

Kraft foods

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



Kraft Foods Affiliation: Marketing strategies are designed to suit the operations that a business enterprise engages in. Business enterprises seek to implement the most appropriate, effective, and efficient marketing tools. One of the marketing strategies employed by Kraft Foods is the use of a website (<http://www.kraft.com/default.aspx>). The website provides information about the operations that Kraft Foods undertakes. Corporate information presented on the website introduces the website user to the actual business line of the company, highlighting the products and services offered by the company.

The effectiveness of using this website as a marketing tool depends on the extent to which it achieves the desired goals and objectives set by the company. The ultimate objective of designing and hosting a website is to ensure that the company profile reaches out to as many people as possible. The fall of new and improved technologies has enhanced the company's use of this website. The company reaches to its potential markets at the click of a button. This enhances consumer awareness, which is a fundamental aspect in marketing.

The company acknowledges that markets within and without the United States are diverse and dynamic. In this respect, the Kraft Foods' website offers a variety of product and service packages that suit specific markets in and out of the United States. Australia, Canada, Germany, New Zealand, and the United States are some of the regions that enjoy customized product and service packages (<http://www.kraft.com/>). However, this does not imply that markets outside these regions are irrelevant to the company. The website is actually open to the global population, and most importantly the global

market.

An effective marketing tool has to account for the variations in buyer behavior, tastes, and preferences. Considering these aspects influences the performance of any given marketing tool. Kraft Foods' website highlights the company's product base and all the services factored in the company's operations. This allows the consumers to enjoy a wide range of products and services that the company offers. On the same note, the website provides a platform where the user can directly engage and interact with the company, thereby allowing the company to foster functional relations with the target markets. A positive impact on the company's marketing pursuit is realized in the process.

Amid the effective use of the website by Kraft Foods, the customer service aspect could be done better. The direct interaction between website users and the company does not fully provide for customer service. The customer service system used by the company is not fully streamlined to a level that it can consistently work on the website. This aspect needs some improvements so that actual customers can interact with the company in an efficient and effective way, just like website users who are not necessarily customers.

Finally, the website's use is generalized for all target markets. In other words, it does not account for market segmentations which are necessary in marketing. Target markets are treated as equal, given the fact that there are no target market segmentations on the website. This is a drawback that needs to be checked because different market segments are generally diverse and dynamic, and market needs vary across different segments. In general, Kraft Foods' website enhances the manner in which it conducts its

business.

Reference

Kraft Foods: <http://www.kraft.com/default.aspx>