

Saxonville sausage company

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



Saxonville Sausage Company General Environment Sanxoville Company which is a privately owned family business was started 70 years ago. This company has its headquarters situated in Sanxoville, Ohio. Its management consists of the owner, president, three vice presidents, and a chief financial officer. Established seventy years ago in the state of Ohio and now headquartered in Saxonville, Ohio is a family business that has been a success story over the years and now boasts revenue of 1.5 billion US dollars. The great score sheet was as a result of several market forces and strategies formulated by the stable management that the facility has struggled to maintain. For a long period of time, the company produced a variety of pork sausages and for which it became known all over America. Among its key brands are bratwurst, breakfast sausage, and an Italian sausage christened Vivio. The business, just like any other enterprise, has had several challenges in its progressive growth to be what it is today. It is a multi billion business organization with a multitude of suppliers, employees, and customers. The factors that contributed to the success of the company are discussed in the proceeding part. Strengths And Weaknesses The timing of the set up of the company was strategic in view of its growth over the years. Saxonville Sausage Company was set up at a time when doping sausage business was not as competitive as it is currently. Food business had not so much taken root in the Ohio state. This led to rapid publicity. Consequently, many people got to know of the venture within such a short time and this made its initial stages a success story. The political environment also favored the growth of Saxonville Sausage Company. The United States is largely known for political stability. This has guaranteed the

safety and prosperity of investors together with their investments. Losses from vandalism and riots were at a minimal and this played a pivotal role in seeing to it that the company never lost any of its assets. The introduction of such foreign brands as the Italian Vivio also shows the faith the company had in Italian food since the country's political stability attracted foreigners, Italians included. At its introduction, the brand majorly targeted the Italians living in the United States. It was after its success that the locals embraced it. Another factor that played a major role in seeing to it that Saxonville Company grew was the fact that the management embraced technology. Food production is a tedious process. To hasten it, the company hired professionals to start with. This ensured that the quality of their products was accepted to many. They met all the standardization levels set by the government. To fasten their rate of production, the firm sought for the most advanced heating systems and packaging systems as well. Their delivery trucks are fitted with refrigerating devices that ensure that their products do not go bad during delivery. Furthermore, their wrapping technology also ensures that the food stuff would stay on the stores' shelves longer. To better their chances in their market, the firm embraced the use of ICT (Information and communication technology). With this, advertising was done a little faster with the use of the social media, hosting a web site, and sponsoring radio shows through which listeners would win lunch treats and snacks. This made the firm and its brands known faster and saw to their sales soaring up high. However, in the year 2004, the firm nearly hit a snag following a poor performance of their leading brands; bratwurst and breakfast. This occurred due to reluctance in advertising and competition

from other brands like the MacDonald's and Farmers choice. Other food venting shops were getting opened and this posed a threat. The situation was however salvaged through rigorous advertisement and publicity campaigns together with lots of offers that the company set for her customers. Sanxoville introduced the Italian sausage in the market in 2002 in the Northeast. The product was given an Italian name as there were fears that customers would not buy an Italian product from a company owned by Germans. The Sanxoville Italian sausage vivio was sold at an equivalent price to other Italian sausages and much attention was paid to this brand. At a relatively little cost a new brand was established as customers got it at a discounted price. This led to recognition of Sanxoville Company by many people, paving a way for the introduction of brats by the company. To stand out better, Sanxoville packaged its Italian sausages in a unique way. This product was packaged in a styrofoam tray covered in a plastic wrap, with a label illustrating coiled links of sausages next to a head of garlic and an ancient sausage grinder. It was easy to view the sausage inside as there was a transparent part of the label. The inside had an Italian flag at one corner and the words vivio Italian sausage inscribed inside the package. The largest supermarkets in the country had requested the company to maintain the quality of this product. Performance of the Vivio brand the half year 2005, following the rigorous advertising and publicity campaign. July \$ 34, 685 August \$ 1, 351, 313 September \$ 870, 081 October \$ 160, 232 November \$ 833, 067 December \$ 1, 235, 193 total \$ 4, 484, 571 Works Cited Kate, M. Brief Cases; Saxonville Sausage Company. New York: Sage, 2007. Richard, B.

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