

2) Tropicana orange juice is a product of PepsiCo

Name:

Instructor:

Course:

Date:

Intro

Tropicana Orange Juice

Tropicana orange juice is a product of PepsiCo.

Tropicana orange is 100% juice is an excellent source of vitamin C with no added water. It is available in different varieties of flavors and packs. The flavors are Orange Juice blended.

The Orchard Style Lemonade , Cranberry Juice Cocktail , Home-style Lemonade , Orchard Style apple and Grape. One can choose from a variety of refrigerated and non-refrigerated juices.

5. This Juice helps you to get recommended servings of fruits and vegetables through the natural decency of orange juice. By offering a wide assortment of nutritious juices, Tropicana helps every one and family in waking up to a fresh nutritious start. It is rich in some of the important nutrients like vitamin C, folate and potassium.

6. In general, the recommendations for fiber intake (AI) are 38 grams for men and 25 grams for women. Tropicana Orange Juice is a good source of fiber. It helps in meeting daily total fiber recommendations, if we consume it.

B) Some of the important nutrients, children need are naturally available in orange juice. For example, the juice equipped with calcium and vitamin D , will help children to build strong bones fortified

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CRM used by the company

The Tropicana Field built by the company is having a capacity of 45,360 seats. It is equipped with state of the art entertainment center, shopping plaza and food court. Visitors are offered concessions of 300 types while enjoying entertainment events in this field. Non-baseball sporting events are also hosted by this field.

As part of CRM, the company supports the community in a variety of ways: employee volunteerism, product and cash contributions and a supplier diversity program.

The primary focus of the company is on health and wellness, youth education and programs that help in developing productive citizens. Company employees and the Pepsi Co Foundation provide considerable support to local United Way campaigns.

Mass Customization

The Company uses the mass customization in the sense of introducing products that serve the needs of wide range of people and all types of customers. The reason is the company is producing colas, juices, soft drinks and even bottled water. Thus by producing a wide range of products and targeting a large base of customers, the company follows a smart mode of mass customization.

Company's social responsibility

Tropicana has a long and decent tradition of community service. The company considers requests from non-profit organizations situated in the areas that are home to the Tropicana facilities and employees.

PepsiCo, the parent company, endow with major support to keep America Beautiful. The anti-litter campaign named Great American Clean-up is helping making US a beautiful and a clean place. The company is also a founding member of Keep Manatee Beautiful in Bradenton and supports the activities of the local associates of Keep America Beautiful.

As part of the efforts for habitat for humanity, the company announced a three-year partnership to help in building houses along the Gulf Coast and other locations around the country. It donated \$1 million encouraged employees to donate time funds in helping to build affordable houses in the coming three years.

Different Target Markets

the company markets this Orange Juice in Western Countries and developing countries like India and China. The two markets are distinct, as they have to follow different types of advertisement and price deciding policies.

Marketing Mix

The marketing mix depends on the diversity of the products of the company. As company rigorously markets its diverse range of products, there is a chance to get foothold in each market with one of the products of the company's list.

Chapter 2-1

the macro environmental forces that affect the product are 1. New entrants, 2. Economic factors, 3. Technology factors, 4. Political/Legal factors.

The micro environmental forces are 1. The different target markets, 2. Assessment of different markets, 3. Consumer behavior in different markets.

The five needs that are satisfied by Tropicana Orange Juice are 1. Requirements of fiber through pulp, 2. Calcium, 3. Vitamin D, 4. Fatty acids and 5. Multi vitamin needs.

The other products that satisfy the above needs are 'Pulpy Orange', 'Minute Maid Orange Juice', and 'Florida Natural Orange Juice'.