Name of student

Name of institution

Name of instructor

The food industry

The food industry is one of the most competitive industries in the world. There are well established businesses that are doing well as a result of many factors. This is an industry worth discussion because there are many things that have always affected the operation of such companies. The manner in which the companies compete is a factor that is up for debate. There are things that can make one company to perform better than another one in the same industry. Some of the companies in this industry include KFC, McDonalds, Unilever, Pepsi, Coca-Cola and Nestle.

The companies produce different foods that can be used by clients. Most of the companies have grown to such a level because of the strategies they have put in place to be able to compete with the others. Taking a look at the companies, one by one, a person will notice that they have their own lines of operation. Every company is known for a given type of product. There are those that are known for drinks, others are known for doughnuts, chicken and fries among others. The strategy used by the companies is to ensure that they can get a certain number of clients who love the products they produce (Peng, 2017).

The companies also take part in the production of beverages. The services offered by the companies involve food. This can relate to the distribution of the foods to the clients. Of late, most of the clients have had the opportunity to make orders on online platforms which has reduced the hassles they have to go through to get the foods. The companies have always engaged in active research to come up with a way of controlling their performance in the society (F.A.O, 2015).

Questions for discussion

* What are some of the strategies used by companies to compete in the international market?
* What type of competition exists between companies in the food industry in the international market?

References

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