



TheCaseSolution.Com

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THANK YOU!



TheCaseSolution.Com



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*Share the gift of happiness
this holiday season*





Situation Analysis



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Eating ice cream makes people
happy



Internal

Strengths

Strong brand awareness



Taste - Delicious



Brand is perceived as "classic"



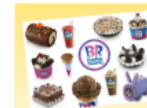
A variety of flavors



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



Opportunities

Americans eat out a lot



External

High demand and high consumption of sweet treats during the holidays

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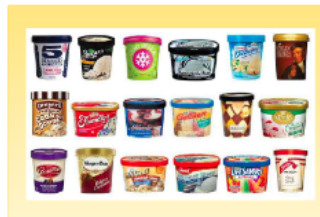


Threats

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 practice for cream-consuming demographic
- Available in all locations
- Owned under the Unilever brand
- Known for being quality and selected ingredients
- Has many of the same classic flavors with a wider price range at \$2.99 per pint

BEN & JERRY'S

- One of the top 5 premium ice cream brands
- Resonated to target younger demographics
- Has diverse product lines and names such as "Chunky Monkey" or "New York Super Fudge Chunk"

COLD STONE

- Emerging premium ice cream brand
- Specializes in made-to-order/custom ice cream flavors
- Since 2005, the company has opened 1,300 new stores and continues to grow

DQ

- Not known for "premium" ice cream
- Known for being a...