

Fast moving consumer goods

Business



FMCG By of the of the School Fast Moving Consumer Goods (FMCG)

companies also referred to as Consumer Packaged Goods companies can today be considered as one of the biggest segments in the world of business UK included. The FMCG companies sell goods are referred to as fast moving goods, quite simply goods; this is because many of the FMCG Company's products can quickly leave the supermarket shelves. More often than not the FMCG Company's products tend to be the high volume and low-cost items. The leading FMCG companies have for been for years characterised by their ability to produce the goods that are in greatest demand by their consumers. At the same time, they develop trust and loyalty towards their brands. Due to the dynamic changes that FMCG companies operate in, penetrating UK, and their supermarket have been a challenge. There has been a success and at the same time failures this depending on the strategies employed in promoting the products. A specialized team appointed by Zeal Creative undertaking consultancy on various issues concerning FMCG companies in UK supermarkets found that different approaches, in communicating to customers, has been the key to either success or market failure. in consultancy, different products are to be sampled from leading supermarkets in United Kingdom and strategies that various FMCG companies used and how best the succeeded in implementing these communication avenues. The consultancy working for Zeal Creatives conducted both primary and secondary research looking into newspaper, company financial reports, marketing website and any other relevant research material that could help the consultancy analyse the reasons for success or failure of penetration into UK supermarkets.

The research covers and analyses both in of the store and out of store

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communications. The research is interested in all UK supermarkets and using both the primary and secondary data the research focuses on the best practices to be adopted by FMCG companies. This is key to prior identification of the big winners and losers in terms of market penetration. The report sampled companies such as ASDA, Bacardi, Tesco, Sainsbury's, Weetabix and, Johnson & Johnson. These companies both within the five years of concern used various strategies in communicating with their customers. Various in of the store and out of store communications approaches will be analysed, and informed judgement made on the best approach applicable in future. Many organizations such as ASDA, Weetabix, Johnson & Johnson, Tesco, Sainsbury's and Waitrose among others use avenues such as social media to communicate and boost sale and increase customer loyalty.

Avenues such as Facebook, Instagram and YouTube that in a recent past have been effective. Closely linked to the social media are organization uses of other out of store communication most common being use of popular television stations, radio, direct marketing and blogs. The success of FMCG companies, however, has been due to how best they are able to interact with their customers through effective employment of both in-store communications and out of store communications. Through this analysis zeal offers not only current but future solutions to FMCG companies on their approaches to market penetration in UK.