



MARKETING STRATEGIES FOR JUICE PRODUCTION ENTERPRISES

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Abstract

In this present research paper has been investigated marketing strategies for juice production enterprises. By the author proposed was recommended that Natural Juice LLC focus its marketing research on three different categories of respondents.

Key words: Fruit, Brand, Vegetable, Juice production, Enterprises and Marketing strategies.

1. Introduction

The fruit juice market is a sector that has a decent share in the food market of the country. In the last 10 years, the attitude of enterprises processing fruit and vegetable products to the brand of their products has gained particular importance. In the system based on the traditional methods of marketing, a market was formed that did not allow to survive in the competition formed in the market of fruit juices. Competitive advantages in the modern fruit juice market of Uzbekistan focused on value creation through brand has become the main strategic goal for all enterprises.

Building and promoting a strong brand is the main component of the company's marketing policy. Currently, companies are constantly forced to think about changing their marketing strategy and introducing new products to the market, which has become the main direction of success in the competitive market.

2. Analysis and Results

Such brands as "Sochnaya Dolina", "Viko" and "Pro100" were formed by "Natural

Juice" LLC in 2005. The above trademarks are included in the brand portfolio by LLC on the following grounds:

- ✓ Analysis of the external environment, identification of new opportunities using STER and SWOT analysis methods, as well as market research revealed the absence of a strong brand in the market segments.
- ✓ The complexity of communicating with the end consumer in justifying the differences between the new brand and other products under the same trademark.
- ✓ The risk of redistribution of consumer loyalty between the new brand product and the cessation of sales growth due to the introduction of a new product is the main reason.

Since the process of creating a brand in enterprises is a long-term strategy, it is important to develop a classification of the main stages. The main stages of brand creation are presented in Table - 1.

Analysis of the marketing environment. In 2005, "Natural Juice" LLC made a decision to provide flexibility to 3 segments of the market to form such brands as "Sochnaya Dolina", "Viko" and "Pro100". Conducted market analysis, competitor analysis, consumer demand study, SWOT analysis conducted.

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Table – 1: The main stages of brand creation at "Natural Juice" LLC

Stages of brand creation Classification of stages	Stages of brand creation Classification of stages
Analysis of the marketing environment	Internal and external environment analysis
	Resource base analysis
	Consumer analysis
	Competitor analysis
Forming a branding strategy	Choosing brand strategies: brand formation, expansion, rebranding, brand termination, new brand development
	Brand positioning within the chosen strategy
Implementation of branding strategy	Choosing a trademark and obtaining intellectual property rights
	Brand promotion
	Building brand equity
Branding audit	Monitoring the formation and growth of the value of the brand as an intangible asset based on qualitative and quantitative methods

The main competitors are Marvel Juice Co. It was determined in relation to the "Tip-Top" brand of the Uzbek-Swiss joint venture. The main characteristics of the target audience are as follows: during the development of the marketing strategy, the priority segments of consumers were identified:

- a) Women aged 30 - 60 with an average income (middle level), having a family (spouse, children) and therefore striving to choose a high-quality, tasty and inexpensive, emotionally attractive product for the whole family.
- b) For the segment of 45 - 60 year old men with a high income level (middle and upper class) who are interested in high-quality and tasty products, new tastes and diversity.
- c) Young families with an average income of up to 30 years, who want to try something new, interesting, seek to diversify their lives, impress their friends, that is, they are loyal and interested in new products. Marketing efforts are focused on these target groups.

Partners: chain stores, wholesale, retail, region/regions. The main features of products for partners are: quality stability; high conditions of storage and sale of products; optimal ratio of price and quality (Ergashxodjaeva *et al.*, 2018).

Analysis of the resource base: "Natural Juice" LLC has its own high-quality raw material base. More than 200 million tons of fruit and vegetable products are grown in Uzbekistan per year. This indicates that the resource base for fruit and vegetable juice production enterprises is high. It is known in the Uzbek market for its stable quality, confirmed by many quality certificates, good image and reasonable price of raw materials, formed on the basis of free competition.

3. Forming a Branding Strategy

- a) Focus the main attention of enterprises on the formation of the brand mission. The main mission of the Sochnaya Dolina brand created by Natural Juice LLC is: "Family juice", that is, the identity built on this basis.
- b) Brand positioning. The new brand must be associated with a high level of quality among consumers. Products under the Sochnaya Dolina brand allow every family to create an atmosphere of celebration, comfort and well-being. Efforts to improve service delivery and distribution network development will focus on improving relationships with distribution channel participants who benefit from price increases (Tursunov, 2019).



The main brand features of juice products offered by "Sochnaya Dolina" are as follows: a new brand of products, their main distinguishing features: originality in taste, ease of packaging; consumers are intended for family consumers, etc.

"Sochnaya Dolina" is a brand that provides the target segment of consumers with a sense of novelty and exclusivity, an interesting taste of products and an optimal price ratio.

"Sochnaya Dolina" also takes into account macro-level positioning to consumers, which focuses on consumer emotions: interesting, unique products, new taste sensations, enjoyment of life, family unity, tolerance, continuing everyday life in a unique way, feeling family happiness, etc.

In forming the concept of the "Sochnaya Dolina" brand, the main attention is paid to the following:

- The essence of the brand: the main goal is to enter the table of all families in Uzbekistan.
- Brand image: established as the favorite brand for prestigious and exemplary families.
- Branding: the people of Asian countries mostly enjoy family gatherings and gathering around the same table, and this is exactly what they strive for when creating a brand.

The brand has a number of distinctive features that should evoke a number of associations among consumers. These include: appearance, value, gender, size, shape, nationality, education, intelligence, socioeconomic class. All these features, representing a trademark, allow us to describe it. The Sochnaya Dolina brand is known for the following characteristics: "natural", "reliable", "quality", "useful", "well-being", etc. (Minchington, 2011).

Competitive advantages: joy of life; consumption opportunities for middle segments during their daily life; the opportunity to join

elite consumers; presenting a new taste, interest, novelty; quality stability; unique taste; appropriate conditions of storage and sale.

According to Uzbek consumers, ancestral traditions create positive feelings, trust and respect. The public catering system in Uzbekistan, from the form of ancient teahouses to restaurants, strives for naturalness, and taste takes the main place. Accordingly, a pyramid of specific brand values for the Sochnaya Dolina brand is recommended according to Figure 3.1.

Choosing a brand strategy. In determining the strategy of the Sochnaya Dolina brand in the portfolio of existing brands in the juice market of Uzbekistan, it is proposed to introduce new product brands into the brand architecture using the above recommended process (Figure 1).

The implementation of the branding strategy consists of a number of stages

- a) Creation and registration of a trademark. After the brand name is tested, patenting is done. Patenting of brands is carried out by the Intellectual Property Agency of the Republic of Uzbekistan on the basis of the Law of the Republic of Uzbekistan "On Trademarks, Service Marks and Place Names of Brand Origin".
- b) In order for the new product to be accepted by consumers faster, it is advisable to set a lower price compared to competitors.brand promotion. Great attention was paid to the development of requirements for product sellers, as well as the implementation of integrated marketing communications in accordance with the brand positioning and brand strategy. One of the most important marketing activities done while building a brand is the effective use of digital marketing strategies (Tursunov, 2019).



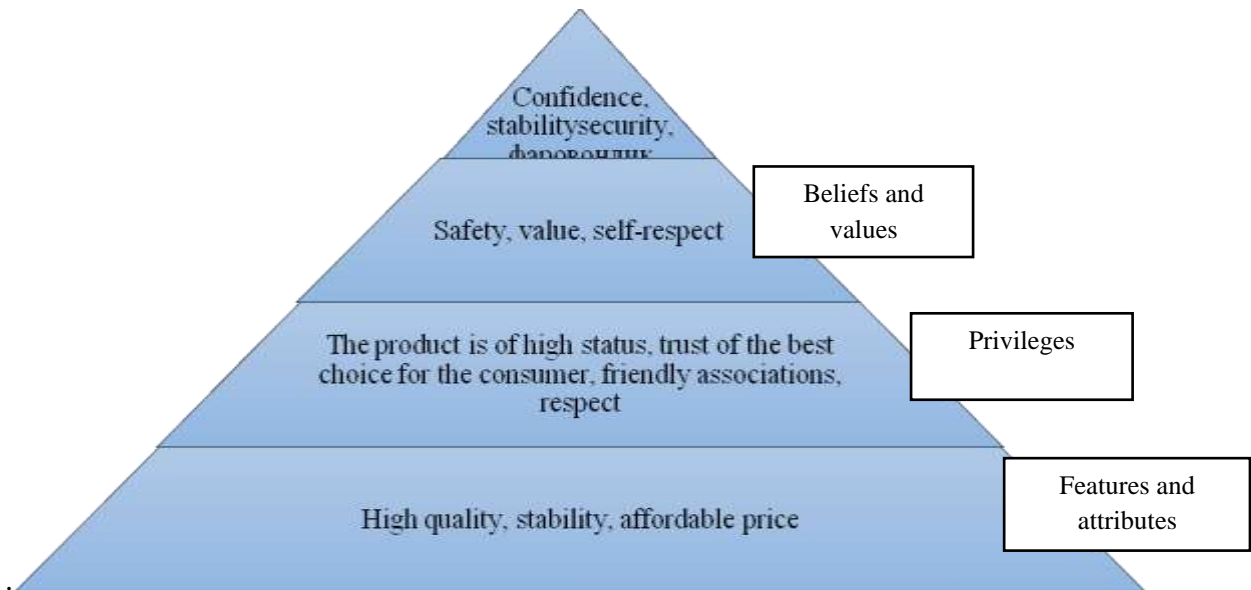


Figure – 1: Value pyramid of the Sochnaya Dolina brand

Table – 2: Program of events for creating a new trademark at "Natural Juice" LLC

№	Time of activities to be carried out	Time of activities to be carried out
1.	Conducting marketing research in fruit juice retail outlets by region. Determining the design and color of juice packaging, consumer preferences, quality and ergonomic characteristics of new juice products entering the market	3 months
2.	Developing a new brand name	2 months
3.	Forming a focus group to test fruit juice brand names on a target audience	1 week
4.	Patent Frequency Check of Brand Names and Juice Trademark Registration	3 days
5.	Development of the logo of the product brand	1 month
6.	Forming a focus group to test the logo of the product brand on the target audience	3 days
7.	Development of a brand slogan	2 months
8.	Organize a focus group to test the brand's slogan on the target audience	3 days
9.	Development of design and corporate identity for the brand	1 month
10.	Creating a focus group to test the brand's design and corporate identity on the target audience	3 days
11.	Development of packaging form and design for the product	1 month
12.	Conducting a focus group to test the packaging form and design for the product on the target audience	3 days

Brand promotion through the following digital marketing channels is effective:

- a) SEM (Search Engine Marketing) or search engine marketing. Search engine marketing is designed to increase website traffic from your audience. In fact, it redistributes consumers in favor of the

advertised site and makes it more visible to visitors.

- b) SEO (Search Engine Optimization) or search engine optimization. This is a set of activities aimed at raising the site in the search results for certain queries, because the higher the site is in the



search engine, the more the audience will increase.

- c) SMM (Social Media Marketing) social media marketing. It is the process of drawing attention to the brand of the social media audience. The main focus of this channel is to create content that is then distributed by users without the involvement of a brand or agency, that is, by the users themselves.
- d) "Display advertising" or advertising with a display (graphic, visual, layout). This type of advertising is focused on the perception of the audience. Display advertising on the Internet includes a complete list of forms provided by updated elements using banners, teasers, e-mail messages or mobile channels. In some cases, an analogy is drawn between display and advertisements on the Internet when describing the evolution of the visual component of advertising using interactive elements.
- e) Blogging or blogging. A blog can be called an online diary or an online journal of a particular person or group of people as well as a company. There are advantages to promoting a product through popular bloggers as they are thought leaders on their blogs. This field continues to grow rapidly, and young bloggers are seriously competing with well-known media representatives.
- f) E-mail marketing. Email newsletters are one of the cheapest and therefore most common ways to communicate directly with consumers.
- g) "Affiliate marketing", that is, event marketing or partnership marketing. This method of business promotion determines receiving a reward for the selected actions of the subscriber, the buyer.
- h) Mobile marketing. This is a set of measures to promote the brand using mobile devices and cellular communication capabilities. Previously, it only included SMS messages, but with the increase in the types of mobile devices (for example, tablets), it

expanded its tools. In the same way, internet marketing tools are designed for different audiences, and one tool can work for two different audiences. Distribution of brands. Selective distribution was used in market entry. The most important retail sectors for the mandatory availability of enterprise products, including catering and soft drinks outlets, were identified. One-level distribution channels were used (producer - seller). At the growth stage of the product's life cycle, it is appropriate to use the "entry" strategy, and then the "promotion" strategy when bringing it to the market.

Working with the branches of retail trade networks (basket, macro) allows to accelerate the distribution of brand products. When entering the network, it is recommended to use traditional communication channels such as tastings, handouts, banners in stores, radio and television advertising.

4. Conclusions

Since 2005, the Sochnaya Dolina brand has been actively entering the market, and the first results have been achieved: marketing goals have been achieved and the planned profitability has exceeded 11%. Quantitative and qualitative marketing research was also conducted to determine the following: consumer loyalty to the Sochnaya Dolina brand and the perception of the product compared to competitors. It is recommended that Natural Juice LLC focus its marketing research on three different categories of respondents: The final consumer (the survey is conducted every three months and before the effectiveness of advertising, and then research is conducted to evaluate their effectiveness). End-user monitoring focuses on questions such as the target audience's attitude toward the brand, consumer preferences in product selection, shared values, brand awareness, and more. Marketing research has shown that the children segment constitutes the main segment in the purchase of fruit juices; Retail outlets. Field research with retailers is primarily focused on



finding out their preferences and suggestions, as well as whether they are satisfied with product quality, quality consistency, and the culture of service managers. Also, the main problems in trade channels and logistics are identified. The results of the survey conducted in 2020 showed that retail trade networks gave a positive assessment of the company's activity. Enterprise partners. The research served to identify the hidden capabilities of the enterprise, which can be used to solve the problem or introduce new ideas, to build the brand architecture.

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