

Bianca Visan

by Bianca Visan

Submission date: 25-Jun-2023 10:09AM (UTC+0100)

Submission ID: 209423486

File name: 32172_Bianca_Visan_Bianca_Visan_504090_220099813.docx (36.47K)

Word count: 1671

Character count: 10177

Diverse Adaptation Strategies : Individual Report

Marketing Fundamentals LCBB4004

VISHAN BIANCA ELENA

Table of Contents

Introduction:..... 2

SWOT Analysis: 2

PESTLE Analysis: 2

Strategy Development:..... 3

Conclusion: 5

References..... 5

Introduction: 1

Base on the case study of 'DIVERSE ADAPTATION STRATEGIES HELPED LOCAL FOOD PRODUCERS COPE WITH INITIAL CHALLENGES OF THE COVID-19 PANDEMIC – LESSONS FROM QUEBEC, CANADA' this report outlines the stages of a marketing process that local farmers from Quebec, Canada, can follow to scan their business environment, understand the business environmental situation, and implement strategies to cope with the challenges posed by the COVID-19 pandemic. The COVID-19 pandemic has had a significant impact on the agricultural industry, necessitating adaptive strategies to ensure business continuity and resilience. By following a structured marketing process, farmers can navigate the changing landscape, identify opportunities, and effectively respond to market dynamics. This might involve conducting market research to identify new trends and consumer preferences, developing targeted marketing campaigns to reach new customers, and exploring new distribution channels to expand their reach (Kerstin Schreiber, 2022).

SWOT Analysis:

The first stage of this report is to be conducted a SWOT Analysis base on the case study (Dr. Doug Leigh Ph.D., 2009) (Kerstin Schreiber, 2022):

Strength	Weaknesses
- The farm business in Quebec has the advantage of producing a wide range of fruits, vegetables, and fish, providing a diverse product portfolio. -The farm business received support from the Canadian government through programs like the Canadian Emergency Response Benefit (CERB), which helped mitigate the impact of job losses during the pandemic. -The farm business has embraced technology to address the workforce shortage, utilizing essential machines and automation to improve efficiency and productivity.	-The farm business experienced a shortage of workers, especially during the peak season, due to the challenges in accessing temporary foreign workers and high turnover rates. -Farm business is influenced by external factors such as government policies, travel restrictions, and changing consumer behaviour, which can create uncertainty and challenges in operations. -The farm business may face limitations in reaching wider markets due to transportation and distribution challenges, impacting potential sales and growth opportunities.
Opportunities	Threats
-The increasing consumer preference for locally sourced and sustainable food products presents an opportunity for the farm business to meet this demand and capitalize on market trends. -The farm business can explore the expansion of online platforms and direct-to-consumer sales channels to reach a broader customer base and overcome distribution challenges. -The farm business can seek collaborations and partnerships with local restaurants, grocery stores, or food delivery services to expand their market presence and enhance distribution channels.	-Changes in government policies, regulations, and trade restrictions can pose a threat to the farm business's operations, affecting supply chains, market access, and workforce availability. -The farm business is susceptible to weather-related risks, such as extreme weather events, seasonal variations, and the impact of climate change, which can affect crop yields and productivity. -The farm business may face competition from other local and international producers, requiring effective marketing strategies, differentiation, and quality control to maintain a competitive edge.

PESTLE Analysis:

The second stage of the marketing process involves conducting an PESTLE analysis to understand the business environment base on the SWOT Analysis and the Case Study.

a) Political :

One of the political factors that affect Quebec is the entry of temporary foreign workers where local farmers faced uncertainty regarding the entry of temporary foreign workers (TFW) into Canada and the

timing and process for their arrival. ¹ The Ministry of Agriculture and Fisheries Québec (MAPAQ) and ² Immigration, Refugees and Citizenship Canada (IRCC) addressed this issue by declaring TFW as essential workers and allowing them to enter and work in Canada after completing a 2-week quarantine period. However, even with TFW ² in the country, there were challenges such as a high turnover rate, leading to a shortage of workers during the peak season and an excess during the slower season.

b) Economic :

According with the case study the framers from Quebec received benefits from ² The Canadian Emergency Response Benefit (CERB) in order to help with the loss faced of the low workforce. It provided a payment ⁶ of \$2000 CAD for a four-week period to individuals across Canada who experienced job loss as a direct result of the Covid-19 pandemic. The program specifically aimed to offer support to employees working in the heavily affected entertainment and hospitality sectors.

c) Social :

According with the case study there was no big changes in the demand of the Fruit; Fish or Vegetables. But it has been affected the delivery of the normal demand due to the lack of workforce.

d) Technological Environment:

Further in order to solve the problem of the lack of workforce due to the covid19, the farmers from Quebec start to embrace more the technology which help them in reducing the problem of workforce by replacing with essential machines.

e) Legal:

In March 2020, travel restrictions were implemented to reduce ² the risk of virus transmission. Unfortunately, these restrictions coincided with the beginning of the growing ³ season for vegetables and fruits in Québec. As a result, local farmers faced uncertainty regarding the entry of temporary foreign workers (TFW) into Canada and the timing and process for their arrival.

f) Environmental:

Further on according with the case study there has been no challenges faced the environment during the covid19. Instead the place become more sustainable due Covid 19 as there were the reduction of travelling in place which led to a decrease in the carbon footprint emissions.

³ The PESTLE analysis further highlighted the political factors related to the entry of temporary foreign workers and the economic support received through programs like the Canadian Emergency Response Benefit. The social impact was reflected in the delivery of normal demand affected by the workforce shortage, while the technological environment saw farmers embracing technology to overcome workforce challenges. Travel restrictions implemented during the pandemic had legal implications, and the environmental impact was a reduction in carbon footprint emissions (Perera, 2020) (Kerstin Schreiber, 2022) (T.J. Richards, 2020).

Strategy Development:

a) Product and Market Adaptation:

Identifying new market segments or niche markets:

-Health-conscious Consumers: With the growing demand for healthy and nutritious food, the farm business can target health-conscious consumers by emphasizing the quality and nutritional value of

their products. This can include promoting organic farming practices, highlighting the absence of pesticides or GMOs, and offering a wide range of fresh fruits, vegetables, and fish.

-Locavores and Sustainable Food Enthusiasts: The farm business can tap into the market of consumers who prioritize locally sourced and sustainable food. By highlighting their commitment to sustainable farming practices, supporting local communities, and reducing carbon footprint, the farm can attract customers who value supporting local businesses and environmentally friendly practices.

Exploring product diversification and value-added products:

-Ready-to-Eat Meals: The farm business can create value-added products by offering ready-to-eat meals using their fresh produce and fish. These meals can cater to busy individuals or families looking for convenient, healthy, and locally sourced meal options.

-Specialty Products: The farm business can explore the production of specialty products, such as unique fruit preserves, homemade sauces, or gourmet food items that incorporate their fresh ingredients. This can attract customers looking for distinctive and high-quality food products.

b) Distribution and Sales Channels:

Evaluating and adapting distribution channels:

-Online Sales: The farm business can establish an online presence through a dedicated e-commerce platform or partner with existing online marketplaces. This allows them to reach a broader customer base beyond their local area and cater to the growing trend of online shopping for food products.

-Local Farmers' Markets: Participating in local farmers' markets provides an opportunity for direct interaction with customers and showcases the farm's fresh produce and products. It also allows for immediate feedback and a chance to build relationships with local consumers who prioritize supporting local farmers.

Strengthening partnerships:

- Local Retailers: Building strong relationships with local retailers, such as grocery stores or specialty food shops, can help expand the farm's reach and increase product visibility. Collaborating with retailers that prioritize local sourcing and sustainable practices aligns with the farm's values and can attract like-minded consumers.
- Restaurants: Partnering with local restaurants presents an opportunity for the farm business to supply fresh ingredients directly to chefs and showcase their products on restaurant menus. This can enhance brand recognition and cater to consumers seeking farm-to-table dining experiences.

Strategy development recommendations include product and market adaptation by targeting health-conscious consumers and locavores, exploring product diversification and value-added offerings such as ready-to-eat meals and specialty products. Distribution and sales channels should be evaluated and adapted to include online sales and participation in local farmers' markets. Strengthening partnerships with local retailers and restaurants can further enhance market presence and consumer reach (Torry, 2020) (Kerstin Schreiber, 2022).

Conclusion:

To ensure successful implementation of these strategies, effective communication and collaboration among internal teams and external stakeholders are essential. Clear roles and responsibilities should be assigned, and regular communication and coordination should be maintained. Monitoring and evaluation of the implemented strategies will provide valuable insights for continuous improvement. By following this structured marketing process, local farmers in Quebec can navigate the challenges posed by the COVID-19 pandemic, leverage their capabilities and resources, meet consumer demands, and position themselves for long-term success in the ever-changing agricultural industry.

References

- 1 Dr. Doug Leigh Ph.D., d., 2009. SWOT Analysis Chapter 5. In: C. R. F. P. C. W. P. Kenneth H. Silber Ph.D., ed. *Handbook of Improving Performance in the Workplace: Volumes 1-3*. San Francisco: International Society for Performance Improvement, pp. 115-140.
- 1 Kerstin Schreiber, B. S. C. D.-M. G. K. M., 2022. Diverse adaptation strategies helped local food producers cope with initial challenges of the Covid-19 pandemic: Lessons from Québec, Canada. *Journal of Rural Studies*, 90(1), pp. 124-133.
- 1 Perera, R., 2020. *The PESTLE Analysis*. 2nd ed. s.l.:24Symbols, Amazon Kindle, Amazon Paperback, Apple Books, Barnes & Noble, Book Depository, Kobo, Playster.
- 2 T.J. Richards, B. R., 2020. COVID-19 impact on fruit and vegetable markets. *Canadian Journal of Agricultural Economics/Revue canadienne d'agroeconomie*, 68(2), pp. 189-194.
- 4 Torry, H., 2020. *Coronavirus pandemic widens divide between online, traditional businesses - The Wall Street Journal*. [Online] Available at: <https://www.wsj.com/articles/coronavirus-pandemic-widens-divide-between-online-traditional-businesses-11585733402> [Accessed 20 06 2023].

ORIGINALITY REPORT

18%

SIMILARITY INDEX

8%

INTERNET SOURCES

13%

PUBLICATIONS

11%

STUDENT PAPERS

PRIMARY SOURCES

1

Submitted to University of Wales, Lampeter

Student Paper

8%

2

Kerstin Schreiber, Bernard Soubry, Carley Dove-McFalls, Graham K. MacDonald.

"Diverse adaptation strategies helped local food producers cope with initial challenges of the Covid-19 pandemic: Lessons from Québec, Canada", Journal of Rural Studies, 2022

Publication

4%

3

Jonathan Clifton. "Fragmented Citizenship: Canadian Immigration Policy and Low-Skilled Portuguese Workers in Toronto", Journal of Immigrant & Refugee Studies, 2010

Publication

2%

4

Submitted to Queen's University of Belfast

Student Paper

2%

5

kimitaxi.x10.mx

Internet Source

1%

6

Judit Vall Castelló, Guillem Lopez Casasnovas.
"The effect of lockdowns and infection rates
on supermarket sales", Economics & Human
Biology, 2021

Publication

1 %

7

documents1.worldbank.org

Internet Source

<1 %

Exclude quotes Off

Exclude matches Off

Exclude bibliography Off