

Unit 3 discussion board



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Unit3 Discussion Board Overview of the Product The product which we are going to launch is the process sea food. This product will be basically based on the processing of sea food items like fish, crabs etc to the UAE market. We will be selling our product based on our quality and freshness. This will be achieved while keeping in view the element of value addition in mind since sea food being a generic commodity; we believe our unique selling proposition will be value addition.

Core Strategy

As discussed in our earlier discussion, the unique selling proposition of our product will be the healthy nutrient added to our seafood products so that not only we provide tasty sea food but also the healthy and fresh food which can be taken as an alternative to the mainstream food supplies. Based on this, our core strategies include value proposition as well as the product positioning.

As discussed our main focus will be on creating value added seafood products therefore based on this proposition, we intend to add value to the processed seafood by making various seafood dishes and prepare them as ready to cook products. It is because of this fact that we are planning to sell fresh and preserved Fish, Frozen seafood, Processed and Canned Seafood, Preserved and Frozen oven ready fish dishes for modern food service. The value proposition in this whole product will be the perceived health benefits which a customer can enjoy by eating white meat. Backed by latest research, we will market our product based on the idea that eating seafood is not only healthy but it can also provide great taste when cooked and processed in our way. Regarding the product positioning, as discussed earlier that we are intending to target the hospitality sector of UAE therefore, there

will be two channels involved in carrying out our strategy. Firstly, we will target the hotels which will be selling our product and secondly, we intend to open our own stores cum restaurants which will be used to sell our product range. Since this will be an international venture and product positioning in international market require that products can be evoked and distributed as bundles of attribute capable of generating benefits for the customer (Johansson, 1985) therefore we believe that our product will include an intangible perceived benefits to the customer in terms of taste and healthy food.

Critique

I DON'T KNOW ABOUT WHAT STRATEGY OTHER TWO PARTICIPANTS HAVE MADE THEREFORE I CAN NOT CRITIQUE THEM. PLEASE FORWARD TO ME IF KNOW WHAT OTHER COLLEAGUES OF YOURS ARE DOING.

REFERENCES

Johansson, J. K. (1985). International Product Positioning. *Journal of International Business Studies* , 16 (3), 57-75.