

IDENTIFYING BUSINESS GAPS AND UNMET CUSTOMER NEEDS FOR A BEVERAGE COMPANY | COMPETITIVE ASSESSMENT SOLUTION

BUSINESS CHALLENGE



To identify areas where they performed well or lagged in comparison to their competitors

OUR APPROACH



Measured customers' sensitivity to price changes and identified price gaps

RESULTS OBTAINED



The client was able to identify unmet customer needs and revamp business strategies

INFINITI'S COVID-19 VALUE PROPOSITION

As the world continues to witness a global crisis of unprecedented scale due to the COVID-19 pandemic, professional advice, expertise, and timely intelligence are more critical now than ever before for business leaders across the globe.

Infiniti offers a variety of support solutions to help companies in the beverage market to understand the change in volumes and values post the COVID-19 crisis

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