

Truvia Marketing Plan for the Australian Consumer Market

Introduction

In the following research the marketing plan of Truvia, calorie-free sweetener, will be introduced. The following plan will include the description of the brand, its strong and weak points. Also the general overview of the market where Truvia will be introduced will be made. Speaking further about the aspects of the marketing plan, it will include the SWOT analysis of the company, where the strengths, weaknesses, opportunities and threats of the product will be discussed, followed by the objectives and issues analysis, which will take into consideration such aspects as the key objectives of the marketing campaign.

After the research and preparation is made, the marketing strategy for Truvia will be created. Different possible marketing strategies will be taken into consideration, and after that the most effective of them will be chosen and adapted to the needs of the brand. The chosen strategy will be followed by the action plan which will underline the exact steps which will be taken for the plan execution.

In the following research various sources will be used including articles in magazines and newspapers and materials from various web-sites. Also the opinions of the experts in the area of artificial sweeteners and business will be taken into consideration.



Truvia Marketing Plan For The Australian Consumer Market

JR Anderson



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