

Marketing and greek yogurt essay sample flashcard



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1. From the information about Chobani in the instance and at the start of the chapter. (a) whom did Hamdi Ulukaya place as the mark for his first cups of Grecian yoghurt and (B) what was his initial “ 4Ps” selling scheme? (a) Hamdi Ulukaya was aiming Americans as he was convinced that Americans would wish the Greek yoghurt if they gave it a attempt.

In more item you could state that Mr. Ulukaya used the distinction focal point scheme. as he was making a superior merchandise that was geared towards Americans. He was more focussed on selling his yoghurt to a narrow mark audience. His first cup of yoghurt appeared on shelves of a little grocer in Long Island. New York.

(B) The four “ Ps” are merchandise. monetary value. publicity. and topographic point. Initially Hamdi Ulukaya wanted to make a merchandise that would be superior to other yoghurt companies as he wanted to come out with a Grecian yoghurt that had a perfect formula.

Equally far as monetary value I didn't truly seem to happen an initial response. Price. nevertheless. would be inquiring certain inquiries like: Are at that place established monetary value points for merchandises or services in this country? Is the client monetary value medium? How will your monetary value comparison with your rivals? He ne'er stated what his program was for monetary value except that we knew the merchandise would be superior in gustatory sensation so we would do a generalised premise that the merchandise would be a small more dearly-won. He did acquire some reasonably good promotional thoughts out at that place.

Mr. Ulukaya at first relied on positive word of oral cavity. In 2010, he started CHOMobile and giving out free samples to promote people to seek it for the first clip. Chobani yoghurt could be found in topographic points like BJ's, Costco,

and Stop & A ; Shop. However, once it picked up it was selling nationally in the US, UK, and Australia.

2. (a) What selling actions would you anticipate the companies selling Yoplait, Dannon, and PepsiCo yoghurts to take in response to Chobani's visual aspect and (B) how might Chobani respond? (a) If companies like Yoplait, Dannon, and PepsiCo wanted to stay competitory I would anticipate them to make a new similar merchandise so that they remained competitory with the different yoghurts that are out on the market.

I would anticipate those companies to remain aggressive on the monetary value so that they can seek to keep the market portion compared to newer companies seeking to come in the market. (B) Since Chobani is a newer company, I would surmise that they can't do a whole clump expect with respects to the monetary value. Since Chobani already had its publicity,

topographic point, and merchandise already lined up monetary value would be the other factor that you can be flexible with. I mean, theoretically they could make a cheaper yoghurt, nevertheless,

so Mr. Ulukaya's thought of making a superior merchandise would non be following his values. 3. What are (a) the advantages and (B) the disadvantages of Chobani's Customer Loyalty Team that handles

communicating with customers-from phone calls and electronic mails to Facebook and Twitter messages? (a) The advantages of Chobani's Customer Loyalty Team is that they respond to about 7. 000 client electronic mails and phone calls a month.

and respond to about all of them. Customers besides get a manus written note. and to me it truly personalizes the experience for the client themselves. Making this leads to word of oral cavity which to me is immense manner of free advertisement.

(B) I can't truly a disadvantage of Chobani's Customer Loyalty Team. Since they respond in a timely mode and expression at reacting about instantly I would surmise that they are seting client service and quality foremost. and I view this merely as a positive. 4. As Chobani seeks to construct its trade name.

it opened a alone retail shop in New York City: Chobani SoHo. Why did Chobani make this? I think the ground Chobani decided to open a " yogurt bar" was genius chiefly for two grounds. First. from a concern point of view you can track more easy the spirits clients like and maintain path of the informations. Making something like this will demo the types of spirits (new or old) that clients like. So if you can be up-to-date with what the client wants it keeps you in the game.

The 2nd ground I believe Chobani did this was to make a restful topographic point where you can bask a merchandise with new creative activities and merely bask yourself and doing it a friendly experience. 5. (a) What

standard might Chobani usage when it seeks markets in new states and (B) <https://assignbuster.com/marketing-and-greek-yogurt-essay-sample-flashcard/>

what three or four states run into these standards? (a) When Chobani seeks new markets in other states I would propose they maintain in head peoples gustatory sensation buds. what the civilizations nutrient gustatory sensations are like. and is at that place a market in this country.

Sometimes the market is merely too immense. An illustration of this would be Europeans and their yogurt loving manner as they eat about five or six times every bit much yoghurt as U. S. clients.

I would propose taking at the states in which you can assail the market because there have been no industries or merchandises that dominate that country. (B) I can non advice to which three or four states have a smaller yet more gettable market. I would look towards the way of what states value superior tasting merchandises that besides have the room in their budget to do such purchases. I think they could perchance look at Canada. Cuba.

Puerto Rico. and other close states near the U. S. as they could slowly branch outward doing it somewhat less hazardous.