Marketing Plan

Name

Course

Tutor

Date

**Introduction**

Simply Sober is a non –alcoholic beverage company that is based in South Texas. Below is a marketing plan and sales strategy for company. This plan will highlight and define the target market, competition, and the message.

**Target market**

With the current advancements in technology, the world has been shifting toward a more health concerned service delivery with many shifting from the consumption of alcoholic drinks and beverages. The shift has greatly been influenced by the ever growing demographics of the millennials. It is important to note that millennials account for more than 30% of the total consumer product dollar spend by the year 2020. Due to the nature of the non-alcoholic beverages market, the company seeks to come up with carbonated drinks which will be focused on the craft soda market. San Antonio has got a population of 1327407, and thus the company will direct its market to the local consumers or else the residents (David, 2014). The company targets the over 70 million millennials with about 370883 of this group being found in our locality. The primary focus will be both the males and females aged between 23 and 41 years.

**Market competition**

The market has got more than 70 billion dollars in sales. Some of the notable competitors are; Coca Cola Company, PepsiCo, Monster, and Cott. Craft soda has picked up popularity and as per Beverage Digest, is "to a great extent characterized as being produced in substantially smaller clumps with more natural ingredients" presently claims roughly 1% of the 9 billion-case US soda market (David, 2014). While Coke and Pepsi are fiddling around with can size to reduce the sticker stun of their nutritious labels, natural and craft soft drinks are hitting hard with enormous popular expressions like characteristic fixings, normal sugars, diminished calories, and different terms that adjust buyer health worries with nourishment decision propensities. The procedure makes it simple for shoppers to go after a natural or craft soda.

The company’s craft soda is separated from conventional CSDs by the emphasis on natural ingredients and the capacity to be used not just as a more beneficial refreshing option frequently with reduced calories, but as a mixed drink blender. Small bunch production and the in-house artisanship draw on the weights that push customers toward natural and characteristic items. Customers need natural and organic food options at supermarkets as well as at restaurants and from candy machines as well. One has just to take a gander at the development of veggie lover and vegetarian things on a menu to see the effect of buyers on local markets. Like the non-alcoholic beverages industry, craft soda is affecting eateries and distributing stations (Somers & Steger, 2008). They have additionally turned into a concentration for the under aged members at celebrations, fairs, and local events.

**Message clarification**

Function; Simply Sober is a refreshing carbonated craft soda with very natural ingredients, less sugar, and with an honest desire to look out for the health of the consumers.

Finances; the company is priced at 2 dollars and aims at promoting safety in happiness through offering sobriety campaigns to save the consumers.

Freedom; the company aims at making the products available for purchase through participating in internet sales, tradeshows, and exhibitions.

Feelings; the company will leave the consumer happy with no traceable guilt or shame that may have been caused by alcoholic beverages. Additionally, the company seeks to build confidence in the customers through a dignified and respectful approach to the consumers.

Future; the company stands and will always stand by the products and ensure satisfaction guarantees. The core objective of the company is to become a household brand that promotes sobriety and safety through educating and involving all the stakeholders.

**Marketing vehicle**

The company will use its website to promote the product through creating awareness of their history of the brand. This will be focused on the benefits of natural ingredients and the promotion of sobriety with the millennials who are the major target market. The website will also give the clients a platform for them to rate and give feedback about the quality of the products as well as their future aspiration about the changes that they would like to be implemented on the products. Additionally, the website will also be used to promote all the upcoming events such as seminars, conventions, conferences, and trade shows. Simple Sober will also utilize the social media to create a strong and functional brand visibility. For instance, the company will use twitter, Facebook, and other available platforms to connect with peers and the consumers of their product. This platforms will keep the consumers updated and informed because they will be able to access news bites and articles from which they can get important information (Barney, 1995).

**References**

Barney, J.B. (1995). Looking inside for competitive advantage. Academy of management Perspectives.

David, S. (2014). The Soft Drinks Industry Analysis.

Somers, A. & Steger, U. (2008). Business logic for sustainability: A food and beverage industry.