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# *Kawiarri: Pure Caviar*

# Introduction

The Kaviari: Specifically, Pure Caviar case offers a wealth of information as to difficulties and possibilities which a luxury food company experiences when trying to keep the status of its product as a luxury good and respond to the shifts in the marketplace. In this study, the focus is on Kaviari's competitive strategy and its positioning on the targeted segment of luxury caviar consumer market.

# *Market position*

Kaviari has concentrated on the high segment and produces caviar of high quality and high price range. The brand appeals the affluent consumers by stressing on authenticity and quality workmanship of their products. Nonetheless, the emerging issues such as increased competition and relatively shifting customer base make it difficult to sustain this kind of status.

# *Sustainability Concerns*

Since consumers have started caring about the environment, sourcing and ethical production practices have emerged.

# Conclusion

The Kaviari: From the Pure Caviar case, one is able to learn how traditional effects can be offset by more creative approaches. Through a better alignment of objectives and tactics within new present-day needs and wants, Kaviari will continue to persistently occupy its share of the market in luxury caviar. For a more elaborate discussion of this case and other recommendations, visit [www.thecasesolutions.com](http://www.thecasesolutions.com).

# Resource

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