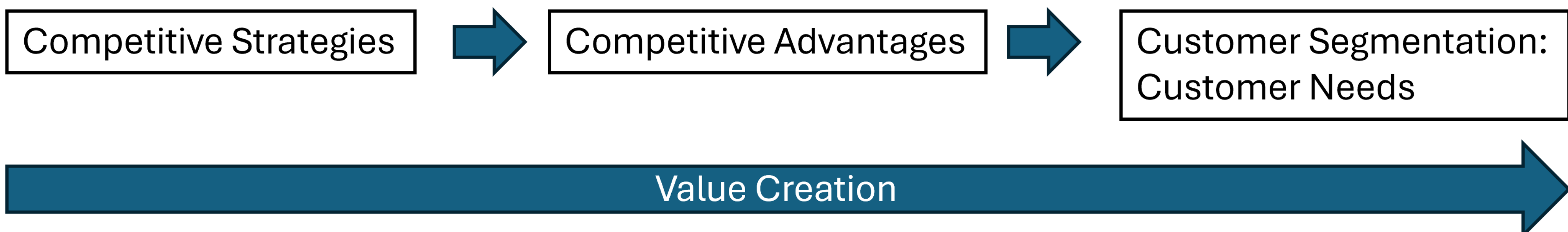


Competitive strategies and competitive advantages – creating value through customer segments and procurement needs

Natural Food Products (NFPs) in Hospitality business



QUESTIONS

Article 1:

What are the barriers and drivers in the procurement needs of natural food products (suppliers versus restaurants)?

Article 2 and 3:

How do customer segments and needs align with the chosen competitive strategies and create value?

How do competitive advantage factors contribute to meeting the demand for natural food products (suppliers versus restaurants)?

Article 4 and 5:

How do co-development and co-innovation promote the creation of new products and services (in the natural food sector)?

How do competitive strategies support innovation and lead to more efficient and targeted commercialization of products and services?

RESULTS

Barriers include availability, price, and the small size or limited number of operators needed to build functioning supply chains. Drivers: Identifying operators and ensuring year-round availability through processing, as well as effective systems and supply chains.

Identifying and selecting competitive strategies and competitive factors in relation to prevailing market conditions helps supply chain actors allocate their resources more effectively to the right areas.

A better understanding of customer needs helps effectively align competitive advantage and value with the right needs.

Interaction, networking, and collaboration among supply chain actors improve market access for products and services and generate new innovations.

Integrating competitive strategies into a company's processes helps achieve its goals.

Identify the barriers and drivers of procurement needs



Identifying and selecting competitive strategies and competitive advantages based on customer segments and needs.



Aligning the strategy with competitive advantages to integrate them into the company's processes and the entire supply chain to create value.