

## Analisa situasi marketing Oreo = Oreo situational analysis

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### Abstrak

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Perusahaan Kraft Foods adalah pemimpin dalam industri makanan ringan, dan Oreo menjadi salah satu merek mereka yang paling dikenal dan menjadi ikon sampai saat ini. Laporan ini adalah analisis situasi dari Oreo di pasar biskuit manis. Setelah dilakukan beragam analisis, kami telah mengumpulkan informasi tentang posisi, kinerja, dan potensi Oreo di pasar.

Mempertimbangkan tiga faktor penentu keberhasilan - mempertahankan citra yang baik, jaringan distribusi global, dan inovasi produk dan rasa - kami berpendapat bahwa Oreo adalah merek mereka yang sangat mampu dan kuat.

Dari analisis industri kami menemukan bahwa Kraft adalah pemimpin di industrinya; memegang 37% pangsa pasar, dengan pesaing utama yaitu: Kellogg, Campbell Soup Company dan McKee Foods Corporation. Walaupun industri biskuit manis ini telah masuk dalam tahap dewasa, potensi pertumbuhan penjualan tetaplah sama. Dengan menggunakan model lima kekuatan dari Michael Porter, kami menyimpulkan bahwa pasar biskuit manis adalah pasar yang sangat menarik untuk di masuki.

Dibandingkan dengan pesaingnya, Kraft tampaknya berada dalam situasi keuangannya yang terbaik; menghasilkan \$ 54,400,000,000 dalam bentuk penjualan, memiliki \$ 2,000,000,000 tersedia dalam bentuk tunai, dan mampu menjaga perbandingan rasio utang dengan persentase terendah sebesar 65%.

Faktor kesehatan merupakan salah satu kekhawatiran terbesar dari Kraft. Walaupun konsumen masih memilih Oreo sebagai merek biskuit manis mereka, populernya tren rendah lemak dan kesadaran masyarakat akan kesehatan dapat mengancam penjualan merek tersebut. Tapi ini dijadikan Oreo sebagai suatu potensi yang bisa digali lebih lanjut. Disamping masalah kesehatan, penurunan keuntungan dari Kraft, dan ketidakmampuan mereka untuk memaksimalkan para penjual grosiran dan supermarket-supermarket adalah area-area yang juga mengkhawatirkan dari merek ini.

Kami menyarankan agar Oreo memanfaatkan kesadaran masyarakat akan mereknya serta loyalitas mereka yang kuat, untuk melebarkan konsumsi Oreo sebagai makanan ringan di sekolah melalui penggunaan mesin-mesin penjual, dan juga bermitra dengan sekolah-sekolah lokal. Hal-hal ini akan membantu menjaga Oreo dari potensi gangguan-gangguan distribusi.

Kami juga merekomendasikan Kraft untuk memperluas tanggung jawab perusahaan mereka untuk menarik konsumen yang peduli akan komunitas disekitarnya. Ini dapat dicapai melalui kompetisi dengan kompetitor-kompetitornya, keterlibatan dalam program lingkungan masyarakat, atau melalui dukungan dari selebriti.

Terakhir, kami menyarankan Oreo untuk berinvestasi di teknologi-teknologi baru untuk menyalurkan selera alternatif dari pasar, dan memanfaatkan media sosial untuk melacak perubahan preferensi konsumen .

Keunggulan kompetitif dari Oreo adalah merek premiumnya yang berkualitas, dan bernilai tinggi di mata konsumen . Pilihan produknya yang luas, dan ketersediaannya yang sangat tinggi di pasar internasional adalah alat strategis yang dapat dimanfaatkan Kraft untuk meraih kesuksesan di masa depan .<hr>

**ABSTRACT** Kraft Foods Inc. is a leader in the snack food industry, Oreo being one of their most recognised and iconic brands to date. This report is a situational analysis of Oreo in the sweet biscuit market. Having performed a spectrum of analyses, we have gathered information about Oreo's position, performance and potential in the market.

Taking into consideration the top three critical success factors - maintaining good brand image, global distribution network and product innovation and taste - we feel Kraft Oreo is a very capable and strong company.

The industry analysis found that Kraft is the business market leader, holding 37% market share with their top competitors being Kellogg's, Campbell Soup Company's and McKee Foods Corporation's. While the industry is in maturity, sales growth potential remains. Utilizing Michael Porter's five-force model, we have concluded that the sweet biscuit market is very attractive.

Relative to its competitors, Kraft appears to be in the best financial situation: generating \$54.4 billion in sales, \$2 billion available in cash, and maintaining the lowest comparative debt ratio of 65%.

The health factor of choosing Oreo is one of the company's biggest concerns. While consumers still choose to buy Oreo products, the expansion of the low fat and healthy conscious product line is very opportune. The decline in Kraft's profit margin and the inability to successfully rely on wholesalers and supermarkets are areas of concern.

We recommend using Oreo's strong brand awareness and loyalty to entrench consumption of Oreos as a school-snack through the use of vending machines and creating partnerships with local schools. This will help maintain any potential distribution disruptions.

We similarly recommend Kraft to expand corporate responsibility to appeal to community conscious consumers, which can be achieved through competitions, involvement in public environmental programs, or celebrity endorsements.

Finally, we recommend further investment to be made in technological ventures with regard to alternative tastes for niche markets and utilizing social media to track changing consumer preferences.

Kraft Oreo's competitive advantage is that they are a premium-quality brand and highly valued amongst consumers. The wide product variety and extreme accessibility in international markets is a strategic tool to be used to create future success., Kraft Foods Inc. is a leader in the snack food industry, Oreo being one of

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