

**Business Processes in the Food Packaging Industry**

When operating a food packaging industry, several factors need to be considered to realize its success in the part of the production. There should be proper product analysis where the identification and information of the ingredients about the product are researched. Information like the pH of the food, components of the food product, and storage conditions for the food product, distribution, and consumer analysis should be done. Critical information such as if the food is sensitive to moisture, whether the food's nutrients will be lost when exposed to light, what bacteria can make the food go bad, the type of packaging, and storage temperatures should be considered (Whiteside, Schmutz, & Hoyle, 2020). When starting the production process and packaging, aspects like the raw materials needed, where and who will provide the materials, equipment required, and space for the equipment should be considered. Sanitation and legal adherence are important since the product will be consumed and must be safe for the consumer. After the product has been produced, the packaging is very important for reaching the consumer. Packages will be chosen depending on several factors: what the package will contain, whether the package will protect the product, and the legal information that the package will contain (Whiteside, Schmutz, & Hoyle, 2020). After packaging, there is the distribution of the final product. Here there are factors to consider. They include how the product will be distributed and whether the package will withstand the mode of distribution. Federal laws play a major part in the food packaging industry because they determine the mode of production, packaging, and distribution.

Supply chain management for the food packaging industry is very crucial. To start production and packaging, it's important to make sure that the necessary products for the production are available. All food packaging industries have a standard supply chain management procedure. The procedures for supply chain management in the food industry are where the raw material will be harvested from; it includes an analysis of where you will get your raw material; is the raw material available; and the cost implications of purchasing the raw material (Patel & Deshpande, 2015). The second factor is how the raw materials will get to the industry. The mode of transport that will be used must be effective for perishable goods and the cost of transportation. The manufacturer has to look at the method used in production and the cost of production, then assess the market trends for the product, and consumer needs to come up with a product that will satisfy consumer needs.

To develop appropriate sales and marketing strategies for the product, the producer has to analyze specific aspects of the product and the market to realize success. The producer must manufacture products according to the set regulations in production to be allowed into the market. The producer needs to identify the market for the product by identifying buyers taking appropriate measures like how to advertise the product, for instance, if buyers purchase the product from a grocery store or a website. Packaging of the product is important since the package will also determine if the buyer will purchase the product (Wagner, n.d.). The design and color of the package should appeal to the buyer. The producer should assess the product's price in terms of the cost of production and the profit, but also consider competitors' prices to come up with a good price. The producer needs to come up with a good product promotion mechanism. If the product is sold directly to the consumer, the shoppers need to be educated

about the product's existence by using word-of-mouth promotion tactics. The producer needs to use colorful pictures to entice the consumer if it is via a website.

### References

- Patel, N. M., & Deshpande, V. A. (2015). Supply Chain Management for Food Processing Industry—A Review. *Supply Chain Management*, 4(12).
- Wagner, N. (n.d.). *How to Market Your Food Creations*. Retrieved from smallbusiness.chron.com: <https://smallbusiness.chron.com/food-marketing-package-design-68742.html>
- Whiteside, D. W., Schmutz, P., & Hoyle, E. (2020, March 10). *STARTING A FOOD BUSINESS: PRODUCT, PROCESS, & PACKAGING ANALYSIS & DEVELOPMENT*. Retrieved from hgic.clemson.edu: <https://hgic.clemson.edu/factsheet/starting-a-food-business-product-process-packaging-analysis-development/>