

THINKER INTERNATIONAL AUSTRALIA

Koality Blendz

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Koality



Blendz

AUSTRALIA'S MARKET REPORT





ECONOMY AND CULTURE IN AUSTRALIA

ECONOMY & STATS

- **Advanced** economy, advanced education
- **High production of goods and services** (Industrialized based country)
- **13th largest economy** in 2021
- **Low birth rate** (1.22% vs 1.20% in the US)

CULTURE

- **Tall Poppy Syndrome**
- **Trust** is essential in business
- **Humor** can be dry, sarcastic, self-deprecating, honest, and taboo
- Australians can be **relaxed**, but still **professional**
- Appreciation for **fair play** and **loyalty**



BABY FORMULA AND ADVERTISING



BABY FORMULA

In Australia

- **Goat's** milk or **cow's** milk
- Added **vitamins, fats, minerals**
- **Prebiotics** or **probiotics**
- GMO and/ or palm oil **free**



ADVERTISING

- "Australian English"
- Local phrases
- Work with a local
- Be different (Ant Man)
- Offer experiences (Movember)
- Simple campaigns (Symbio Zoo)
- Integrate humor if appropriate (Dumb ways to die)
- **MAIF Agreement**





PRODUCT



PACKAGING AND CONTENT

PRODUCT

2 Children's "Protein drink" :

1. Milk based product

Added : Iron, protein, vitamins, probiotics

2. Rice based product

Added : Iron, calcium, vitamins



PACKAGING

Labelling

- Simple **curated** design
- Koala **mascot** to signal that the product is designed for children
- **Different colored** bottle for each flavor
- **Highlighting** the **benefits** on the back of the bottle

Bottle design

- Sippy/ Tippy Cup - **drinking nozzle**
- Heavy bottom to avoid spilling
- **Hourglass** shape to fit in a child's hand with added ease

Retail

- On the go **single use** plastic bottles
- 6 **pack** or **individually** sold



STRATEGY AND SECURING ADVANTAGE



STRATEGY

- Start with only **two versions**
- **Local production** (appeal)
- **Market** towards being "all-natural," "healthy," and "for kids"

COMPETITIVE ADVANTAGE

- Necessary **nutrients** & added vitamins + protein per serving
- Variety in **flavours**
- A **bottle** that children will enjoy
- **Local ingredients**
- Taking into consideration possible allergen and intolerance **sensitivities** (rice AND milk product)

QUALITY

- **Check** directions on product and test market the product
- **Safe** bottle for kids to drink out
- Spill free bottle **tested** design
- **Locally** sourced natural ingredients
- 30 day **warranty** for problems



PRICE & PLACE

CURRENT COMPETITION

Brand	Quantity	Total Cost (USD)	Cost/Unit
Oloe Shake	12 Pack	\$59.95	~\$5.00
Kids Breakfast Shake	1 Tub (14 servings)	\$34.95	~\$2.50
Good 2 Grow	3 pack (juice)	\$6.99	~\$2.33
Woolworth's Milk	6 pack	\$4.60	~\$0.78





PRICE



PRICING STRATEGY

Market pricing, product line pricing, price premium

1. Milk-based

- a. \$15 for a 6-pack (\$2.50/unit),
- b. \$3.50 for individual

2. Rice-based

- a. \$18 for a 6-pack (\$3.00/unit),
- b. \$4.00 for individual

PROFITABILITY

- **Lowering shipping costs** : Australian manufacturers
- **No direct competitors**
- **Low packaging costs**
- Starting point : **domestic**, to avoid export costs
- **No imports**, all Australian products



PLACE



MARKET CONDITIONS & COMPETITION

- Higher **risk of dehydration**
- Importance of water and milk in diet (Australian Dietary Guidelines for Children and Adolescents)
- **High regard for health benefits and natural products**
- **Local** products are valued
- Cost < **Quality** (70% of citizens)

TECHNOLOGY AND EDUCATION

Technology

- Online stores
- Social networks ...

Education - Health education

- Years 3/ 4, High School : Healthy eating pattern and choices : Food Pyramid, health and physical education (HP)
- "Two fruit, five veg"

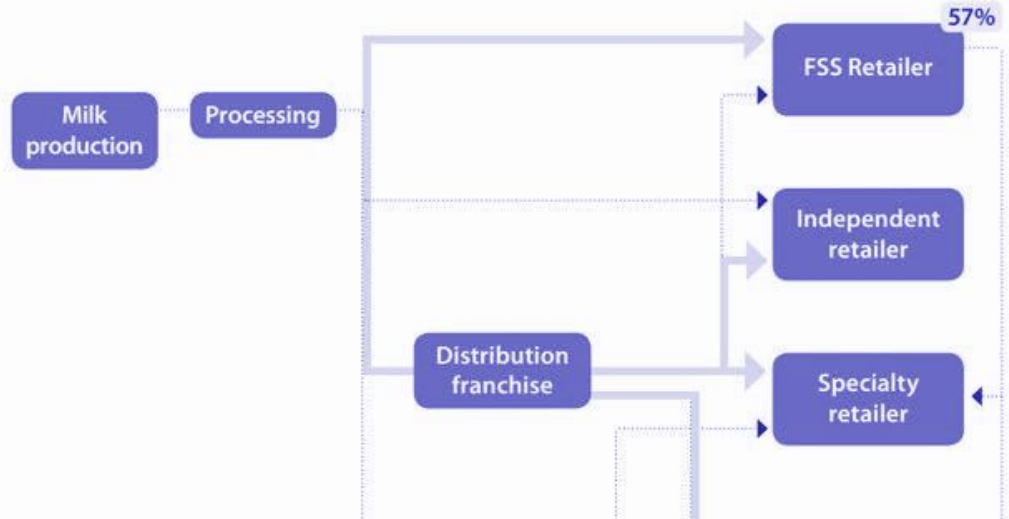


PLACE

LOCATION & DISTRIBUTION

- **Supermarkets**
- **Online stores**
- Specialized **organic stores**
- Specialized **organic stores online**
- Specialized **baby one stop online stores**

Figure 22 Milk products category map



Master channel

Sub-channel





PROMOTION



BRANDING, BRAND IMAGE AND USP

USP

All in one

- Convenience
- Ease of use
- Benefits
- Aesthetic

BRAND IMAGE

- Colorful
- Kid Friendly
- Australian-Based
- Emphasizes **Growing Strong**
- Emphasizes **Locality And Health Benefits**
- Health Facts And Instructions On Back Of Bottle





MEDIA AND PROMOTING

MEDIA

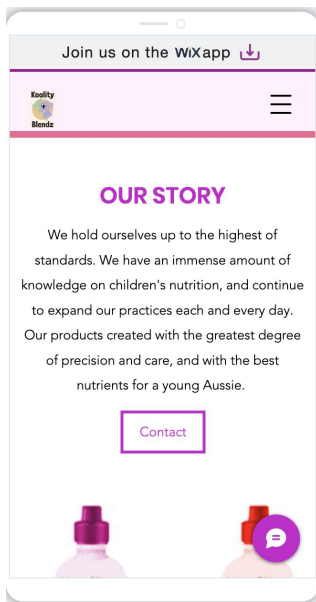
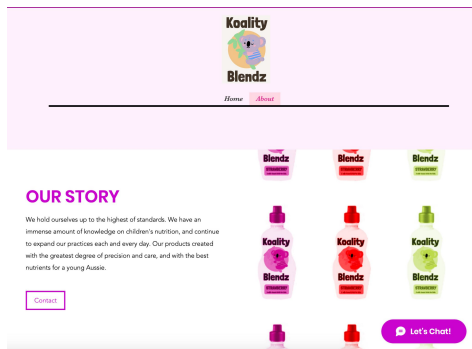
- **Video Advertising:** Television & Youtube. ...
- **Social Media :** Facebook, Instagram, Pinterest, Youtube : Influencer Marketing, Use Of Humour ...
- **Print & Digital Publications** (Magazines)
- **Out-Of-Home Advertising :** Billboards & Viral Marketing

GROW UP STRONG WITH KOALITY BLENDZ DRINKS FOR KIDS



Link to webpage here:

<https://ckers15.wixsite.com/koality-blendz>



Social Media Mock Posts



There is lots you can do to live a healthy lifestyle! Going outside, eating from all 5 food groups, getting enough sleep, and ...
DRINK MILK!
Milk helps you grow strong!
@koalityblends



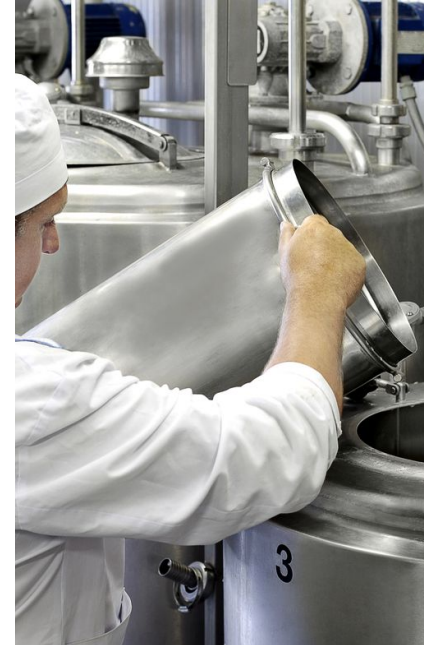


ENTRY MODE & PORTER'S 5 FORCES

ENTRY MODE: PARTNERING

BENEFITS

- Quick time to market
- Ingredients sourced from Australia
- Knowledge in factories
- Cultural awareness
- Pre-existing relationships
- Branding effectiveness





GOALS TO COUNTER THE POWER OF ...

SUPPLIERS

- We have **common inputs** & an **abundance of suppliers**
- Develop **lasting relations** through our partner

Threat level: **LOW**

CUSTOMERS

- **Differentiate**
- Maintain **strong brand image**
- Ensure **price reflects quality**

Threat level: **MODERATE**

COMPETITORS

- Our competitors don't match our **market potential**
- Gain an initial advantage with branding

Threat level: **LOW**



GOALS TO COUNTER THREATS OF ...

SUBSTITUTES

- Stay **unique & differentiate**
- Provide the best **health benefits** per serving

Threat level: **MODERATE**

NEW ENTRANTS

- Form **exclusive deals**
- Strong focus on **branding & marketing**
- Align with all taught **ideals** of children's health

Threat level: **MODERATE**



SUMMARY



OUR COMPARATIVE ADVANTAGE

KOALITY BLENDZ

- LOCAL production & ingredients
- VARIETY of ingredients & flavors
- HEALTHY benefits & standards
- ENJOYABLE bottle & taste
- BRANDING advantage over the competition

**THANK
YOU!**

ANY QUESTIONS?

Koality



Blendz



SOURCES



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