

# Marketing analysis of famous amos (singapore)

[Business](#), [Marketing](#)



Amos was established in the year 1983 in Singapore. It is now under Kellogg Company since it was bought over in year 2001. Famous Amos offers cookies with nine varieties of flavors. Its products also include muffins and brownies. They serve the consumer with its finest and freshly made cookies. They believe in making the chip for the future generation.

Famous Amos Cookies are also recognized as the best chocolate chip cookies in the world. Their cookies also meet the needs and wants of the audience. Famous Amos is also widely distributed in the island. Famous Amos targets audience are mainly the cookies and chocolate lovers. However, they segment their products Geographically; around the world, Demographic: targeting kids, young adults and adults, Psychographic; interest in chocolate cookies, and Behavioral segmentation; can be used in any occasion.

Famous Amos strength is mostly on its superior quality product and its weakness is mainly on its marketing skills, which is promotion. This is because, they did not advertise as frequent inform the consumer about its existence. Famous Amos opportunity is having international expansion and threats that it may face is the increase in aging population when its target audience are mostly young adults. Famous Amos competitor is Mrs. Field and Little Jersey's Place. Mrs. Field is its major competitor as they are selling mostly the same and it is also known.