

Vadilal Icecream	
Parent Company	Vadilal
Category	Food processing and products
Sector	Food and Beverages
Tagline/ Slogan	Happiness kaSwaad
USP	Purely vegetarian with many options for the customers
STP	
Segment	Icecream for Quality conscious kids and adults
Target Group	Kids and youth from the urban middle and upper middle class
Positioning	A purely vegetarian dessert
SWOT Analysis	
Strength	1. It has world class manufacturing facilities providing excellent quality
	2. Huge brand name locally in Gujarat providing a good base to expand
	3. Has good reputation and experience for being in the industry for over 40 years
	4. Huge variety in flavors of ice creams and candies
	5. Good brand recall and a lot of variety to choose from
Weakness	1. Less visibility and market share across the country because of major players in the industry
	2. Stronger competition slowing its growth
	3. Brand visibility lower than other major players
Opportunity	1. Improve distribution network across India and gain market share
	2. Venture into other dairy products so as to compete with other brands
Threats	1. Threat from the existing competitors as well as local ice cream brands
	2. Most people are not really brand conscious, so loyalty might be an issue

My product features, attributes, range & USP

As a new entrant, we have to create new innovative products to differentiate from conventional markets

Branded Products for Market leadership

- Niche brands for identification and demand creation of every flavour
- India having highest number of diabetic patients, we shall make diabetic friendly ice creams
- We shall make smoother & fat free ice creams, cholesterol free and trans fats free for healthy heart.
- We shall make purely vegetarian products to capture all markets



Yo Yo Ice Creams - Exclusive Store with proper seating plan

Product Promotion

- Free scoops shall be given to customers for tasting and decision making.
- Free replacement when children dropped their ice-cream.
- Children under 13, registered with the school ID will receive free ice creams on their birthdays.
- Promotional campaign shall be run on television every alternate month for 1 year
- Company will Associate with social causes by holding an Annual 'free scoop night'
- A tie up with a market leader in soft drinks or fast food chain can also be considered
- Created positive image of the company as socially responsible organization.
- All packaging shall be food grade suitable for children of all ages
- Free home deliveries shall be opened up after 6 months of product launch
- Online order booking web store shall be opened after 1 year. Orders for a minimum of Rs 200 shall be delivered free of delivery charge

Product Pricing

The products shall be fairly priced with complete transparency to business associates like

- Customers
- Whole seller