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Ariel Weaver  
Courtney Pierre  
Devon Sakai  
Lina Cordero  
Natalie Mor  
Nick Hoyte



THANK  
YOU!



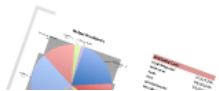
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# Situation Analysis



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Eating ice cream makes people  
happy



# Internal

## Strengths

Strong brand awareness



Taste - Delicious



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Brand is perceived as "classic"



A variety of flavors



Brand is perceived as "kid-friendly"



A variety of frozen desserts



## Weaknesses

Lacking a cohesive marketing strategy



Not all stores sell the same the product range



Isolated locations



Unappealing store ambiance



Brand is perceived as "childish" and "immature"



Sells only in stores not in super markets



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## Opportunities

Americans eat out a lot



## External

High demand and high consumption of sweet treats during the holidays

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# External

## Opportunities

Americans eat out a lot



High demand and high consumption of sweet treats during the holiday season



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## Threats

Operating in a health conscious environment



Many competitors



Seasonal demand - low demand for frozen desserts during the cold winter months



### Competitive Analysis

#### Häagen-Dazs

- Targeting the same price range for cream containing demographics
- Available in 40+ countries
- Owned under the Unilever brand
- Known for being quality and natural ingredients
- Has many other name brands Dazs with similar price range at \$2.75 per tub

#### COLD STONE

- Offering premium ice cream brand
- Specializes in made-to-order custom ice cream flavors
- Since 2006, the company has opened 1,000+ new stores and continues to expand

#### Baskin-Robbins

- One of the top 5 premium ice cream brands
- Targeted to target teenage demographics
- Has flavor combinations and names such as "Candy Machine" or "Banana Split"

#### DQ

- Not known for "premium" ice cream
- Started in 1950