

New Drinking Yogurt Product- EROS Launch Plan

Mission Statement

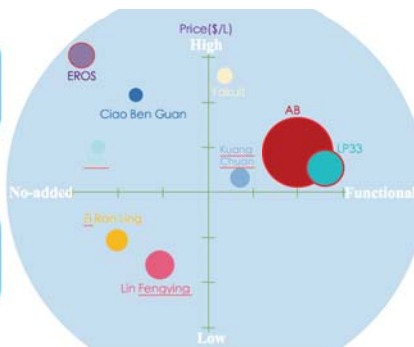
To enter No-added yogurt market, and increase Uni-president's overall market share in yogurt product category.

Drinking Yogurt Market in Taiwan



Uni-President existing yogurt brands: AB, LP33 (functional)

Launch a new brand in 2017 August: EROS Yogurt (No-added)



Main Competitor's Market Share- Yogurt

	Market Share (2015)	Market Share (2014)
Uni-President	69.5%	69.9%
Wei-Chuan	12.3%	25%
Fresh Delight	<10%	<10%

Product Design



Who are our Target Audiences?



Marketing Plan



Social Media Leverage (online)



Channel Strategy (offline)

Convenience Store

Not only drink yogurt in the morning, but can also in the afternoon!

In the afternoon, we can do limited time sale
1. Price discount
2. Bundle with some healthy refreshments



Supermarket- JASONS

JASONS's customers are different from normal supermarket (less price sensitive)

Provide different packages and do more communications on the benefit of EROS yogurt rather than lots of price promotion



Budget Allocation

Total: 20 Millions

