

Marketing Lab: Goya Foods

Branding, Product Differentiation, Distribution, and Pricing

Name: _____

Please answer each of the following questions as completely as possible while watching the DVD. Your responses will be collected at the end of the class period.

1. What is the Goya Foods product development strategy and how is their brand differentiated from competitors?

2. What is Goya's distribution and pricing strategy?

3. Why do you think that Goya Foods has been so successful in business?

DVD Source: "The humble beginnings of La Gran Familia Goya," *CBS News*, <http://www.cbsnews.com/video/watch/?id=7403168n&tag=mncol;lst;1>