through its marketing efforts aimed at the aforementioned consumer segment. The can size is exceptionally helpful, as it involves less space. For instance, it can fit in a bag, a container holder in a car and candy machines, making it less demanding to sale the item. This suits the needs of the 18–22-year-old male client portion, for example, for guys who might commute home with a container of Rocky beverage in their juice holder obtaining it from a candy machine at their school after class.

Market Trends and Growth

The refreshment industry is encountering some significant changes and trends heading into the end of the year. Sugary soft drinks are being criticized. Huge numbers of the brightest focuses are new brands and drinks that nobody had known about a couple of years prior. Besides, buyer patterns and trends are moving far from sugary drinks and towards those with features that are more advantageous. These patterns, combined with comparability in cost among the competition, permit the price component to be decreased, encouraging the decision of Rocky because of its more advantageous feature. Rocky will capitalize on this need and changing market trends in order to meet prevailing consumer demands.

SWOT analysis

The strengths include same Rocky beverage taste which is popular worldwide. It has no Sugar added(claimed) so preferred by health conscious people with excellent packaging. Also has affiliations with health brands like Subway etc for health combos and in support of other Rocky brands. The brand helps Rock Company break their 'bad for health due to sugar' perception. Its weakness is that being a soft drink still if not preferred by lot of people as Sugar is not the only reason claimed by Health Conscious people. The opportunities include Partnership with more Health based combos and ore health based advertising to get the idea across. The product faces threats from other aerated drinks competitors and threats from fruit juices. Additionally it is threatened by other home based drinks like Lime water, Buttermilk and Coconut water.

Competitive Review

The competitors include brands like Pepsi diet, Pepsi Max, Diet Coke and other juice brands. The Coca-Cola Company and PepsiCo are some of the leading beverage companies in the industry. They dominate the market due to their global presence and having a wide variety of brands. They use the pricing strategies to appeal to their consumers hence the pricing competition works in their advantage. They also use various marketing strategies like branding the consumer names and change their packaging to suit various consumer groups.

Product Review

The Rocky new brand has zero sugar content and has been fortified with vitamin A so as to add value to the consumers. It has virtually the same amount of caffeine just like the other brands. It is packaged in a small attractive bottle with labels on it.

Marketing plan

Positioning strategy

Rocky uses competitive positioning strategy to compete effectively with other players in the soft drink industry. The company has strategically positioned itself inside the world beverage market. It confronts an essential inquiry: does it need to maintain the same positioning or to adjust as per the 200 nations where the brand offers its items. It just wishes to operate and position itself both locally and globally. Rocky is hence ready to maintain its major brand, however it adjusts the offer to neighborhood needs. The company utilizes strategic positioning with a specific end goal to have the same picture all around the globe, which is a win since it is seen today as a piece of day by day life all over. This view of the brand by the customer prompts a high level of devotion and settles on the buying choice more programmed. Shoppers

fundamentally relate this brand with these feelings. At the point when the name of Coke is said, the primary thing that comes into psyche is fun and entertainment. The value proposition at Rocky is to refresh the world with high quality and enjoyable beverages thus meeting their soft drink needs. The product features makes the company's value proposition a strong one hence able to meet the fundamental needs of its customers.

Product Strategy

Rocky has obviously picked a product differentiation strategy. This has quickly been its strategy since the beginning of the organization's life. It has in this way construct its methodology in light of enhancement as its fundamental image is inferred by other brands keeping up a solid association with its major brands. A differentiation is the improvement of products that offers special and separating traits which are esteemed by clients and see to be superior to or not the same as the results of the opposition. The quality included by the uniqueness of the item may permit the firm to charge a broader price for it (premium price). The additional price should take care of the expenses incurred in the production and selling the item. Customers will pay more for this special product for which they cannot locate any substitute that is additionally why organizations charge additional expense.

Pricing strategy

The company uses competitive pricing strategy whereby the prices are set around the same level as its rivals, the brand must be seen diverse yet at the same time reasonable. Like any organization who has effectively been existing for over a century, Rocky has remained enormously familiar and reliable with their valuing system. They have had commendable and "risky" contender continually driving them to be more astute, quicker, and better. The more

fruitful they are, the more honed we must be. On the off chance that the Rocky Company didn't exist, they would petition God for somebody to create them.

During the time Coca Cola has settled on numerous pricing choices yet there is most likely their definitive objective is to boost shareholder esteem. To snatch part of the overall industry, the competitors largely begin to drop costs, and not long after, Rocky my choose to diminish theirs marginally yet not for all brands. Rocky utilizes lower price point to infiltrate new markets that are particularly touchy to cost. Rocky does that to confront the opposition and to raise brand mindfulness among the populace. When it is unequivocally executed, it reposition itself as "premium" contrasted with various rivals, the brand have a picture of acquiring immaterial advantage way of life, gathering association, snippet of satisfaction and bliss, yet the advertising system still concentrate on a reasonable pleasure in life. At retailers', consistent on-pack advancements are accessible keeping in mind the end goal to meet the organization's targets furthermore to draw in buyers to purchase more.

Distribution strategy

Rocky company has an excellent distribution strategy, which makes the distribution system the most important in conveying all its products to the consumers. The company has authorized distributors in the foreign countries of operations, which distribute the beverage products on behalf of the organization. The brand is gaining visibility in the market and both wholesalers and distributors exploit this opportunity in the distribution of Rocky soft drink products. The company uses the internet to facilitate the distribution of its products through creation of awareness while traditional distribution channels such as the company also uses use

of sales representatives and retailers. Rocky does not supply its products directly to the final consumer but it uses wholesaler, retailers and distributors to distribute its beverages to the users.

Marketing Communications Strategy

Internet is a platform where the various forms of Rocky advertisements are placed. Specifically, the brand online advertisement is undertaken through the extensive use of banners, pop-up ads, on-site sponsorships and various other formats of online advertisements in thousands of websites along the globe. Moreover, there are specific forums and many websites globally that are dedicated to Rocky consumers and where users share their stories where the company is involved. The company will position its product in the marketing mix to enable it meet the needs of the customers through improving the product feature to suit the current needs. The product itself markets itself because of the unique features. The company places its products in the place where they are consumed and easily accessible to the consumers. Advertisements are geared towards reaching new places and strengthening the existing markets. Additionally, the company will use competitive pricing strategy in order to confront the strong competition in the beverage industry. It will also use internet marketing to promote its product across all markets.

Marketing research

The Rocky company will conduct market research on its consumers and potential markets in order to find out the viability of its products. It gathers the information concerning the market trends and the size of the market in the beverage industry. The approach is to make the products close to the final consumer and the company will conduct the research from the perspective of the beverage consumers.

Action Programs, Financial Projections and Budgets

Action Programs, Financial Projections and Budgets

Knowing the customers and building a “Primary” customer profile. These include demographics of the specific place for product launch such as size of the market, technological level in the market, customer preferences, special characteristics of the customers in relation to their beverage consumption. The company will use data to build targeted marketing and sales plans and will not try to cover a larger geographical area, but will stay focused until concept and purchasing are proven. Another action is to know the competitors in the beverage industry then identify and evaluate these competitors. The company will consider all products and programs, including free and OER (open education resources). Understand the products as well as marketing and sales strategy used. Use research with targeted prospects (online surveys, in-depth telephone surveys, focus groups) to identify product satisfaction, allegiances or areas of discontent. Understand product differences, strengths, weaknesses.

The company will use press releases to announce new products or upgrades to their existing ones. Press releases are most effective when the content is newsworthy (like a major product release) and they include a customer endorsement. Rocky company will then conduct beta programs to elicit product endorsements that you can use at the time of the launch. When distributing press releases through a newswire agency, news outlets will often republish them, spreading awareness of your new release. Rocky will also use the existing customer base to generate additional leads through a referral campaign. Offer an incentive to your existing customers to refer a friend (for example, free maintenance for a year, or a gift). Because these new prospects will have had your product endorsed by a friend, the chance for you to close the sale is much higher.

Sales revenue forecast

Over the next five years, the analysts that follow this company are expecting it to grow earnings at an average annual rate of 5.75%. This year, analysts are forecasting earnings increase of 5.87% over last year. Analysts expect earnings growth next year of 5.99% over this year's forecasted earnings.

Monthly projected sales in Billion \$

Month	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Sales	140	160	145	160	180	180	150	200	155	140	160	160

The Rocky company has forecasted to spend a total of . marketing expenses is projected to be \$ 6.6 billion, promotion costs and expenses projection is \$5.5 billion, and action program strategy expenses is projected to be \$6.3 billion.

Break-even analysis

The point at which total of fixed and variable costs of a business becomes equal to its total revenue is known as **break-even point (BEP)**. At this point, a business neither earns any profit nor suffers any loss. Break-even point is therefore also known as no-profit, no-loss point or zero profit point.

$$\text{C.M. per bottle} = 382,159.36 / 328,000 = \$1.17$$

Break-even: $(113,453.56 + 25,676.33) / 1.17 = 118,914$ (bottles). Market share: $118,914 / 1,000,000 = 11.9\%$, in one year, if Rocky can sell 118,914 bottles of Rocky Zero, or in other words achieve 11.9% of the functional drink market share, it will break even.

Marketing Plan Phase 5

Implementation plan

The company has strategically positioned itself inside the world beverage market. It confronts an essential inquiry: does it need to maintain the same positioning or to adjust as per the 200 nations where the brand offers its items. It just wishes to operate and position itself both locally and globally. Rocky is hence ready to maintain its major brand, however it adjusts the offer to neighborhood needs. The company utilizes strategic positioning with a specific end goal to have the same picture all around the globe, which is a win since it is seen today as a piece of day by day life all over. Firstly is the positioning by product user. Rocky will try to direct their products toward a certain product user or segment of the market and try to create the correct image for the product in the eyes of that segment.

The company will use competitive pricing strategy whereby the prices will be set around the same level as its rivals; the brand must be seen diverse yet at the same time reasonable. Like any organization who has effectively existed for over a century, Rocky will price its products according to the prevailing market prices. To succeed in implementing a differentiation strategy, the business will select one type of differentiation best suited to target market desires, as well as its own financial constraints, and focus its efforts on honing products along that dimension. The business must then communicate the differentiation to distributors, retail outlets and end users.

An effective sales force with the appropriate training will communicate this differentiation to distributors and retailers.

Marketing organization

Inbound Marketing Manager

Build and manage a rich content/editorial calendar that attracts a qualified audience to our owned properties. Grow new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content (including offers). Optimize our marketing automation and lead nurturing processes through email, content, and social channels. Establish closed-loop analytics with sales to understand how our inbound marketing activity turns into customers, and continually refine our process to convert customers.

Product Marketing Manager

Together with the product team, educate both internal and external stakeholders about our product features and their benefits. Create product content to articulate the benefits of our products to the world. Assist members of our sales team on calls with prospects when appropriate to provide deeper dives into the product.

Marketing Operations Manager

Manage technical aspects of key marketing systems (marketing automation, CRM) used to generate, distribute, and report on leads. Establish and maintain scalable processes that ensure best practices in campaign and lead management. Create and maintain metrics reports on marketing and sales activities, effectiveness, and business impact. Analyze marketing and sales data to develop insights and make recommendations on areas for optimization.

Contingency plan

The marketing plan implemented by the Rocky Company is expected to sail smoothly without any challenges. The potential risks and difficulties that it may face include lack of effective marketing strategies that will suit the specific markets designed for, lack of acceptance of the strategies used by the sales team and distributors. In case the marketing plan fails, Rocky will modify the existing marketing plan to suit the trending or prevailing beverage industry conditions. Increased advertising, however, might lead to an increase in industry advertising. Therefore, in the event that there is increased industry advertising, we are prepared to increase our advertising strategies and modify them to suit specific target markets. Our increase advertising also will allow us to react to lower than expected consumer awareness, fewer distribution outlets than planned, or less than expected consumer acceptance of Rocky beverage.