Foody Food' Case

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**Issues**

1. Did Singer’s **marketing process** useful in learning the demand patterns of consumers?
2. What are the strategies did Singer used to understand **the needs and wants** of potential customers in the market?
3. Did Singer use effective **marketing ethics** to promote his products in the market?

**Analysis**

1. Singer used various marketing processes to understand the demand patterns of consumers of his products. The methods that were used include marketing research, market analysis, and consumer study. The marketing process is one of the critical factors that contribute to the success of any business entity; thus, it was appropriate to consider it in this analysis. The marketing process refers to a series of procedures that are used by companies to identify costumers' problems. It helps in mitigating risks that can affect the selling process of a product. However, it increases marking the cost of an entity.
2. Singer used market segmentation and geographical strategies to identify consumers’ needs and want to provide products that meet their specifications. The needs and wants of consumers are customers' specifications of products that they need to satisfy their problems. Understanding consumers' needs and desires are essential because it helps in providing the right products that meet consumers’ specifications. Contrarily, it is challenging to understand consumers’ needs and wants because they keep on changing.
3. Singer aimed to increase consumers' satisfaction in the available markets. He used accepted marketing communication methods to market its products to ensure that consumers get reliable and accurate information that can help them to make wise consumption decisions. Marketing ethics is an accepted code of conduct that should be followed by marketing professionals while making marking communication. These ethics help to create an appropriate environment for marketing activities. But it increases production costs of an entity.

**Recommendations**

1. The marketing process should be done appropriate and time to increase efficiency in a company.
2. Understanding consumers' needs and wants are vital because it helps to provide the products that match their specifications.
3. Organizations need to encourage marketing ethics to improve business efficiency.