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SUBJECT: Marketing mangment

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Assignment No:01

Q1:

Select any company/business/product from your interest by keeping in mind “sample marketing Plan Pegasus sports”. You are also request to make a sample plan of your brand on similar guidelines of ample plan shared and discussed with you in the class.

Product

**Sprite:** **Sprite** is a colorless, caffeine-free, lemon and lime-flavored soft drink created by The Coca-Cola Company. It was first developed in West Germany in 1959 as Fanta Klare Zitronen (“Clear Lemon Fanta”) and was introduced in the United States under the current brand name **Sprite** in 1961 as a competitor to 7 Up.

**\*People**

**\*Price**

**\*place**



## **People:**

**Demographic** Segmentation **Sprite** mainly focus on people with age range of 12 to 35 because research reveals that people with this range are one of the major consumer groups of drinks but **marketing** will also be carried out with **target** on elder people with the main aim to make the **Sprite** a product for all.

## **Price:**

Our prices are wholesale prices. ... Details. Sprite Bottle 2.25ltr  
Sprite is a clear soda, lemon-lime flavored, caffeine free soft drink, ...

Price

1.5ltr.Rs.100

Rs 130.00

## **Place:**

**Sprite** is available in all Pakistan in cities and village side easily available and strong service for distribution.

## **SWOT analysis of Sprite:**

### **Strength:**

### **Distribution.**

One of the strongest attributes of Sprite is not the **product** in itself, it is the distribution which is 190 countries as of 2015. That's a lot!! Being backed by **Coca cola**, Sprite has access to the same distribution **channel** which is of Coke's. Hence the distribution is happening on a very large scale



## Weakness:

We are caught in a health conscious wave of the century. And in this wave, the first product that they target are soft drinks and Aerated drink. Sprite is an Aerated drink. Although it is just an opportunity loss, the opportunity loss is huge.

## Opportunities:

1. Build the thirst – One of the opportunities which Sprite has is to go even more ATL and build the thirst for sprite in consumers mind. Sprite does not have the same pull which coke or Pepsi does, but it has the potential to have that pull.
2. Leverage the coke brand – When you have one of the top 10 brands (consistently) in the world backing you up, you need to leverage the brand equity. This has already benefitted sprite a lot and it needs to continue with this benefit.

## Threats;

1. Pepsi's 7 Up – 7 Up has a strong distribution and it is the closest competitor for Sprite.
2. Other aerated drinks – Sprite does not have to worry about 7 Up only. Coca cola itself is a competitor for sprite, although it is an indirect competitor. And such indirect competition is increasing with more and more variants coming up each day.

