

Case study

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



Marketing essay Main problem faced by the Kellogg Company in the Persian Gulf Introduction The company is an American food manufacturing company. Most of the countries in the Arab gulf are Muslim countries. Consequently, they operate on stringent laws of the Muslim religion. Traditions and customs in Persian Gulf countries especially food wise vary from those of western countries. Countries in Persian Gulf believe in heavy breakfast and consequently a wide variety of food groups are available to choose from during breakfast (Naggar 150).

Problem and solution

The main problem that Kellogg faces in the Gulf of Arab countries is the notion with the consumers that breakfast cereals are goodies for babies and not adult consumers. Per se, the products are mainly associated with fun placing them in the category of luxurious products (Naggar 159).

An effective problem to this problem is developing strategies for marketing the cereals. One of the best marketing strategies will be effective campaign (Naggar 169). Effective campaign will incorporate some of the traditional Arabic food into the breakfast basket for the whole family. The campaign should target mothers and house helps as they form the chief consumers/buyers of food stuff (Naggar 180).

The second solution will be is merging with local companies to increase credibility to the consumer. Arabian countries have strict rules when it comes to many things and among them is food. A merger with a local company will effectively dilute the mistrust of the products being offered by Kellogg Company (Naggar 191). These mergers apart from increasing acceptability in the new markets, they also reduce competition of the market share. Kellogg

Company management should encourage take-over and mergers with local companies (Naggar 200).

Conclusion

Kellogg Company should understand the consumers and consumer behaviors of the people in the gulf countries in order to effectively penetrate these markets (Naggar 220). The above two solutions form core bases for the impending problem of the company.

Works Cited

Naggar, Sa. Foreign and Intratrade Policies of the Arab Countries.

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