

MARKETING PLAN FOR TROPICANA TWISTER (FUSION)

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1. Executive Summary:

Tropicana, a brand from PepsiCo, is the world's global citrus juice business. Tropicana is the top juice producer in the United States for over 50 years now. It has expanded to Asian and European countries. We plan to rebrand Tropicana Twister and reinvent their Twister line, with a variety of flavors, and expand to not just juice but a soda as well, throughout the United States. Considering the beverage market is pretty vast right now, we hope that we can make a comeback with at least 60% of the market. To begin, Tropicana Twister will not be priced too high. With all the health benefits that will be introduced as well as, tastes, Tropicana Twister will be a success.

Tropicana Twister would be marketed based on the following:

- People already spend too much on beverages
- Besides Twister being tasty, it is also packed with vitamins and minerals, antioxidants, and has less calories
- The competition seems to be picking up very fast in stores, so we have to implement more strategies of reaching our target audience

We aim to reach almost all age groups of the target audience, but primarily focusing on the health conscious young to middle-aged people and the taste conscious of our youth Americans. Tropicana Twister will be distributed at all local store in the United States where Tropicana is already present. This will hopefully be at an advantage over the competition.

Twister will not leave any store unturned in the effort of reaching the target audience, that's why we are introducing the Tropicana Twister mobiles, that is going to reach over the whole United States. The strategic combination of electronics, print, and outdoor media will be used. Television commercials are used throughout the year distributed evenly over the news, health, and entertainment channels. Regular placement of ads in magazines and papers such as

_____ on the weekends will help us to reach out to a larger audience.

To have a consistence web presence for the first year has been decided upon. The outdoor advertising will also be used as a promotion tool to launch the new flavors in juices and sodas, including billboards and free sampling.

Our management team combines the knowledge of understanding Tropicana as part of big company and thorough research of its background in order to develop a successful marketing plan.

2. Situation Analysis

2.1 Company Analysis

2.1.1 PepsiCo

PepsiCo was founded in 1965 when Donald M. Kendall (President) and (Chief Executive Officer) of Pepsi-Cola and Herman W. Lay (Chairman and Chief Executive Officer) of Frito-Lays merged the two companies. Tropicana was acquired in 1998. Being the World leader in convenience food and beverages, PepsiCo is growing continuously. “In 2005, its revenue reached more than \$32 billion followed by more than 155,000 employees”. The company manufactures markets and sells a variety of convenient salty, sweet and grained-based snacks, carbonated and non-carbonated beverages and foods. Its brands are available in nearly 200 countries and territories in the world. Pepsi Company reports that the company has a tremendous market share of 31.7% in 2004, followed by an incredible growth in its profits. In 2004, PepsiCo had operating profit of \$150 billion and revenue of \$27 billion.

2.1.2 Mission Statement

PepsiCo mission statement is to be the world’s premier consumer Products Company focused on convenient foods and beverages. We seek to produce healthy financial rewards to investors as we provide opportunities for growth and enrichment to our employees, our business partners and the communities in which we operate. And in everything we do, we strive for honest, fairness and integrity.

2.1.3 Tropicana Overview

Tropicana Products Inc. is the world’s only global citrus juice business. It has been nearly 50 years that Tropicana is the top juice producer in the United States and over the time has expanded their business to the Asian, European, and Latin American. The entrepreneur Anthony Rossi who was searching an ideal business founded Tropicana in the late 1940s. Since, then the company has made successful history by producing innovative and quality acclaimed products.

To launch and promote its products, Tropicana takes advantage in a strong communication and advertising mix. It uses TV, magazines advertisements as well as, the Internet and provides sponsorships for different events for promoting its products in the market.

A. Current Product analysis

Tropicana produce juices from different kinds of fruits such as apple, banana, blackberry, cherry, cranberry, grape, grapefruit, lemon, mango, orange, peach, pineapple,

red raspberry, strawberry, tangerine and watermelon. According to Tropicana's web site, Tropicana has over 70 different kinds of juices. These are:

List of Current Products

Orange Juice

(Tropicana Pure Premium)
Original
Home-style
Grove stand.
Calcium + Vitamin D.
Glove stand Calcium.

Grapefruit Juice

(Tropicana Pure Premium)
Sweet
Ruby Red
Golden

Tropicana Fruit

Smoothies
Mixed Berry
Strawberry Banana
Tropical Fruit

Orange Juice Blend

(Tropicana Pure Premium)
Orange Pineapple + Calcium.
Orange Tangerine + Calcium.
Orange Strawberry Banana + Calcium
Orange Tangerine

Tropicana Essentials

Light 'N Healthy Calcium
Light 'N Healthy with Pulp
Fiber
Low Acid
Healthy Heart
Healthy Kids
Immunity Defense

Chilled Juices and Juice Beverages Assorted

Orchard Style Lemonade
Cranberry
Orchard Berry
Home-style Lemonade
Orchard Style Apple
Grape
Cranberry Cocktail

Tropicana Twister

Tropical Fruit Fury
Orange Strawberry Banana Burst
Strawberry Kiwi Cyclone
Orange Cranberry Clash
Orange Citrus Spark
Lightning
Light Fruit Punch
Blue Raspberry Rush

Cherry Raspberry
Riptide
Watermelon Strawberry Swirl
Strawberry Lemonade
Raspberry Lemonade
New Cherry Berry Blast
Grape Wild
Light Berry
Light Strawberry Spiral
Light Lemonade

Refrigerated Juice Drinks

Fruit Punch
Lemonade
Berry Punch
Orangeade

Fusion
Tropical Punch
Peach Orchard

Punch
Light Lemonade
Light Berry Blend

Tropicana just not sells juice but it sells health. Consumer health is of utmost importance for Tropicana.

B. Marketing Activities

Marketing also occupies a great space in Tropicana’s success. Everyone remembers their TV commercials: “Fruit farmer gives fresh orange juice to a woman who tries to find orange juice on the supermarket’s shelf”. This commercial gives impression to consumer that Tropicana’s juices are always fresh. Latest Tropicana’s TV commercial which states that “*Have a Tropicana Morning*” is very successful and conveys very smart message that consumers should have Tropicana juice every morning at breakfast. Newspapers, magazines and other advertisements of Tropicana’s products contain similar messages about Health, Freshness, 100% juice and Tastes. Another good marketing strategy is the Tropicana’s Field stadium from St. Petersburg; they host baseball games, concerts and other sporting events.

C. Market & External Environmental Analysis

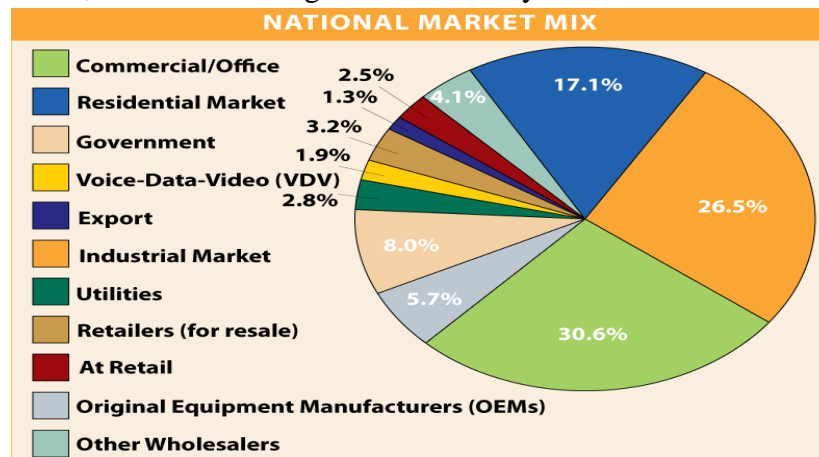
Type of market for Tropicana Fusion: Consumer’s Market

Type of product: Fast moving consumer goods.

D. Market Share

According to the U.S. Census Bureau, the resident population of the United States, projected to 07/04/12 at 1:49 PM US/Eastern is 313,875,953.

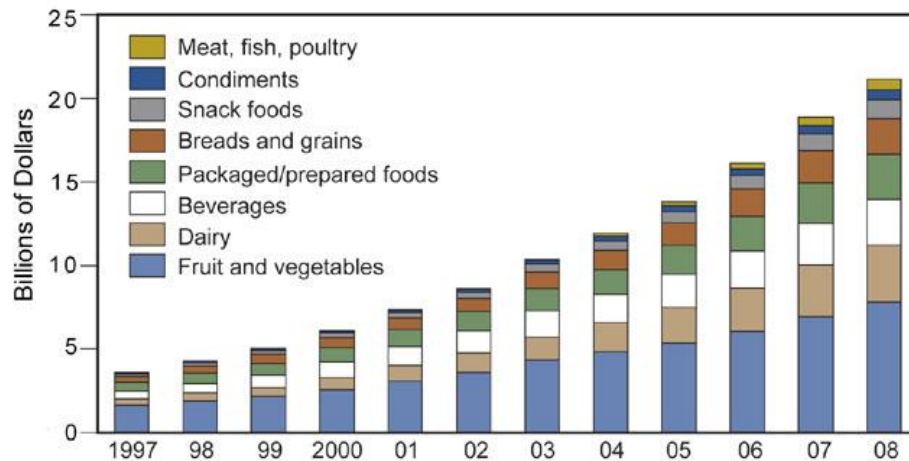
2011 Census of United States represents the marketing mix as shown in the diagram below. The Size of national market: Market mix of every nation is divided under these proportions. To get better idea about the national market mix and categories included in it, here are some figures which analyze The U.S. market size and growth:



Categories in which Tropicana Twister falls:

- > Residential Market
- > Export
- > At Retail
- > Other wholesalers

Trends in average weekly expenditure of consumer on household goods.



We can clearly analyze that from all different types of household foods, maximum expenditure of consumers is on fruits and vegetables. Consumers spend more than two fifth of the amount of their weekly expenditure on fruits and vegetables. It shows that people are health conscious, so our product can derive benefit from this in U.S. market.

E. External environmental Analysis

Social, Cultural, demographic and lifestyle trends

United States has a diverse society so it has different types of consumer with respect to their religion and eating habits. But these days' consumers are more conscious about their health. This is because of education and awareness everywhere. Consumers demands for foods, fruits and juices which are more nutritive and provide health benefits. The people belong to different category of classes' i.e. upper class, middle class and low class but everyone is sensible about his or her health. So consumer may belong to any of the above mentioned classes, his maximum expenditure is on fruits and vegetables.

Technical

Technology is changing day by day. Due to advancement in technology healthy and nutritive juice can be extracted from different fruits. Attractive packing and labeling also plays a vital role in product promotion, the technology for which is easily available.

Legal

Political forces are more concerned about the people's health. It has passed a Food and Drugs act under which it has clearly defined its terms and conditions which are more focused on health and nutrition. But now government has been changed recently. It may make some changes in the Act, but the changes will definitely be in favor of consumer's health.

F. Analysis of Customer Environment

There are a variety of customers for our Pomegranate juice and the needs are different from segment to segment. The segments include Adults, Health Conscious (including Dieters) and Youth. The following table shows the segments for Tropicana Twister Fusion juice and soda.

SEGMENTS	BENEFITS	DEMOGRAPHICS	BEHAVIOUR	PSYCHOGRAPHICS
ADULTS	*NUTRITION *HEALTH *PRICE CONVENIENCE	25-50	*TASTE DRINKERS *NUTRITION *ALTERNATIVE DRINKERS	*PROFESSIONALS *ON-THE-GO PARENTS
HEALTH CONSCIOUS	*HEALTH *NUTRITION *LESS CALORIES *FULL OF VITAMINS AND MINERALS *POSSIBLY BUILD UP PROTECTION AGAINST VIRUSES	18+	*DIET HEALTH CONSCIOUS DRINKERS *LONG-LIFE ORIENTED	*DIETERS *HEALTH PROFESSIONALS
YOUTH	*TRENDY *TASTE	13-17	*TRENDY DRINKERS *MOBILE TASTE DRINKERS	NOT YET A CHILD BUT NOT AN ADULT POSSIBLY WANTING TO DRINK WHAT ADULTS DRINK BUT WITHOUT THE ADULT TASTE

The needs of different target segments could be explained as follows:

Health

Consumers have become increasingly health conscious creating a demand for healthier products. They are aware of the fact that soft drinks do not provide essential nutrients; This causes them to choose fruit juice or water as beverage alternatives.

Convenience

Customers demand proper packaging for separate activities. They address this situation by creating the same products in different packaging. For example, some juices are sold in larger bottles for home and also lunch size boxes.

Taste

Taste is essential for all consumers as it is among one of the important reasons why they purchase the product.

Age Appropriate

Youth is one of the major segments for beverage consumption. Adults would also be our major target audience as they are very health conscious and with all the benefits that Tropicana Twister Fusion has in store, it sure would hit the jackpot.