

Marketing Strategy for SMEs towards Food Industry 4.0

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Abstract

Marketing Strategy for SMEs in Food Industry 4.0 Era has focused on business value driver using how technology create the different and value-added product and apply Internet of things to level up the competitive capacity. Furthermore, the SME entrepreneurs need the smart velocity to business success. It is origin may not only innovation but also the brave of different and creative thinking via five steps as follows; 1) SWOT analysis of market and the high potential customer targeting, 2) Innovation to value-added product, 3) Brand building with essence and prominence of product, 4) Brand communication to make product reputations, and 5) Market expansion by channel, align market trends in order to effective preparation of future market situation.

Keywords: Marketing Strategy; Brand Identity; Food Industry 4.0