Kristin Hunting

Unit 3 DB

It has proven important for one to always begin the day with a well-balanced breakfast, but many forego this nowadays, due to today's fast-paced lifestyle. 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 (Nicklas, 2004).

Our tag-line statement is: The on-the-go all-in-one breakfast experience.

Through our tag-line statement, we must promote the value proposition. The components will include:

- flexible packaging containing separate portions for the milk, the cereal, and the utensil.

- healthy and quality material used in the product

- different flavors of cereal, ranging from sugary kinds (for the children) to the high-fiber kind filled with fruit (for the more health-conscious)

- value for money spent: it allows for a quick meal, which one can consume anytime and anywhere, for a few dollars. Caloric content is low, and one can consume some of the daily vitamins and minerals necessary to lead a healthy life.

We will needs to subsequently create an image for our product and brand in the minds of the consumers. One will need to ensure that this is effectively done in comparison to the competitors, which is rooted in the sustainable advantage over the competition (Routeledge, 2010). The factors for the basis of the strategy are:

- specific features

- benefits or solutions

-usage occasions

- positioning on a reason to choose over a competing product

Our position will focus on the need for a square meal in reference to the lack of one, or an unhealthy one, that a person might achieve instead due to lack of time.

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

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