



TheCaseSolutions.com
Number 1 in case studies solutions

Zespri Grows

Introduction

The information regarding the company introduced in the 'Zespri Grows' case provides an understanding of Zespri's past and present activities and the steps that the company can take next for further expansion in the world of highly competitive kiwifruit market. The success case of Zespri is associated with strategies of marketing, decision-making in the supply chain, and product differentiation.



Branding Strategy

As for the marketing strategies of the brand established by Zespri, one can state that it focuses on the differentiation of the kiwifruit based on its benefits for the customers' health. The branding strategies have been well developed to avoid competition with other service providers in the market.



Supply Chain Efficiency

Zespri has been following some of the best supply chain strategies that have been vital for the success of the firm. The case also describes how the company always has kiwifruit available throughout a year and how logistics with the growers in different areas is managed. This global supply chain model enables Zespri to effectively address increasing customers' demand in multiple markets across the world while maintaining the quality and the freshness of the produce.

Conclusion

However, the following are the main challenges that Zespri experiences today; Competition threats, Market forces of demand and supply, and Sustainability challenges. Reading the case, it becomes possible to understand how all of these challenges can be solved by Zespri using innovation, developing partnerships and expanding the market even more.

RESOURCE

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

Resource: Visit thecasesolutions.com for detailed analysis and more case studies.