

## METHODOLOGY

The study is a consultative type of research and as such would be organisation oriented. Various tools would be used to analyse the health fortified drink (HFD) industry and market scenario. An in-depth study of the cost structures of the factories is analysed as to the optimum rate of cost reduction without sacrificing the quality of the end products.

### 3.1 ANALYSIS TOOLS

The analysis is conducted mainly based on input from interviews and personal communication with key executives in the company, and company internal records, which would be the basis for inputs and recommendations to be considered. The tools used in this research are:

- (i) **Strength, Weaknesses, Opportunities and Threats (SWOT)** analysis of the beverage market. The strength and weaknesses concern the internal performance of the company's products while the external environment provides the opportunities and threats facing the company.
- (ii) The second model used is the **Porter's Five Forces** approach to industry analysis. The forces - threats of new entrants, rivalry among existing firms, threat of substitute products or services, bargaining power of buyers, and bargaining power of suppliers, would determine the likelihood of profit potential of the industry players (Porter, 1980).