

Assignment 9

Benefits of Dairy milk to customers

nutritional value : Dairy milk is rich in essential nutrients supporting overall health

versatility

It can be used in a variety of recipes, from cooking to baking, appealing to diverse culinary preferences.

taste and texture

Many consumers enjoy the creamy taste and texture of dairy milk.

Health Benefit

It can aid in muscle recovery, bone health and weight management.

variety of options

customers have access to various types (whole, skim, flavored) and forms (organic, fortified) to meet their needs.

Benefits of Dairy milk to companies

Market Demand

Dairy milk remains a staple, providing consistent demand in the beverage and food industry

Brand Loyalty

Established brands can cultivate loyalty through quality and consistent products

Diverse product lines

companies can expand into related product like cheeses, yogurt, and ice cream, maximizing revenue.

Health Trends

Growing health awareness allows companies to market fortified and organic dairy products effectively

Innovation Opportunities

There is room for innovation in flavors, packaging and functional ingredients attracting new customers