

Market Study About Coffee - , Magdolna Tokai

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Our challenge was to introduce a coffee brand into the Hungarian Market called 'allcontinents'. This coffee is for a young target group who like experience connected with a Hungarian image. During our research the following question: Will this launch succeed in the market that we have chosen? Therefore, we focused on the existing Hungarian coffee market; its consumers, drinking habits and competitors. To study this we used secondary research, a focus group interview and prepared a questionnaire. Firstly, we focused on the consumers. Coffee is a popular product and very frequently consumed in Hungary. The overall consumption of coffee is increasing as well, especially young people tend to buy more coffee. Furthermore, the consumption of this group is still growing. Secondly, we looked at the drinking habits. Our target group especially liked mixtures and there is willingness in their attitude towards trying new things. Also, they use coffee not only for the functional reason to wake up, but also for social reasons and having fun. Thirdly, we have looked at our competitors. Nescafe represents the spirit of youth by offering specialties. Segafredo is well known for its dynamism and strength. Tchibo is the brand that is lively and well known worldwide. Jacobs stands for the harmony of with variety of flavors. Douwe Egberts has a static image. Omnia is the virtue but is also less dynamic. Julius Meinl represents just quality but in a static way. Now we will try to give advice for the launch. There are good reasons, why the introduction of 'all continents' could be successful. As we just explained, that young people are an important, increasing target group and the drinking habits are on the way to change, or are already changing. People want to try new things and drink coffee for a variety of reasons. Furthermore, we see a lack in the positioning image of the existing competitors. Nescafe is for young, experiential people, but it is not Hungarian. Brands with a Hungarian image are Douwe Egberts and Omnia. But their images have gone out of fashion and our target group did not like them. In conclusion, there is no brand, which has the image of a Hungarian brand for young, experiential people. In addition to our research we recommend to consider the analyze of the three remaining P's: price, place and promotion. Author: Hess, Daniel Author: Tokai, Magdolna Author: Guenebeaud, Clément Publisher: GRIN Verlag Illustration: N Language: ENG Title: Market Study about Coffee Pages: 00035 (Encrypted PDF) On Sale: 2004-01-01 SKU-13/ISBN: 9783638292245 Category:

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