

German Market Launch Product Launch Plan: Neuro Drinks



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(Kevin Bergstrom Sr.)

GERMAN MARKET LAUNCH PRODUCT LAUNCH PLAN: NEURO DRINKS



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Grin Verlag. Paperback. Condition: New. 100 pages. Dimensions: 8.2in. x 5.8in. x 0.3in. Scholarly Research Paper from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: -, University of Applied Sciences Essen, language: English, abstract: This assignment is about assessing the market potential and building a launch plan for Neuro Drinks, entering the German market. Neuro Drinks is the drink company with increasing popularity. The US-company was established in 2008 and has now a substantial customer base in the USA. Neuro Drinks is just in the first steps to launch its products in the European Union, particularly in Germany. Lifestyle beverage products continue to dominate the drink markets worldwide. Though, the offer in Neuro Drinks products is becoming increasingly sophisticated with each passing year and is continuously shifting from basic wellness drinks towards lifestyle- and health oriented drinks for nearly every occasion. Developed markets such as the EU and especially Germany are expected to register maximum demands. Neuro Drinks products are produced in California United States and each one fulfils a specific demand. This is the main manufacturing characteristic of Neuro Drinks products. Neuro Drinks wants their products to be known as consummate lifestyle culture - this is what the Neuro Drinks brand stands for. Therefore they have to create a high quality image in Germany and the price has to be at the above-average-level of the pricing scale. Neuro Drinks distribution plan in Germany is dual - direct and indirect. This means to establish a retailer network and, on the other hand, an expansion of the website. All in all Neuro Drinks has to offer consistent and high end quality products, meet the market demands and provide superior customer services. But success will always depend on critical assumption and a theoretical assessment...



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