

**Study of competitive strategy and promotional scheme of Lipton Green Ice Tea****M Shehbaz Qasim****Research Scholar****Shri Venkateshwara University****8920, Naya Mohalla, Pul Bangash, Azad Market, Delhi 110006****Abstract**

*The project is basically the study of competitive strategy and promotional scheme Green Ice tea product of Lipton under Unilever India. It incorporates the entire perspectives hold by Lipton with a specific end goal to better market its position in India. It diagrams the methodologies receive by the Lipton. Next a portion of the peculiarities of the huge brand i.e. get a considerable measure of data from the site of the Lipton tea ltd. Examine the marketing strategy for this company and also make company analysis, industry analysis, customer analysis, SWOT analysis and marketing objective. One benefit is this how to choose the target market according to our culture .By the end is the Conclusion made after analyzing all of the above factors.*

**Key words:** *Lipton Ice Tea, SWOT Analysis, Customer Analysis, Marketing Strategy.*

**1. Introduction**

Lipton Iced Tea is refreshment launched by Lipton as a team with PepsiCo. Lipton is a built brand in the tea business sector while PepsiCo has a conspicuous existence in the industry of soft drink. After the fame of tea began to develop in the East, India, the tea business sector has advanced through different stages. With a specific end goal to command the business, real tea producers like Lipton, Tata Tea and Tetley have kept on concocting inventive mixtures of tea. Lipton, which has the reputation of being the most imaginative brand in respect of variety propelled cold beverage, therefore adding another innovation to the tea market. Lipton Iced Tea appreciates significantly more prominence after the late examines expressed the solid advantages of devouring tea. In addition, the frosted tea was a decent method for focusing on those customers who don't appreciate more sultry drinks.

**1.1 Company Description**

A lever sibling is established by William Hesketh lever in 1890. Lever Brothers, the old name of Unilever changed into Unilever after the merger of Lever Brothers & Margarine Unie in 1930. Unilever is a Multi-National organization. It is one of the biggest consumer goods companies in the world. Brands of Unilever are trusted all over and, by listening to the individuals who purchase them, Unilever developed into one of the world's best buyer products organizations. Its brands are on special in more than 151 countries. Truth be told, 160 million times each day, somebody some place picks a Unilever item.

Unilever doesn't retail under its own particular name yet with individual brand names like Surf Excel, Walls, Lipton, Sunsilk, and Lux Etc.

"Unilever's mission is to add imperativeness to life. We meet consistently requirements for sustenance, cleanliness, and individual considerations with brands that help individuals feel great, look great and get all the more out of life."

Unilever is the Key player in household products. Unilever truly developed through acquisitions. Regardless of who you are, or where in the world you are, the chances are that our items are a well-known piece of your day by day schedule. Consistently, around the globe, individuals reach for Unilever items.

### 1.2 Lipton Market in India

The JV's Indian arm has dispatched two new kinds of the prepared to-drink ice tea, after it was withdrawn around seven years back when the JV entered the nation. Ice tea is a corner, yet quickly developing classification. Specifically, youthful urban grown-ups are taking at healthier alternatives, for example, ice tea. Truth is told, even inside ice tea, customers are progressively tolerating green ice tea as a healthier choice.

In 2003, PepsiCo and Unilever structured a worldwide 50:50 joint endeavour - Pepsi Lipton International - to produce and market Lipton Ice Tea variations in 67 nations. The JV entered India in 2004. Nonetheless, Lipton Ice Tea (LIT) was later withdrawn from the business sector as the item might have been "way ahead in those days".

At the point when LIT was launched in India in 2004, it worked out that the item was comparatively radical. Buyer bits of knowledge uncovered there was a gap purpose and activity when it came to utilization of health beverages.

The PepsiCo and HUL choice to re-launch the ice tea takes a swipe at during a period when rival Coca-Cola presented ice tea brand "Nestea" in jugs in association with Nestle.

The Lipton ice tea will add to PepsiCo's wellbeing and health item portfolio. The organization's other wellbeing items incorporates Aliva, Quaker Oats, Tropicana, Nimbooz 100 per cent and the recently launched Lehar Gluco Plus, from its JV with the Tata Group.

### 1.3 Current brand products of Lipton

Lipton's fundamental column brands are *Lipton Ice Tea* and *Lipton Yellow Label*. Other product offerings exist also, in the same way as the Lipton pyramid go in North America and Europe, and Lipton Milk Tea in the East Asia. In 2008 the brand launched *Lipton Linea* in Western Europe, a green tea assortment with a more elevated amount of catechins, which the organization claims can help one lose weight.

## 2. Reason for Selecting Ice Tea

In everywhere throughout the world there are 68% people who like to take the either Black or green or milk and whatever is left of them flavour the soft drinks and juices however in India, the greater part of the populace like tea and the green tea is uncontrollably like by the urban population. The iced tea is the result of the double nature on the grounds that it can full fill the needs of both sort of the consumer. Iced tea has the essence of green tea likewise contains the characteristics of the soft drinks.

- In India 73% of its population like tea brands.
- 53% like it due to cultural influence.
- 29% of tea lovers like only green tea.
- 27% like it due to taste.
- 18% show their interest without any reason.
- 13% people only like it due to safe to health.
- 8 % like both green and black tea.

### Product Features and Attributes

- Why to incline toward the Lipton Ice Tea?
- Lipton Green tea is eminent for its stimulating and healthful properties.
- Lipton Green tea is brimming with clean taste, imperativeness, and awesome flavour.
- Lipton Ice Tea provides protecting falconoid antioxidants,
- Lipton Ice Tea is the beverage which gives the taste, quality and it is additionally useful for wellbeing that is the reason individuals for the most part like green tea in the abroad nations and now this pattern is likewise rise in India as well.

### 3. Launch of Lipton tea

Lipton is dedicated on making iced tea as healthy and delicious with the crucial supplements required for ideal development, improvement and refreshment.

*Lipton Ice Tea* is an instant tea drink tea beverage, comprising of different supplements and herb extricates. The tea is sweet; however it has less sugar than a run of typical soft drink. The beverage is a blend of tea, sugar with distinctive herb separates.

#### 3.1 Market Description of Lipton Ice Tea

Basically *Lipton Ice Tea* is a nutritious and multi-vitamin drink. It is offered in various flavours. *Lipton Ice Tea* gives refreshment; vitality furthermore helps in diminishing weight.

#### LIPTON ICE TEA- -ENERGIZE YOUR LIFE

##### Features:

Lipton is presented just in one flavour with many more variants:

**Flavour:** Lipton iced green tea

**Core Benefit:** Stimulant and Refresher

##### Packaging:

Packing of Lipton Ice Tea is extremely appealing because of diverse colours. The descriptor on the product contains the all information about the product.

##### Nutritional Values:

Lipton Ice Tea drink gives additional nutritional contents like; iron, sodium, protein, calcium, fibre, vitamin C and carbohydrates.

**Convenience:**

Lipton Ice Tea is taken in can to appreciate the look and the taste. Comfort can be taken as the plastic can is easy to dispose of without making any complain. Lipton Ice Tea can replace soft drink and can be taken as an auxiliary of tea or fruit drinks at the same time.

**4. Marketing strategy to increase the sale****4.1 Goals and Objectives****Non-Financial:**

- Increasing the quantity of employments and improving personal satisfaction of representatives
- Improve the company's image
- Delivering the great quality and taste to the purchasers.
- Contribution in the group activities

**Financial:**

- Increasing the net profit as per share common stock
- Increasing the net profit as percentage sale
- Improve Profitability
- Increasing the net profit as percentage of investment

**4.2 Core Distinct Competency of the Lipton**

- Lipton offers the products worldwide as indicated by the essence of individuals in a specific nation.
- Lipton has a separate supply chain department.
- Multi National Operations.
- Lipton offer adaptable, high quality products.
- Lipton ice tea is prestigious for its healthful properties. Other beverages and soft drinks however, represent the epitome of sugary soft drinks.
- They use Tunnel Pasteurization and Sterile Filling Process in packaging process.
- Lipton supply chain verifies that Lipton items are accessible, regardless of wherever you are in India.

**5. SWOT Analysis Lipton Ice Tea****➤ Strengths:**

- Lipton ice tea gives additional supplements as characteristic concentrates in the form of natural extracts. These concentrates give extra vitamins, calcium, iron, carbohydrates etc.
- Lipton ice tea does not comprise of any fake flavourings or hues.
- The USP is exceptionally unique considering the way that this item has a blend of properties that are not generally found in the contending items. Lipton ice tea's peculiarity lies in its nutritious quality and herbs which serves as its USP.

➤ **Weakness:**

- **Devaluation of Rupee:** The past monetary states of the nation have brought about crumbling and insecure estimation of the Indian Rupee in correlation with other outside coinage. This causes the costs of imports to vary and in the meantime decreases the certainty of the importers, on whom Lipton vigorously depend upon. Aside from this, these constant fluctuations cause expense to be for the most part high on numerous occasions bringing about vulnerability.
- **Strong Direct & Indirect Competition:** There is strong competition in the business through the vicinity of Tea industry goliaths like Nestea etc and so forth and moreover Coca-Cola and Pepsi catch a huge market share through proficient and boundless limited time promotional campaigns and distribution network. Ice tea is suitable just for summer season.
- **Conventional Perception about Tea:** In a nation like India the utilization of tea is high. Remembering this there are a considerable measure of organizations pander to this need fragment. Lipton ice tea, however is a separated item, has tea as its base, in this manner the first picture that it evokes in the mind clients is that of a drink that is taken chilled in distinctive flavours. An immense number individual in India are extremely impervious to change.

➤ **Opportunity:**

- **Higher degree of flexibility from the younger generation:** The youth of India rather than their points of reference are more versatile and beneficiary towards new thoughts. It is this flexibility of theirs that will turn out to be an open door for LIPTON ICE TEA. Lipton trust that since product item is helpful as well as creative and evidently alluring too will pull in these youngsters and individuals in their twenties, thirties through these features, who over all different things rate comfort and quality first.
- **High Potential in terms of increasing Market Share:** LIPTON TEA Pvt. Ltd sees the steadily expanding market share as an opportunity for Lipton ice tea. The item that is being offered is not promptly accessible as far as both local brands hat are accessible in the main stores of Indian cities.
- **Nutritional Product:** LIPTON ICE TEA, as opposed to tea and other fruit drinks accessible in the business, contains no simulated flavours or colourising. Aside from this current its low stimulant substance, non- carbonated and vicinity of extra vitamins, calcium, and carbohydrate and iron substance make it an alluring different option for the officially present beverages in the business. The oddity of beverage will draw in the health conscious group of consumers who are generally ignored.
- **Fill loop holes present in the competing products:** Appealing, high quality and consistency in taste are peculiarities that are over looked by the contenders because of one reason or the other. Regardless of the possibility that these features are exhibit in a couple of items they are very evaluated and are not effectively accessible in the business in view of being imported. Lipton, with the assistance of LIPTON ICE TEA, goes for filling these escape clauses by giving assortment, uniqueness and consistency in taste all at a sensible cost.

➤ **Threats:**

- **Competitor's Strategies and Polices:** The very actuality that LIPTON ICE TEA is contending with names like Tetly, Nestea and so on postures to be a threat. At this

stage, however LIPTON ICE TEA will be substantiated with a sufficient publicizing plan; it may in any case miss the mark regarding that of its competitors.

- **Government Policies:** Government Policies like GST, which has been collected upon all shopper items, acts like a threat and set costs higher. Aside from this the discouraging policies with respect to the import of tea leaves is an alternate danger.
- **Unaccounted competition:** Another risk that LIPTON ICE TEA countenances are rivalry regarding pirated results of the same item class through the Black Market.
- One of the real threat that LIPTON ICE TEA has is that how to utilize the ice tea because of the lack of product knowledge in India.

## 6. Conclusion

By seeing at the regale of the totally new idea and the new item in tea industry, Lipton ice tea has various profits and as a result of the careful assessment through the SWOT analysis and the industry analysis it is likely that this item will pick up the normal market share. This solid and nutritious ice tea with new flavours will be suitable for the sound physical and mental development. It may be conceivable that this item may flounder as it is another idea yet through overview it is evident that this item suits the level consciousness of all youth and adults.

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