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KAMEDA SEIKA: CRACKING THE U.S. MARKET



INTRODUCTION


The case revolves on Kameda Seika, a famous producer of rice crackers in Japan that required the ways and means of entering the USA market. Total, the firm that produces the Rice crackers that is famous in Japan wanted to replicate what has made these firm popular entirely in a different market environment.





KEY ISSUES

The key issues of Kameda Seika management were the difference of the tendencies in the Japanese and American sweet market. Although, rice crackers are very famous in Japan the termed was not well known in the United States. In addition, the American snack food market was still limited to potato chips, pretzels and other conventional snack foods hence Kameda Seika had to invest a lot of effort in promulgation strategies for its products.





STRATEGIC SOLUTIONS


There are several steps that Kameda Seika has taken to penetrate into the U.S. market Successfully. First, they changed their product for local consumption through developing few flavors such as BBQ and cheese though they continued with their traditional Japanese rice crackers. This adaptation enabled minimization of the differences of cultural preferences that formerly existed.





CONCLUSION

Let it be noted that Kameda Seika learnt about the local taste, and the proper utilization of the correct partnerships towards the market. He effectively marketed its products in a manner that catered for the American market and undeniably set its operations to prosper in a very competitive market.





RECOMMENDATION

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