

Saxonville sausage
company
argumentative essay



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Saxonville Sausage Company Problem Definition: * Vivio has good sale performance while other categories' sales are flat or dropping down, so Saxonville 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 " doing 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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