


Chapter 21

Agile Approaches to Commercializing Agricultural Business: Strategies for a Dynamic Marketing


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ABSTRACT

The agricultural sector is transforming in the face of evolving consumer preferences, technological breakthrough, and shifting market dynamics across the world. This chapter discusses the application of agile business practices for effective commercialization of agriculture products. Flexible marketing strategies adopted by agribusiness firms would now help them face better changes in the place of market,

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altered regulations, and shifts in demand from consumers. Other techniques among them include data-driven marketing, digital tools, customer segmentation, and agile methodologies; those are, in fact, iterative feedback loops and cross-functional collaboration. Based on this understanding, the chapter will then reveal what it takes for supply chain management, product innovation, and branding to achieve sustainable competitive advantage. For case studies in agriculture, agile marketing is shown to have been successfully used by businesses. Experiences here provide practical insights into the success behind thriving in such a dynamic marketplace.

INTRODUCTION

The agricultural sector is increasingly experiencing ever-changing and complex dynamic market directions from the viewpoints of shifting consumer preference, technological change, fluctuating global trade, and environmental issues. This market dynamism shifts the agribusiness firm's modus operandi to become more flexible, responsive, and innovative enough to achieve competitiveness as well as good profit performance. Consumer preferences have changed drastically over the past few years. Today's consumer cares about sustainability and organic nature for products that have been agriculturally produced, ethics and safety in production and distribution channels. The customer today is health-conscious and wants to know everything, and therefore, agribusinesses have added pressure from these demands as well (Norwood et al., 2021). The upliftment of the consumer expectations accelerated the demand for agile marketing and product development strategies that could quickly respond to market trends and customer expectations by the agribusinesses.

IT plays a very huge role in the current agricultural value chain with precision agriculture, IoT, blockchain, and AI-driven analytics transforming how crop yields are optimized; how enhanced supply chains can be realized; and how real-time data provides the support for improvement in decision-making. Still, fast technological advancement requires agile methodologies in an agribusiness so that integration is smooth and the industry remains adaptive towards new developments. Flexibility of operations and the ability to iterate quickly are key in leveraging the maximum benefits of these innovations (Sánchez-Bravo et al., 2021).

Global trade dynamics as well as regulatory settings also shape the agricultural market. Tariffs, trade agreements, and changes in international demand can wield monumental implications on export markets. Moreover, changes in food safety and environmental protection as well as labor practices require flexibility in response from agribusinesses so that they can adapt to these new demands. To gain long-term success, it is essential for agribusiness companies to respond quickly to changes in regulations and geopolitics. Agricultural markets are commonly volatile, uncertain,

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