

THE NUTRITIOUS FOOD AND BEVERAGE SECTOR: EXPLORING AND UNDERSTANDING TRENDS, INSIGHTS, OPPORTUNITIES AND CHALLENGES

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People spend more on restaurants than groceries. As it is evident most of the time in society, the junk and restaurant food has become habit of kids, youngsters, teenagers, adults and adolescents today. They like non nutritious food items in their daily lives. Despite availability of nutritious food supplements in the market, there is need of nutritious products in the market since there is lack of nutritious food items in supply chain and retail marketing of many business entities. The entrepreneur and marketer needs to focus on making widespread public awareness and implementation of strategic planning related to nutritious items at micro and macro level in society. The strategic initiative of all shareholders and stakeholders will transform and change the nutritious business and market. The organizations can deliver corporate social responsibility and ethical business practice once they start to serve nutritious items to the entire population. The paper will explore and understand the trends, challenges and opportunities for nutritious products in business environment. The collection and findings of data will give incredible insights to entrepreneurs, scientists, innovators, domestic companies and MNCs around the world about nutritious food items. The paper will show the stakeholders how the nutritious products can overcome the problem of health and obesity among diverse people in society. The researcher will do study of the topic through qualitative and quantitative research methods. The investigator will use primary and secondary data for the study.

Biography

Mohd Suleman did his full time MBA in Marketing Management from Gorakhpur DDU University in India in 2001. Currently, he is pursuing Doctorate of Business Administration in Marketing Management at Argosy University in USA (2016-2019). Post MBA, he has 15 years of retail experience in India, Middle East and USA. He has experience in education and consulting industry as well. He has taught marketing management, business environment and business policy to students of BBA and MBA in some institutes in India. He has done projects and consulting in retail and education industry also. American Marketing Association has awarded him honorary Doctorate degree in Marketing on the basis of academic and professional excellence. He has presented many research papers at national and international conferences. He did participate in entrepreneur summit and faculty entrepreneur development program at national level in India.

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