

Crescent Pure



Introduction

Crescent Pure organic fruit juices are a product that was developed with the aim of providing consumers with healthy beverage products. The case explores the company's story, issues, and the planning that defined its development within a dynamic environment.



Market Analysis

Health and wellness has become a major trend and the segment in which Crescent Pure operates is a growing one, for consumers are increasingly reaching for health and wellness beverages. As people also start focusing on their health, the brand wanted to occupy the niche marketing its product based on the usage of organic products and numerous other health benefits of the product.



Strategic Challenges

That is, one of the major problems which affected Crescent Pure was the lack of brand recognition in the market. The company required the identification of the opportunities to leverage the 4Ps mix to set it aside from similar companies that sold similar products. Furthermore, distribution channels were an issue as the key to raising product awareness was the development of new points of sale.



Conclusion

The Crescent Pure case provides a good learning for aspirants in dietary segment health brand development and challenges they cannot avoid. With proper marketing, publicizing and better financial planning the company has every potential to achieve sustainable success in establishing its Organic beverages in the market.



RESOURCE

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