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Launching Krispy Natural: Cracking the Product Management Code

Introduction

The case study *"Launching Krispy Natural: This paper relates to the topic of “Getting to the Root of ‘Cracking the Product Management Code’ ”, whereby it focuses on the strategic choices and risks of entering into a new snack product in the highly competitive food industry.



Product Development

Activities in product development do not take place in a vacuum, they occur within structural and environmental constraints and this is a real challenge.

Market Positioning

One of the problems that had to be solved was the question of market positioning. Since many other players are also entering the bakery products market with more health-claims than Krinos' snacks, Krispy Natural had to find its unique niche. This case shows the need for market research, distinguishing what consumers want and what does Krispy Natural have to offer them.

Conclusion

On the basis of its analysis, the *Krispy Natural* case solution provides insight into product management, market positioning and strategic planning for successful product portfolio. It underlines the necessity of linking product characteristics with the customers' needs and expectations and creating adequate marketing plan to go through all the difficulties of a stiffened competition.

Resource

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