

100% peanut-free. Because of the potential, serious danger to passengers with peanut allergies, the airline industry is very interested in Krispy Kernels' peanut-free product line.

Questions.....

1. Are Krispy Kernels' products consumer goods or industrial goods? Explain.
2. Visit the **Canadian Company Capabilities** page on the **Strategis Web** site. Use this Web site to find and research a company that markets a product outside of Canada. Prepare a one-page profile on the company. Explain at least one major consideration the company must make before marketing its product abroad.
3. Create a **Canada Around the World** file to collect examples of companies that market their products beyond Canada's borders. Include your profile from Question 2.

1.3 Marketing and the Organization

Marketing is an integral part of any company's organizational structure. However, not all companies are organized in the same way. Depending on their product(s) and the market they are trying to reach, companies may organize their marketing divisions by region, country, brand, method of distribution, or a combination of these.

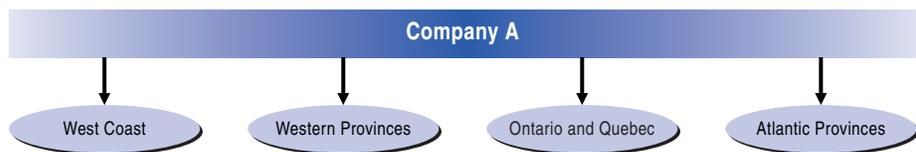


Figure 1.2

Regional

A **regional** organization can be within a city (North Vancouver, Burnaby, South Vancouver), a region (Northern Ontario, Eastern Ontario, Southern Ontario), or a group of provinces (Atlantic Provinces, Western Division). The strength of this type of organization is that it allows a company to respond quickly to regional differences. The changing tourist market, for example, would require a restaurant chain to be able to adjust its menus, décor, pricing, and employee training to reflect regional needs. A surge of Japanese tourists in the West, American tourists in central Canada, and European tourists to Prince Edward Island and Newfoundland would create regional market variations based on the needs of those consumers.