



Marketing Management

SBS MBA / MSc

Assignment – Bahrain 2020

STUDENT ID

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UNIT TITLE / CODE: **MKT 501**

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GENERAL INSTRUCTIONS

- All assignments are to be submitted 14 May **2020** to examinationboard@atmsedu.org and assignmentsubmission2019@gmail.com and cc to toafatima@atmsedu.org.
- **If assignment is not submitted on date, will follow with penalty of 10% deduction of marks for everyday.**
- Similarity between students work is strictly not accepted, any student found with similar work will be graded Zero and fail for the course. However, Plagiarism is an academic offence and will not be tolerated under SBS
- Assignment once submitted to exam board is final for marking.

Total Marks _____/100

Executive summary:

In these few papers we will study a unique brand story about organic dairy product that established by a Saudi lady own a farm and working by heart and passion, in order to expand its business from small local market in eastern province in Saudi Arabia to reach all the kingdom and outside the kingdom.

The brand journey start from small kitchen in the home to a well-designed dairy factory. Its idea came by the abundance of milk to produces 32 types of cheeses in addition to other organic products from the farm harvest.

The brand is in the growth cycle, facing a Heightened competition with all local and international dairy companies quantically, and variety. It is targeting the people whom concern about their diet and the food they eat from middle to upper income brackets. This brand having more strengths and opportunities toward success than the weaknesses and threats factors. Some products in this brand has fast and high revenues, some give good future profit and some need to be managed in order to have high market share and high market growth.

This brand by blessing success in managing its business. It has creative packaging, special pricing and good promotion. Some marketing strategies and requirements need to be applied in order to get this brand to the bright reputation are recommended below.

Let us discover this brand and analyze it from marketing prospective side.

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Introduction:

Organic food and dairy becoming the trend in the market nowadays. When marketing an organic product, the most important aspect of a firm strategy is determining its competition and audience. By establishing these parameters, the firm can help to flush out what aspect of its dairy and food business to highlight and where will be the most effective place for the firm to advertise in order to capture its target audience. Understanding the organic dairy and food business thoroughly will help to discern the advertising assets and weaknesses. (10)

Here is a unique brand journey about organic dairy product that just started to shine in the local market in eastern province in Saudi Arabia by a Saudi lady, working by heart and passion, to expand this business in order to reach all the kingdom and the global.

Brand Overview

The story of Laziza-Organic brand established on 2016 by Saudi woman, Aziza Al-Ghanim, graduated from King Abdulaziz University in business management and worked in Aramco in finance management department. In 2010 Aziza bought a huge farm with cows and goats in Saihat, Eastern Region of Saudi Arabia after retirement. She was receiving plenty amount of milk, which was more than what she needs, so she came up with the idea about how to utilize this milk in making healthy and more natural cheeses.

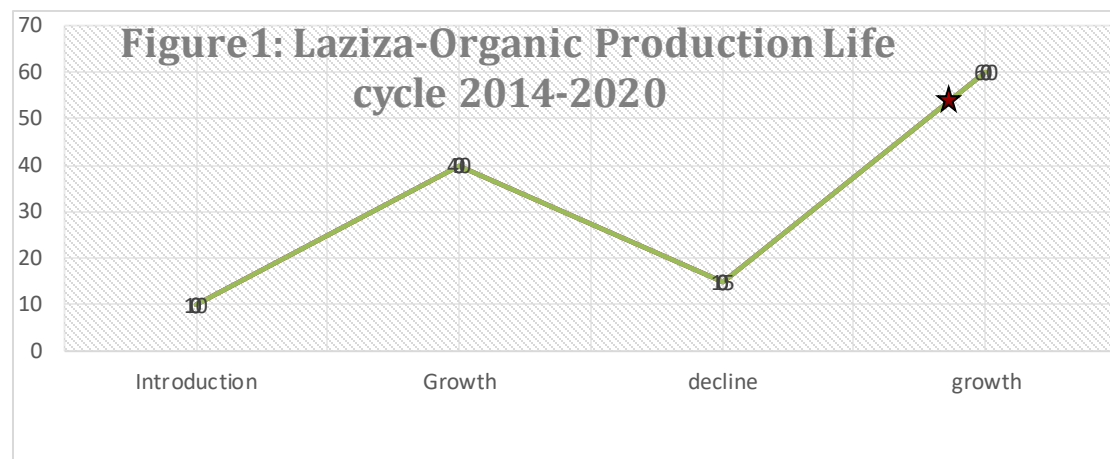
Aziza faces a huge challenge in order to create from simple kitchen inside her house and simple instruments that she has, 32 types of tasty and well-nourished cheeses. She introduced firstly her products to the family and neighbors around and got their approbation and compliment.

Aziza was participating in Productive Families Exhibitions with small table that has a creative presentation of all her products and taste samples that attract people to know these different types of cheeses and some other products from the farm harvest such as (bitter orange jam, berries jam, pumpernicher jam , tomato sauce, pesto sauce ...). This business was growing up and people loyalty and trust was gained. She was receiving many requests through What's Up application every day which she cannot cover, and some request are unintentionally disregarded. (22)

Since Aziza was keen to extend this project and to cover people requests, she increased number of labors and daily dairy production with many flavor and additions. It was necessary in that stage, in order to respond easily and cover the people requests, to design "LAZIZA-ORGANIC.COM" website. The website has all the products for selling with charming pictures containing little explanation and price of each which is easy to choose and request and then to get them delivered. This way of selling was not familiar to the public at that time and Aziza insisted to respond to the requests that came only from the website only. As a result, the sales declines and

many customers turn down, but this decline did not take long time. Requesting online invade the market nowadays and people start to order from their homes and receive the delivery after few picks. During COVID 19 and quarantine, online requests become almost a must to get what you need from outside doors. (1) Appendix (1), Appendix (5)

Laziza-Organic in this stage is in growth period of product life cycle as shown in figure1:



Laziza-Organic is trying to maintain it unique brand well known, easily recognizable, and superior in quality and reliability in order to be successfully be differentiated from its competitors. It is responding to the regular visits and reviews from Ministry of Environment, water and Agriculture and then from Tawtheeq, accredited company that obtained ISO 17065:2002 from Italian and has accreditation body from license, in order to fulfil the organic agriculture standard and get the organic license.(23) Appendix (6)

Strong effort needs to be kept in analyzing this baby brand and to focus in the main marketing strategies that it is applying, or it may need to develop in the future to take this little baby to maturation and globally expanded.

Competition Overview

Competition in marketing increases the market growth, develops innovative products, create new ways to satisfy customers and need to be up to date about the environment and the competitor's expansion. Although, competition can raise marketing costs and shrinks profit margins. (2)

“creating new choices” is the Innovation and the competition doesn’t have access, says IDEO’s CEO Tim Brown. It isn’t about brilliant people spontaneously generating new ideas, but about finding hidden assumptions and ignored processes that can change the way a firm does business. (3)

All marketing channels have the potential for conflict and competition resulting from such sources as goal incompatibility, poorly defined roles and rights, perceptual differences, and interdependent relationships. There are several different approaches companies can take to try to manage conflict. (2)

In this regard, Laziza-Organic is facing a Heightened competition with all local and international dairy companies in pricing, products, expanded and branches, shareholders, labors, facilities and promotions like Almarai, Nadic, Alsafi, Nada, Nestle, Arla for several reasons:

- Those companies have large farms and factories that are operating in different sectors and countries with thousands of employees and several big names of shareholders.
- Their dairy products are canned, available and reachable on the supermarkets and small glossaries shelves in high quantities.
- They have long life products which can stay several months without putrefying outside the refrigerator.
- Their product almost easy to use, carry, open and store.
- They have variety of dairy products prices which consider cheaper than the home made and organic ones.
- They have different strategies in product and pricing promoting and well funders.

Laziza-Organic is operate in a slow-growth economic environment characterized by discriminating consumers, aggressive competition, and narrow promotions. Thus, it is under massive competition case that it must be managed in intelligent way and skillfully grab audience tendency. (4)

Target Market

Knowing how to discern who exactly is the target market and what segment of the market would be most inclined to purchase the dairy products is an important step that will open a clever eye toward successful marketing.

Laziza-Organic has dairy products made up by hormone-free cow's milk that are free to graze and are provided healthy lifestyles. Additionally, it has ice-creams, sauces, jams, biscuits which processed from natural and healthy ingredients. So, it attracts the families in middle to upper income brackets who are interested in what goes into the foods and drinks they and their children are consuming and willing and able to pay a little more for the natural and chemical free products.

In order to expand this brand, Laziza-Organic aspires to sale its product to the supermarkets, restaurants, cafeterias and cafe that adapt the organic dairy as a part of their services. (4)

Segmentation

Laziza-Organic need to consider how to best create value for its chosen target markets and develop strong, profitable, long-term relationships with customers, as well to work to build a strong, favorable, and unique image in the minds of their target publics. In order to get this, it should concern about who buys organic dairy and healthy products and why? What features and prices are they looking for, and where do they shop? It is a worthy demand to have well trained in presenting product benefits and to divide the market into major market segments, evaluate each one, and target those it can best serve. (4)

Nowadays, people are more aware about what they are eating, start to change their habits of eating, and search about the most safe and well-nourished food. They identify the food that make them feeling great, having more energy, improving their health, and boosting their mood. (6)

Therefore, Laziza-Organic start to develop innovative products, successful strategies, and action programs, using up-to-date information about the environment, the competition, and the selected market segments. In this case, Laziza-Organic must recognize the market segment and targeted people whom their lifestyle directed toward healthy product, free from additives, hormonal- free, high quality and healthy processing techniques, pure and natural ingredients and safe made food from the farm to the mouth. (4)

Moreover, Laziza-Organic is planning to extend from local area in KSA to be exported all over the kingdom and outside the kingdom where people geographically value the organic food through the companies which adapt these types of products.

SWOT Analysis

The dairy production has its own strengths and weaknesses to build on present scenario for future growth. Strengths and weaknesses are the internalities of the present situation of dairy production within the country. Opportunities and threats are the externalities of the future situation, not only within the country, but also expected from outside the borders. The analysis attempts to identify the strengths to meet the opportunities and the threats of the future and weaknesses are going to be challenged or shown up by these threats and opportunities. (7)

Internal	
Strength	Weaknesses
1.Fast growing economy 2.Annual highest milk production growth 3.Apply Food safety and standard	1.Need research and educational studies. Need clear structure and strategic plan. 2.Need a license from Food and Drug

4.Having good dairy practices 5.Appropriate milk collection system in the farm. 6.Good raw milk quality 7.Organic processing from farm to the consumer. 8.Variety of cheeses and attractive packaging and presentation. 9.Improved purchasing power of the consumer. 10.Improved transportation facilities for movement of organic products. 11.Availability of green and dry fodder. 12.Good veterinary services 13.Maintain food safety 14. Loyalty of customer to Laziza- Organic products.	Authority to proof organicity and from WTO 3.Short-live dairy products that cannot kept without refrigerator. 4.Weak organized retailing and established cold chain Weak financial services 5.Vast pool of highly trained and qualified manpower available to the industry and lack of suitable education/training for skill development for new viable & sustainable technology. 6.Species-wise variation (buffalo, cow, goat etc) in milk quality received by milk plant. 7.Lack of marketing avenues for the dairy produce and lack of proper marketing support. 8.Low productivity of animals. 9.Inadequate finance.
External	
Opportunities	Threatening
1.Increase the people awareness regarding the organic food and organic diary. 2. Having a proof international organic certificate. 3.Increasing quantity of available milk for processing 4.Fund direct investment and to find strong shareholders. 5.Diversification 6.large market and investment opportunity increasing income of consumers 7.changing lifestyle and preference for organic products. 8.low cost human resource and employment generation 9.vast natural resources offer immense potential for growth & development of dairying. 10.Great improved export potential for organic milk products 11.Established and expanding market for organic products. 12.Increasing demand for fluid milk as well as value added products. 13.Availability of animal production technologies for faster development & effective implementation. 14.There should be an integrated structure of marketing for organic products.	1.Difficulties of availability of indigenously manufactured equipment. 2.Uncontrolled use of antibiotics and medicines on mulch animals 3.Restrictive organic agriculture standards. 4.Imports from other countries 5.Drought and death of caws 6.Tropical climate conditions. 7.Seasonal fluctuations in milk production pattern.

15.They have an opportunity to expand or capture the market by adding its product line.	
16.They have the opportunity to offer snacks.	

Despite all these problems and threats, there is a clean cut and tremendous opportunities also. The study of this SWOT analysis shows that the ‘strengths’ and ‘opportunities’ far outweigh ‘weaknesses’ and ‘threats. Strengths and opportunities are fundamental, and weaknesses and threats are transitory. Any investment idea can do well only when there are three essential ingredients: entrepreneurship (the ability to take risks), innovative approach (in product lines and marketing) and values (of quality/ethics). (7)

Market Research

marketing research is where we develop the most efficient plan for gathering the needed information and what that will cost. There is need for an in-depth study on the long-term benefits of marketing strategy implementation in the dairy sector to ensure that the strategies that are proposed by the organization are implemented in the right manner in order to get the required performance. (8)

Often, analysis of internal data is the starting point for assessing the current marketing situation, supplemented by marketing intelligence and research investigating the overall market, the competition, key issues, threats, and opportunities. As the plan is put into effect, marketers use research to measure progress toward objectives and to identify areas for improvement if results fall short of projections. (2)

Laziza-Organic is consider as a small baby in organic dairy and food products locally in eastern province in KSA. It needs to establish some researches to proof the effectiveness of its dairy processing on maintaining its main active components of proteins, fats and menials until they reach to the consumer is strongly believed and accepted by the customers in order to have strong evidence supporting its production and to attract more shareholders to invest and then to get its business more promoted and expanded.

Products BCG matrix

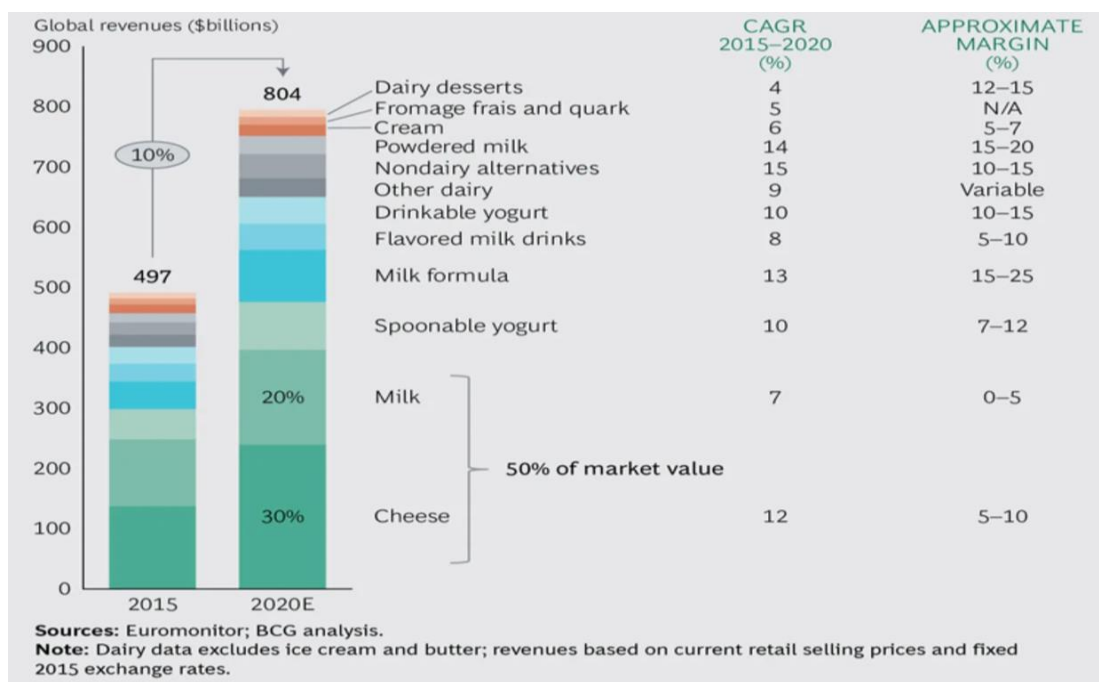
Since the distribution channels in marketing are one of the classic“4 Ps”(product, promotion, price, placement as known as “distribution”), which concede as a key element in the entire marketing strategy they help in expanding, reaching and growing in revenue, they have to be applied in smart way in product marketing (see figure5). (9)

Figure 2: Distribution Channels



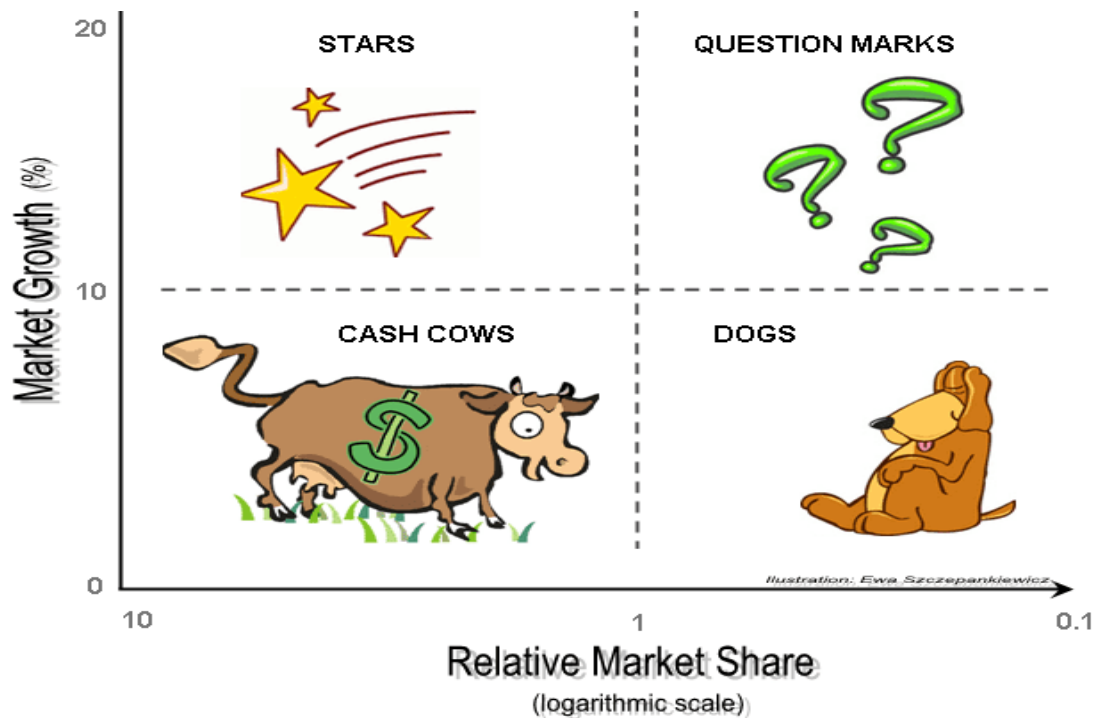
In 2015, with almost \$500 billion in global revenues, dairy was the biggest revenue-generating—and the fastest-growing—category in the food and beverage sector. Analysts project 10% annual growth over the next five years, with revenues reaching more than \$800 billion by 2020 see figure2. Milk and cheese will account for 50% of the market, but several value-added segments are also growing robustly. But different product segments yield very different levels of profitability. The key to success in dairy therefore lies in finding the sweet spot of growth and profitability. (11)

Figure 3: The worldwide Dairy Market reaching \$800 billion by



Using Boston Consulting Group (BCG) matrix to evaluate the strategic position of Laziza-Organic brand portfolio and its potential as local organic dairy products in Eastern province In Saudi Arabia can suggest further investment strategies.

Figure 4: BCG Matrix



STARS The stars are the high relative market share and high market growth. Laziza-Organic Cheeses and sauces are somewhat the stars in its business, because with the high quality and new designs which comes every now and then makes it more popular among the customers, and customer with upper class wants the quality and Laziza-Organic offers the best quality cheese items.

CASH COWS The cash cows are its milk, Laban, and ice-cream products so, Laziza-Organic has to take measures to make these products as stars.

DOGS Jams are Laziza-Organic Dog, because it has low-share business with low growth market. Laziza-Organic has to think on what it can do by improving the low share and growth market.

QUESTION MARKS The question marks are the Pizza and diet biscuit. They have high market growth but low market share. Laziza-Organic must decide about which question mark they should try to build into the stars and which one of these should be phased out.

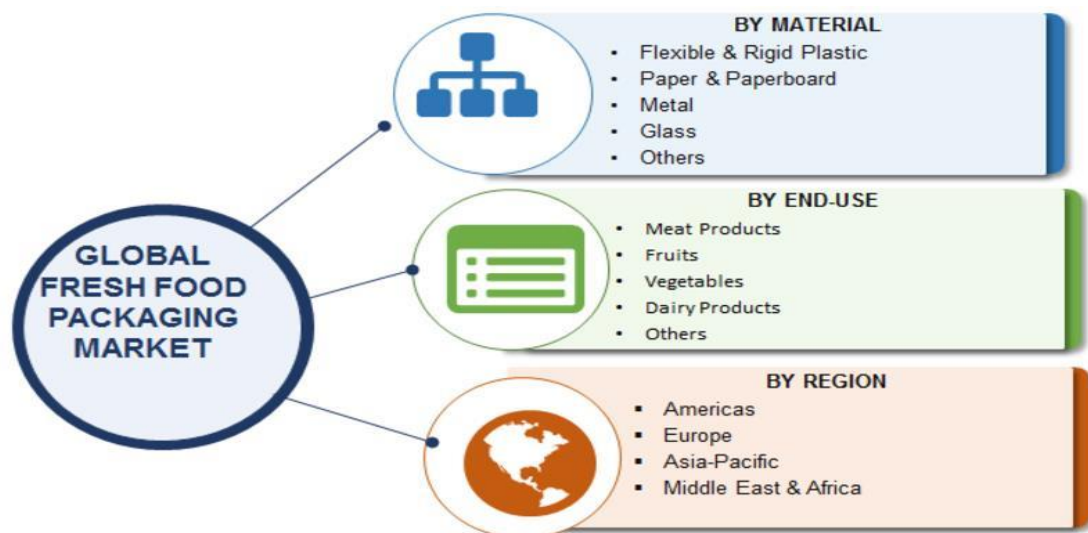
However, BCG analysis has been heavily criticized for its oversimplification and lack of useful application. Following are the main limitations of the analysis:

- Business can only be classified to four quadrants. It can be confusing to classify the products that falls right in the middle.
- It does not define what 'market' is. Businesses can be classified as cash cows, while they are actually dogs, or vice versa.
- Does not include other external factors that may change the situation completely.
- Market share and industry growth are not the only factors of profitability. Besides, high market share does not necessarily mean high profits.
- It denies that synergies between different units exist. Dogs can be as important as cash cows to businesses if it helps to achieve competitive advantage for the rest of the company. (12)

Packaging

The global fresh food packaging market is a very dynamic market and is expected to witness high growth over the forecast period figure 4. The growth is influenced by the undertaking of various government initiatives towards food safety and increase in demand for small portion food items/demand for single use packaging. However, inclination towards fresh cooked food is expected to hinder the growth of the market.(13)

Figure 5: Global Fresh Food Packaging Marketing



Due to the change in the consumer lifestyle and the increasing trend of smaller families, the food items packaged in smaller portions are being demanded more. For Cheeses packaging, Laziza-Organic make smaller portions of cheese products, single portion in a container in order to provide good protection from external contamination and to some extent from evaporation. Another important utilization for single-Portion is to make easy store in the refrigerator (see figure 5).

Figure 6: Laziza-Organic Packaging



With the increasing adoption of convenience shopping, the retail sector is growing rapidly. The retail sector is booming, owing to factors such as favorable demographics, rising consumer incomes and real estate developments, especially the emergence of new shopping malls. The growth in turn induces the demand for such packaged fresh food from these retail outlets.

Extensive growth in dairy packaging industry has brought to light that partnerships & collaborations on large scale for sustainable product development and merging & acquisitions of small-scale packaging industries by key players, is a key strategy adopted extensively by the players to spread their geographical presence and improve operational efficiencies. (13)

In this regard, Laziza-Organic creates innovative way of packaging and decoration of its products. Its cheeses are decorated with Basil leaves and covered with butter

papers then tied with green leaves and then in container which can deliver to the consumer in paper bag has Laziza-Organic logo and instructions print that explain how to store and refrigerate the cheeses. Appendix2

The canned products like sauces, jams, and labnah balls, Laziza-Organic use glassy jars that covered with butter paper then plastic paper tied with green palm leaves and small card that has Laziza-Organic logo and the Ingredients for each product in clear and nice writing. Appendix3

The main concern of Laziza-Organic is to keep the packaging of its product in safe containers and in safe way in order to maintain organicity and high-quality containers that reach to the consumer with no damage or change.

Place

The global dairy products industry is beginning to gain more strength as the innovations in technology for providing better quality products, service, measurement and reach of the dairy products and statistically improvised results have made dairy products industry to be one of the biggest contributors to the global economy. Of all the products, milk represents more than 35% of overall dairy products consumption in the market. Milk is used by almost all the global population, and used for several purposes, so the milk leads the dairy products market. Milk is the central component of the average diet of majority of the global population as it supplies nearly 20% of whey protein content. (14)

When Laziza-Organic was established, it had its presence only in dairy products. But it has decided to expand its business after few months. As a part of its strategy to expand, it began venturing into new segments in addition to launching its existing products in new markets. It started to add ice-creams products to complement the range of dairy products that it already has. one years ahead, it went for further expansion by venturing into bakery business and preparing ready- for- bake pizzas, diet biscuits, jams, sauces, date syrup and Arabic eggs. (5)

Laziza-Organic primarily applies three types of distribution channels in local Area, Estrin Province, in Saudi Arabia:

- (1) **Web:** Laziza-Organic establish an online website designed for ordering the products and then to be deliver to the customers accordingly. (15)
- (2) **Mobile:** Laziza-Organic appear honestly and obviously in daily routine through snapchat showing the preparation of cheeses from raw milk that she receives every day from the farm and how the processing takes place. additionally, it has Instagram account that show its events and some easy recipes which can be made from its products.

- (3) **Caffe:** Laziza-Organic starts to distribute to Rendezvous Blue Caffe which keep a special and preferred shelf space for Laziza-Organic as an organic product. Appendix4

In This stage Laziza-Organic is using (Direct to End User) method as a neutral case which sell directly to end-users through those mentioned channels. as a strategic plan and growing business and gaining the organic certification, Laziza-Organic will find its way to improve its distribution to sell its products through dealer network all over the kingdom and outside the kingdom and through value-Added Reseller ways as advance ways of distributions.

To create a good distribution program, it needs to be more focus on the needs of the end-users.

- If users need personalized service, it can be through utilizing a local dealer network or reseller program to provide that service.
- If users prefer to buy online, it can be through creating an e-commerce website and fulfillment system and sell direct; it can be also done through selling to another online retailer or distributor that can offer the product on their own sites.
- It is possible to create a specialized sales team to prospect and close deals directly with customers.

Price

Many factors to consider when developing pricing strategy, both short- and long-term. For example, pricing needs to:

- Reflect the value that the industry providing versus its competitors
- Match what the market will truly pay for the industry offering
- Support the brand
- Enable to reach the revenue and market share goals.
- Maximize the profits. (16)

In 2014, Saudi government fixed the prices for milk and other dairy products so that all firms could harness the same benefit only depending on their market size. Further, another agreement was signed which put a limit on the marketing time of any new product. According to that agreement, no company can start promotion of a new product more than 2 months prior to the launch of the product in the market. (17)

Regarding Laziza-Organic, it has organic dairy and products and its brand started as a "Productive Families" business and has its own pricing with no net profitability. But Laziza-organic kept its business and continued to work as a charity until it gained customer trust and loyalty then it repriced its products in order to gain accepted profit.

Therefore, to ensure that pricing reflects Laziza-organic value and reinforces its brand, it would be the best to define its positioning, create its brand strategy, and identify its distribution channels before it developed its pricing strategy in the marketing plan.

Industry pricing influences how the market perceives its offering. If it is perceived as a commodity, it must either change the market's perception via a new positioning strategy or compete on price and focus on innovating to keep costs low so it can still make a profit.

Laziza-organic may need to gather market research and market intelligence—either via its own efforts, via third-party toolkits or applications, or by hiring a market research firm.

In this regard, Laziza-Organic may have to understand how to set pricing policy that can be summarized in these points:

1. Selecting the Pricing Objective

The company first decides where it wants to position its market offering. The clearer a firm's objectives, the easier it is to set price.

2. Determining Demand

Each price will lead to a different level of demand and have a different impact on a company's marketing objectives. Some consumers take the higher price to signify a better product. However, if the price is too high, demand may fall.

3. Estimating Costs

The company wants to charge a price that covers its cost of producing, distributing, and selling the product, including a fair return for its effort and risk. Yet when companies price products to cover their full costs, profitability isn't always the net result.

4. Analyzing Competitors' Costs, Prices, and Offers

Within the range of possible prices determined by market demand and company costs, the firm must take competitors' costs, prices, and possible price reactions into account. If the firm's offer contains features not offered by the nearest competitor, it should evaluate their worth to the customer and add that value to the competitor's price. If the competitor's offer contains some features not offered by the firm, the firm should subtract their value from its own price. Now the firm can decide whether it can charge more, the same, or less than the competitor.

5. Selecting a Pricing Method

It can be done through markup Pricing, target-return pricing, perceived-value pricing, value pricing, going-rate pricing or action-type pricing.

6. Selecting the Final Price

Pricing methods narrow the range from which the company must select its final price. In selecting that price, the company must consider additional factors, including the impact of other marketing activities, company pricing

policies, gain-and-risk-sharing pricing, and the impact of price on other parties. (2)

Promotion

A promotion strategy is defined by the plan and tactics the industry needs to implement in its marketing plan, in order to increase the demand for its product or service. Promotion strategies play a vital role in the mix of marketing (product, price, placement & promotion), and they revolve around:

- Target audience – whom are to be selling for and what are their interests
- Budget – how much is the willing to invest
- Plan of action – what strategy is adopting in order to reach the purpose and make a profit. (18)

To get in this zone, there are three fundamentally basic objectives of promotion:

- 1) To communicate information about products to present and potential customers
- 2) To differentiate a product from other products by increasing Points of Difference (POD)
- 3) To increase demand for products

Laziza-Organic implemented intelligent ways to promote its product to the targeted people and grabbed the chances in order to communicate with the consumers in convinced ways:

- **Product Giveaways and Samples:**

Laziza-organic appear initially in Productive Families Exhibitions as a Charity participation. It was granting its product in small sample for tasting before buying. Allowing potential customers to sample a product are methods used often by companies to introduce new food and household products. Many of these companies sponsor in-store promotions, giving away product samples to entice the buying public into trying new products.

- **Social Media Promotion**

Laziza-organic created a website (Laziza-Organic.com) besides other social media websites such as Instagram, What'sup, snapchat which offer a way to promote products and services in a more relaxed environment. This is direct marketing at its best. Social networks connect with a world of potential customers that can view its products from a different perspective rather than seeing the products as "trying to sell" something, the social network shows Laziza-organic that is in touch with people on a more personal level. This can help lessen the divide between the Laziza-Organic and the buyer, which in turn presents a more appealing and familiar image of it.(20) (21)

- **Promotional Pricing:**

Discounts from normal prices are a legitimate form of promotional pricing and making a collection of different products as a package with special price is one of the tactics that Laziza-Organic making during special events like Ramadan, Mother Day, Women Day...

- **Customer Appreciation Events**

Placing an additional product with purchased products will draw customers into the Laziza-organic. Emphasis on the appreciation part of the event, is an effective way to draw not only current customers but also potential customers.

Spending money on product improvement, promotion, and distribution, the firm can capture a dominant position. It trades off maximum current profit for high market share and the hope of even greater profits in the next stage. (2)

Conclusion and Recommendations:

Companies today are striving to make their marketing operations more efficient and their return on marketing investment more measurable. Marketing costs can amount to as much as a quarter of a company's total operating budget. Marketers need better templates for marketing processes, better management of marketing assets, and better allocation of marketing resources.

When studying Laziza-Organic in marketing prospective, it was clear that Laziza-organic is consider as a start-up business that still in the early stages. some golden tips could be elaborated in order to take this business to the best marketing performance:

First: Laziza-Organic needs to define its business's mission obviously in its website and carry it on all over its plan. It can State why this organization exists, why it does business and how it supports and benefits its customers. Then map out smart goals and objectives that will become the spokes in the wheel for the marketing process.

Second: It need to study and analysis the organization position through SWAT analysis and market position. It's important to consider how Laziza-Organic current and potential customers perceive its product, and if there are any changes it should make in order to create ideal brand image by maintaining strength, grabbing the opportunities, and eliminating obstacles that may Laziza-Organic faces.

Third: during marketing tactics, Laziza-Organic need to expand its business in the 4 Ps:

Product: create more profitable products that has low cost and high net profit based on customer wants and Laziza-Organic mission statement.

Price: it needs to Establish itself as the premier organic food and dairy and keep track of controlled growth which dictates that payroll expenses will never exceed the revenue base. This will help protect against recessions.

Promotion: Some marketing efforts from Laziza-Organic and some promotional strategy to support the product like constantly to monitor customer satisfaction through After-Sale Customer Surveys, Branded Promotional Gifts, Customer Referral Incentive Program, and Mail Order Marketing may ensure that the growth strategy will never compromise service and satisfaction levels.

Place: Laziza-Organic should initiate physical and digital distributed channels that provide access to its promotional materials, marketing messaging and enable sales. In this regard, It needs to expand its business in places where people are interested in organic food like diet centers, gyms, diabetic clinics, organic restaurants, hospitals' cafeteria, additionally, it needs some craft an advertisement that clearly states in highly visible text the points Laziza-Organic wants to highlight about its products in the places and outlets that are most likely to connect with the target market.

Fourth: As each action program begins, the marketer monitors ongoing results, investigate any deviation from plans, and take corrective steps as needed. Each product level within a business unit must develop a marketing plan for achieving its goals. The marketing plan is one of the most important outputs of the marketing process. Laziza-Organic need to determine which is the most sale products and to list them in its website clearly and make some statistics in order to manage each product individually.

Fifth: Laziza-Organic needs to conduct researches that support its product marketing. The most scientifically valid research is experimental research, designed to capture cause-and-effect relationships by eliminating competing explanations of the observed findings. If the experiment is well designed and executed, research and marketing managers can have confidence in the conclusions.

It is a challenging to study a baby brand with very few references, and the most information is taken from the owner herself. However, to be the first investigator and analyzer for this brand is an honorable work. (19)

Appendix

Appendix (1)

2020/5/14

الغائم بعد التقاعد: الوفرة كانت وراء فكرتي من مشروع الخاص - جبهة الإخبارية



« أخبار محلية »

الغائم بعد التقاعد: الوفرة كانت وراء فكرتي من مشروع الخاص

جبهة الإخبارية | سوزان الرمضان - الدمام 21 / 10 / 2018م - 10:36 ص



أريستيفه

استضاف ملتقى سفينة التجارة بالدمام الأربعاء الماضي، المتاعدة من أرامكو عريضة الغائم صاحبة مشروع "الزينة أوريغانيك" والمختص بصناعة الأجبان في الأمسية بعنوان "قصة نجاح"، بحضور 40 سيدة، وتحدثت فيها عن تجربتها، والمتطلعة من ميدان الوفرة والإهتمام بالصحة، ودوافعها، والمعوقات، وكيف واجهتها.

وقالت الغائم في حديثها لجبهة الإخبارية أن الوفرة كانت دافعها الرئيسي وراء فكرة مشروعها، موضحة: "عندما ننظر إلى التعم بالاحترام، نعرف أن كل نعمة هي هبة من الخالق عز وجل، فإن نلّظ فيها بسهولة، وستشعر بقيمتها، وعندما تزيد النصبة عن حاجتك الشخصية، سوف تبحث عن تصرف".

وأشارت إلى تعليمها لنفسها بنفسها، اعتماداً على كتب الطبخ الخاصة بتعليم الأجبان، وقدراتها في الطهي والإبتكار، والبحث عن المعطومة عن طريق النت.

ولفتت إلى افتتاحها لمعملها في الملحق الخاص بالمنزل، والذي بات ينتج أكثر من 30 صنف من الأجبان، والصلصات، والخلطات، والمرببات، والمشروبات كالحليب واللبن، وأنواع من البسكويت كبسكويت الحميرة.

ورصدت الاختلاف في أنواع الأجبان وتكهاتها إلى الاختلاف في نوع الحليب "بقري، ماعز، جاموس"، بالإضافة إلى اختلاف كذاقته تبعاً للموسم، ووقت ولادة الماشية.

ولفتت هدفها في تحويل مشروعها من طبيعي إلى عضوي، موضحة أنه لا فرق يذكر بين الإثنين سوى في الشهادة والتقييم الرسمي من الجهات المختصة، ففي كلاهما يتم العناية بغذاء الماشية على الأعشاب بدون الهرمونات، والمواد الحافظة.

وأشارت إلى الصعوبات في التحويل إلى العضوي والتي تتطلب الكثير من المحاكات: كالتنسيق والزيارات الميدانية للمزرعة في الرياض بعد التواصل مع الإدارة المختصة، وقد تحقّق لها ذلك بتحويلها للاختيار من الشركات المختصة بالتوزيع، إلا أن طلبها قبول بالرفض من هيئة الغذاء والدواء باعتبار أن المعمل داخل المنزل، لتكتفي بالحصول على ترخيص صناعي من الأول لآخر.

Appendix (2)



laziza_organic



Appedix3



The image is a screenshot of a Snapchat post from the account 'laziza_organic'. The post shows a collection of organic products arranged on a round wooden cutting board. The products include: a red tomato wrapped in clear plastic; a white container, possibly for yogurt or cheese, also wrapped in clear plastic; a round, flat, light-colored item (possibly a flatbread or cheese) in a clear plastic container with a label; a small packet of red and dark items (possibly dried fruits or vegetables) wrapped in clear plastic; and a piece of white cheese or yogurt topped with fresh green basil leaves and a sprinkle of black seeds. The background is a metallic surface. The Snapchat interface elements are visible at the top: the Laziza Organic logo, the username 'laziza_organic', a '10h' timestamp, a yellow Snapchat ghost icon, and a close button (X). At the bottom, there is white Arabic text and a website address.

الطلب على الموقع
laziza-organic.com
الطلب على الوتساب
0543918359

Appendix 4



laziza_organic

...



Appendix5



laziza_organic

...



Appendix (6)

 	
CERTIFICATO DI ACCREDITAMENTO <i>Accreditation Certificate</i>	
Registrazione n° <i>Registration n°</i>	229B Rev. 01
Si dichiara che <i>We declare that</i>	The First Agricultural Co., for Registration, Inspection and Certification Limited Liability Company
Riyadh - South Ring Road, Wholesale Market, Build No. 18 Office 102 11432 - Riyadh / Azlziyah Quarter - Saudi Arabia	
è conforme ai requisiti <i>meets the requirements</i> della norma <i>of the standard</i>	UNI CEI EN ISO/IEC 17065:2012 EN ISO/IEC 17065:2012
Iguala Organismo di <i>as body for the</i>	Certificazione di prodotti/servizi <i>(as stated in the Enclosures to this Certificate)</i> Certification of products/services <i>(as stated in the Enclosures to this Certificate)</i>
<p>Il presente Certificato non è da ritenersi valido se non accompagnato dai relativi Allegati e può essere sospeso o revocato in qualsiasi momento nel caso di inadempienza accertata da parte di ACCREDIA. La validità dell'accrreditamento può essere verificata sul sito WED (www.accredia.it) o richiesta direttamente al Dipartimento di competenza.</p> <p><i>This Certificate is not valid without the relative Enclosures and can be suspended or withdrawn at any time in the event of non fulfillment as ascertained by ACCREDIA. Confirmation of the validity of accreditation can be verify on website (www.accredia.it) or by contacting the relevant Department.</i></p>	
Data di 1ª emissione <i>for issue date</i> 2015-02-23	Data di modifica <i>Modification date</i> 2016-05-18
Data di Scadenza <i>Expiring date</i> 2018-02-22	
 Il Direttore di Dipartimento <i>The Department Director</i> (Dott. Emanuele Riva)	 Il Presidente <i>The President</i> (Ing. Giuseppe Rossi)
 Il Direttore Generale <i>The General Director</i> (Dott. Filippo Turchetti)	
ACCREDIA	
Sede operativa: Via Sonale, 26 20125 Milano - Italy Tel. +39 02 2100961 Fax +39 02 21009637 Sede legale: Via Guglielmo Salicrú, 7/9 00187 Roma - Italy Tel. +39 06 8440891 Fax +39 06 8841199 info@accredia.it www.accredia.it Partita IVA - Codice Fiscale 10566361001	

Allegato 1 al Certificato di accreditamento n° 229B Rev. 01
Enclosure 1 to the accreditation Certificate n° 229B Rev. 01

rilasciato a / issued to: **The First Agricultural Co., for Registration,
Inspection and Certification Limited Liability
Company**

Certificazione di prodotti nei seguenti schemi/settori:

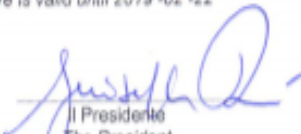
Prodotti agricoli di origine animale e vegetale, prodotti dell'industria agroalimentare di origine animale e vegetale (Vedere l'Allegato 2 del Certificato).

Certification of products within the following sectors:

Agricultural products of animal and vegetable origin, agro-food industry products of animal and vegetable origin (see the Enclosure 2 of the Certificate).

L'accreditamento per i settori elencati nel presente Allegato è valido fino a tutto il 2019-02-22
The accreditation for the sectors listed in this Enclosure is valid until 2019-02-22


Il Direttore di Dipartimento
The Department Director
(Dott. Emanuele Riva)


Il Presidente
The President
(Ing. Giuseppe Rossi)


Il Direttore Generale
The General Director
(Dott. Filippo Trifiletti)

Allegato 2 al Certificato di accreditamento n° 229B Rev. 01
Enclosure 2 to the accreditation Certificate n° 229B Rev. 01

rilasciato a / issued to: **The First Agricultural Co., for Registration,
Inspection and Certification Limited Liability
Company**

Aggiornato in data: 2016-05-18

Prodotti agricoli di origine animale e vegetale, prodotti dell'industria agroalimentare di origine animale e vegetale, in conformità ai seguenti riferimenti normativi:

- The Standards & Controls of Organic Farming Activity in Kingdom of Saudi Arabia, per le seguenti categorie di prodotti:
 - Prodotti agricoli vivi e non trasformati
- TAWTHIQ Production Standards and Control Measurement According to EC 834/2007, EC 889/2008 & EC 1235/2008, per le seguenti categorie di prodotti:
 - A prodotti vegetali non trasformati,
 - D prodotti agricoli trasformati destinati ad essere utilizzati come alimenti.

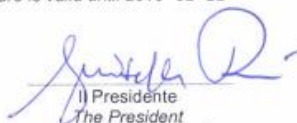
Updated on: 2016-05-18

Agricultural products of animal and vegetable origin, agro-food industry products of animal and vegetable origin, according to the following normative references:

- The Standards & Controls of Organic Farming Activity in Kingdom of Saudi Arabia, in the following categories of products:
 - live and unprocessed agricultural products
- TAWTHIQ Production Standards and Control Measurement According to EC 834/2007, EC 889/2008 & EC 1235/2008, in the following categories of products:
 - A Unprocessed plant products,
 - D Processed agricultural products for use as food.

L'accreditamento per i settori elencati nel presente Allegato è valido fino a tutto il 2019-02-22
The accreditation for the sectors listed in this Enclosure is valid until 2019-02-22


Il Direttore di Dipartimento
The Department Director
(Dott. Emanuele Riva)


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The President
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ACCREDIA

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info@accredia.it | www.accredia.it | Partita IVA - Codice Fiscale 10566361001

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