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# TAVAZO

# INTRODUCTION

**As the business profiles, The Tavazo case identifies performance and growth issues of a family business struggling to sustain its lineage amidst competition. This case is a perfect example of how entrepreneurship and strategic management occur in a narrow market segment, and how operational decisions are made in the business environment.**

# BACKGROUND

**Tavazo primarily focuses on nuts, dried fruits as well as Persian dishes where they have built a strong market. It has amply succeeded in building a customer following over the years, mostly because of the commitment to real solutions and high-quality products.**

# **PRODUCT INNOVATION**

**New tastes and types of packaging can be used to capture young and contemporary consumers while the conventional pack can always appeal to the old consumer.**

# CONCLUSION

**The Tavazo case shows that while the tradition is a good selling point but there is need to adapt to the changing market. Through understanding the company's potential and the main operational and marketing issues, Tavazo can guarantee sustainable development.**

# RECOMMENDATION

**This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.**

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