

Markets for launching Health drink



We want to identify ideal markets for test marketing a health drink.

DATA REQUIRED FROM THE GUIDE

Contribution from FMCG to MPV - Volume I

SOLUTION

We need to find out ideal markets for testing the new health drink. This means we need to first identify states that consumes FMCG products more than other states. As an illustration, we have considered three states from three zones in Table 1. After identifying the state we then have to focus on key markets / districts with a large aggregate potential for FMCG consumption.

Table 1. Contribution from FMCG consumption to MPV by state.

State	Contribution from FMCG to MPV
Karnataka	123.60
Haryana	47.57
West Bengal	172.15

It is clear that West Bengal is worthwhile for test marketing. Table 2 lists potential districts in this state.

State rank by MPV	District	MPV	Contribution from FMCG to MPV
1	Kolkata	648.44	64.65
2	Medinipur	178.49	14.90
3	Barddhaman	170.42	13.98
4	South Twentyfour Parganas	70.59	7.58
5	Murshidabad	72.00	9.15

RESULT

It can be seen that the top five districts are Kolkata, Medinipur, Barddhaman, Murshidabad and South Twentyfour Parganas. A similar analysis can be done for rural and urban markets of the above districts using Volume II of the Guide.