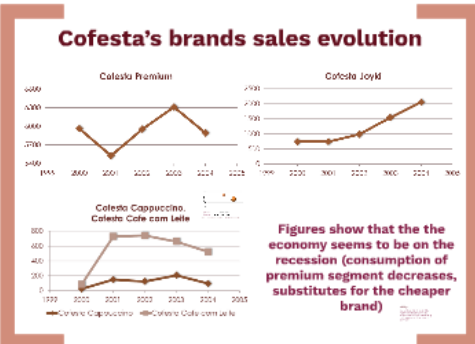
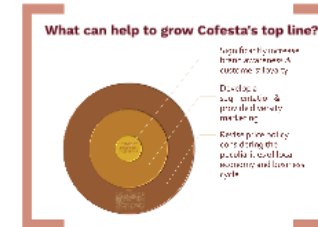
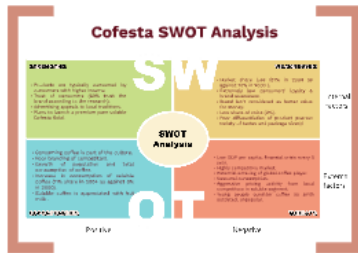


MARKETING STRATEGY CASE STUDY

Prepared by Anna Balduk

TheCaseSolutions.com



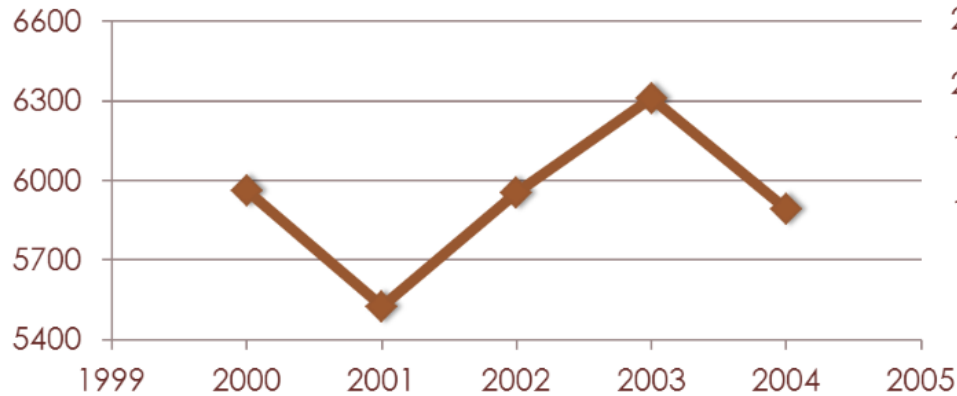


MARKETING STRATEGY CASE STUDY

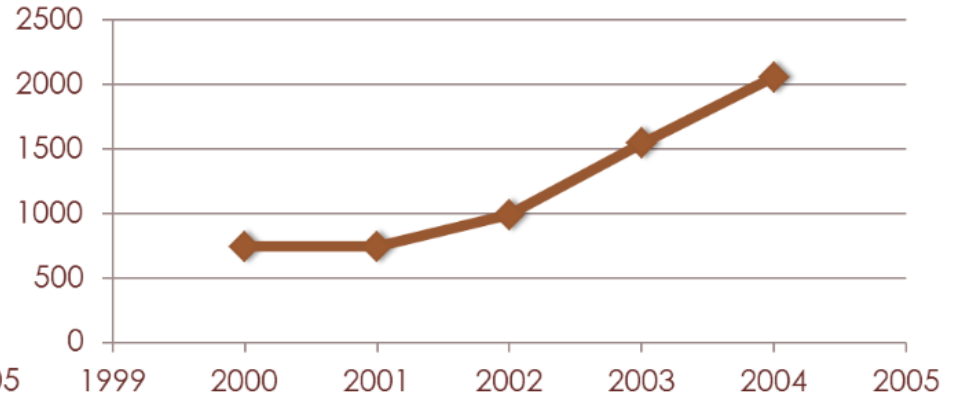
Prepared by Anna Balduk

Cofesta's brands sales evolution

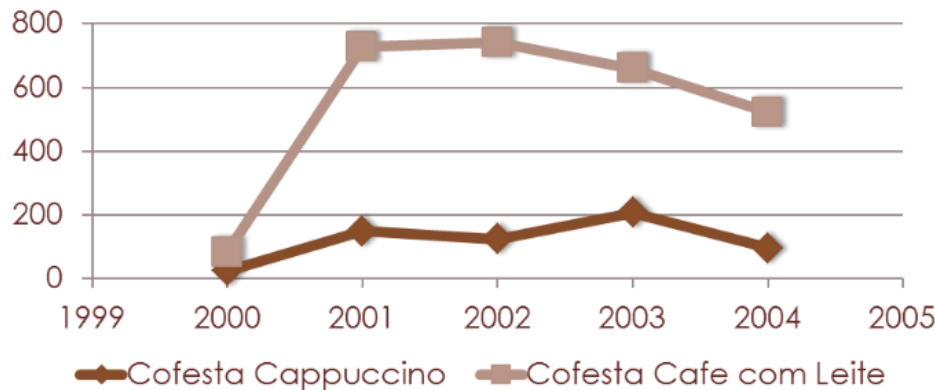
Cofesta Premium



Cofesta Joyki



Cofesta Cappuccino, Cofesta Cafe com Leite



Figures show that the the economy seems to be on the recession (consumption of premium segment decreases, substitutes for the cheaper brand)

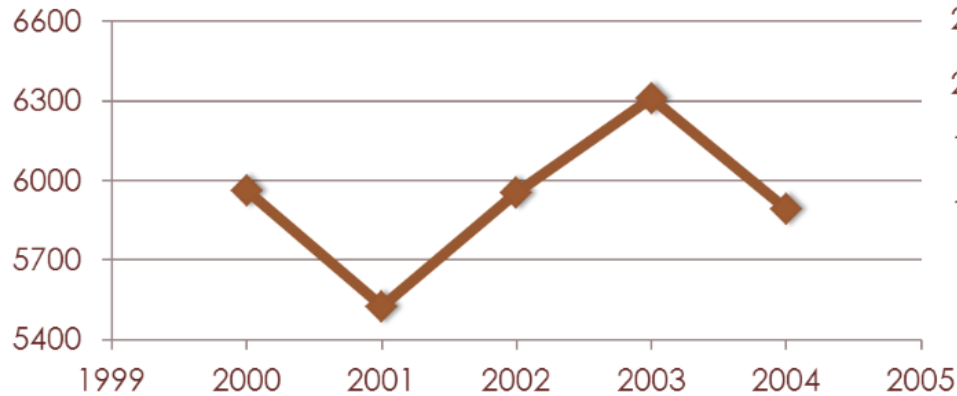
Finding:
To postpone the launch of the Cofesta Gold, Crisis isn't an appropriate time for introducing the new product in premium segment.

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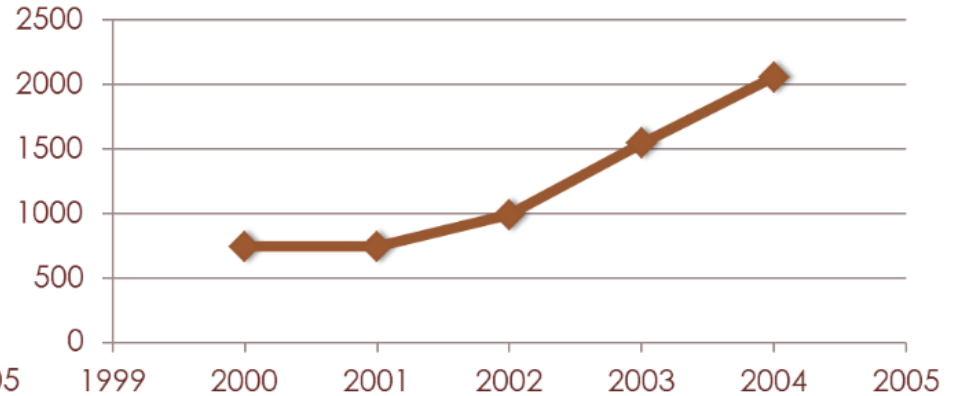
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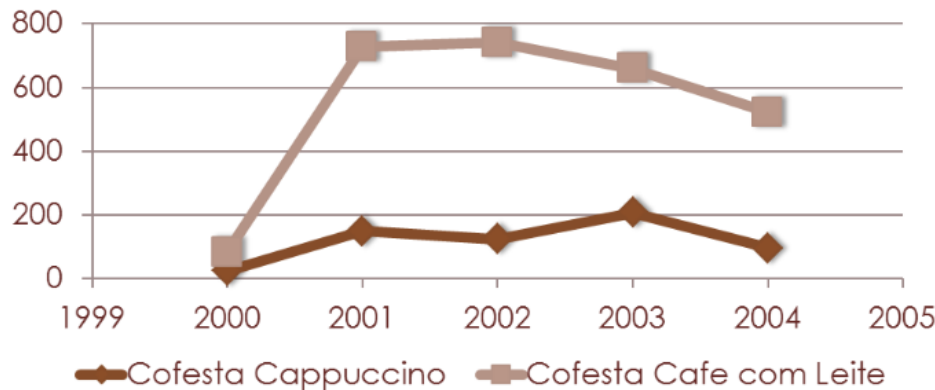
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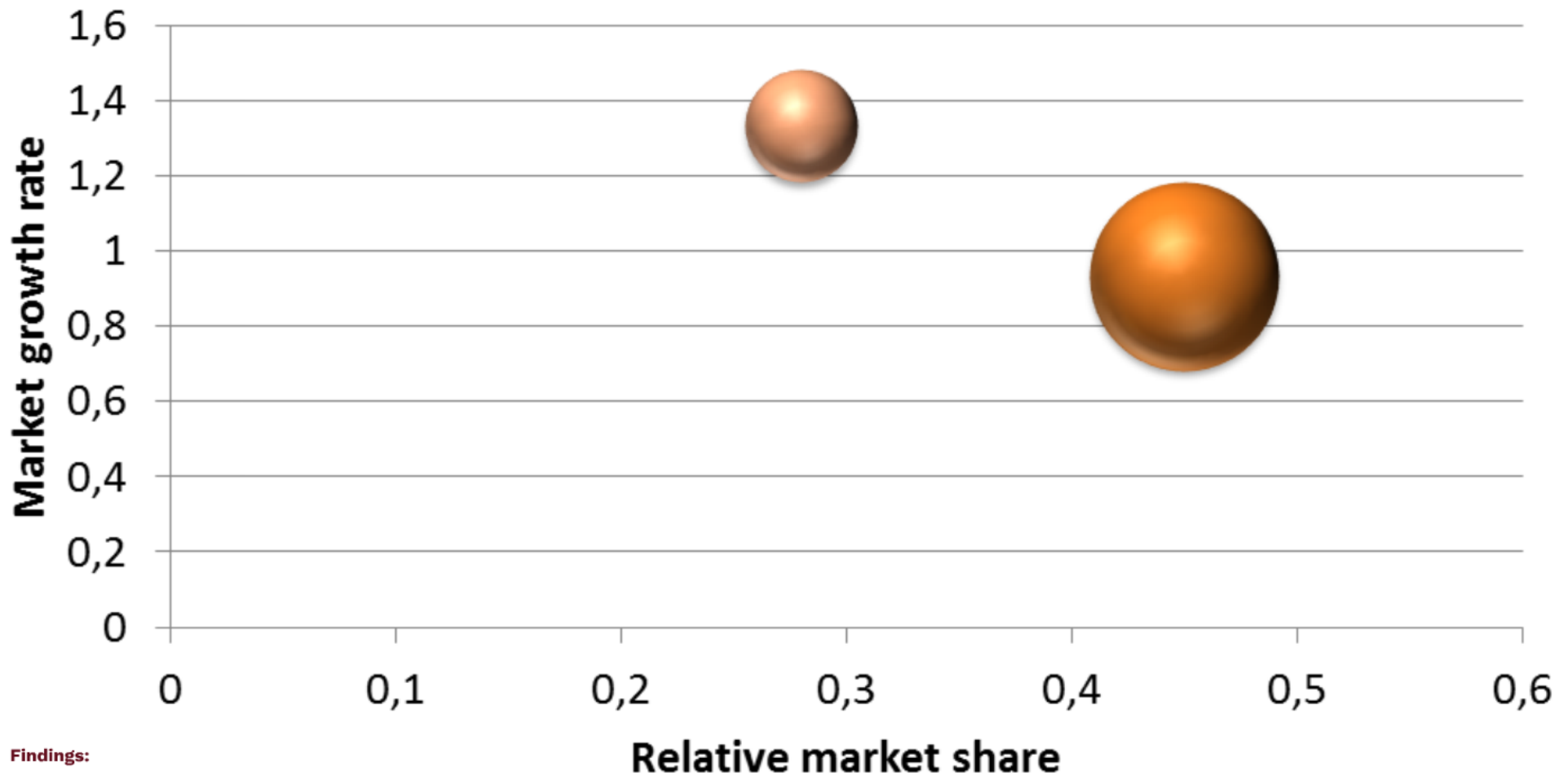


Cofesta Cappuccino, Cofesta Cafe com Leite



Figures show that the the economy seems to be on the recession (consumption of premium segment decreases, substitutes for the cheaper brand)

Finding:
To postpone the launch of the Cofesta Gold, Crisis isn't an appropriate time for introducing the new product in premium segment.



Findings:

- The growth-share matrix shows that Cofesta has 1 potential "cash cow" (Cofesta Premium) and 1 potential "star" (Cofesta Joyki).
- Cofesta has to **save and strengthen its positions** in both **premium and non-premium segments**, to extend its market share in non-premium segment (Cofesta Joyki).
- Based on sales of **Cofesta Cafe** com Leite this brand could become "question mark", it's recommended for company to **extend its market share** promoting coffee mix among young people.
- **Cofesta Cappuccino's** sales figures show that the best strategy for this brand is to **take it out the company's brand portfolio**.

● Cofesta Premium ● Cofesta Joyki

* We haven't got the opportunity to analyze positions of coffee mixes as there isn't an information about its market share.

Findings:

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