

INTRODUCTION

In retail stores, companies are selling a variety of products to customers these days. The purpose of selling so many products under roof of retail store is to cater all the basic requirements of the consumers. Our store is also going to launch a new product in one of its stores. If this product is accepted by the customers then store can think of opening same product shop in other stores as well.

The product of the store is *“soft drinks bottle shop”*. The major purpose of this report is to find out the strategies which can be successful to run this soft drink bottle shop in the store.

Moreover, the situational analysis will also be carried to review the future prospects of the soft drink bottle shop in the store. Different marketing and promotional strategies shall be taken into consideration as well. The entrepreneurial skills will also be applied to bring this product at the level of maturity of business lifecycle.

In short, the strategy of the stores will be examined while promoting products launch in the market of Sydney.

INGREDIENTS OF THE DRINK

SR. NO	INGREDIENTS
1	110 calories
2	27 grams of sugar
3	80 mg of caffeine
4	Taurine
5	Glucuronolactone
6	B vitamins

The type of sugar found in Red Bull is sucrose which is commonly known as basic table sugar, and glucose, a simple sugar is found naturally in the body, this sort of sugar is mostly found in blood sugar. There are many benefits of caffeine, it doesn't only enhance the reaction speed, activeness, and focus but it also helps to burn during stamina maintaining activities. Another beneficial ingredient of this product is taurine which is usually found in the human body as an

antioxidant. It actually attached itself to dangerous substances of the human body and help to flushing of them from the human body.

It is also found some foods such as fish, poultry, and scallops. Second last ingredient has its own benefits. It is a carbohydrate which helps detoxify the body. It is commonly found in the foods like grains and red wine. Vitamin B helps to strengthen the body and metabolize the hydration system.

This report is intended to devise strategy for launching a non-alcoholic drink named 'Red Bull'. This product has been made by Red Bull Inc. It has an approval from health ministry. The report begins with the detailed introduction of a product and then a brief introduction of prospect customers. There is a brief analysis of the current and future market perception of the company to see the future prospects. Different promotional strategies are also introduced during the product launching process like advertisement displays, TV commercials, and distribution of sample drink pack to the different targeted market. The report covers the Sydney region where the product is initially launched. The research is divided into two generic parts: primary and secondary. The primary research is based on survey of existing competitors, and customer's response. This strategy will help in positive way by penetrating effectively into the existing market and can be a source of great attraction for the customers.

There is great pressure on the consumer products companies to reduce the time to market and the overall cost of new products. There is great concern for the decreased product lifecycle, compressed development cycles and accelerating the speed of introducing new product is becoming latest trend. Modernization has changed due to the product complexity that has complicated the development and product introduction process.

This report is focusing on the challenges presented to the consumer products industry. There is an obvious difference between the present complexities coming in the ways of product development that is resulted into reduced product lifecycle and immediate increase in the cost of marketing. It examines the effect of complexities on the product enhancement strategy and considers latest recommendations that are utilized by consumer product industry to reduce the time to market and increase the chances of profit on the investment in new product launch.

This report summarizes the Beverage company CEO's research and places its findings into context, that covers all the details of challenges and leading management practice that is responsible for launching new product to market with success prospects.

TARGET CUSTOMERS, THEIR NEEDS AND BUYING PATTERN

Professional people are the major customers of this product; they don't like to change the taste of their lung but also strive to reduce the stress of work. As it is discussed that this drink contains ingredients which can also be found in the human body so it helps professionals to overcome the deficiency of body ingredients by taking the drink like Red Bull.

The buying patterns of the people naturally depend on the price and features of the products. As the products is most beneficial for the target customers and helps to improve the efficiency of the target customers so this product most likely to fulfill the needs of the professionals in a big way. If the target customers find any other drink more beneficial then they can switch to that product without compromising on price. Company name and brand loyalty also affects the buying patterns of customers. If they find that any other drink of same nature is more reliable then they can switch to that product as well. Once they start buying any cold drink then they become brand conscious for future buying as well. The more strong and competitive marketing strategies are required to bring the customers in your store for this product.