



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 have 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 donate to extend the shelf life and preserves the quality of the product Second it was found that now companies uses packaging as a promotional tool it become a very significant factor of decision making new advance technologies are used and implemented by the companies to gain competitive advantage and reduce cost as well as researcher study the attitude and preference level of customer and find the deficiency in existing system so that it help 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**  
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## 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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## **Optimum Nutrition Company Swot Analysis Introduction**

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