

Abstract

“Tropical Creams” is a new all natural ice-cream brand, made in Trinidad that is to soon be launched onto the local market. According to a questionnaire conducted, important information with has been acquired to help assess the market and to analyse consumer preferences. This information and extended research also help in creating distribution, pricing and promotional strategies for the brand so that it can be successfully positioned into the ice-cream market. By examining the competitors, “Tropical Creams” has been able to create a unique identity for itself. The brand is represented as a super premium quality ice-cream that specializes in Trinidadian flavours, and can compete with both international and local brands in terms of taste, quality and price.