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Canadian Products

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### **Canadian Products**

Canada is a country that is majorly associated with agricultural products such as milk. The products that have contributed to the association of Canada with agricultural products is its large production of agricultural products such as beef and milk product such as cheese. The consumers in other parts of the world associate the agricultural products especially the milk products from Canada to be of high quality compared to products from other parts of the world. The production of these agricultural products contributes to effective leveraging of these products to the international markets.

Some major retailers of milk and its products in Canada includes Beatrice Foods Canada, Natrel and nutrinor. Among these retailers Beatrice food limited has the strongest brand image and equity, this is because the Company is very competitive compared to other retailers. The brand of Beatrice Company majorly involves agricultural products such as dairy products like, Mountain high yogurt, Keller's butter, meadow Gold and Hotel Bar Butter. The sale of these products contributes to the profits of the company and therefore the equity of the retailers. The high demand of these products in Canada and the outside market has contributed to the growth of the company and the entire retail shops.

The image of the retailers affects the entire image of the brand that a certain retailer is selling. Normally, certain retailers are associated with certain line of products. If the retailer has good reputation, for example, where the customers associate a certain retailer with favourable prices, the brand image of the products also increases.

Similarly, the ability of Beatrice retailers to relate well with customers increases the customer loyalty to a certain retailer and hence the products sold. Keller's butter which is one of the products of Beatrice Company facilitates the retailers to make profits due to the high demand that results from the increased brand loyalty. Additionally, the high quality of the product

makes it unique from other competitors and hence easy to identify. The retailers enjoys profit from the high sales that are recorded both in the local and international market.

There are other ways the retailers can use to increase the brand knowledge of the products, in this case, Keller's butter. The company can give free samples to allow potential; customers to test the quality of the product. Free samples help in informing the potential customer about the quality of the product. Advertising is also the second method which can help increase the brand knowledge. The company can advertise through the television and radio stations.



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