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FLO

MARKETING PLAN

Presented by Marketing Team



CONTENT

00	EXECUTIVE SUMMARY
01	SITUATIONAL ANALYSIS
02	MARKETING OBJECTIVES
03	MARKETING STRATEGY
04	TARGET MARKET (STP)
05	MARKETING MIX
06	PROMOTION
07	BUDGET & IMPLEMENTATION

FLO SPARKLING WATER

EXECUTIVE SUMMARY

FLO, a health-driven company known for its alkaline water, is launching a new product: FLO Sparkling Water. This innovative beverage aims to capture the growing market of health-conscious consumers seeking healthier alternatives to sugary sodas. FLO Sparkling Water is poised to disrupt the market with a focus on natural flavors, various packaging options, and a wide distribution network

Market Landscape:

Major players like Pepsi and Coca-Cola dominate the diet soda market in Egypt. However, there's a rising trend of consumers prioritizing health and wellness, creating an opportunity for healthier beverage options. FLO Sparkling Water aims to capitalize on this trend by positioning itself as a "healthy substitute for diet soda."

Target Market:

FLO Sparkling Water targets health-conscious consumers aged 18-65, particularly those in upper-middle and high-income groups who prioritize quality and are willing to pay a premium for healthier options. The marketing strategy will focus on reaching these consumers through various channels, including the Flo application, social media, influencer marketing, and partnerships with gyms and health food stores



FLO SPARKLING WATER EXECUTIVE SUMMARY

Marketing Objectives:

The primary marketing objectives for FLO Sparkling Water are:

- Increase brand awareness by 20% within the first year.
- Capture 2% of the diet soda market share within the first year.
- Achieve 325 Million EGP in sales within the first year.
- Acquire 30,000 new customers within the first six months.

Marketing Strategies:

FLO Sparkling Water will employ a multi-faceted marketing strategy to achieve its objectives. This includes:

- Product: Offering plain, naturally flavored sparkling water in sleek, modern packaging.
- Price: Setting a competitive price point slightly lower than premium Sparkling water brands.
- Place: Distributing through high-end grocery stores, gyms, health food restaurants, online platforms, our application, and our Flo distributor vans.
- Promotion: Utilizing social media, influencer collaborations, in-store promotions, loyalty programs, and events to create brand awareness and drive sales.



FLO SPARKLING WATER

EXECUTIVE SUMMARY

Financial Projections:

The estimated average production cost per bottle of FLO Sparkling Water ranges 38.6 EGP. With a 70% markup, the retail price is set at 65.6 EGP per bottle.

The total cost for producing 3 million bottles, including a marketing budget of 17.9 million EGP, is 210.9 million EGP. The company aims to achieve a rapid return on investment by selling 5,000,000 bottles in the first year.

Conclusion:

FLO Sparkling Water is well-positioned to succeed in the evolving beverage market. By leveraging its parent company's reputation for health-conscious products, targeting a specific audience, and implementing a comprehensive marketing strategy, FLO Sparkling Water aims to become a leading player in the healthy beverage segment. The company's focus on quality, innovation, and customer engagement will be key drivers of its growth and success.



SITUATIONAL ANALYSIS

We Provide market analysis related to our product.

STRENGTHS

- FLO IS CONSIDERED AS HEALTH DRIVEN COMPANY (FLO ALKALINE WATER).
- FLO SPARKLING WATER IS PERCEIVED AS A HEALTHIER ALTERNATIVE TO SUGARY SODAS.
- AVAILABILITY OF VARIOUS FLAVORS AND PACKAGING OPTIONS.
- COLLABORATION WITH TIBA DISTRIBUTION COMPANY, ONE OF THE BIGGEST DISTRIBUTION NETWORKS IN EGYPT.
- LONGER SHELF LIFE THAN THE SODA.
- EGYPTIAN LOCAL COMPANY

OPPORTUNITIES

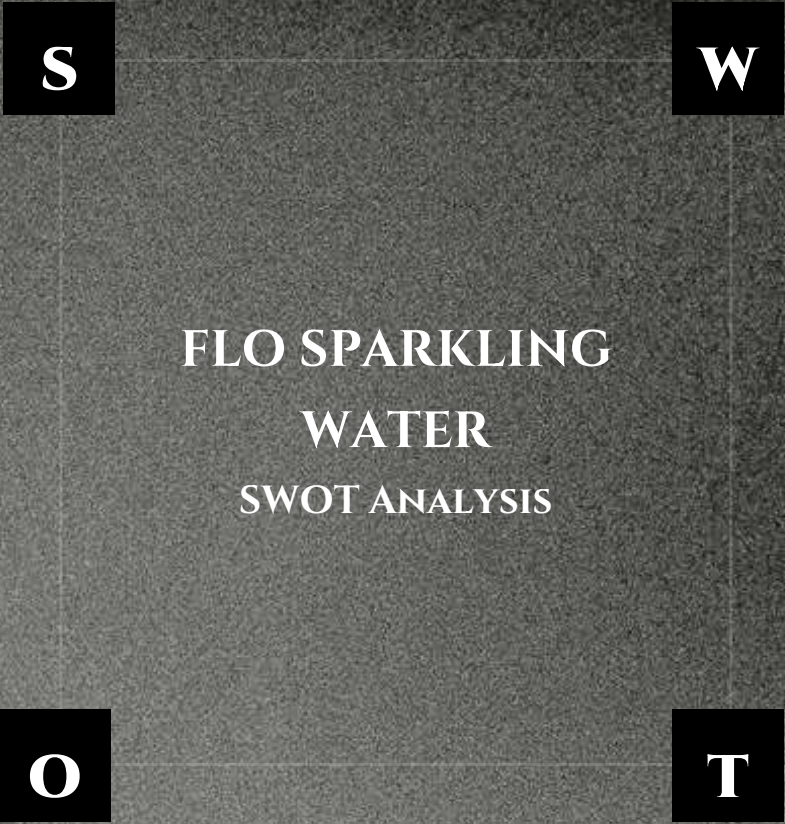
- MORE CUSTOMERS ARE SEEKING FOR HEALTHIER LIFE STYLE.
- PEOPLE ARE SEEKING FOR FLAVORED REFRESHMENTS.
- HEALTH CENTERS ARE SEEKING FOR PROFIT INCREASE USING DIFFERENT SOURCES LIKE COLLABORATION AND PARTNERSHIPS.
- HIGH NUMBER OF HEALTH INFLUENCERS.
- CUSTOMER DEPENDS MORE ON LOCAL PRODUCTS DUE TO CURRENCY SITUATION AND IMPORT REGULATIONS.

WEAKNESSES

- LOW MARKETING BUDGET COMPARED TO NESTLE, PEPSI & COCA COLA.
- SPARKLING WATER’S TASTE MAY NOT APPEAL TO ALL CONSUMERS.

THREATS

- LACK OF AWARENESS ABOUT THE BENEFITS OF SPARKLING WATER AMONG SOME DEMOGRAPHICS.
- DIFFICULTY IN SHIFTING CONSUMER LOYALTY FROM ESTABLISHED SOFT DRINK BRANDS.
- HIGH COMPETITION FROM OTHER BEVERAGE SEGMENTS LIKE JUICES AND ENERGY DRINKS.





PESTEL ANALYSIS



Political

- **Political Stability:** Positive point as Egypt is already stable.
- **Tax Policies:** VAT value is high compared other countries.
- **NGOs:** Big influence on the market.
- **Customs:** high customs increase the production cost specially for spare parts.



Economical

- **GDP:** going lower and reduces purchasing power.
- **Exchange rate:** high devaluation influences the price and cause price variations.
- **Increased interest rate.**
- **VAT:** is applied on non related product.



Socio-Culture

- **Social classes:** class A & B are more health driven which increases our benefits.
- **Lifestyle:** healthy life style trends are beneficial to FLO sparkling water.



Technological

- **Adoption:** using social media for publishing products are highly usable in Egypt.
- **E-Commerce:** applications & Websites.
- **Data analytics.**
- **Social media analytics.**
- **Customer relationship management:** Use CRM systems to personalize marketing.



Ecological

- **Market recyclability** of packaging materials.
- **Reduce carbon footprint:** already distribution network based gas operated cars.
- **Climate change awareness:** all waste materials are handled by specialized companies.



Legal

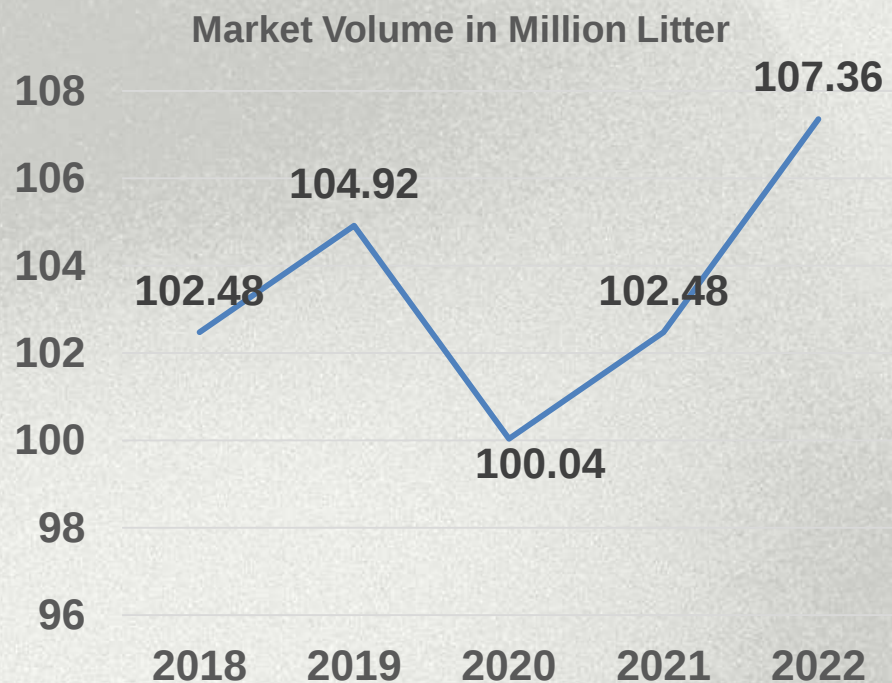
- **Product Labeling:** legal requirements for product labeling and health claims.
- **Consumer & Employment Protection Laws:** Adhere to laws protecting consumer/labor rights and safety.
- **Health and Safety Regulations:** product safety standards are met.
- **Contract Law:** Secured agreements with distributors and partners.

DIET SODA MARKET

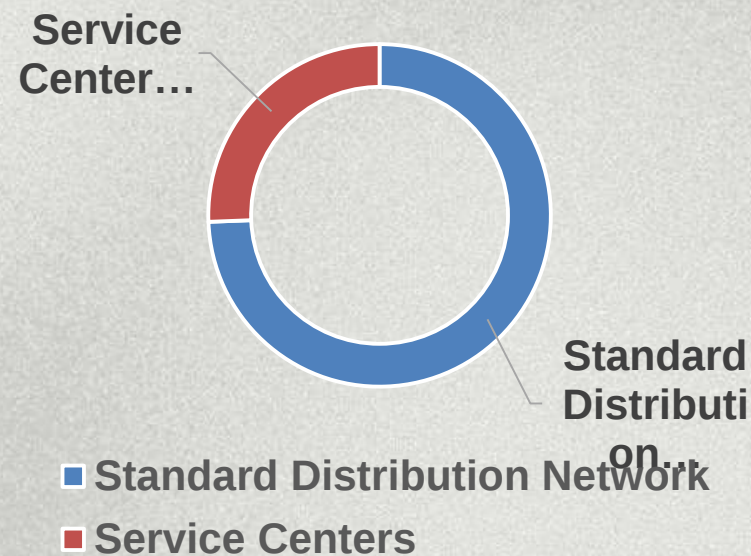
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SHARE



Diet Soda Relative Distribution In Year 2022



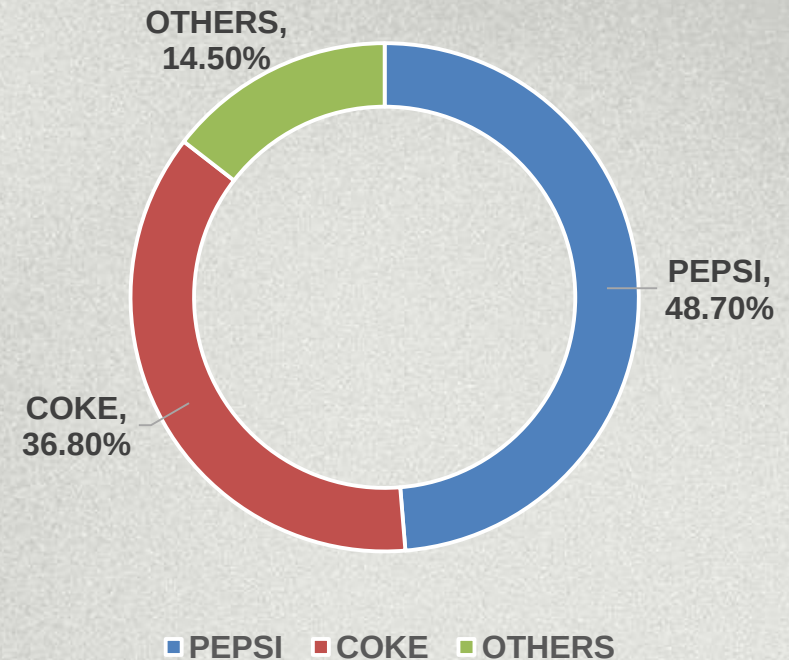
DIET SODA MARKET FLO.CO

SHARE

Market share analysis

- Pepsi Cola Egypt acquired the largest share with a share of 48.7%, and its brands.
- The market share of Coca-Cola Egypt reached 36.8%, with its brands.
- Other brands total market share is about 14.5%.

Market Share In Year 2022





FLO CO.



MARKETING OBJECTIVES

FLO Sparkling Water's goal is the "healthy substitute for diet soda"

- Increase brand awareness:

To achieve a 20% increase in brand awareness among our target audience (health-conscious consumers aged 18-65) within the first 6 months (2025) of launch. (Q1 + Q2)

KPIs: Measured by social media engagement, website traffic, and brand recognition surveys.

- Market share growth:

To capture 2% of the diet soda market share within the first year (2025) of launch.

KPIs: Measured by sales data and market research reports.

- Sales:

To achieve 325 Million EGP in sales (we aim to sell 5,000,000 bottles of FLO Sparkling Water at the price of 65 LE for each bottle within the first year (2025) of launch.

KPIs: Tracked through monthly sales reports.

- Customer acquisition:

To acquire 30k new customers who purchase FLO Sparkling Water within the second 6 months (Q3 + Q4) after launch. customer acquisition

KPIs: Tracked through customer relationship management (CRM) software



MARKETING STRATEGIES

Growth Analysis

Competitive analysis

Product development

Market development

Differentiation

- **Unique Flavors.**
- **High-quality ingredients.**
- **Eco-friendly packing materials.**
- **Eye catching logo.**
- **Memorable packing.**

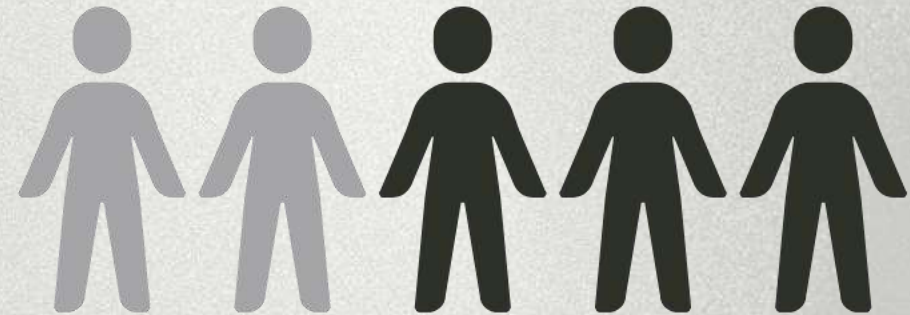
- **Strong distribution network.**
- **Strong promotion and advertisement plan.**
- **Free samples at selected events.**

- **Premium quality compared to price.**
- **Healthy based product using Stevia instead of sugar.**
- **Targeting health-conscious consumers .**
- **Customer feedback loop.**

TARGETED MARKET SEGMENTS

**Focus on health-conscious consumers aged 18-65 looking for
healthier alternatives to sugary sodas**

The targeted segmentation of sparkling water in Egypt can be categorized based on various demographic, psychographic, geographic and behavioral variables.





DEMOGRAPHIC VARIABLES

1. Age:

- Young Adults (18-35): Health-conscious, looking for trendy, low-calorie beverages.
- Middle-aged Adults (36-55): Seeking healthy alternatives to sugary drinks.
- Seniors (55+): Interested in hydration benefits without added sugars.

2. Income:

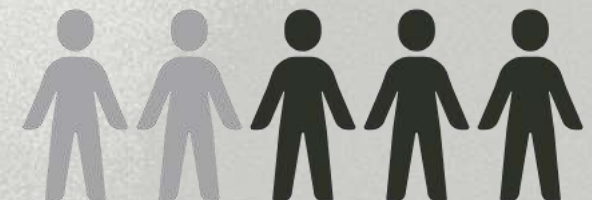
- Upper Middle and High-Income Groups: Can afford premium and imported brands, likely to prioritize quality and brand reputation.

3. Education:

- Highly Educated Individuals: More aware of health benefits, likely to choose sparkling water over sugary sodas.

4. Social class:

- Classes A & B.



PSYCHOGRAPHIC VARIABLES

1. Lifestyle:

- Health and Fitness Enthusiasts: Prioritize hydration and low-calorie intake.
- Busy Professionals: Seek convenient, healthy drinks to stay hydrated on the go.

2. Motives:

- Eco-conscious Consumers: Prefer brands with sustainable and eco-friendly practices.
- Status Seekers: Interested in premium and well-known international brands as a status symbol.





BEHAVIORISTIC VARIABLES

1. End Use:

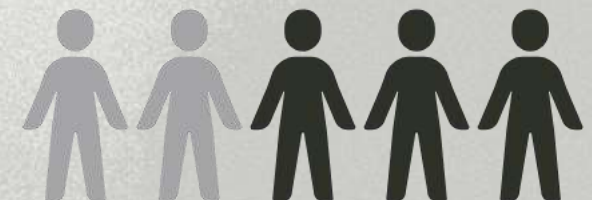
- Everyday Consumption: For regular hydration and health maintenance.
- Special Occasions: For parties, gatherings, and events, often opting for larger quantities or premium brands.

2. Brand Loyalty:

- Brand Loyalists: Prefer a specific brand due to perceived quality or taste.
- Switchers: Open to trying new brands and flavors, influenced by promotions and marketing.

3. Benefits Expectations:

- Health Benefits: Looking for products with no sugar, low calories, and added minerals or vitamins.
- Taste and Flavor Variety: Interested in diverse and exotic flavor options.
- Convenience: Prefers easy-to-carry packaging and availability in nearby retail outlets.



GEOGRAPHIC VARIABLES

1. Market density:

- Cairo and Alexandria: Higher income levels, better access to diverse retail options, higher health awareness.
- Tourist Area: High demand from both locals and tourists looking for healthy hydration options.





MARKET POSITIONING

- ❖ Positioning: FLO Sparkling Water- The Healthy Fizz !
- ❖ USP: **Taste** (Healthy fizz with local twist & guilt free refreshment)
- ❖ Tagline: Skip the sugar, not the fizz
- ❖ Key messages:
 - Refreshing and bubbly like soda, but without the sugar or artificial ingredients.
 - Perfect for those who want a healthy, on-the-go beverage.
 - Supports hydration and healthy digestion.
 - Available in plain and delicious natural flavors.



MARKETING MIX

Our 4 Ps: A Recipe for Marketing Success

Place

- **Distribute FLO Sparkling Water in high-end grocery stores, gyms, and health food restaurants.**
- **Consider online sales through e-commerce platforms.**

Price

- **Set a competitive price point slightly lower than premium Sparkling water brands to encourage trial. However, higher than diet soda brands to maintain the psychological pricing factor.**
- **Offer introductory discounts and bundle deals For businesses.**

Product

- **Offer naturally flavored sparkling water.**
- **Consider sleek, modern packaging that appeals to the health-conscious demographic.**



PLC

Product Lifecycle Portfolio

Introduction Stage:

Product:

- New and innovative Plain and flavor variations to attract a wider audience.
- Monitoring flavours based on customer feedback.

Price:

- Monitor the price and sales feedback to for setting a final proper premium price.

place:

- Selective Distribution: Partner with select high-end grocery stores, cafes, Gyms and health food stores that align with FLO's brand image.
- Direct Sales: Explore online sales platforms and potentially partner with fitness centers or healthy lifestyle subscriptions. Think about E-commerce.

Promotion:

- Introductory Offers: Offer trial packs to incentivize purchase and brand awareness.
- Heavy Promotional Focus: Utilize social media marketing, influencer partnerships, targeted online advertising, and in-store promotions to generate buzz and brand awareness.

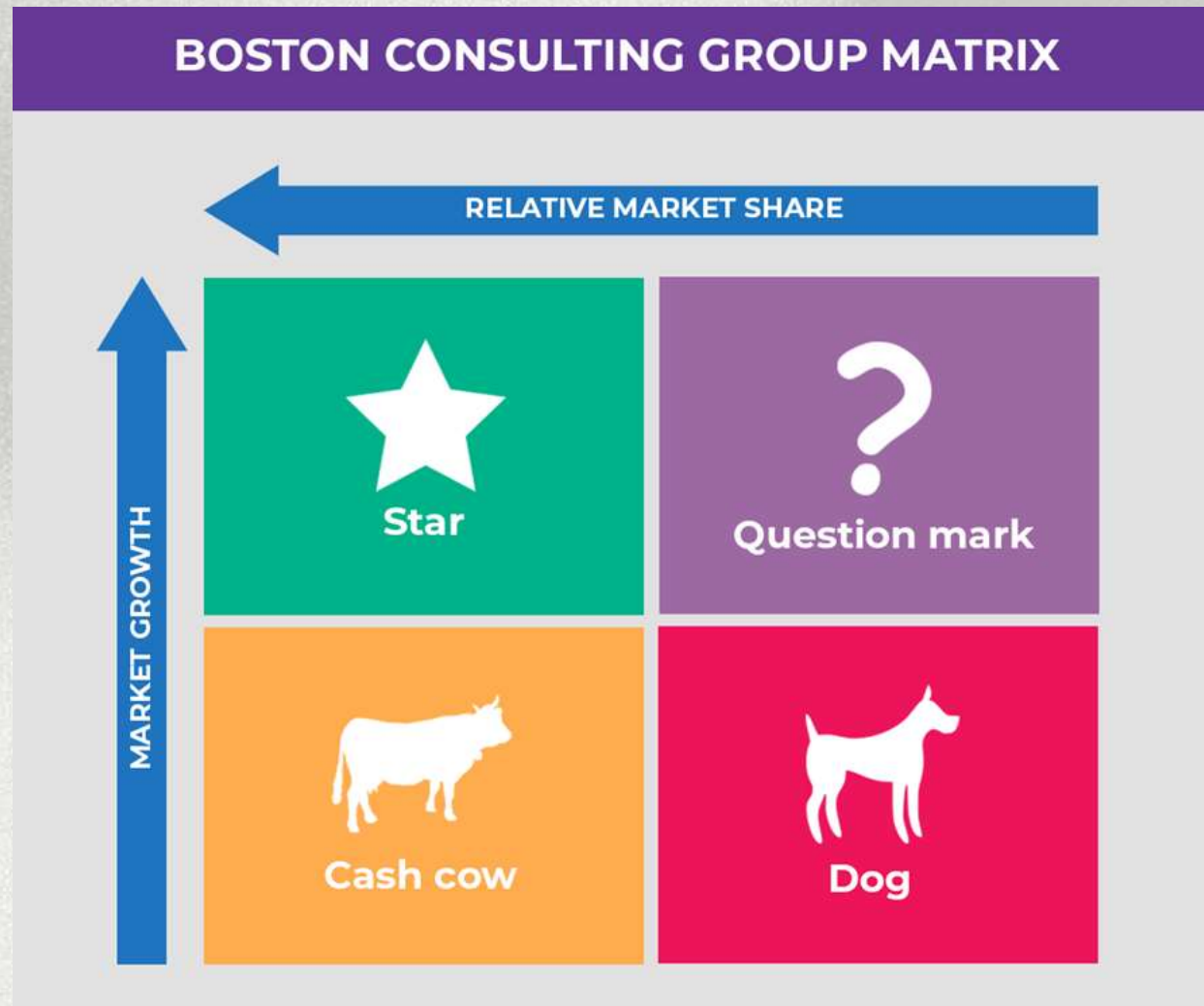
Sales:

- Low Sales Volume: we will expect initial sales to be modest as consumers still is discovering the product.

Profit:

- Likely Losses: High marketing and promotional costs may outweigh initial sales, leading to short-term losses.

BCG



PRICING STRATEGY

Cost	Competitors	Company Objectives	70% Mark Up
>>Ingredients: • Water: The primary ingredient, which can be sourced from springs, filtered, or purified. • Carbonation: The cost of adding carbon dioxide (CO2) to create the fizz. • Flavoring: Natural flavors if the sparkling water is flavored. • Stevia Sugar >>Packaging >>Loboring >>Overhead Costs >>Transportation and Distribution Estimate production cost: • Average Cost: 38.6 LE per bottle	• Chupa chups = 140 LE • Perrier = 100 LE • So Plus = 65 LE • San benedetto = 50 LE • Green Cola= 20 LE • Coke and Pepsi diet = 15 LE	Rapid ROI	70% markup to the cost of production = 65.6 LE Estimate production cost for 5 Million bottle= 193,000,000 LE Marketing Budget= 17,860,000 LE Total cost: 210,860,000 Selling price is 65 LE

FLO SPARKLING WATER PROMOTION

SOCIAL MEDIA & ONLINE PROMOTIONS



Influencer Collaborations:

Partner with fitness influencers to promote Flo Sparkling Water on social media platforms.



Nutritionists Collaborations:

Partner with doctors to promote Flo Sparkling Water on social media platforms.



User-Generated Content:

"Take a pic. With Flo campaign" Feature customer photos and reviews on Flo's social media official page.

SOCIAL MEDIA & ONLINE PROMOTIONS



FLO Application

Order Flo Anytime, anywhere, Whenever you need, Wherever you are.



Shoot a video series and promote it on social Media

HOW to Detox Recipes, using FLO sparkling water.

IN-STORE & OFFLINE PROMOTIONS



Bundle Deals

Bundle Deals: we will offer bundle deals (e.g., buy two, get one free)



Collaborations with Local Cafes

Partner with influencers to promote Flo Sparkling Water on social media platforms.



Easy Distribution

Call Us on 1196 and will be Infront of you doorstep in 45 min!

IN-STORE & OFFLINE PROMOTIONS



Loyalty Programs

Implement a loyalty program where customers earn points with every purchase.



Flo Vending Machines

Install branded vending machines in strategic locations like offices, gyms, and malls



Sampling Stations

Set up sampling stations in high-traffic areas like gyms. And offer detox drinks made by Flo sparkling water.

EVENTS AND EXPERIENCES



Health Sponsorships

Sponsor local health and wellness festivals.



Pop-Up Shops

Open pop-up shops in trendy locations to create brand awareness.



Marathons and Races

Sponsor marathons and races, providing Flo at hydration stations.

EVENTS AND EXPERIENCES



Charity Events

Participate in charity events and donate a portion of sales to a cause.(CSR)



Flo Vans

Flo vans for brand awareness. Joining parties and festivals.



Beach Parties

Host beach parties and promote Flo as the perfect summer refreshments.

MARKETING BUDGET

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THANK YOU