

Title: Market Entry Strategy for a Plant-Based Beverage Brand in Malaysia

Case Study:

GreenSip, a successful Australian plant-based beverage brand, is planning to expand into Southeast Asia, starting with Malaysia. The brand offers a range of oat milk, almond milk, and coconut milk-based drinks. Given the diverse population and rapidly growing health-conscious consumer base in Malaysia, the company sees potential. However, it lacks local consumer insights and is unsure how to position the product, set pricing, select distribution channels, and communicate effectively with the target market.

GreenSip has hired your marketing research consultancy to conduct a study and help them develop a market entry strategy.

As a marketing research consultant, explain the following:

- a) Define the marketing research process and outline how you would apply it to this case. (10 marks)
- b) Identify at least three types of marketing research methods you would use and justify their relevance in this Malaysian context. (9 marks)
- c) Discuss potential challenges you might face while conducting marketing research in Malaysia and how you would overcome them. (6 marks)
- d) Based on expected research findings, suggest three key recommendations to help *GreenSip* enter the Malaysian market successfully. (5 marks)