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CRESCENT PURE

INTRODUCTION

Crescent Pure is an energy drink which has been considered for nomination due to its originality and good market prospects. In this paper, an evaluation of the strategies that would be relevant to the management of the company with a view of increasing market presence as well as profitability, is also presented. The analysis from the cases solutions. The situation analysis provided by com highlights the problems and prospects that Crescent Pure faces.

MARKET POSITION AND TARGET MARKET

Making a selection one of the most important issues of the Crescent Pure case is its positioning on the market. Here, consumers are told that they should make a conscious choice and avoid another ordinary laundry soap: the message at the bottom of the page that presents

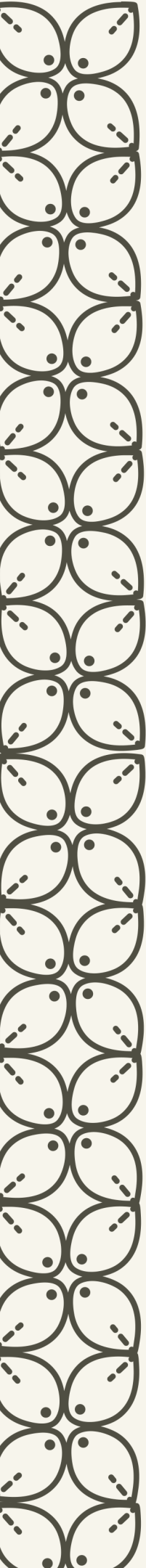
Crescent Pure explicitly benefits from stressing out the natural aspects of the product and its positive effects on people's health.

FINANCIAL CONSIDERATIONS

While examining the budget reports in the case solution it can be concluded that budgeting and utilization of resources should be more moderate. Marketing and distribution costs cannot be passed over while as the same time, company product quality and price is of utmost importance. As for the growth and development actions, the solution offers considering and pursuing funding options like venture capital or strategic partnerships.

CONCLUSION

Crescent Pure from the casesolutions This is the case solution of Crescent Pure that has been sought for a long time on the Internet. com suggests an overall guide for improving the position of the brand in the market and increasing profits. Through the advanced study of market positioning, adequate marketing techniques, broadening the sales network and sound financial planning, it is quite possible to build on it by developing a unique value proposition for the growth and success of the Crescent Pure.



OBJECTIVES

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