Fruit Snacks, Snack Bars, Sweet Biscuits in Portugal and the strategy of \*Vieira de Castro & Filhos Lda.\* in that market.

What is a snack?

"A small meal or amount of food, usually eaten in a hurry." (definition from Oxford Dictionary)

What types of snack do we consider?

Fruit Snacks (dried fruit, processed fruit snacks).

Snack Bars (cereal bars, protein/energy bars, fruit and nut bars, other snack bars).

Sweet Biscuits (chocolate coated biscuits, cookies, filled biscuits, plain biscuits, wafers).

How do we outline the snack market?

The Portuguese market consists of the production and retail sales of dried

fruit, processed fruit snacks, cereal bars, energy bars, fruit and nut bars,

other snack bars, chocolate coated biscuits, cookies, filled biscuits, plain

biscuits, wafers.

The market is valued according to retail selling price (RSP) and includes any

applicable taxes (definition from Euromonitor).

Throughout the analysis, a series of problems were incurred that complicated

operations. It is to be expected that a research on a topic as expansive as a

market leads to fragmented conclusions or unsatisfactory outcomes. Some issues

faced were:

Lack of public data for the company of study.

Discordant data between sources.

Lack of confidence in some data correlation.

To face the set of complications mentioned previously, the initial approach was

to evaluate the quality of our available sources. A debatable consideration made

regarded using data with no adjacent studies, which lacked the possibility of

performing any kind of cross-analysis. Additionally, in situations where varied sources

would conflict, the chosen solution was to address only the most reliable of those

in contention, following a form of hierarchy of information quality. The aforementioned

order would peak with governmental-linked information, followed up by trustworthy

data providers. Generally speaking:

Contacting the company to obtain relevant information.

Resorting to a brand analysis for lack of response and of alternatives.

Cross-referencing information sources.

Attaining at a strict data evaluation hierarchy.