**SWOT analysis**

**Student’s name**

**Professor’s name**

**Course title**

**Date**

**Company description**

**Biologique Juice Company (BJC) is a non-alcohol beverages company which provides a broad array of healthy and natural beverages across the United States. BJC drinks are USDA-certified organic, only contains natural products, with no GMOs, nitrates, pesticides, or other artificial colors, sweetness, and preservatives. The healthy and all-natural drinks are alternatives to many rival beverages and drinks that contain huge amounts of calories, sugar, and other additives. Although the company had a rough start after its launch, its quality and tasty product line up have seen the demand for its products grow steadily over the years. In this regard, BJC products can be found in small to middle-sized retail stores as well as large retail stores including; Whole foods, Natural Grocers, and Trader Joe’s. in attempt to continue offering top-notch beverages and drinks to its consumers, BJC hopes to introduce its new vegetable drink “Veggie Vegan” in the spring of 2017.**

**BJC’s Mission Statement**

**BJC commits to offering completely natural and healthy juices with exquisite taste and superior quality to consumers who are health conscious and who seek great experience with refreshing beverages and flavors. BJC prides itself in using completely natural and healthy products that bring about ecological harmony.**

**The components of the BJC’s mission statement align with its goals and objectives which are geared towards creating memorable consumer experience. Additionally, the company commits itself to drive and embrace change, nurture creative, passionate, and adventurous team, and pursue learning and growth.**

**Trends in NAB industry**

**The beverage industry is among the most dynamic businesses globally. New trends rapidly emerging and vanishing and new products are getting introduced in the market almost daily. Beverage producers set aside huge resources and effort in convincing their customers to purchase their products and as well subdue the rising number of competitors (**Pokharel, 2016)**. However, BJC has positioned itself squarely in the market by offering products that promote healthy living, delivering products that are infused with plant-based proteins, embracing concerns over authenticity and purity, as well as, promoting a sustainable environment. The emerging culture of buying organic beverages has had a great impact on supermarkets and retail chains. Despite the organic beverages being comparatively higher in prices, many people are switching to consuming organics because of their underlying healthy benefits. However, in order to keep abreast with industry, BJC projects its future growth as follows;**

* **Year 1 – 2018 Biologique Juice Company is expected to exceed this year’s sales by 10% margin. The growth in sales will enable the company to expand its production facility.**
* **Year 2 – 2019 Biologique Juice anticipates raising its sales projections by 10% with 2017 as the base year**
* **Year 3- 2020 Biologique Juice will widen its operations in the western region of United States with a distribution of not less than three retail chains. Additionally, revenues are expected to grow by 8% due to the cost of expansion.**

**Strategic position**

**An effective strategic position of an organization considers the needs of its market and customers as well as the position of its rivals. In this regard, an effective positioning strategy allows the organization to focus on certain areas where it can beat and outshine its competition. BJC holds the belief that one of its strategic positions lies in market segmentation. Aiming at a certain market segment presents competitive advantages to both existing and new companies. Customer satisfaction is a key factor when implementing product marketing strategies. In this regard, focusing on specific market segments will ensure that the BJC creates more memorable emotions and thoughts about the company products compared to the industry competitors. This will be possible through the integration of social media marketing, as well as, relatable and catchy TV and radio commercials. Integrating the various media will allow for immediate feedback from consumers regarding the quality of the products and services as well as tips on how the company can increase its presence and consumer experience.**

**Distribution channels**

**Boosting beverage sales and increasing brand presence requires unique marketing and sales plan that embodies selling to distributors, retailers, and the individual consumers. The BJC beverages and related products will reach the market through customer warehouse; direct store delivery, as well as, third-party distribution networks. The distribution channels will be chosen based on product characteristics, customer needs, and local business practices (**Shabanova et al., 2015)**.**

**Under the direct store delivery, BJC will be delivering its products directly to wholesalers and retail stores. This will allow the company to merchandise with utmost visibility. The distribution channel will be more suitable for beverages that are often restocked and sensitive to marketing and promotions. Customer warehouse distribution channel will be suitable for products that are imperishable and less fragile, and which are not impulsively purchased. The company will also distribute beverage products to businesses, restaurants, stadiums, and schools through 3rd party venting operators and distributors.**

**Risks and mitigation**

**The possible risks that BJC could face in the market include securing compliance with industry and government regulations for the environment, food, and employee safety; maintaining consistency, efficiency, reliability and profitability in the delivery high quality and freshest products to its customer base; and the delivery of cheap organic products by multinational beverage giants. Beverage companies are subjected to a number of regulations such as FDA, USDA, and other federal and state regulations. Failing to comply with these regulations may lead to huge fines, huge product recall as well as corporate loss. However, BJC has taken standardized controls and processes, beefed up security, introduced training programs, enhanced labeling, internal audits, and recordkeeping and document management in order to ensure full compliance (**The Answer Company, 2017)**.**

**However, to cope with the risk of cheap products in the market, the company will deploy lean production techniques in order to ensure to ensure quality products and create consumer value. BJC will also ensure that the product prices are competitive while at the same time ensuring profitability. Additionally, to ensure reliability and consistency in offering quality products, BJC will adopt effective and efficient operating procedures, strict quality governance, improved technology as well as an integrated operation, suppliers, and consumers**.

SWOT analysis

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| **Strengths*** Timely and efficient delivery schedule, as well as a strong relationship with suppliers and vendors, provides a competitive edge in the market.
* Well trained and client-oriented employees create a memorable customer experience.
* Quality product and services that ensure consumer value.
 | **Weaknesses*** BJC lacks brand equity which some of its rivals possess.
* Lack of considerable financial muscle to finance expansion and product promotion.
* Relative small number of staff compared to some beverage giants like Coca-Cola and Pepsi.
* Limited variety of products to meet market demand and compete effectively.
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| **Opportunities*** A growing culture of wellness and health in soft drinks as consumers continue to acknowledge the importance of healthy living and are looking for more natural and healthier foods and drinks.
* Expansion of production facility to increase product offering and increase sales.
 | **Threats*** Strong competition – Coca-Cola and Pepsi continue to be significant rivals in soft drinks and have established brands as well as a possibly crucial edge with regards to repositioning themselves in a redefined market.
* Inflation which reduces consumer purchasing power leading to low sales.
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References

Pokharel, K. P. (2016). Demand Analysis for Non-Alcoholic Beverages Consumptin in the United States. *International Journal of Social Sciences and Management*, *3*(1), 38-46.

Shabanova, L. B., Ismagilova, G. N., Salimov, L. N., & Akhmadeev, M. G. (2015). PEST-Analysis and SWOT-Analysis as the most important tools to strengthen the competitive advantages of commercial enterprises. *Mediterranean Journal of Social Sciences*, *6*(3), 705.

The Answer Company. (2017). *Managing Business Risk in the Food and Beverage Industry*. [online] Available at: https://www.theanswerco.com/managing-business-risk-in-the-food-and-beverage-industry/ [Accessed 19 Oct. 2017].