



Case Study- COOLER

A Company COOLER PVT LTD is in the market with brand "COOLER". The growth rate is low in the market. The COOLER is sweet & sour in taste liquid which is colorless. The brand is since last 10 years in the market. The brand has premium price in the market. In advertisements COOLER PVT LTD always shows a computer programmer sipping COOLER and working. To en-cash the brand equity, COOLER PVT LTD launched a "COOLER-Party" (To celebrate) sweet in taste and of blue color with menthol effect. When COOLERS PVT LTD was busy with the calculations of the "COOLER-party", a near competitor, XYZ Company launched "SweetICE", a product just copy of COOLER but at a lower price. With the effect the market-share of COOLERS Pvt. Ltd started falling drastically.

Brand COOLER				
	Market	Bottles / week	Total Bottle consumption	Revenue
Total Market	1000	Average 3 bottle		\$\$\$ @ 20
Aware	750			
Interested	600			
Try	450	1	450	9000
Casual	50	1	50	1000
Regular	250	2	500	10000
Loyal	100	3	300	6000
	Revenue			26000

Brand COOLER-party				
	Market	Bottles / week	Total Bottle consumption	Revenue
Total Market	1000	Average 3 bottle		\$\$\$ @ 20
Aware	400			
Interested	100			
Try	50	1	50	1000
Casual	4	1	4	80
Regular	3	2	6	120
Loyal	7	3	21	420
	Revenue			1620

Assignment:

To find the problem with the ABC Pvt Ltd and what steps it should take to come out of this problem. Please forecast the future problems that can happen to ABC Pvt Ltd.