

Conclusion and recommendations

Business



Conclusion and Recommendations Conclusion Green Kitchen offers cleaning products that are environmental friendly. Such products attract interest of many customers. The organization is going to be catering a niche market as many organizations do not promote themselves as environment friendly products. Consumers all around the world can be persuaded to buy greener products for the safety of health and environment of the consumers. Green Kitchen analysis has been done based upon the market potential and growth for green products. The target market analysis has resulted in the fact the mothers are the main buyers of kitchen cleaning products, hence they need to be convinced that buying green products is a highly environmentally friendly option.

The management and Human Resources Department of Green Kitchen is qualified and possess the skill to allow the organization to become successful. A good amount of experience is possessed by the management and this would lead them to improve the weaknesses that have been identified for the firm and polish their strengths as well. Green Kitchen most importantly needs to work upon their capital and their promotion strategies to increase their customer base and also their market share.

Green Kitchen, as stated in the analysis needs to make proper expansion plans and also work upon building a strong competitive edge as competition is increasing on a regular note. The marketing strategy focused by Green Kitchen is on the pricing factors and the distribution channels. The use of ERP will improve the operations management of Green Kitchen to a large extent. Green Kitchen needs to ensure that all the business management functions are running in a systematic mode so that it can achieve all its milestones successfully.

Recommendations

Following are the recommendation for Green Kitchen which can be used by them to become successful and increase their market share in the industry of kitchen cleaning products.

Green Kitchen needs to work on their marketing and promotion strategies so that they can attract a huge customer base. They need to advertise in their ads about the importance of using environment friendly products and its benefits. They need to ensure that the mediums used for advertising is effective enough for the target market to view the advertisement.

Green Kitchen needs to work upon appropriate market entry strategies in the global market as they stand a good chance due to being an environment friendly product.

They can have alliances in the foreign market to promote their products in the international market and hence this would help them in increasing their capital. Production and manufacturing setup may be reduced this way in the international market.

They can work upon increasing their target market such as the kitchen cleaning products can be used in commercial businesses such as hotels and restaurants and other such places. When businesses buy their product the this would allow their profit margin to increase.

Sales of the product can be increased by offering discounts for a certain time period so that consumers can go for bulk buying.