

Mutrition knowledge feed second quarter 2021

Once you *see* it, hard to *not see* it!

In this quarterly knowledge feed Nutrition would like to share knowledge and invite you to consider marketing & nutrition services in your strategy, tactics and operations.

Mutrition...

....supports professionals at Dutch food companies with strategic marketing, market intelligence and nutritional concepting. Through self-learning consultancy your acknowledged value by uniqueness is secured as well as return on intelligence is optimized.

Mutrition knowledge shared...



Figure 1 Nutrition imagery mountains & person in white

Once you see the hidden Easter egg, hard to not see it....

Once you see the USP, hard to not see it...

But getting to the point you increase the chances to see it, hard work is required!

Market research aims to systematically analyse a market, the market being clearly defined and agreed upon by all relevant stakeholders around the market research.

One of the outcomes from market research is to see certain details or dynamics that can be used to build market understanding, give context and directions for possible adjustments to strategy, tactics and/or operations. Today there are massive amounts of data about markets that are to be turned into information & knowledge making it a challenge to see the needle in the haystack, or the person among the rocks. The nice thing is that once you see it, it is hard to not see it. So making an effort to analyse the market will pay off and give you return-on-intelligence, Nutrition is happy to support you in seeing it!

This quarterly knowledge feed is published by Nutrition, should you wish to sign out just let us know via ruud@nutrition.nl