Lipton Tea

Principles of Marketing

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Lipton

ice Tea

LIPTON DRINK POSITIVE
Lipton Tea

Principles of Marketing

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Company Background

Sir Thomas Lipton
1848-1931

“direct from the tea garden to the tea pot”

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1972

Unilever

Lipton

100

Unilever

cbc

PEPSICO

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Product Line Chosen

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Paper Content

- Product Line main marketing strategies in Nicaragua
- Market relation with its two main competitors in the Nicaraguan Market: Fuze Tea and Tropical
- SWOT analysis
- Segmentation variable
- Positioning
- Price
- Distribution
- Communication
Methodology

- Descriptive and exploratory research methods
- Three personal interviews
- 200 Surveys

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Constraints of the Research
  • First Marketing project
  • Time constraints
  • People attitude toward the surveys

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Conclusion and Recommendations

- To manufacture Lipton Iced Tea in Nicaragua rather than El Salvador
- To implement a new sale’s strategy in which they cover more cities around the country.
- To direct an advertising strategy in which consumers could have more awareness of the healthiness of the product.
- They should make a research to see if it is convenient to launch a similar presentation as Hi-C in the Nicaraguan Market.

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