Marketing segmentation and product positioning

Marketing Segmentation and Product Positioning MKT 500-Marketing Management Strayer University April 27, 2011 In a rush to produce more and more crops to satisfy growing demand, producers have resort to using a lethal cocktail of pesticides to control disease and insect attack. Do you really know what goes into yourfood? This is why you need to be informed of the advantages of organic food. The quality of food has definitely gone down since the Second World War.

For instance, the levels of vitamin C in today's fruit bear no resemblance to the levels found in wartime fruit. Organic food is known to contain 50% more nutrients, minerals and vitamins than produce that has been intensively farmed. You will have to eat more fruit nowadays to make up the deficiency, but unfortunately that means eating more chemicals, more detrimental affects on yourhealtheating something that should be good for all. Also don't forget about the cocktail of anti-biotic and hormones that cattle and poultry are force fed.

What happens to those chemicals when the animal dies? Digested and stored in human bodies is the answer. If you are as worried as I am about the health of yourfamilythen you need to seriously consider converting your family to the organic lifestyle. Organic Food Store SWOT Analysis Strengths Organic food is richer in Vitamins, Minerals, and Fiber and retains the level of nutrients for much longer. You will have more energy through consuming low levels of toxics and chemicals that slow your body down.

Weaknesses People are unaware about organic food There is a rigid mentality of people to adapt to the change in their lifestyle. Opportunities

Food habits are changing Standard of living is improving Threats Cost –

Organic foods are more expensive than other food items Established

competitors: Pizza Hut and McDonalds are creating a threat for Organics

Fashion of junk food - Young consumers believe in fashion of junk food by not

realizing the side effects it causes later