



**OPTIMUM  
NUTRITION**

# Optimum Nutrition Company Swot Analysis

**CL Gary**



## **Optimum Nutrition Company Swot Analysis:**

### **Innovative product packaging. How can packagings contribute to the business process, marketing and profit?**

Shruti Choudhary, 2019-05-23 Doctoral Thesis Dissertation from the year 2015 in the subject Business economics Offline Marketing and Online Marketing grade A Sir Padampat Singhania University Singhania university course management language English abstract The present study aims to know the role of innovative packaging in today's world. There are still many hurdles which hinder the growth of packaging. To overcome this problem, this thesis focuses on various strategies that the companies should follow. This study serves to inform the companies that there are still many gaps in proper packaging. On the other hand, the thesis focuses on various other aspects of packaging like innovative packaging trend, customer's preference regarding or specific packaging materials. The purposes of packaging are protection, suspicion, information, and conveniences. Innovative packaging not only conserves the food quality but also meaningfully contributes to a business process. Innovative packaging also has secondary functions such as marketing and sales blurb. On the other hand, the main job of food packaging is to gain safeguarding and safe supply of food product until consumption. During allocation, the quality of food may deteriorate biologically, chemically, and physically. Therefore, a noble and innovative packaging donates to extend the shelf life and preserves the quality of the product. Second, it was found that now companies use packaging as a promotional tool; it has become a very significant factor of decision making. New advanced technologies are used and implemented by the companies to gain competitive advantage and reduce cost, as well as researchers study the attitude and preference level of customer and find the deficiency in existing system so that it helps companies to generate more profits. A survey method was employed, and the data was drawn from customers, retailers, and company executives who were belong to Delhi and Haryana. Data collected from the 730 questionnaires that were distributed in which 500 responses gained from customer, 250 from retailers, and 30 from company executives. This study provides recommendation to the companies to improve their current packaging strategies and overcome the gap of customer and retailer preferences. Limitations and recommendation is discussed so that future research can take it into consideration. Mead Johnson Nutrition Company SWOT Analysis, 2011

**Performance Food Group Company SWOT Analysis**, 2007      **ICON Health and Fitness, Inc. SWOT Analysis**, 2007      **Optimum Nutrition**, 2015      **Oxford Health Plans, Inc. SWOT Analysis**, 2005      **Schwan Food Company SWOT Analysis**, 2008      United Natural Foods, Inc. SWOT Analysis, 2011      **Optimum Nutrition Workbook** Patrick Holford, 1992      **LipoScience, Inc. SWOT Analysis**, 2003      H. J. Heinz Company SWOT Analysis,      Del Monte Foods Company SWOT Analysis, 2008      **Scotts Miracle-Gro Company SWOT Analysis**,      ImmunoGen, Inc. SWOT Analysis, 2008      K-VA-T Food Stores, Inc. SWOT Analysis, 2008      True Value Company SWOT Analysis, 2007      **Leprino Foods Company SWOT Analysis**, 2008      Scotts, The Miracle Grow Company SWOT Analysis,      Earle M. Jorgensen Company SWOT Analysis, 2008      Scandinavian Snack Company SWOT Analysis, 2003

## Decoding **Optimum Nutrition Company Swot Analysis**: Revealing the Captivating Potential of Verbal Expression

In an era characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its ability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Optimum Nutrition Company Swot Analysis**," a mesmerizing literary creation penned by a celebrated wordsmith, readers set about an enlightening odyssey, unraveling the intricate significance of language and its enduring impact on our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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