**Cheese industry case**

**Scenario**

You’ve just finished your business degree. During your studies, you specialized in agrofood marketing. You decide to start a marketing consultancy agency with three of your classmates. In order to get your name out there and build your reputation, you get involved in many small projects and competitions. One of these competitions consists of an in-depth analysis of a company of your choice and a few of its competitors’ products.

After the competition, the company you analyzed offers you your first real contract!

The company asks you to present **innovative ideas** for new cheese products. They’re looking to increase their market share and possibly attract a more diversified customer base.

Your client would like you to come up with **several ideas for new cheeseproducts** to offer their customers. To do so, they said not to worry about price and feasibility but rather be as innovative as possible.

Once you’ve developed your ideas, the client wants you to present them to a focus group *(in this case, your other team members)*. Once the focus group has provided you with their feedback, the client wants each team member to conduct a **SWOT analysis of their best idea.**

After your SWOT analysis, you’re asked, as a team, to **select the best product idea** and develop a **marketing plan** for its commercialization.

When developing a marketing plan, the client expects you to take their existing brand into consideration and to develop a new product that aligns well with its existing range of products.

To finish your first contract, you’ll present your marketing plan to the client *(all your classmates)*. Your presentation can involve PowerPoint or another support. Remember, you need to get your client’s attention and convince them that your product is THE best!

Please note that the client is also expecting a detailed project report *(which you’ll hand in to your teacher)*.

Good luck with your first contract, which will surely revolutionize the cheese industry!