**Non-Alcoholic Beverage Company: All Smiles**

**Week 1 Discussion: For this week's discussion, please respond to the following:**

Create your Non-Alcoholic Beverage company name and explain the significance of the name. Describe the beverage you will produce (key ingredients and any flavors you will offer). Develop your company's Mission Statement.

Top of Form

1. **Company Name:** “All Smiles”

The name of my company will be All Smiles. When I was a kid, I hated the after taste of heathy drinks or even flavored liquid medicine. I thought to myself lets make parents and kids happy with a beverage that make you smile anytime you drink it.

2. **Product:** Vitamin Juice

My non-alcoholic beverage is a Vitamin Juice for kids. This Vitamin juice is a healthy drink for kids that’s low in sugar. All Smiles Vitamin Juice comes in strawberry, Grape, Orange, Watermelon, and Peach. This juice contains a mixture of vitamins, fruits and veggies. All Smiles Vitamin Juice is the flint stone gummy of healthy juices.

3.  **Mission statement**

The mission of All Smiles is to “Provide a healthy but satisfying vitamin juice for kids.” Who said Healthy can’t taste great?

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**Week 2 Discussion: For this week’s discussion, please respond to the following:**

Discuss three OPPORTUNITIES you can identify for your NAB business. Briefly describe each and clarify how your business can grow by pursuing each opportunity.

All Smiles is a vitamin Juice company. The basis behind the creation of the company is straightforward and fantastic; to make kids happy. The product comes in various flavors, which is a good start for a company looking to market itself. In the local area, as well as the country opportunities in the market, are plenty. Competition is high, but with the right ideas in mind, the growth of the business is smooth and fast.

Sponsoring sports events may come in handy for All Smiles Vitamin Juice. The goal is to target great sports teams in school sporting events and fund them as a source of marketing the brand, providing some contribution in exchange for getting a client base to grow the business (Gross, 2014). The beverage is sold in the events for other people other than the participant players being funded as a promotional offer for the team.

            Marketing through promotion in events such as graduation ceremonies or even trade fair shows, promoting the brand by turning up in general and public events to showcase the vitamin juice. Giving out free samples before inciting the customers to buy the beverage. Various businesses looking for mergers might as well offer support to the marketing (Kotler, 2011).

Contracts with loyal customers ensure the stable development of All Smiles. The agreement can be with schools with the kindergarten level to supply the school with the beverage as a snack or lunch break meal supplement. An organization could also make a tender to supply the vitamin juice for their departments dealing with employees who take their kids to work (McDaniel, 2013).

Conclusively, the opportunities presented help in branding All Smiles. The product is sold at all events and instances where kids are available. Tenders offered to provide stable business solutions for the growth of a company

Gross, P. (2014). Growing Brands Through Sponsorship: An Empirical Investigation of Brand Image Transfer in a Sponsorship Alliance. Springer.

Kotler, P. (2011). Marketing Insights from A to Z: 80 Concepts Every Manager Needs to Know. John Wiley & Sons.

McDaniel, T. (2013). Know and Grow the Value of Your Business: An Owner’s Guide to Retiring Rich. Apress.

**Week 3 Discussion: For this week’s discussion, please respond to the following:**

Describe the target market for your NAB business including a description of your target market's key demographic elements. You should also mention the geographic, lifestyle, psychographic, purchasing pattern, and buying sensitivities of your proposed target market.

**Description**

For the case of All smiles, the target market is the consumers who are conscious about the lifestyle they lead. Hence, the target demography will be composed of middles aged people who are careful about what they consume. Additionally, this middle-aged market will also have to belong to the middle class in terms of income.

**Geography**

In terms of geography, the target market is likely to live in the suburbs and the inner cities. As well, they are also likely to be found in apartment complexes near big cities.

**Lifestyle**

In the case of the lifestyle, the target market leads a fairly comfortable life. Notably, they live in good neighborhoods. They can afford to shop at whole foods and maybe go out for dinner many times in a month. Thus, the product by all smiles will have to fit into their well-curated lifestyles.

**Psychographic**

In terms of psychographic, the target market pride themselves in being able to take care of themselves and the environment in which they live in. Therefore, they are very careful about what they eat and at the same time, how they treat their surroundings. That means All Smiles will have to make a juice that embodies the mentioned values.

**Purchasing Pattern**

Given the fact that the target market belongs to the middle class, that means that they are not struggling to make ends meet. Hence, they will be able to buy the juice in a manner that is regular, for instance, two to three times a week when they go out for dinner (Worsley & Pham, 2014). Even so, this group is also careful about the manner that they spend their money.

**Buying Sensitivities**

Since the target market wants to live a healthy life, they are more willing to pay for a healthy product, even if it has been steeply-priced. Even so, their willingness and ability to buy the product is tied to its quality.

Worsley, A., & Pham, Q. (2014). Middle-class food providers' experiences and views of food marketing in Vietnam. *Journal of Nutrition & Intermediary Metabolism*, *1*, 35-36. doi:10.1016/j.jnim.2014.10.127