

Stoat company

Business



Segment	2003	2004	2005	2006	2007	2008
Granulamuesli bars	115.2	128.0	140.8	153.6	163.2	172.8
Sports and eegy bars	140.3	167.5	194.6	218.4	242.2	266.0

Other bars

114.2

152.7

187.7

214.4

248.8

283.5

overall

369.7

448.1

523.1

586.4

654.2

722.3

Cosumer attitude

The table below shows the customer attitude in Stoat Company; these products include all the types of breakfast cereals and porridge, these products are represented in the market share of stoat. These figures for cereal bars in the UK show the need of the bars to expand their horizons in this area in the coming years. As evident in the table, in 2008, the UK cereal bar was valued at us 0.7\$bn. thus was under three aras of produpts namely granola/muesli bars, sports and energy bars and others. These figures indicate that there is a future for stoat products as it has seen

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extensively covered all the potetinal market in the UK. increase in income form the year 2003 to 2008.

Comparing prices

There are six types of stoat flavor namely apple & cinnamon, fig& date, white choc & hazelnut, blueberry & honey, raspberry and honey used for the porridge bars and three flavours namely classic Scottish, apple & cinnamon, , cranberry & blueberry that are used for the porridge quick pots. The prices of these different flavors differ and are purchased on basis of preferences and the use.

PRODUCT NAME

prices

S/ All Flavours-Individual Porridge Bars (50g)

0. 89

All Flavours-Cases of Porridge Bars (18*50g)

15. 95

All Flavours-Individual Porridge Bars (80g)

1. 29

All Flavours-Cases of Porridge Bars (28*80g)

35. 95

All Flavours-Individual Porridge Quick Pots

1. 29

All Flavours-Cases of Porridge Quick Pots (16*60g)

19. 5

Box of Apple Cinnamon Porridge (550g)

2. 99

Box of Apricot Sultana Porridge (550g)

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2. 79

Box of Unique Scottish Porridge (550g)

2. 49

Box of Sunflower & Poppy Seed (550g)

2. 79

Case of Apple Cinnamon Porridge (6*550g/750g)

17. 85

Case of Apricot Sultana Porridge (6*550g/750g)

16. 65

Case of Unique Scottish Porridge (6*550g/750g)

14. 90

Case of Sunflower & Poppy Seed (6*550g/750g)

16. 95

From the above table, it is evident that stoats has opted to make different flavors with different sizes and different sizes. Thus is to target the different customers who have different tastes and as well as different financial capabilities.

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