

OREO'S INIMITABLE NEW BUSINESS MODEL

Oreo that is owned by Mondelez International is a brand of creme-filled sandwich cookie consisting of two wafers with sweet creme filling. *Oreo* is one the most snack food brand in the world. It has functional website where it can get ideas of its consumer's behaviours; in other words to say, *Oreo* has already have a huge data about its customer's preferences. Also, *Oreo* uses channel partners like Walmart, Amazon and even almost every traditional market for selling its products.

As mentioned early, *Oreo* have a huge data about its customers. On the other hand, in spite of *Oreo*'s amazing success, it has so many rivals; that's why *Oreo* has to start a campaign for acquiring more customer and make them lover for its products, etc. The campaign's main goal is to sustain competitive advantage.

For getting more customer and keep them, the campaign should has AI. That is the right way to personalize every consumer's preferences. Applying this AI model, *Oreo* can put a barcode on its products to has a relationship with customers. When consumers read that barcode with their smart phone, the survey page will open. Through this page, consumers wil reply the questions which are personalized for each customer. For instance, the consumer will reply this question: "Would you be happy if *Oreo* make cola-flavoured cookies? If your answer is no, what would you want?" etc. Finally AI shuffle those answers and appearing new product which is will be consumed a lor by customers. On the other hand, *Oreo* has to do something for seducing consumers to reply its questions via barcode. To accomplish this, *Oreo* can announce that those who scan the barcode and answer the questions will enter the car lottery. Probably, this technique will attrack customers. After the procedure completed, AI is going to decide which product is the best. Let's say the product is cola-flavoured cookie. Also, *Oreo* must find a way to advertise this new product.

When it comes to channel partners like Walmart etc. *Oreo* can make an arrangement with them. They have already sell *Oreo*'s products on their website and *Oreo* make a new arrangement which is about advertising their new product – cola flavoured cookie. For instance, when Walmart sell *Oreo*'s cookie on its website, it also has to show *Oreo*'s new product to consumers and saying, "Do you also want to buy this *Oreo*'s new product with a discounted pay?" In this way, both Walmart increase its sales and *Oreo* presented its new product; even *Oreo* will create its new customer profile.

To sum up, this whole process can similarly be repeated for different products with the help of artificial intelligence and channel partners, so that Oreo can both get one-on-one feedback from its consumers and expand its customer network, making it a difficult company to imitate.