

Marketing Fundamentals Boicu Mihaela 2223393

by Mihaela Boicu

Submission date: 22-Jun-2023 03:50PM (UTC+0100)

Submission ID: 209330029

File name:

45078_Mihaela_Boicu_Marketing_Fundamentals_Boicu_Mihaela_2223393_504090_643856397.docx (38K)

Word count: 1816

Character count: 10821

MARKETING FUNDAMENTALS

Diverse Adaptation Strategies

Name:Boicu Mihaela

ID: 2223393

Module Lecturer's Name:
Efua Adams

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Introduction

The Covid-19 crisis blatantly revealed the defencelessness of food systems to critical disturbances. In the opinion of Schreiber *et al.* (2022), short food supply chains have been hailed by proponents as being more adaptive and resilient because of their integration into regional ecological and economic networks. Yet, local farmers struggled significantly in terms of marketing, food demand and workforce. However, a high level of redundancy, as well as flexibility, facilitated the local farmers in properly adapting to the challenges posed by the Covid-19 pandemic crisis. This report will extensively focus on outlining the phases of the marketing process, which will be followed by the farmers from Quebec. This will favour properly scanning the business landscape to understand the business environmental situation through to the implementation of effective strategies as well as applying controls for suitably monitoring the applied strategies.

SWOT Analysis on Food Producers

Strengths	Weaknesses
The food producers in Quebec are always having an enormous network of production facilities. The food producers possess easy access to raw materials to produce food.	One of the most crucial drawbacks that are dealt with by the food producers in Quebec has been the poor availability of modern equipment with high accuracy. Another critical hitch is the high capital involved in the recruitment process. Among the food producers, there has been a high level of inefficiency in managing food waste.
Opportunities	Threats
Opening of international marketplaces has prominently resulted in more exportation and led to extra income. There is a substantial rise in terms of income level and changes in consumption patterns. Numerous industries are increasing their profit margin through increased sales due to increments in e-commerce channels. One of the most crucial	There is a stiff level of competition from international players. Another concerning threat to food producers, is the loss of well-trained employees to other industries.

sectors, which have convincingly gained the most benefit from the progress made in e-commerce channels, is the food producers and precisely food industry.

As discussed by Rodriguez (2019), a good opportunity is such that healthy economic conditions are effective in the creation of wealth as well as trends to help everyone in the market.

Table 1: SWOT Analysis of Food Producers in Canada

PESTLE Analysis on Food Producers

Political	Economic
Government regulations are having a direct effect on certain aspects like purchasing, manufacturing and the cost involved in agricultural raw materials and goods. The important regulations, which are inevitable for labelling products that contain Genetically Modified Organisms, are passed in Canada.	For some reason, workers are now making more money from farming, which is why their disposable income is rising. Recruiting staff is becoming more costly in all industries of the Canadian economy. Not just the fact that there is a greater necessity for workers; however, substantial hikes in the least wage demands from the government are in parallel escalating, which is the source of this. The consequence of rising labour expenses is straightforward, as it is in many other sectors of the economy: less profit since the business owner has less margin.
Socio-Cultural	Technological
In general, the millennial generation is having no to least interest in agriculture than they are in digital technologies and the service industry. Due to such an extensive fallacy there is a notion that just people who belong to needy family backgrounds are working in the agricultural industry. For this reason, efforts on the part of the public and the commercial sectors are needed to alter this detrimental perspective towards the	In Canada, the huge scale of production of agricultural goods was witnessed, which seemed to be impossible earlier, however, proper usage of chemical fertilisers, significantly enhanced storage and harvesting technologies and other progress. By using the enhanced level of tillage as well as harvesting techniques, for instance, these technological developments are making it possible to upsurge production in various ways

agricultural sector. As discussed by Schreiber <i>et al.</i> (2022), on a global scale, almost all the food manufacturing sectors and operations realised the adverse consequences of public safety measures that include small-scale fisheries, the dairy and milk industry and even family farms.	ensuring high precision.
Legislative	Environmental
This must be reminisced that like all countries, Canada is also having its respective norms as well as laws that directly govern the agricultural industry. The food producers in Canada must abide by the Safe Food for Canadians Act, Food and Drugs Act, Consumer Packaging and Labelling Act, etc. (chfa.ca, 2023).	Considering the farming industry in Canada, the weather seems to be a very decisive factor. A ground, which has been below water for many inches should be utilised for the cultivation of food. In addition, an ample quantity of rainfall is required otherwise; this is expensive to resource water by other means.

Table 2: PESTLE Analysis on Food Producers in Canada

Ansoff Matrix on Food Producers

The Ansoff matrix is a two-way framework, which can be used by the management teams and the analyst community of food producers in Quebec, Canada for help in planning as well as evaluation of growth initiatives through proper marketing.

Market Penetration: Applying a market penetration strategy, the food producers in Quebec, Canada will seek to sell more existing products into the markets, which are most familiar and have a long-term customer base. The food producers necessitate enhancing their marketing endeavours or streamlining their distribution processes. The food producers might strategize to lower their pricing or attract new customers in the market segment. With considering an example of an organisation that distributes consumer-packaged goods to supermarket chains. To obtain additional shelf space for both its pet food product lines as well as packaged food goods, management may decide to change the pricing for a major chain to increase penetration.

Market Development: Considering that, there is no requirement for a substantial investment to be made in research and development or precisely product creation, the application of

market development strategy seems to be the next strategy that is least risky. Rather, this will give the management of food producers in Quebec, Canada the essential scopes for using pre-existing products to be launched in the new marketplaces. In this process for food producers, an effective strategy can be catering for a different target demographic or customer segment. Focusing on regional expansion, the food producers can make an entry into new domestic marketplaces (Mukhametgaliev *et al.*, 2020). While thinking about international expansion, food producers can enter foreign markets through an exportation strategy.

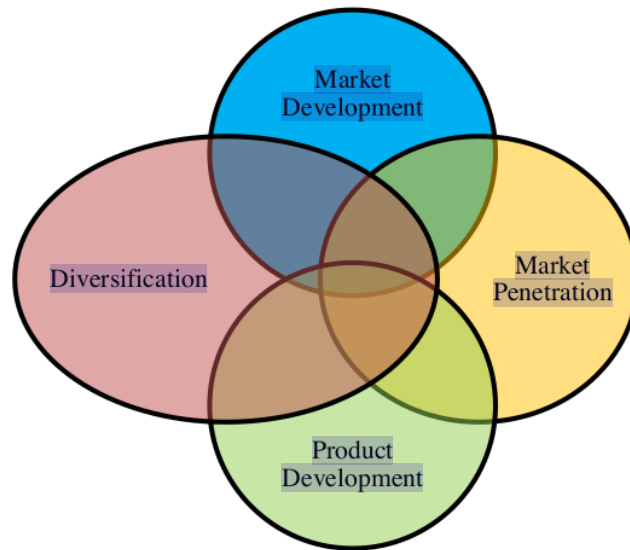


Figure 1: Strategic Choices for Food Producers as Per Ansoff Matrix

(Source: Created by Learner)

Product Development: While focusing on this tactic in the Ansoff matrix, the food producers in Quebec, Canada can make strategic investments in terms of developing new product lines. In addition, acquiring the privileges of producing as well as selling products of another firm can be effectual (Ismail *et al.*, 2020). The food producers can focus on the creation of new offerings by properly branding their white-label product, which is produced by a third party.

Diversification: The food producers can prioritise diversification strategy in two ways, which are diversification in crop production and diversification of productive activities. The food producers in Quebec, Canada can make a strategic shift from producing low-yielding low valued crops to some high-yielding high-valued crops. According to Barman *et al.*

(2022), diversification can be ensured by the inclusion of crops that has international and national demand, the inclusion of oilseed crops and legumes, etc. Other diversification strategies that can be implemented by the food producers in Quebec, Canada are animal husbandry, horticulture, fisheries, etc.

4Ps of Marketing Mix for Food Producers in Quebec, Canada

Products: The local food producers offer a wide range of products to the consumers that include dairy and milk products, fisheries, crops, fruits, vegetables, etc.

Prices: To cope with market competition, this is essential for food producers to abide by a competitive pricing strategy. Following this pricing technique, the food producers will prioritize pricing determined by the rival brands in the same target market. This will be effective in drawing the attention of consumers and even strengthen the chance of retaining them.

Promotion: This is essential for the food producers of Quebec, Canada to prioritise the application of below-the-line and above-the-line production. The above-the-line promotion comprises paid advertisements on television, press, radio, etc. Focusing on Below-the-line promotion, local food producers might apply to drop off door-to-door leaflets, newsletters for consumers, etc. (Rajayogan, Rajamani and Sundareswaran, 2022). Such strategies will draw the attention of target consumers in the target market.

Place: The local food producers place their products to retailers and wholesalers such as supermarket chains and even sometimes directly to consumers. The local food producers might then focus on influencing the way their products are placed such that they reach the consumers at the point of sale (Taillie *et al.*, 2019). For instance, food producers might safeguard important positions for their product lines in retail outlets. Hence, by paying for end-of-shelf positions of the products, the consumers seem to be most likely to observe and purchase them.

Conclusion

In the inferences this worthwhile to mention that not just the products designed to look good as well as taste good; however, they are produced out of excellent quality crops in the most effective way that addresses consumers' concerns about problems such as health and origin of

foods. The food producers of Quebec, Canada must focus on market dynamics while applying ¹⁰ their marketing strategies to stay competitive and sustainable in the target market.

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