

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

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

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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Table of Contents Past Exam Papers Heriot Watt Marketing Fundamentals

1. Understanding the eBook Past Exam Papers Heriot Watt Marketing Fundamentals
 - The Rise of Digital Reading Past Exam Papers Heriot Watt Marketing Fundamentals
 - Advantages of eBooks Over Traditional Books
2. Identifying Past Exam Papers Heriot Watt Marketing Fundamentals
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Past Exam Papers Heriot Watt Marketing Fundamentals
 - User-Friendly Interface
4. Exploring eBook Recommendations from Past Exam Papers Heriot Watt Marketing Fundamentals
 - Personalized Recommendations
 - Past Exam Papers Heriot Watt Marketing Fundamentals User Reviews and Ratings
 - Past Exam Papers Heriot Watt Marketing Fundamentals and Bestseller Lists
5. Accessing Past Exam Papers Heriot Watt Marketing Fundamentals Free and Paid eBooks
 - Past Exam Papers Heriot Watt Marketing Fundamentals Public Domain eBooks
 - Past Exam Papers Heriot Watt Marketing Fundamentals eBook Subscription Services
 - Past Exam Papers Heriot Watt Marketing Fundamentals Budget-Friendly Options

6. Navigating Past Exam Papers Heriot Watt Marketing Fundamentals eBook Formats
 - ePub, PDF, MOBI, and More
 - Past Exam Papers Heriot Watt Marketing Fundamentals Compatibility with Devices
 - Past Exam Papers Heriot Watt Marketing Fundamentals Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Past Exam Papers Heriot Watt Marketing Fundamentals
 - Highlighting and Note-Taking Past Exam Papers Heriot Watt Marketing Fundamentals
 - Interactive Elements Past Exam Papers Heriot Watt Marketing Fundamentals
8. Staying Engaged with Past Exam Papers Heriot Watt Marketing Fundamentals
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Past Exam Papers Heriot Watt Marketing Fundamentals
9. Balancing eBooks and Physical Books Past Exam Papers Heriot Watt Marketing Fundamentals
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Past Exam Papers Heriot Watt Marketing Fundamentals
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Past Exam Papers Heriot Watt Marketing Fundamentals
 - Setting Reading Goals Past Exam Papers Heriot Watt Marketing Fundamentals
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Past Exam Papers Heriot Watt Marketing Fundamentals
 - Fact-Checking eBook Content of Past Exam Papers Heriot Watt Marketing Fundamentals
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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