



Bisleri Spring Water-Case Study

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Strategic unit of Sylloge Corporation

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Bisleri Problem

How to move Bisleri Spring Water in Hotels ?

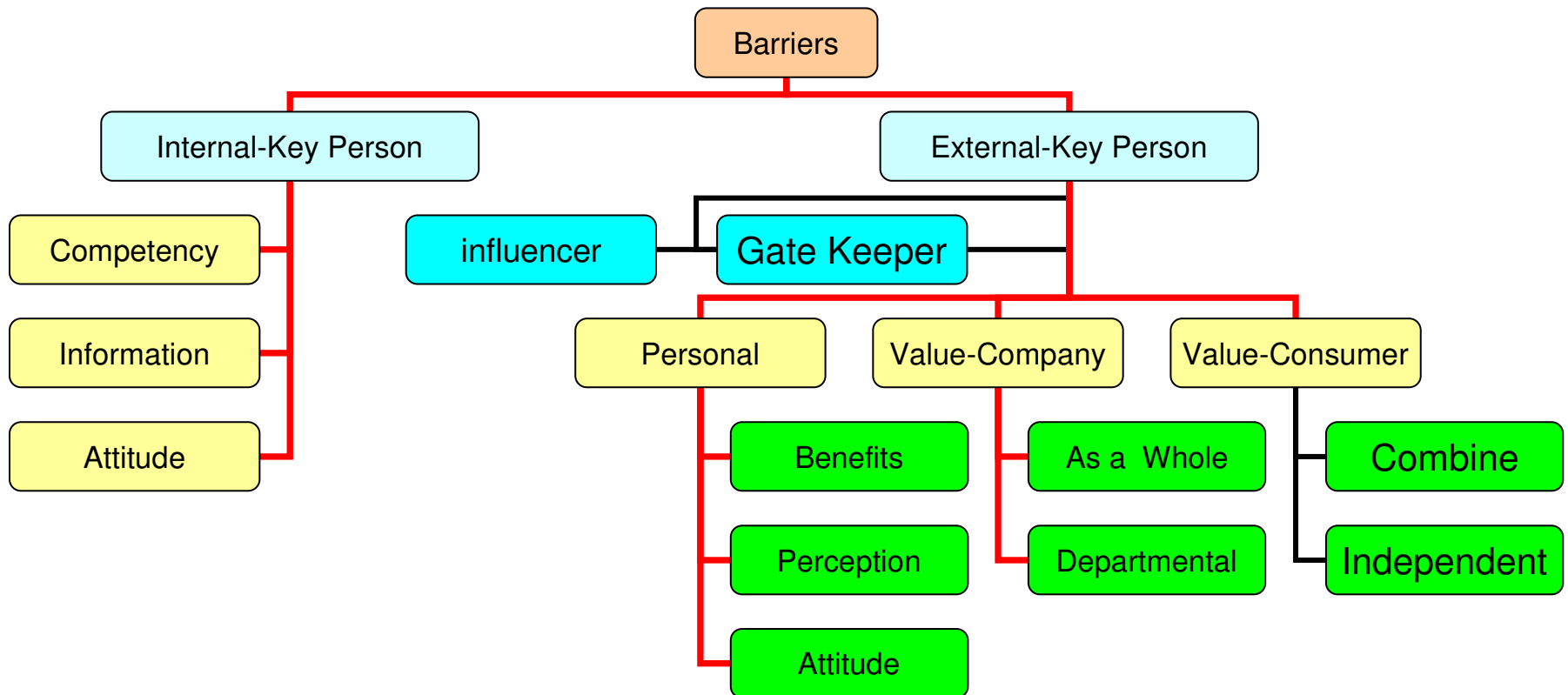


Internsindia Objective

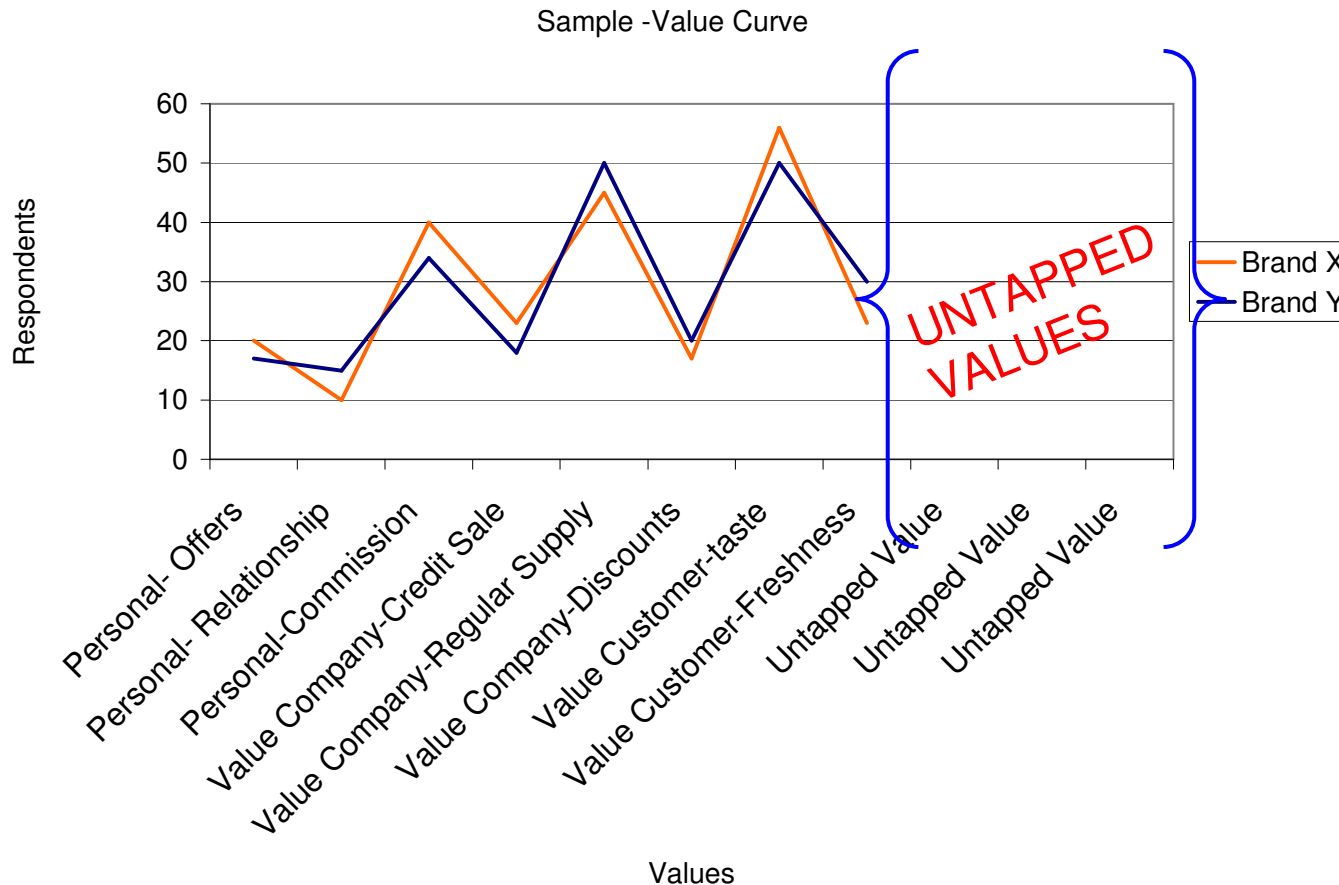
To find the key barriers for Bisleri in Hotels and ways to remove them

Wining Castle

Warm-up- Barrier Drilling

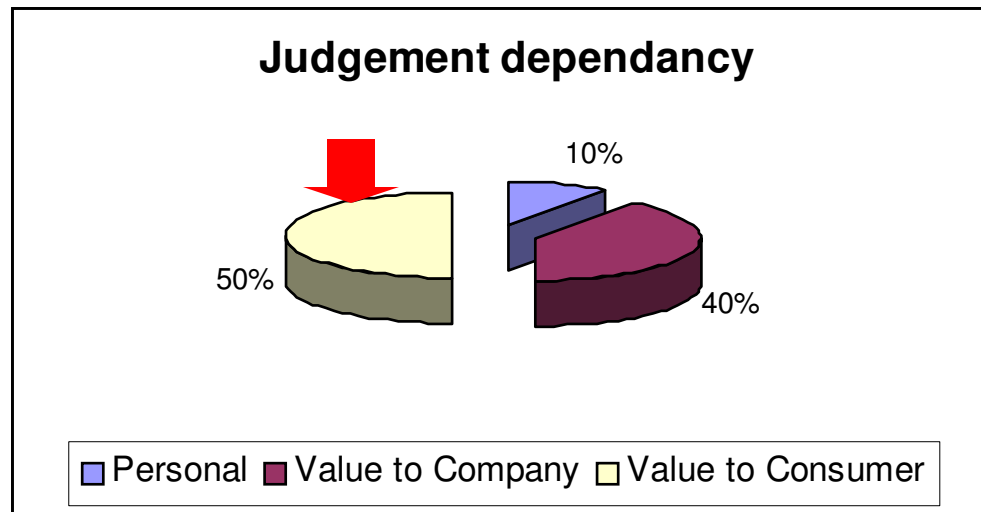


Sample- Value Curve



To extract the value pattern of competition offering and how can Bisleri Break the competition to move into the hotels.

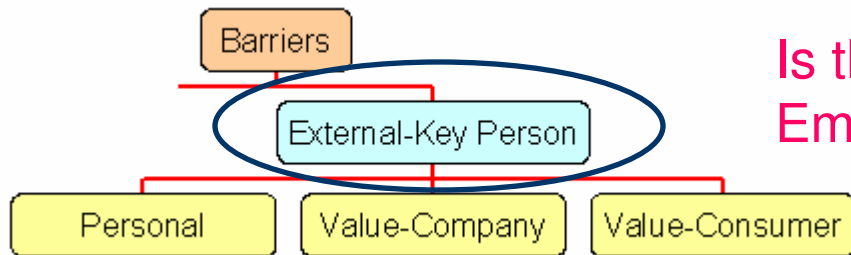
Judgment Dependency-Sample



It will give us the break-up of various factors with their correlation with Judgment.

External Barriers

A key person is one who takes decision for maximum buying ?



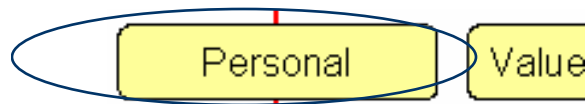
Is the deal a relational ,rational, perceptual or Emotional driven ?

- Do we really know who is the key person ?
Is he really a purchase manager or some one else ?
Who are influencer and gate keepers with him?
How he makes buying decision ?
What is his judgment criteria ?
- a) Personal
 - b) Value to company
 - c) Value to consumer
- What parameters he value and how he rates them ?
What are his information sources ?

**KEY PERSON
PSYCHOGRAPHIC**

Drilling his judgment criteria further....

External criteria-Key person-personal

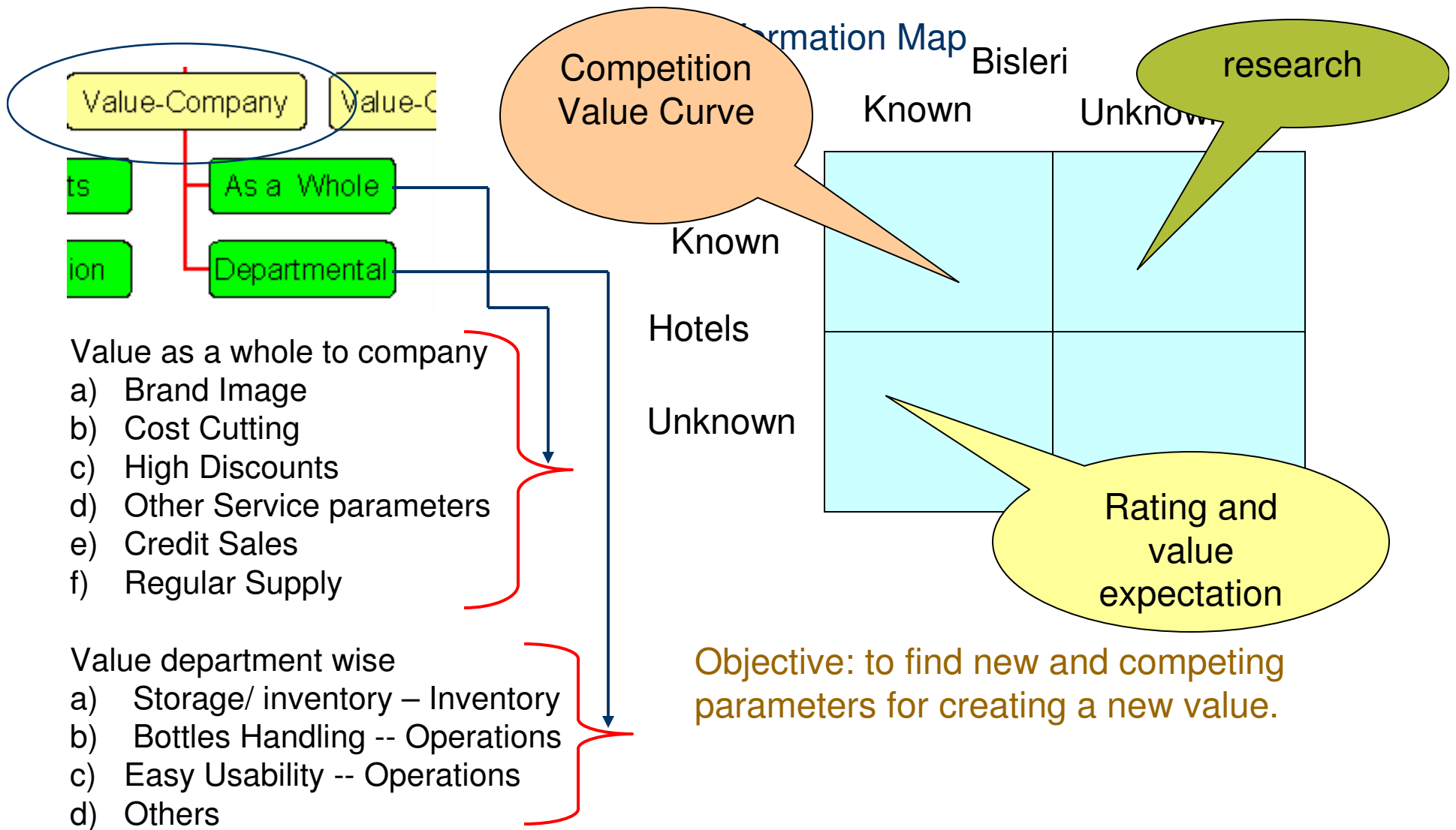


By personal criteria we mean decision made on individual's knowledge, awareness, perception or benefit ?

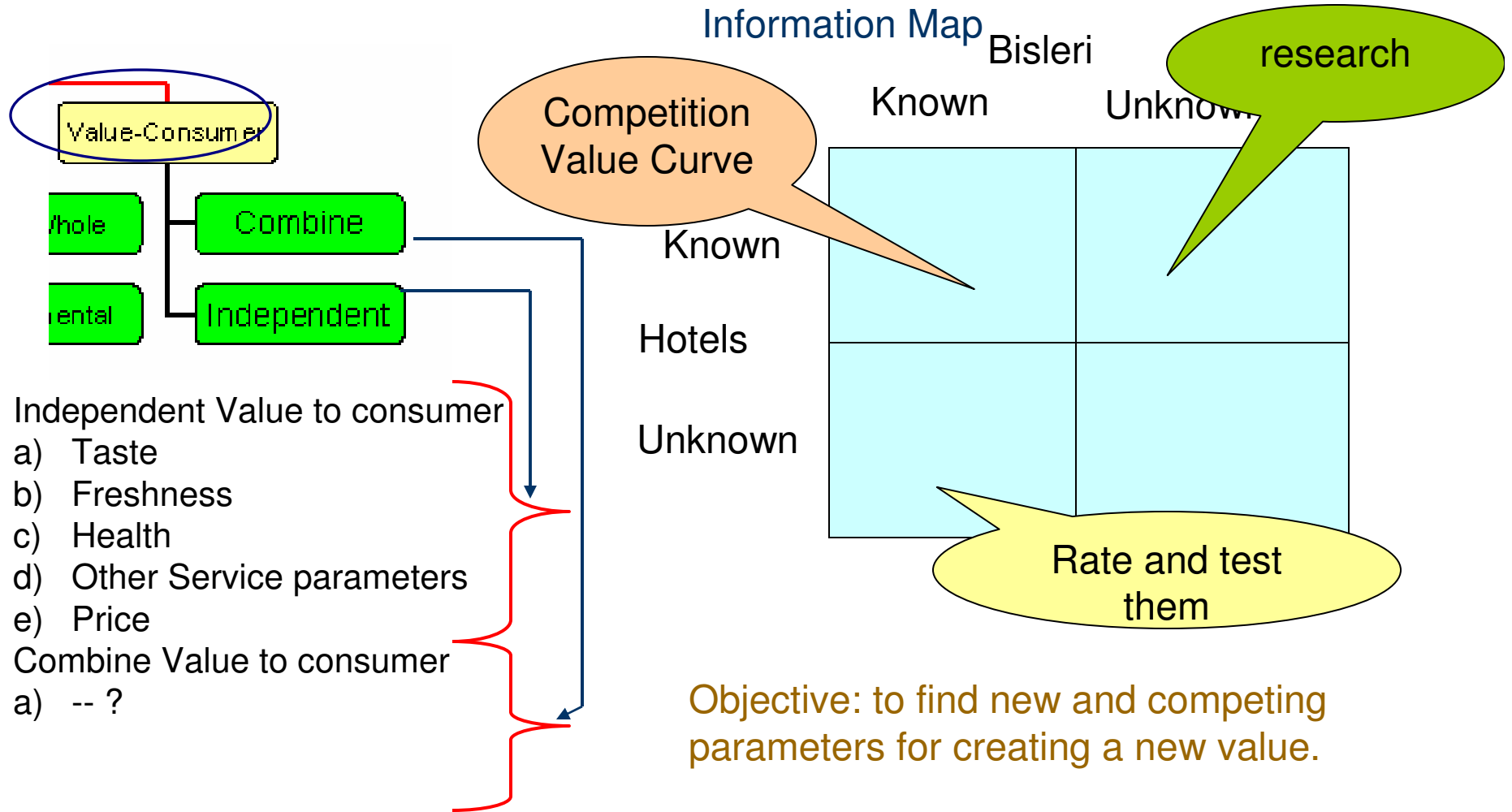
- a) What benefits is he getting from a deal?
- b) Is he enjoying any personal benefits from his current suppliers for instance: offers, trips or commission?
- a) What is his perception about different brands ?
- b) How much awareness he have about different brands
- c) What kind of people can influence him?
- a) Where he visits for entertainment ?
- b) What media vehicle he access ?
- c) Does he have rapport with suppliers ?

This will extract the personal goals he is currently getting and what else Can drive him further.

External criteria-Key person-Value Company

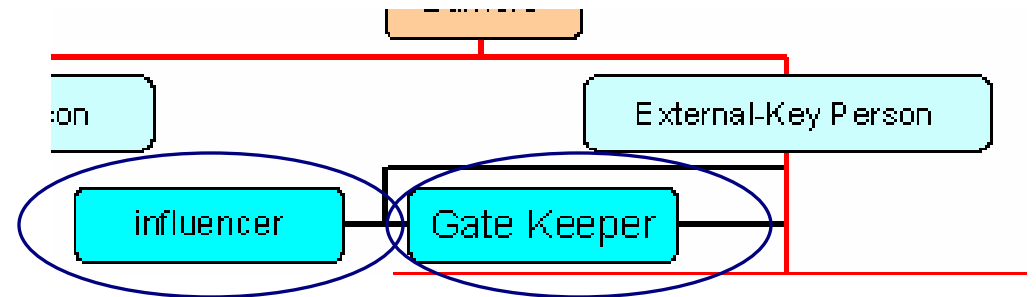


External criteria-Key person-Value consumer



Influencers, gate keepers

- Brand Image perception
- Brand Awareness
- Motivators / Obstacles
- What they are(subordinates, peers or seniors) ?

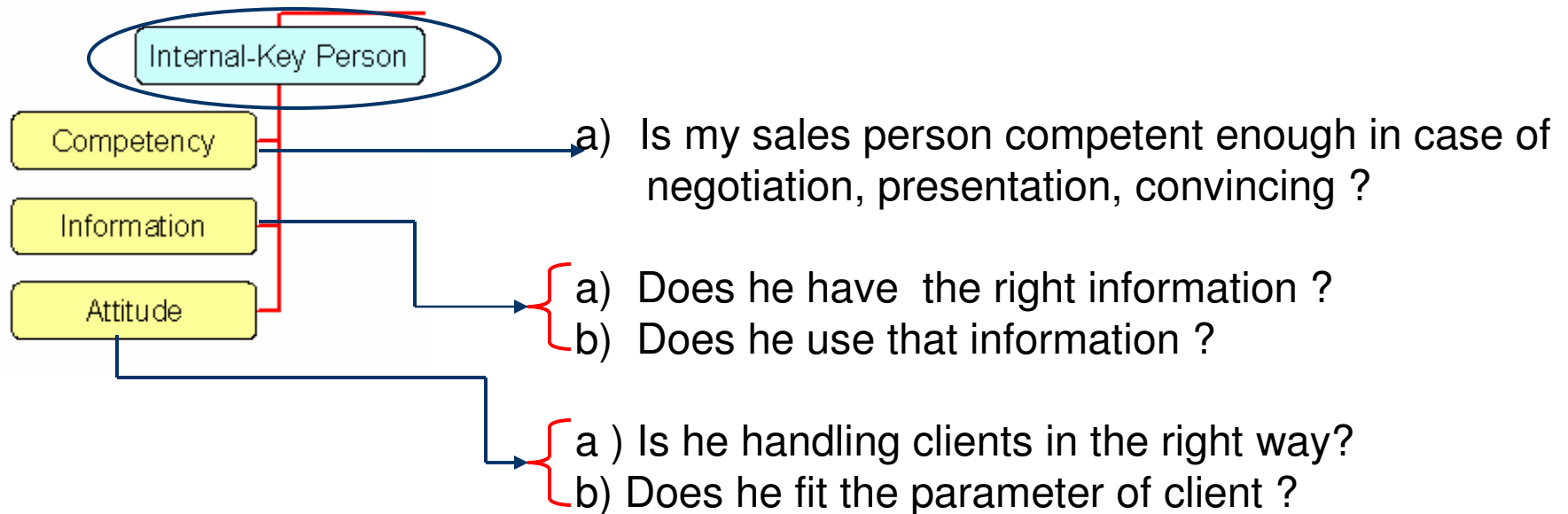


Sum-up

- This drilling was done to find barriers and to discover motivators in judgment criteria of key person.
- To sketch Competitive Brand value curve.
- To find value innovation by deleting, adding, altering or creating new parameters to enter.
- Role of influencers, gate keepers and their designation in the hotel.

Internal Barriers

If we rephrase the problem to
“Why/ how we are not able to sell Bisleri in hotels?”



If we will compare the external expectation with internal delivery, the GAP if any
Will be highly visible ?

Information Required

- Hotel details
- Key sales person involved
- Brand Details (+ competitions)
- Advertisement Details
- Detail of hotel currently as client

Thank you

