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Nantucket Nectars: Case

Introduction

Nantucket Nectars began in 1989 when, Tom First and Tom Scott started a juice business, selling fresh juice from a floating store in Nantucket Harbor. Their vision was simple: to be able to provide fresh fruit juice, which has not been produced by means of the mechanic and industrial approach to the production of juices.

Growth and Expansion

The next decisions that appeared before Nantucket Nectars were how to expand into new markets and how to expand the companies production capability as the demand for the product grew. This growth demanded considerable capital investment and precisely how this could be achieved without detriment to the quality of the product or diluting the image of the organisation?

Market Competition

Nantucket Nectars was established in the heavily saturated and mature industry of beverages where industry leaders such as Coca Cola and Pepsi ruled the market. Marketing against such brands put pressure on Nantucket Nectars's to be different and protect the brand's story.

Conclusion

The analyzed case of Nantucket Nectars illustrates the problems of growing a small, premium business in the rather unforgiving industry. Select communication and product positioning are crucial in the achievement of steady market growth without sacrificing the company's image.

Our Mission

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