Marketing Philosophy and Strategy

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            In today’s world, everyone is on the go – to be somewhere, or do something, but one has to get there quickly and efficiently. In this rush to get one’s day started, many forgo a sit-down breakfast as most people simply do not have the time for it, or they cannot wake themselves up early enough to enjoy it, no doubt due to the fact that they finished the previous day so late that they need all the sleep they can get (Nicklas, 2004).

            As a result, I see the necessity for an on-the-go breakfast meal which contains both the cereal contents and the milk in two separate, but conjoined, compartments within the same packaging ready to use while in the car, on the bus, or on the train or subway. It’s refrigerated until it’s ready for use, and one can simply crack and peel back the plastic corner topped with waxy lining to keep the contents fresh. The milk and spoon could be separated from the cereal portion to make ready for pouring and use (in the case of the spoon).

            This would be ideal for adults with kids on a tight schedule, for adults, themselves, who don’t have time for a full breakfast, or anyone who during the day requires a snack. It can be marketed as a healthy alternative to pastries that one often purchases as a breakfast meal, or other sugar snacks that one obtains throughout the day.

            Additionally, it has proven important for one to always begin the day with a well-balanced breakfast, but many forego this nowadays. And, the whole grains and/or fruit provided in some of the cereal varieties would assist in maintain fiber and other vitamin levels recommended by physicians and dietitians (Nicklas, 2004).

References:

Nicklas, T. A. (2004, January). The Importance of Breakfast Consumption to Nutrition of

   Children, Adolescents, and Young Adults. Nutrition Today, 30-39. Retrieved from http://www.ncbi.nlm.nih.gov/pubmed/15076708