

New Product Analysis for Wegmans Greek Yogurt



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Agenda

- Analysis Highlights
- Attribute Analysis
- Competitive Landscape
- Proposals for Potential Product
- Summary

Analysis Highlights



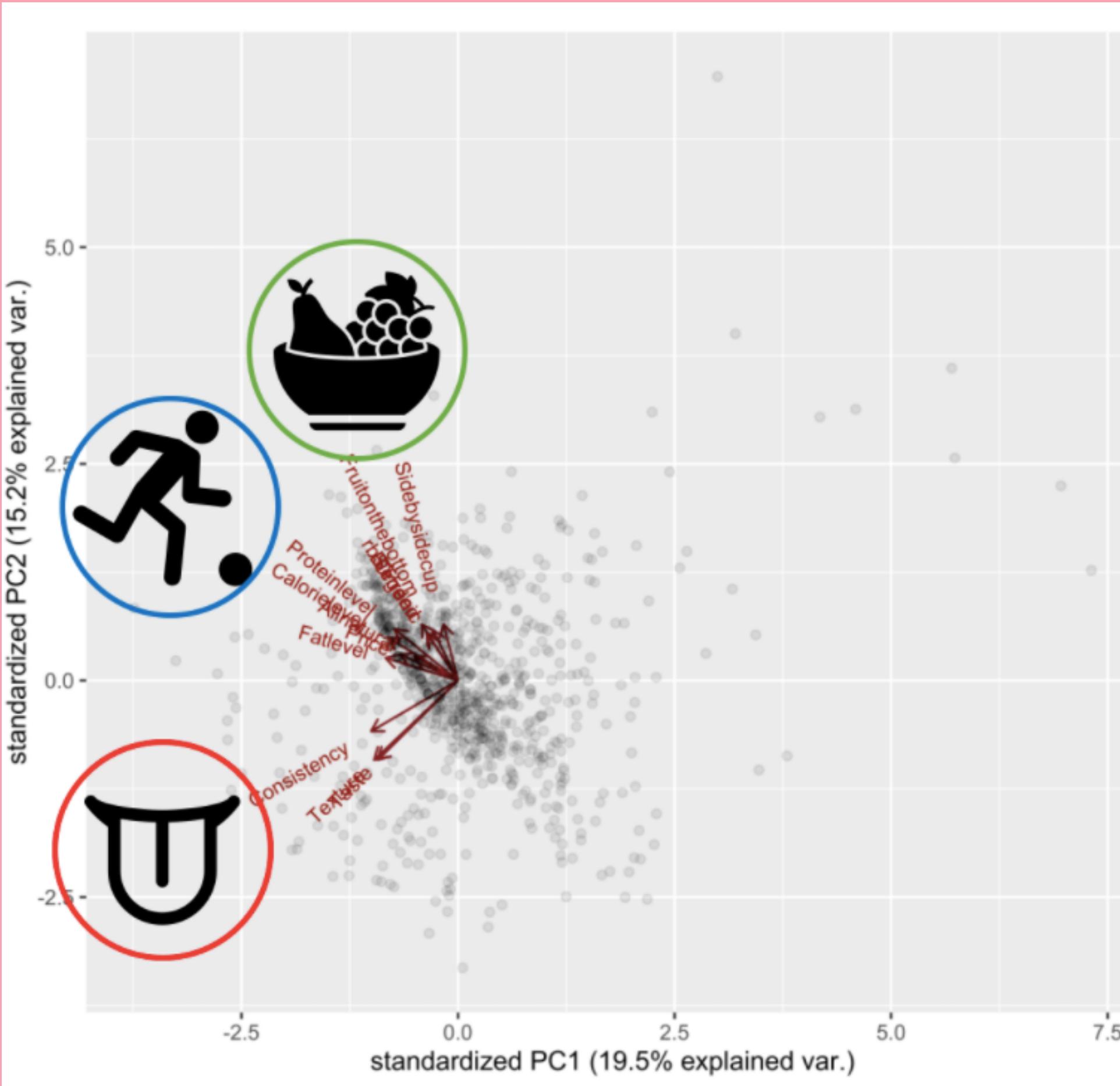
HIGHLIGHT 1
There are **three** customer segmentations

HIGHLIGHT 2
Taste is the first reason for most customer to buy

HIGHLIGHT 3
There are **three** main competitors and all having their competitive advantages

Attribute Analysis

- HEALTH (ORGANIC & GREEN)
- NUTRITION (FAT & PROTEIN)
- TASTE





Fage



Chobani



Stonyfield
Oiko

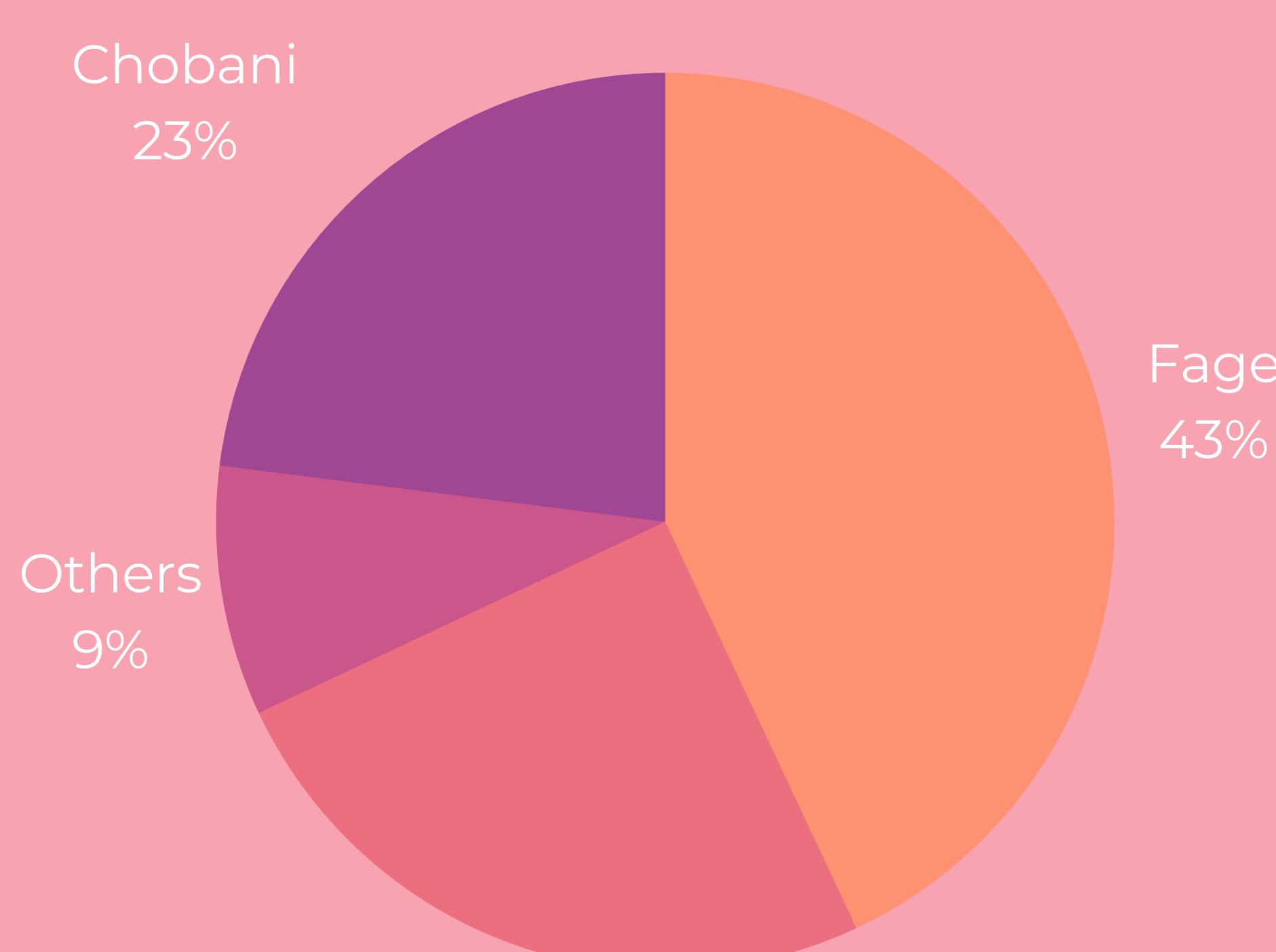
Natural
Consistency
Taste
Texture

Price

Natural

*Competitive
Landscape*

New Product Proposal



If Greek Yogurt is free, 43% customers prefer Fage

- Fage is the perfect reference for new product
- New Product Proposals
 - Pricing Advantage
 - Fitness Yogurt

SUMMARY

The most preferred product in the market now is FAGE.

By using FAGE as the base model we have designed two proposals:

- Lower price
- Introducing a new fitness yogurt

**Any
Question**

