Company Description and SWOT Analysis

Name

Course

Tutor

Date

**Introduction**

Every business or company needs a name that acts as the stronghold of the company itself; a name that leaves a lasting impression on anyone who comes across it. In this case, the revised NAB company name is Limitless Energy for the non-alcoholic drink in question. Its significance will be in giving buyers an impression of giving a person energy that cannot be easily exhausted and that stays for longer with little or no negative effects on consumers with the whole idea behind it being that of bringing a natural and safe way of energizing a person.

**Mission statement**

The mission of the company is an important part of defining the impact the company is to have on its customers, employees, the employer, the community and possibly the world. In this case, the mission is to develop the most natural, safest and the most effective energy drink in the market. This will be the company’s goal and it will be what we will live by. It is meant to encourage the employees to have the faith that Limitless Energy will live up to its name and the demands of our clients (Matthews & Matthews, 2013).

**The trends in the non-alcoholic beverage industry**

A lot of the energy drinks in the market are trying to take on the advice of the consumers by eliminating extra sugars so that people, while changing from consumption of sugar-added and carbonated drinks, can find a sponge to fall back on that is natural, dietary and healthy. The energy drinks’ industry is growing by the day since it is a viable market whose importance is being recognized, given the after-effects of carbonated drinks and the need for drinks that may help with energizing people as well as slowly reducing the consumption of sugar-added drinks.

People have also become more aware of the need for healthy living and growth. The ‘Limitless Energy’ drink has been chosen since it meets the needs of the consumers, that is, healthy, natural, dietary, organic, safe and effective. A sugar-free energy drink and attractive packaging will also come into play. This, if not all, meets most of the requirements that consumers are looking for in energy drinks. This is being viewed as turning over a new leaf that is beneficial. This is the basis of most of the competing energy drinks. Different companies are starting to incorporate the ideas and needs of their consumers so as to increase production as well as the income stream (Ford, 2015).

Focus on a sugar-free drink would be reducing diabetic cases among the consumers (P.F.I.A, 2008). Healthy energy drinks will assist with maintaining good health among consumers thus reducing the occurrence of life-threatening conditions. Its effectiveness comes in where it meets the needs of consumers of health benefits as well as energizing those consuming it. The energy drinks’ industry is greatly growing since a lot of people are taken into consideration the health benefits that come with consuming energy drinks as opposed to carbonated drinks. A lot of the people in the business are increasing their production and expanding their horizons.

Limitless Energy will go with this positioning statement: For the energy drinks’ consumers who believe in effective, healthy, organic and tasty energy drinks, Limitless Energy is the drink for you. It is easily accessible, meets all your health needs, and is affordable and tasty to the last drop with several flavors to choose from while giving you a differently new experience. The company will have a different experience to present to its consumers as its strategic position which will be met by the few differences it offers in its energy drink as compared to what its competitors offer.

**Strategic approach**

The approach to be used against the competitors will take into account suitability, feasibility and acceptability, where the drink will be suiting the needs of customers, feasible enough for the company to be capable enough to meet the consumers’ needs and acceptable by the consumers and the market in general (Rainey, 2013). Operational advantages stand out the most since the product is organic, healthy and effective. Also the proprietary products and technology will take form as what will be used to help- the product stand out from the competing products. All the stakeholders’ needs will be taken into consideration including the consumers, employees, employer and the community. Once a balance is met, then the product will be released into the market.

**Distribution channels**

In terms of the distribution channels, the company is planning on starting out on online marketing first so that it can market itself and get feedback in real time. The stock will be counter-checked and stored in a rented out container awaiting orders. Once an order is made, the customer pays up through PayPal or through debit cards. The product will then be packaged and shipped given the location details of the customer. If the person’s expectations are not met, we can send another package for re-assurance purposes.

Once there is traffic online, then the product can be taken to the grocery stores via a trusted distributor and resellers. Sports venues, restaurants and cafes are also very important venues to be considered. The team making up the Limitless Energy is an energized and pro-active one that works very hard to see the end goals met. Having a following online would make it easier to convince other customers and interested people of the positive effects of the product. While selling the product in person, future consumers are allowed to have a taste of the product prior to buying or sharing their thoughts on the product.

**Risk**

Every business experiences risks if it wants to take off and infiltrate the market which is always motivation to take on the risks. The first one is the product risk. This is the point at which the product owner is afraid that the product might not take off or might not be of great impact to consumers or might be unaccepted. To help mitigate this risk, the team in charge ought to carry out several tests on a small portion of the market before releasing it so as to make it a market-assured product. Another risk is the execution risk which has to do with releasing the product into the market. It could be as a result of being incapable of meeting the needs of the consumers in terms of the orders and inadequate time to execute good products. This risk can be mitigated by preparing beforehand by producing adequate products prior to release as well as confirming that the product is market-friendly and meets the needs of consumers. Finally, the other risk is the capitalization risk which has to do with the owner focusing less on investing in the product. To deal with this risk, the owner can look for financiers or people to fund on a continuous trend so that the team does not run out of funding when it is least expected.

**SWOT ANALYSIS**

**Strengths**

A SWOT analysis is the most important part of a company’s preparations. Limitless Energy as a product has several strengths, including being able to provide healthy, organic and natural needs to consumers. These needs are similar to those consumers demand to have in their energy products. This market has great potential since most of the energy drinks in existence have bad reputation while those that compete with Limitless Energy are not well known and are doubted by consumers. Fresh ideas are what team members are bringing to the table which will be a good selling tip to the consumers. The product too has a strong brand name and is patented. As compared to the rest of the organic energy drinks, Limitless Energy is very cost effective. It can also be easily accessed through the internet and in grocery stores.

**Weaknesses**

Every company has weaknesses. Limitless Energy has a few. One, it is still very new therefore; it will require to prove its outrageous performance and positive effects on consumers before being accepted. This might mean experiencing a few losses before starting out on generating income on the sale of the product. It is also difficult to convince restaurant managers and sports personnel of its positive attributes before seeing it actually work. The management team is made up of experienced personnel that will see its success. Production and quality maintenance will be consistent. The product may be in competition with Dark Dog Organic Energy Drink (Begfeld & B.D., 2015).

**Opportunities**

The opportunities for the product in the market are several. Several unfilled needs of the consumers will be filled by Limitless Energy product including organic, healthy and safe attributes in energy drinks (Lidow, 2014). Most of the energy drinks are also expensive therefore making it easy for the product to infiltrate the market with a pocket friendly price of $43.20 for a 24 pack. A lot of people are demanding for products such as Limitless Energy which meet their needs fully. The market has more demand of these products as opposed to supply. A few of the service providers are in the smaller niches which might be difficult at first but promising with time. People are changing tastes, which is encouraging.

**Threats**

Finally, the product might experience a few threats. These threats include meeting other products which people might view as the same especially in terms of other products being a disappointment to consumers. Another threat may have to do with a flood of similar products in the market that people might find difficult differentiating. Fortunately, there does not exist a market leader among the organic and healthy energy products available in the market. Even with down-ward pricing, the product will still be able to make ample profit. It will be difficult for competitors to infiltrate our market since the product holds a secret ingredient that leaves a great taste that will keep consumers coming back. There might be a few threats in future that have to do with currency fluctuations, but that would only mean that the competitors too are affected.

**Conclusion**

In conclusion, Limitless Energy is product that is very friendly to people of different ages since it does not have chemical effects. If anything, it gives people motivation for healthy living. It will be a force to reckon with.

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