

Assignment 8

Dairy milk needs

Quality and taste

- Rich Flavor: customers expect a smooth, rich taste that dairy milk is known for
- variety: A range of flavors and textures to cater to different preferences.

Health consciousness:

- Nutritional Information: clear labeling on calories, sugar content, and nutritional benefits
- Healthier options: Demand for low sugar, dark chocolate, or dairy-free alternatives

convenience:

- packing: Easy-to-open, portable packaging for on-the-go consumption
- Accessibility: Availability in supermarkets, convenience stores, and online platforms

sustainability

- Eco-friendly packaging : Interest in sustainable materials and reduced plastic use
- Ethical sourcing : transparency about sourcing and production practices :

Affordability

- price sensitivity : competitive pricing, especially in markets with diverse income levels
- promotions and Discounts : Attractive offers and loyalty programs to encourage repeat purchases

S.D.A