

**Product Life Cycle in F&B Industry  
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**ABSTRACT**

The purpose of the study is to explore the dimensions of the Product Life Cycle(PLC) in the food and beverages industry. In this various stages in the PLC , SWOT analysis of the product, what all companies need to do to sustain in the market. PLC is usually a bell shaped curve covering mainly four stages of the product life cycle i.e. development, launch, maturity, decline. With the development phase comes the introduction in which the customer base grows and brand is built. Then comes the growth stage in which the demand for the product grows and company starts gaining profit. Then there is maturity where the sales are at its peak and growth stabilises. Before decline comes a saturation stage where the company needs to reform itself if it wants to sustain in the market, which may include rigorous steps to be taken by the company.

With the help of this paper researchers will benefit in many industries.

**KEYWORDS : PLC, F&B, SWOT, SUSTAIN, MARKETING**

## INTRODUCTION

In this research we are studying the dimensions of the product life cycle in the food and beverages industry focusing on the beverages which are newly launched in the market.

Let's take a few examples of the products that were newly launched in the market and could make it up in the ladder and a few of those which couldn't stand in the market due to various factors. We'll be studying in detail what factors lead to a decline of the newly launched product.

A few examples of the products that were a hit in the market in the beverages industry are : Loverboy, Spindrift, Fresh Victor, Ohza, Izze, Big Easy Shot, Rosé All Day Spritz in the year 2020.

A few products that failed in the beverage industry are : Juicero, Teforia, Juice startup, New Coke, Nestle Dasani Water, Prawn Cocktail Wotsits, Boost Coconut, EnerGshot, BeO Juices in the previous years.

In this paper we are going to focus on a company Bioxtend Nutraceuticals Pvt Ltd. It was incorporated by Ms. Chhavi Malhotra with her husband Pankaj Bansal in the year 2022. They formed this company with one more director Mr. Ragunathan and CFO Mr. Manoj Pahwa. They launched twelve products in the nutraceutical range and one Energy drink in shot form(60 ml shot) which recently launched a new brand of juices by the name BeO Juices. So, the speciality why they decided to come in such competitive market was that they were trying to bring in a new kind of beverage in the industry which is very less produced in India. They brought the juices with the concept of Nata De Coco.

Nata De Coco is a technology where in the juices a few chewable pieces of processed coconut water are added in order to enhance the taste and make it healthy for those using it.

There are a very few brands selling juices enriched with data de coco, naming a few : Mogu Mogu, Coconut milk drink, DOLPHIN Juice, Mojoco, U Globe, Mr Fresh and Alpha 8. Most of these are produced in Thailand.

They launched flavours like Mango, Strawberry, Pineapple, Orange, Litchi and Guava. Also two coconut water one tender and one with malai. The pricing of the juices were just at Rs 50 and coconut water being 60 and 70 respectively all enriched with data de coco. They had a very competitive pricing to enter the market and make a boom.

The company Bioxtend Nutraceuticals Pvt Ltd was incorporated in 2022 launching 16 products in the market namely The Champions Breakfast, The Active Multivitamin, Count Sure, Dzire Male, Dzire Female, The ocean miracle, The Super Green Supplement, The Testosterone Booster, Optimal Men Health, Optimal Women Health, Bone Joint Health, Stress Relief Support, Happy Mind, Diabetic Support, Pain Relief oil and Ener G shot. These 16 products had different ingredients from the ones available in the market. The price range of these products varied from 390 to 3925.

Product Name	MRP
The Champions Breakfast	825
The Active Multivitamin	799
Count Sure	1925
Dzire Male	390
Dzire Female	390
The ocean miracle	3925
The Super Green Supplement	799
The Testosterone Booster	899
Optimal Men Health	1925
Optimal Women Health	1925
Bone Joint Health	1250
Stress Relief Support	1350
Happy Mind	1225
Diabetic Support	1350
Pain Relief oil	350
Ener G shot	540 (pack of 12)

### MRP of the Products

The company had no outside investment but the director herself with her husband put in their life's investment of approximately 1 Cr in the company. They were getting the products manufactured from a company in Chennai (Life Care Phyto Labs Pvt Ltd). They started listing the products on various platforms (Online and offline) where the listing was free of cost and also started getting a good response. Then came the tough part wherein they wanted to get themselves listed on paid platforms where the listing fee was pretty high (online and offline ) such as big basket, Apna club, Shophealthy, Myupchaar, La Marche, Modern Bazar, 24\*7 stores and also no advance payments for the company. They also didn't have sufficient funds to get some popular personality onboard.

So to get a turnover in the company they decided to launch a new product in the market that was BeO Juices with 6 flavours of juices and 2 coconut water enriched with data de coco whose price range was also minimal starting from 50 going up to just Rs 70. They launched this product in the month of October near Diwali. But little did they know getting things manufactured from somewhere far would be a very tedious process and time taking too. So the launch got a little delayed and Diwali festival was gone where they could have got a huge boost in sales initially for creating a presence in the market. Then came the winters which lead to a complete halt in the sales as Delhi people don't drink much juices or any beverage served cold in winters making it difficult for the company to survive yet they went from local distributors to bulk buyers but couldn't work because the beverage market is fully filled with big players an they don't allow new sellers to stand so easily in the market. Due to the lack of big marketing budget or any good strategy for marketing they were unable to cope up with those big players.

## SWOT Analysis of Bioxtend Nutraceuticals Pvt Ltd

### Strengths

Startup  
Unique product range  
Affordable prices

### Weakness

No funding from outside  
Lack of market knowledge  
New in the industry

### Opportunity

Expansion the market  
Competitive pricing  
Work with industry influencers

### Threats

Supply chain challenges  
Competitive market  
Difficulty in placing the product

The *strengths* of the company are that they are a startup and new in the market offering innovative products that are not precisely made in India at a competitive price. The main idea behind launching juices made in India was supporting Make In India campaign of Modi Ji. The juices were enriched with data de coco and fruit pulp making it healthier than most products available in the market giving it a pulpy and chewy in tasting. The juices included flavours like mango, strawberry, litchi, orange, pineapple, red guava, tender coconut water and coconut water with malai. Also the price range was very competitive Rs 50 for the juices and 60 and 70 for the coconut water being the premium products of the company.

The *weaknesses* of the company were that they had no external funding, they just invested all the money that they had also as they were new in the industry they had less knowledge about the market and demand of the users. The major weakness was that they launched the juices at a very wrong timing as Diwali had passed and winters were onset, which lead to a complete halt in distribution of the product. So it was difficult for the company to sustain in the market without any funding as they couldn't afford a good face to represent the product due to which the shopkeepers had difficulty trusting the brand and placing the product on shelf. Also a few companies that took the material didn't make advance payments and later on they didn't make any payments which drained the pocket of the company making it more difficult for them to sustain.

The *opportunities* for the company were that they could expand themselves by launching more flavours and changing the packaging. They could work with the industry influencers for promoting their products online and creating an awareness among the people. They could take feedback from the people who used the products to increase the authenticity of the brand.

The *threats* for the company were the big market players who had a vast presence in the market. Nutraceutical market was an unexplored market before the Covid and suddenly after the pandemic people became conscious about their health and their lifestyle so many small brands emerged in the market and became too popular over a short span of time such as Setu Nutrition, Wellbeing Nutrition, Be body wise, Man matters, Be Better, Co being nutrition. It was really difficult to place the product in such a highly competitive market.

## **RESULTS**

Nutraceuticals is a niche market. After applying so many marketing strategies we didn't get any fruitful result whereas our vision was to become a 100 Cr company in a year . We were lacking with the funds for marketing because the customer acquisition cost which is required for the marketing is almost equal to the cost of the product now we are making new strategies and finding an eligible Chief Marketing Officer for our company who can help us on how to market our products. We have learnt the system and structure of the market still there's a long way to go.

## **CONCLUSION**

In the end we can conclude that for starting a new company one should be thorough with their research and lay down a proper plan with ground work before entering any market, studying in advance about their competitors and being well prepared to face situations that may occur in the business starting from planning stage to the last stage in it's life cycle. Starting a company is easy but to sustain in the market one needs to face a lot of situations which may or may not be in company's favour.

One must not lose hope over a few setbacks there is always a way out of the problems.

### **Links to follow :**

- 1) <https://www.bevindustry.com/keywords/6332-best-new-beverages>
- 2) <https://www.failory.com/startups/food-beverage-failures>
- 3) <https://www.integratedfoodprojects.com/news/top-10-failed-food-products/>