

**“Why Tapal’s flavored ice tea failed to capture the  
Market”.**

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BY

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## ABSTRACT

From the dimmest of history when around 2727 B.C. a few leaves of a wild shrub tea blew into the royal bowl of boiling water being sipped by the legendary Emperor Shah Nung, known as the Divine Husbander as well as a patron of arts. Tapal Tea here brought tea from the royal bowl to the common man's cups as the most sought after beverage the country over.

Under the management of the founder's son, Faizullah A. Tapal, the company continued to grow and innovate. Currently it is being managed by the founder's grandson, Aftab F.Tapal who has continued giving further strength to the foundations of quality laid by his family. After studying abroad, Aftab F.Tapal returned to introduce professional management and unique production ideas into the business. His progressive outlook resulted in the total automation of the tea plants in Karachi.

Their motto "never compromise on quality" remains the byword on the lips of all engaged in producing Tapal Tea that has resulted in customer's brand loyalty and their unflinching addiction. The testimony of their quality has made them the first tea company in Pakistan to earn the ISO-9001: 2000 Quality Certification, the symbol of supreme quality standards. Since 1947, the name Tapal has been associated with great tasting teas. Founded by Adam Ali Tapal, the company first started marketing a number of quality blends to tea shops around Karachi.

Pioneer of the Danedar category in Pakistan, Tapal's Danedar remains a firm favorite around the country with its grape-nutty appearance, rich golden color and a strong refreshing taste.

The success of Tapal's teas soon broke all popularity records and sales grew by leaps and bounds. Under the leadership of Faizullah A.Tapal and currently Aftab F.Tapal with his team of professionals, this success has been consolidated and carried on. Today Tapal is the largest, 100% Pakistani owned Tea Company in the country.

Tapal has numerous brands under its umbrella which are doing really well but recently after carefully understanding the changing behavior and lifestyle of the people Tapal has launched the flavored ice tea which is at the moment in a little disarray but with the passage of time and with proper back up from the marketing department can take it to the new heights for which Tapal is known for its products.

A number of common factors unite all Tapal brands – consistent high quality, flavor, aroma and taste, the creation of unique blends from the finest tea leaves and state-of-the-art packaging to retain flavor and freshness. This winning combination is the reason that Tapal's quality brands have enjoyed favor with countless consumers for over 50 years, and a cup of Tapal tea has become a tasteful tradition in households around the country.

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