

# **Cresterea valorii categoriei de bauturi racoritoare**

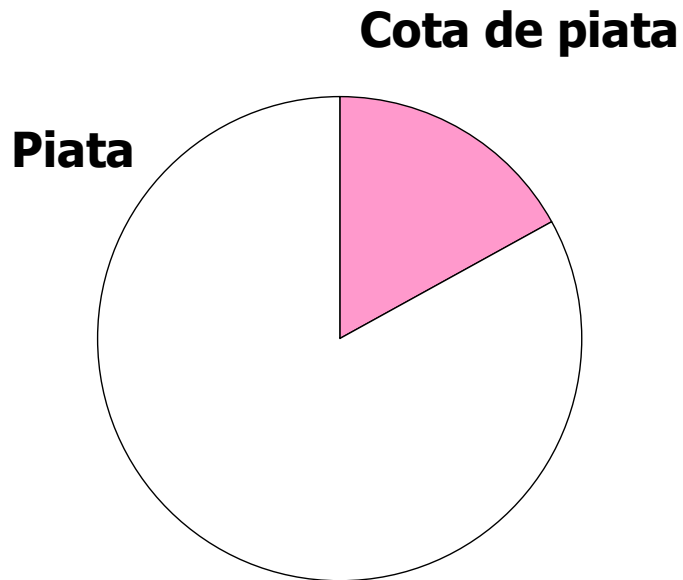
**Costel Tanase**  
**Key Account Manager**  
**Coca-Cola Hellenic**

Sinaia, 13 Martie 2008

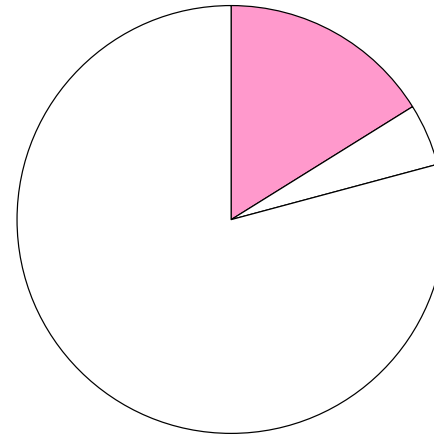


# Perspectiva - Cum crestem?

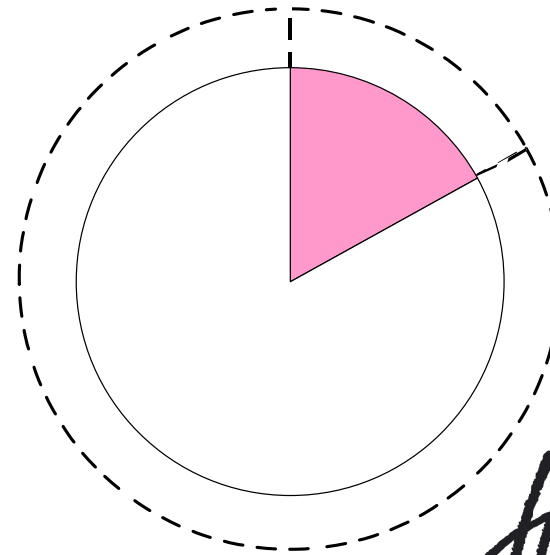
---



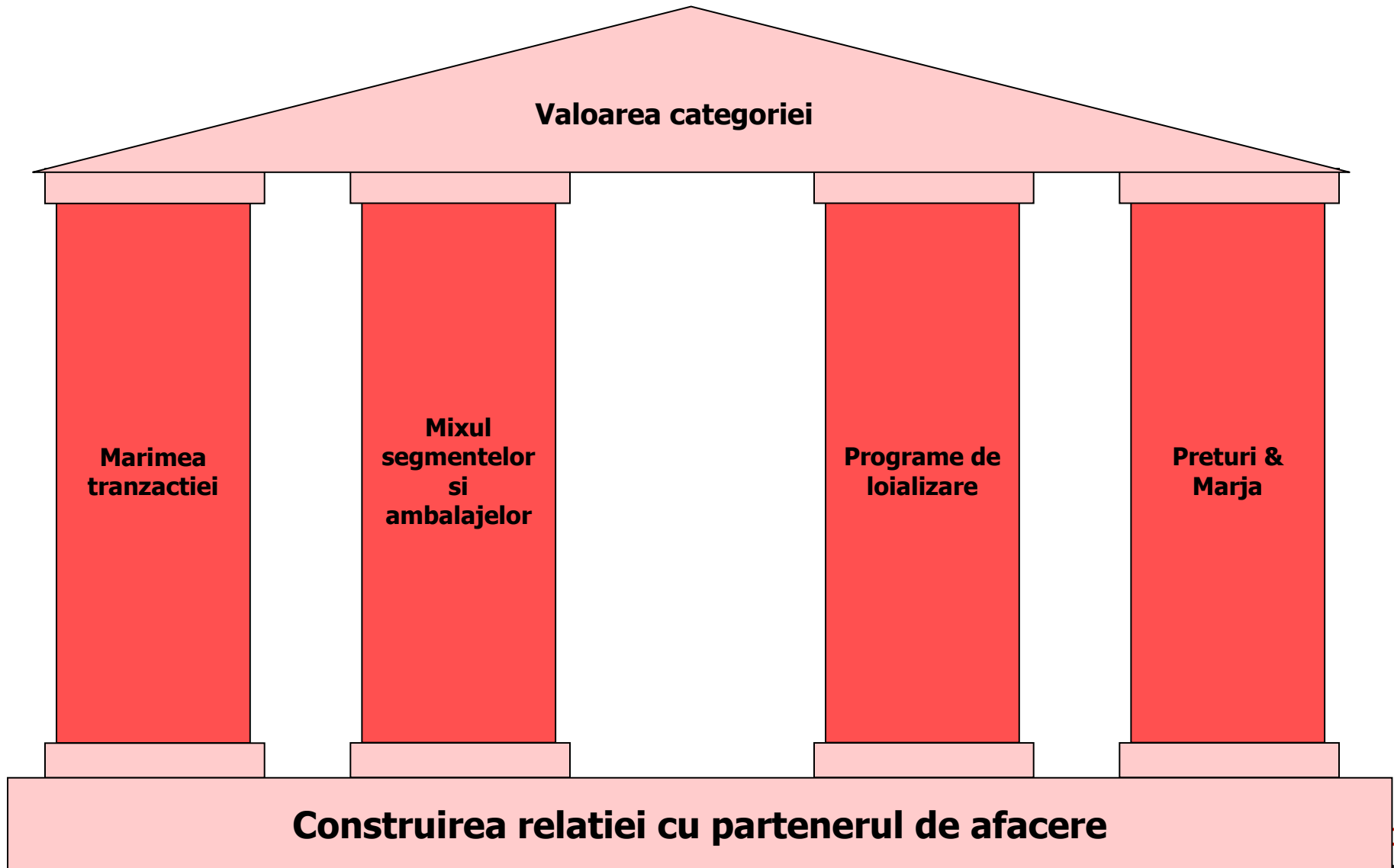
**Creste cota de piata**



**Dezvoltam categoria/crestem consumul**



# Construim valoarea categorie

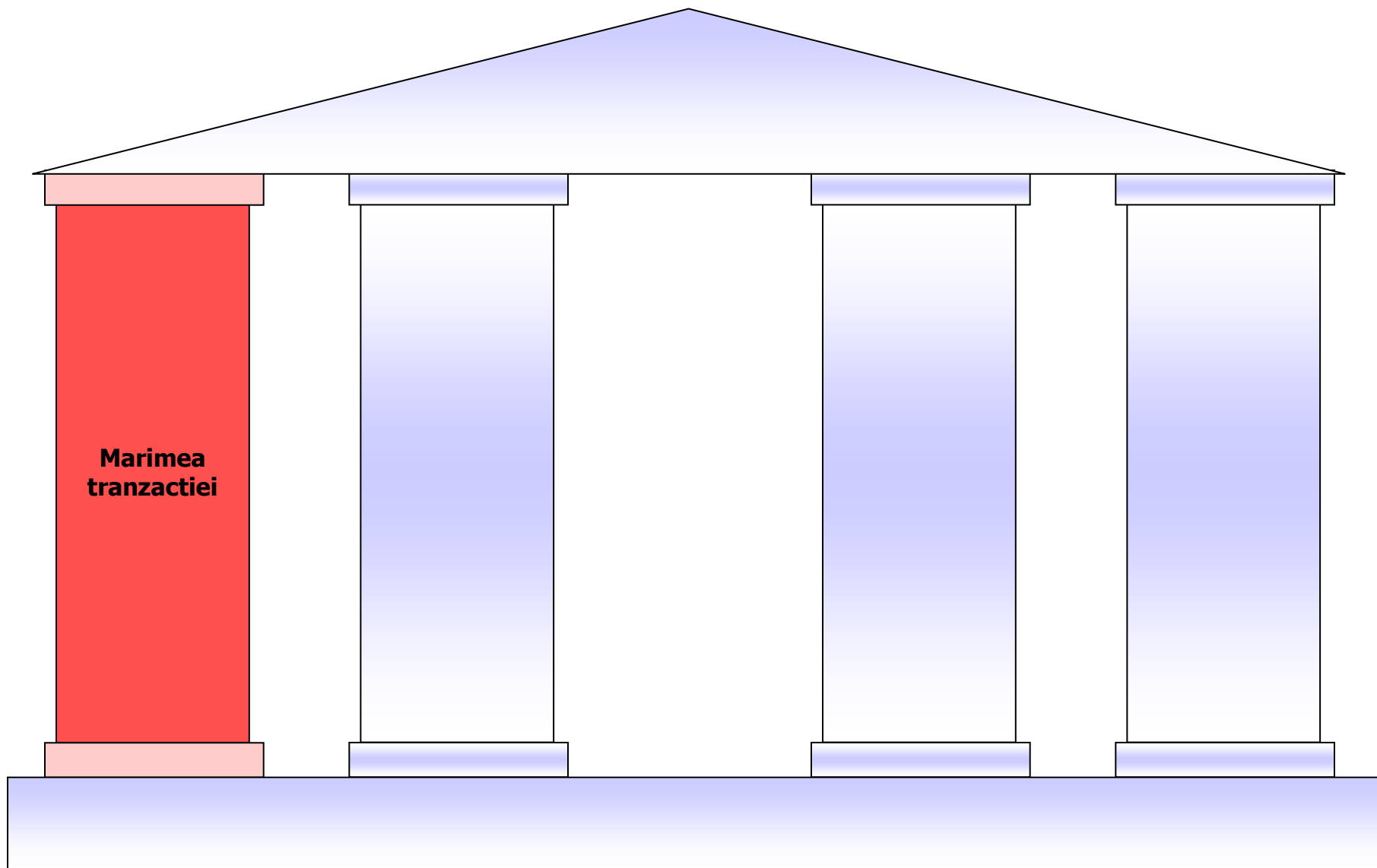


Cola

*Atenevic*

# Construim valoarea categoriei

---

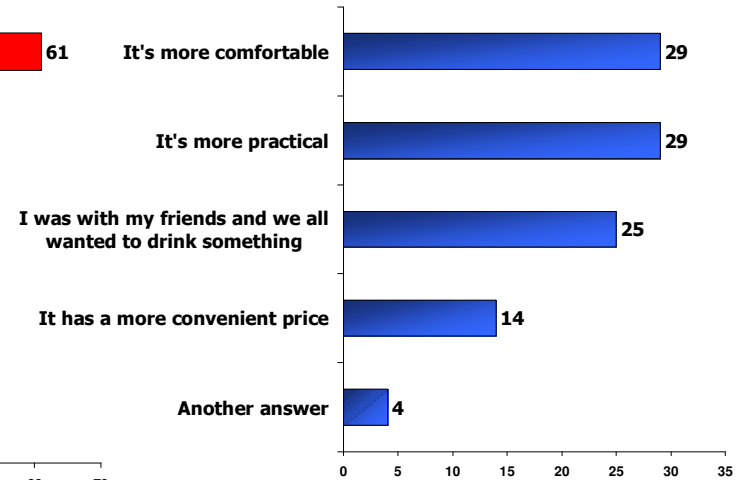
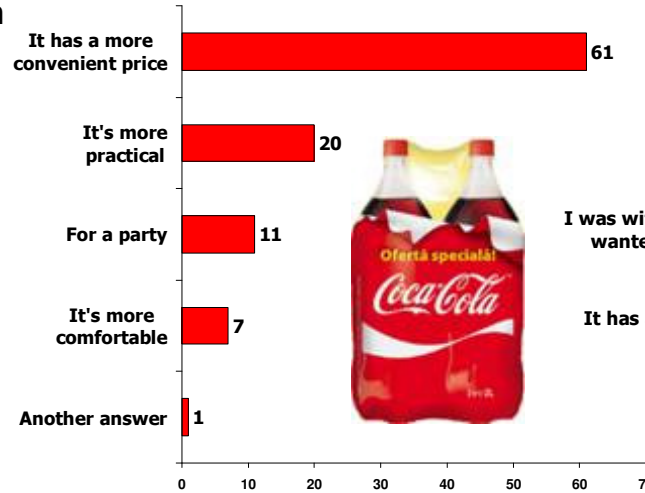


Cola

*AleneniC*

# Marimea Tranzactiei

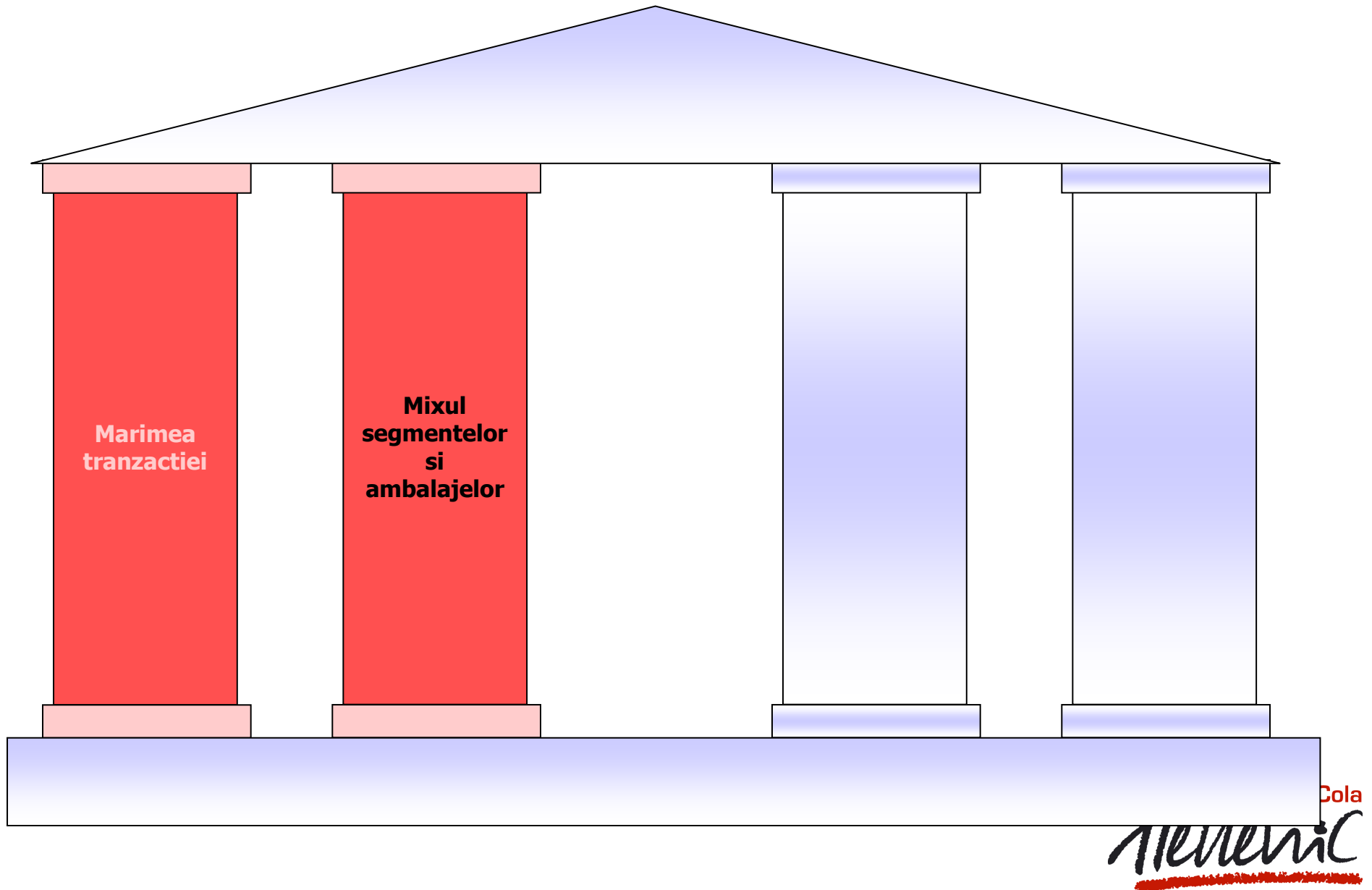
Channel	Marimea Tranzactiei in Litri
C&C	12.4
Hyper	5.3
Super	3.5
L&T	2.8
Kiosks	2.4



Sursa: HH research - MEMRB

# Construim valoarea categoriei

---



# Mixul segmentelor si ambalajelor



Bauturi Energizante



Adult CSD



Sport Drink



Nectar & Juice



Apa Minerala



Ice Tea

**8 Segmente si peste 200 SKU**

%



Mixul intrea  
ambalaje  
duce la un  
pret per litru  
mai bun

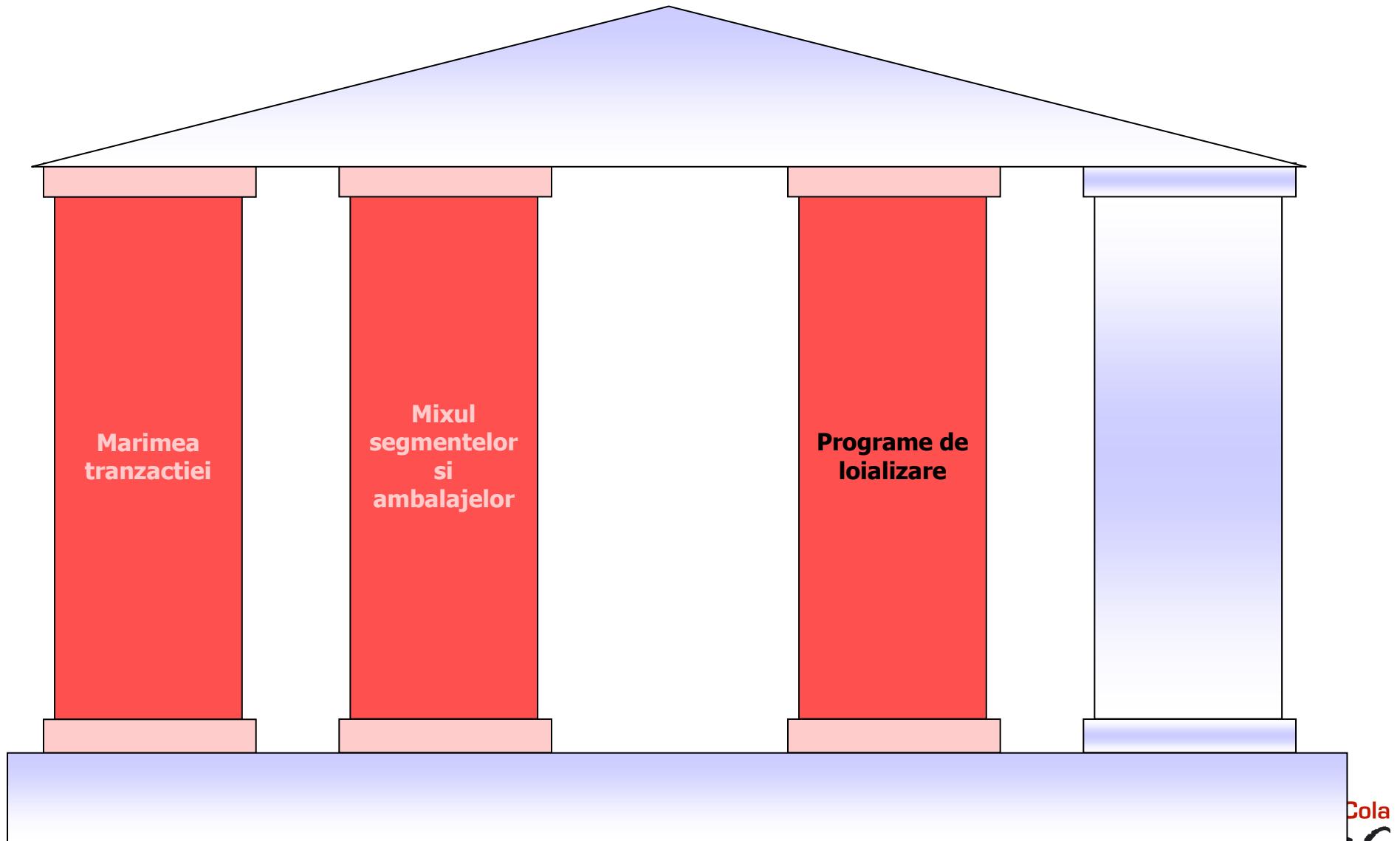
%



**Coca-Cola**  
*Hellenic*

# Construim valoarea categorie

---



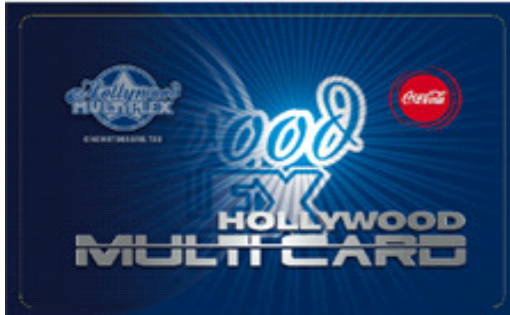
Cola

*Atenevic*



# Programe de loializare

## Carduri de loializare



## Activare la punctul de vanzare

### Coca-Cola Football Promo



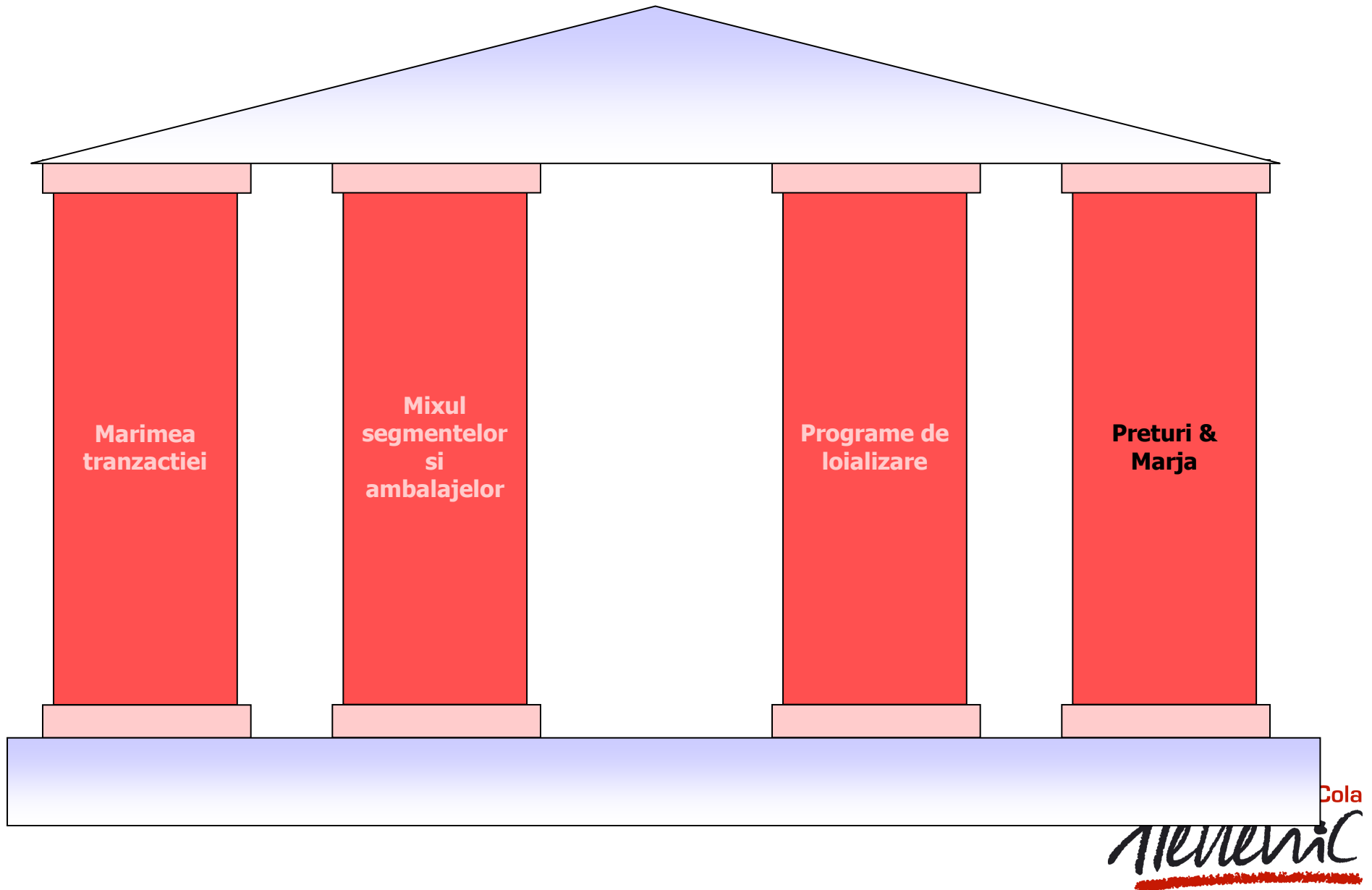
### Dorna – New communication



- Repetarea cumpararii
- Cresterea frecventei de vizitare
- Cresterea valorii cosului

# Construim valoarea categorie

---



# Preturi & Marja

---

**Facem preturile KO**

**Hiperpretul preturilor hiperfici**

**Cel mai bun pret!**

**dar preturi mici**

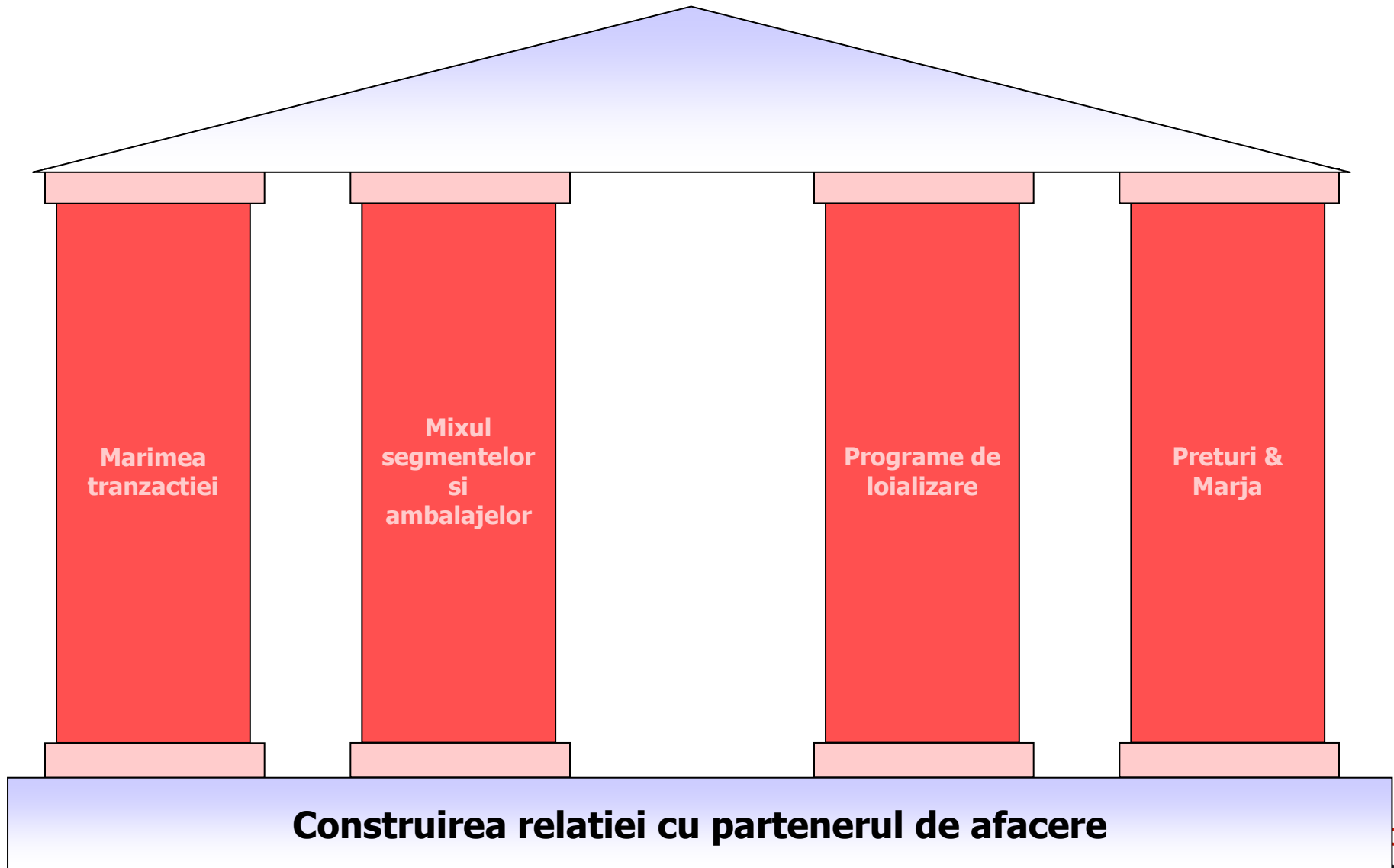
**De 10 ori**

**in diferenta e in buzunarul tau**



# Construim valoarea categorie

---



Cola

*Altevenic*

# Construirea relatiei cu partenerul de afacere

---

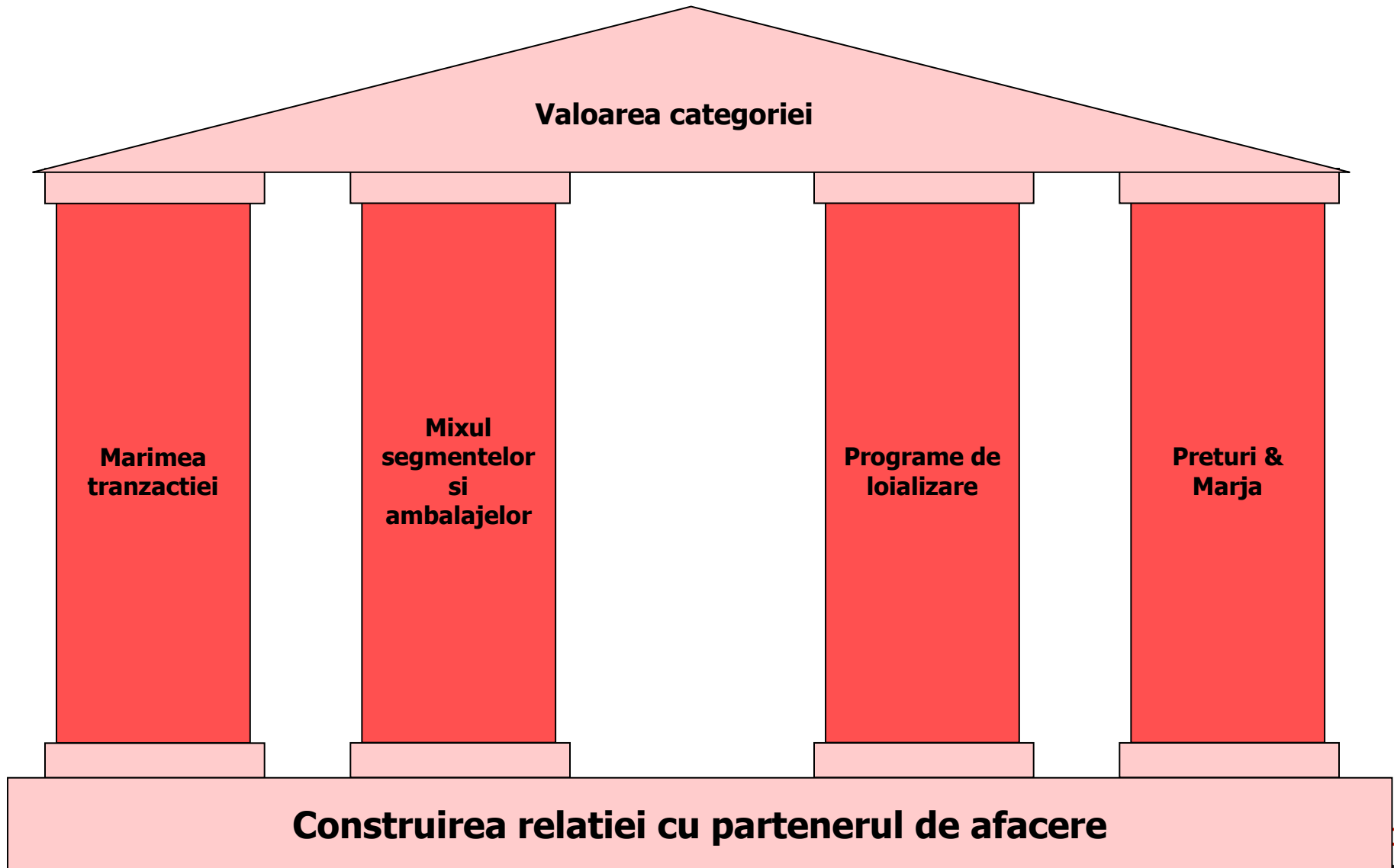
**TIMP**



**INCREDERE**

*Hellenic* Coca-Cola

# Construim valoarea categorie



Cola

*Atenevic*

?

Coca-Cola  
*Hellenic*