

Vantomia Foods' key stakeholders to be taken into account include.

- - The government, as it encourages the growth of ecommerce
- - Customers, and followers of Vantomia Foods on the internet
- - The employees of Vantomia Foods team and wider indirect employees in the supply chain such as farmers and logistics team
- The existing local farmers and middleman who provide feedstock (Fonio) for the food processing (important resource)

### 1.2 Marketing fit with corporate and business strategy

Vantomia Foods understands the importance of delivering value and premium quality. The organization was founded on a clear idea of who the customer is, how to provide value (ecommerce) and how to communicate it (online dialogue). The Value Chain shows that Vantomia Foods can identify and enhance primary and support activities in order to improve customer value. For instance, Vantomia foods is looking to scale up its business by moving to a wider expanse of land. This would increase production capacity and have implications for logistics, operations, marketing and service, as well as various support activities. Vantomia foods has continued to capitalize on its core competency, Quality of product as well as a growing brand awareness. The product Fonio meal is becoming known for its premium quality and taste in the city of Abuja.

Vantomia foods has a corporate mission- To make organic healthy food options affordable and accessible to everyone. This would be achieved by product differentiation and online advertisements to create brand awareness.

### SWOT ANALYSIS

<b>Strengths</b> <ul style="list-style-type: none"> <li>• Premium Quality of Product</li> <li>• Access to low cost raw material</li> <li>• Low cost of production</li> <li>• Wide reach through online marketing</li> </ul>	<b>Weakness</b> <ul style="list-style-type: none"> <li>• No clear marketing plan or budget</li> <li>• Small company and market player</li> <li>• Financial restraint</li> <li>• Start up Company</li> </ul>
<b>Threats.</b> <ul style="list-style-type: none"> <li>• Competitors</li> <li>• Restrictive Export policies</li> <li>• 3<sup>rd</sup> party logistic company's</li> <li>• Technology</li> </ul>	<b>Opportunities</b> <ul style="list-style-type: none"> <li>• Huge opportunity for local growth.</li> <li>• Niche Market</li> <li>• Export opportunities</li> <li>• International Market</li> </ul>

In terms of Porter's Generic Strategies, Vantomia foods is following a differentiated strategy, and maintaining focus. It has a point of difference that is valued in the minds of the customer and that is making accessible premium quality healthy food to the Average Nigerian.

Ansoff's Growth strategies framework.

Vantomia food is currently focusing on market penetration as we ensure that first time customers become repeat customers. We want to develop a long-term relationship with customers, we are doing this through online marketing using the retargeting and email list strategy. We are also into market

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