

# [Saxonville sausage company argumentative essay](https://assignbuster.com/saxonville-sausage-company-argumentative-essay/)

Saxonville Sausage CompanyProblem Definition:\* Vivio has good sale performance while other categories’ sales are flat or dropping down, so Saxonvile intends to launch a new national Italian sausage brand.

\* The new brand needs a good positioning to match up core values of targeted customers. SWOT: External Situation Analysis:\* Opportunities: The attitude of customers towards Italian Sausage is good. There is no national Italian sausage brand in the market.\* Threats: National brand should compete against regional ones. Reconfiguring a whole new distribution system is a big issue. Changing to a new name is possible to lead to a loss of customers.

\* Strengths: Italian sausage is thought as a great “ meal-maker”, easy and quick. Vivio is perceived of high-quality. Saxonville has already built up its brand name in market and customer’s mind.\* Weaknesses: Vivio is not perfect name for Italian sausage, lacking authenticity. Has a small distribution.

Only provided with basic trade support with no advertising. Strategic Alternatives:\* Alternative 1: Family connection\* Pros: matching up mostly with core value of “ doing a good job” showed by survey, having the highest possibility of buying for customers. No existing brands step further in communication.\* Cons: maybe it’s too generic, any brand can claim it as own feature.

It’s doesn’t address the benefit of easy and quick.\* Alternative 2: Clever cooking\* Pros: it’s easy to offer tactical support. More distinctive and durable, attracting customers’ eyes. The advantage of “ Quick and Easy” is integrated into it.

\* Cons: It’s not the most fitted with the core value of “ dong a good job”. Recommendation:\* Alternative 2 –Clever cooking is more distinctive and good for building up brand name in long term. It also put emphasis on “ Quick and Easy”, which is concerned by most female users. It meets specific needs for customers, like time issue and..

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