Ezee Instant Noodles: Answer guide

1. **Identify the needs of consumers living in Africa**

Maslow’s physiological and safety motivations best capture the needs of customers in Africa. Customers there are looking for food products that are tasty, nutritious and healthy and affordable. Currently there are not many products that do this. Most products are imported and this can be expensive for the average person in Africa. The case also shows that African people needs job (job security).

1. **How did Java foods create demand for Ezee instant noodles?**

Demand is created when consumers have buying power to pay for the products.

Ezee instant noodles was affordable because of the low price. Selling at 2 kwacha ($0.00037), most people could afford it. It was considered affordable and convenient and thus Ezee was able to create demand.

Ezee was able to sell it at a low price because they utilized local labour, local ingredients and grew the product locally as well. This significantly reduced costs.

1. **Did Java foods have good marketing strategies? Why or why not?**

I believe the case indicates several good marketing strategies. Some of them are:

1. First, Java identified the right target market and knows how to best serve them.
2. Utilizing local resources (labour, raw materials, land) to lower costs. In addition to lowering costs, Java foods is also applying societal marketing concepts here by giving employment opportunities to the community and trying to make her business more sustainable (last paragraph).
3. She is adding more product options like pasta, fortified breakfast cereals, porridge etc to give customers more choices
4. With more products to satisfy customers, Java foods will be able to compete better with companies like Nestle, especially when its noodle has the problem of unsafe levels of lead.