The Banana Industry

Finding Opportunities...

...Overcoming Challenges

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Marketing & Branding
Quick Banana Facts

Bananas are one of the:

- Most important crops consumed
- Most important staple after rice
- Most important sources of energy from diet of people
- Most important crops grown and exported from tropical countries
- Most important dollar earning crops for farmers
Challenge: Diseases

Diseases found in plantation affect:

- Production
- Quality
- Costs
- Land Population
- Availability of Land
Challenge: Standards

- Quality standards lowered
- Planting process not followed
- Use of pesticides & insecticides
- Quality assurance not enforced
Challenge: Research & Development

- Availability of new varieties
- Availability of new technology to lower risks of diseases and increase production quality and volume
### Challenge: Supply vs. Demand

#### How Changes Affect Supply & Demand:

<table>
<thead>
<tr>
<th>Cause</th>
<th>Effect</th>
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<tbody>
<tr>
<td>Lower Quality</td>
<td>Decreased Volume</td>
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<tr>
<td>Decreased Production Volume</td>
<td>Increased Cost</td>
</tr>
<tr>
<td>Worsened Standards</td>
<td>Decreased Export Volume</td>
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<tr>
<td>Increased Competition</td>
<td>Diminished Market Advantage</td>
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<tr>
<td>Decreased Profit for Farmers</td>
<td>Decreased Land &amp; Production Affordability</td>
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Strategy: Increasing Consumer Demand

✔ BRANDING
   Create & market an identity

✔ CUSTOMER SATISFACTION
   Understand customer needs & preferences (delivery, variety, etc.)

✔ DIVERSIFICATION
   Increase range of products through product development

✔ VALUE-ADDED SERVICES
   Provide services even after sales to strengthen relationship
Strategy:
Improving Production Efficiency

✓ BENCHMARKS
   Use metrics to monitor success & best practices

✓ INNOVATION
   Utilize new technology & best practices to improve production & quality

✓ MINIMIZE TO MAXIMIZE
   Maximize returns by minimizing wastes

✓ INTEGRITY
   Preserve integrity of product through sustainable practices
Strategy:
Maximize Return on Investment

✓ RELATIONSHIP BUILDING
  Foster long-term partnerships with growers;
  Build grower & consumer confidence by affirming commitment to high-quality bananas

✓ KNOWLEDGE DATABASE
  Promote knowledge exchange & communication between researchers, growers & suppliers to improve risk management & production quality
Opportunities

- Increase productivity
- Reposition value added services
- Understand & respond to supply chain demands & requirements
- Natural resource management
- Innovation & research to promote new & existing technologies
Marketing

✓ Identify target & niche markets

✓ Establish brand & identity
e.g. packaging & design

✓ Advertise strategically

✓ Develop activities that promote brand awareness

✓ Improve customer service

✓ Outreach
Why is Marketing Important?

- Marketing
- Communication
- Voicing Out
- Reaching Out
- Service
- Capture
- WIN WIN
Wrap-Up

- Bananas are one of the most important crops.
- It faces a unique set of challenges.
- With effective strategy and targeted marketing, we can emphasize the importance, address those challenges and take advantage of opportunities to promote bananas throughout the market.
Gracias!
شكرا
ขอบขอบคุณคุณ
Dankie  *salamat*
Terima kashi
Merci!  शु या
ありがとう Grazie
감사합니다 obrigado
cảm ơn bạn