**Course**: Foundations of Supply Chain Management

**PROJECT: MARKETING A NEW ENERGY DRINK**

**Objectives:** Create and market a new energy drink – include research and plans for all 4 P’s of marketing

**TN State CTE Standard(s):** Supply Chain as a Component of Marketing #11

Examine the marketing mix and the 4 P’s of marketing (product, place, price, and promotion). Describe how supply chain management relates to the 4 P’s of marketing. Explain how supply chain management is affected by and can affect supply and demand equilibriums. Utilize Microsoft Office programs to compile and present findings via a formal presentation complete with slideshows and charts as visuals.

**Due Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Grading:** Project will be graded using the Project with Presentation Rubric.

Worth **100 points.**

**SCENARIO:**

Your client is Sports Kicker, the creator of a new high energy drink. The company is entering the “active thirst” market—beverages consumed by consumers when they are actively participating in athletic and active recreational events. The market has been dominated by Gatorade; the sports drink made by Quaker Oats. Other competing brands are PowerAde (Coca-Cola) and AllSport (Pepsi). Your client thinks it has a new formula for a drink that is even better than Gatorade. Your client believes that affiliation with a popular sports figure would help get this product off the ground.

**ASSIGNMENT**

Your supervisor wants your team to conduct an analysis of the current sports drink market for Sports Kicker. You will need to research current locations in the US where energy drinks have a high level of sales.

**Product**: You are to design the container for the product and name the product.

**Promotion**: Create a promotion plan for your product.

1. Decide on 2 popular sports figures to help get your product off the ground. Explain why you chose these 2 sports figures.
2. Create your promotion plan—explaining what type of media you will use to market your product.

**Price**: Research prices for current sports drinks.

1. Determine what price you will charge for your sports drink.
2. Research how supply and demand for sports drink products can impact the supply chain, and subsequently, the price of the product.

**Place**: You must decide how to get the product to your primary market.

1. There is one plant currently up and running in Atlanta, Georgia. There are 6 distribution centers are in the United States (the centers are located in Richmond, Virginia, St. Louis, Missouri, and Colorado Springs, Colorado, and Sacramento, California). You must include a United States Map and indicate the locations of both the plant and the distribution centers. Be sure to list the distances between the plant and the distribution centers/wholesaler.
2. You must include what functions your wholesaler will partake in as your intermediary. These functions should speed up the Marketing process. (refer to functions of wholesaler’s notes)
3. Decide which form of transportation will be most effective to reach your chosen markets (from plant to distributor/wholesaler to retailer to consumer).
4. The completed map should include the route from the plant location and the distribution center(s).
5. Your group must explain the decisions you made and justify your decisions in a presentation to your fellow classmates.

**TOOLS**

To complete the assignment, you will need to conduct research on the Internet. You will need access to MS Word and MS PowerPoint. Publications which may be helpful include BrandWeek, Advertising Age, Sports Business Journal, and Sports Business Daily.

**RESEARCH**

You should use the computer to research the sports and energy drink market. Find out how much is sold annually by the major companies and who buys it. For your customer profile, research the geographics (where the majority is sold), demographics (gender and age of those who buy the drinks) and psychographics (the type of lifestyle these people lead). Finally, you will need to explain what Sports Kicker needs to do to break into the market.

**FINAL PRODUCT**

**REPORT**

Prepare a written report and a PowerPoint presentation for your client which includes all of the requirements listed above. Use Microsoft Word for the presentation (Arial Font, Size 12, Double-Spaced, 1-inch top, bottom, and side margins).

The following is an outline of the major headings of your report:

I. **BACKGROUND ON THE SPORTS DRINK MARKET**

1. The Market
2. Market Trends
3. Customer Analysis (demographics, geographics, psychographics)
4. Major Buying Markets

II. **PROPOSED TARGET MARKET LOCATIONS FOR SPORTS KICKER**

1. What are your proposed target market locations?
2. Why you have chosen these markets to sell in?
3. What evidence is there that your energy drink will be successful here?

III. **PROPOSED PROMOTION PLAN**

1. Who are your two suggested sports figures to help market your product?
2. What type of promotion will you use to introduce your product to market?

IV. **PRICING**

1. What pricing strategies are utilized by your competitors?
2. What pricing have you chosen for your product? Why?
3. How will supply and demand affect your supply chain management? How will this affect your price?

V. **MARKETING MIX FOR SPORTS KICKER**

1. Products name, and container design and why you decided on these.
2. Locations of your distribution centers, a map indicating their locations and distances from the factory.
3. Include what type of transportation you will use to get the product from the factory to the wholesaler and finally to the retail outlets.

VI. **SOURCES**

(All sources must be cited using APA style – www.citationmachine.net)

**PRESENTATION**

Using Microsoft PowerPoint, prepare a presentation using your group’s ideas. You should include key topics covered in your report and any illustrations relevant to each slide’s topic. Your presentation should be no longer than **5 minutes.**