

# Strategic marketing short persuasive essay



**ASSIGN  
BUSTER**

From its first biscuit, NC has evolved into a premier food firm. Our company has consistently been among the top corporations in the Philippines and is considered as one of the industry leaders in both noodles and biscuit product categories. Our brand names include Missing, Monde, Sky Flakes, Fiat amongst others for the biscuits category, and Lucky Me Instant Noodles, Lucky Me! Supreme Bowls and Lucky Me! Specials for the noodles category.

For more than 3 decades now, Monde Missing has steadily and aggressively risen to be the Philippines' leading food manufacturer and is currently carving its niche as one of the most competitive players in the global industry. From its first biscuit, Monde Missing Corporation has evolved into a premier Food Company which has been among the Philippines' top 100 companies since year 2000. Monde Missing products are continuously striving to become the market leaders in their respective categories.

Currently, NC has been producing biscuits and cookies and has a nationwide reach for its distribution channels from supermarkets down to the sari-sari store. To compete with the crackers product line, NC through its sister company Monde M. Y. San Corporation is a major player in the crackers category. Monde M. Y San Corporation is a Filipino firm originating from an ice cream parlor situated in Escalate in 1935. Three Chinese brothers headed by Mar You... Strategic marketing By Betrothal