



# Sipz & Co. Philippines

Business Analysis and Sales Strategy



# Introduction

- Sipz & Co. is a multinational beverage company and its headquarters is located at Auckland, New Zealand. For the last 80 years, Sipz & Co. has been recognized as one of the leading producers, marketers & distributors of high quality products in the world. The company is best known for its flagship product Sipz Cola, a sweetened, carbonated soft drink.
- Sipz & Co. has expanded to other non-alcoholic products such as coffee, water, juice, and energy drinks. As a pioneer in the beverage industry, Sipz Cola is currently a staple drink and continues to be a game changer in providing new appetites across the globe.

# MISSION & VISION

## **MISSION**

**To deliver high quality goods to our consumers through our people, technology and innovation**

## **VISION**

**To continuously meet the needs of our consumers by providing goods that are safe and sustainable**

# CORE VALUES

- **Responsibility**
- **Integrity**
- **Continuous Improvement**
- **Teamwork**



# SWOT Analysis of Sipz Cola in the Philippines

# Strengths

- Globally available
- Innovative Products (low sugar, 0 calorie, etc.)

# Weaknesses

- **Negative Publicity** - recent metal contamination
- **Too many products on our portfolio - brands with insignificant amount of revenues**

# Opportunities

- The increasing demand for healthier options
- Consumer behaviour - increasing consumption of cola during the pandemic



# Threats

- Higher Sugar Taxes
- Too many products on our portfolio
- Competition with other brands
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# Sales Development Plan

# Promotion

- Increase sales promotion by tapping all accounts ( Modern Trade Account, Regional Accounts and Pharmacy). To sell as no 1 brand in low sugar products.
- Tap Wellness center and other health institutions to increase awareness on our products.
- Increase online promotion ( FB, Instrgram etc) since most of the customer already online.

# Pricing

- No change in pricing. Check current competitors price.
- Tap Wellness center and other health institutions to increase awareness on our products.
- Increase online promotion ( FB, Instrgram etc) since most of the customer already online.

# Places

- Wellness Centers
- Gyms
- Partnership with wellness center or health institutions to promote low sugar diet.

# Target Consumer

- Gym goers
- Hospitals and nutrition and dietary department.
- Tap Modern Trade accounts ( SM, Gaisano and Robinsons)
- Local Restaurants and Food Chains



# Sales Projection in 2-3 years