



Case Study

Market Assessment and Go to Market Strategy for a Beverage Company

A beverage company was looking to break into the Indian market with a well-known health drink with negligible presence in India. The drink is expected to provide beneficial impact on the body's immune system. The beverage companies' goal was to target health-conscious yet self health-deprived people, namely in India's metropolises regions.

Problems

A beverage company from abroad was scouting the Indian market in preparation for the introduction of the health drink. However, it was unaware of the drink's scope in India and was unsure of the approach required to market the new product in India. These two obstacles hindered the company's ability to realise its vision. To make the concept a reality, the business engaged DART to do product market research to determine the viability of launching the product and develop a product launch strategy.

Approach and Result

Dart Analyst drafted a detailed report that assisted the business in realising its vision by overcoming obstacles. The study covers India's leading cities: Bangalore, New Delhi, Mumbai, Hyderabad, Chennai, Pune, and Kolkata. The report was split into two sections. The first part covered the market assessment and competitor analysis, while the second covered the product launch strategies.

A market overview of all regions was provided, starting with product awareness. The product awareness aided the business in determining the feasibility of the launch. The study that followed outlined the existing products and companies to test the waters before entering. The plan included the USP's and their distributional channels for the major companies at the regional level. The market overview of all these cities and companies aided the company in determining the market for the company's product. The study of current businesses and their operations is expected to assist the company in adopting best practices such as efficient product delivery mechanisms and others and identifying gaps in the existing structure that, if addressed, may be more productive.

After thoroughly analysing the market, the DART analyst compiled business's tactics to launch its product in the second section of the report. The strategies encompassed virtually every element, from distribution routes to promotional methods. The Go-To-Market Strategy, which would lead the company while launching its goods in the new market, was also a focus of the study. This strategy encompassed all potential channels and programmes that the enterprise may use to reach its target consumers in the new market.



MARKET RESEARCH SERVICES FROM DART

DART provides market research services to businesses and consulting firms all around the globe. We have conducted over 250 market research studies across a broad range of industries in the last three years alone. Data Collection, Cleansing & Analysis, PEST Analysis, Five Forces Analysis, SWOT Analysis Market Segmentation, Competition Analysis, Impact of Macro-Economic Variables, and Report Writing in MS-Word, MS-Excel, and MS-PowerPoint formats are among the market research services provided by DART.