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Analysis and Evaluation of Nestle

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Introduction:

This essay will explore the marketing environment of Nestle. The essay includes two tasks. The first task will conduct critical analysis and evaluation of the process and stages of marketing and also the role of the marketing mix. It will be examined the role of marketing in creating value for customers and stakeholder engagement and their impact on the marketing activities of Nestle. The second task will provide a reflection of the tactical communication tools for marketing communication, promotion and advertisement. The essay also refers to the theories as well as models that are relevant to the marketing process of Nestle.

TASK 1A

1. Processes and stages of marketing including the role of the marketing mix of Nestle

Marketing is the broader concept as it covers the dimension of selling, promotion, advertisement, market research and delivering the products. Marketing refers to the process through which organisations create value for clients and make a solid relationship with them in terms to obtain value from them in return. (Armstrong et al., 2018).

The marketing process involves 5 main steps – identify the marketplace and consumer demands and desire; create a consumer-driven marketing strategy; build a marketing program that provides greater value; develop a profitable relationship and establish consumer satisfaction; obtain value from consumers to make profits and consumer fairness. (Kotler and Armstrong, 2010, p. 29)



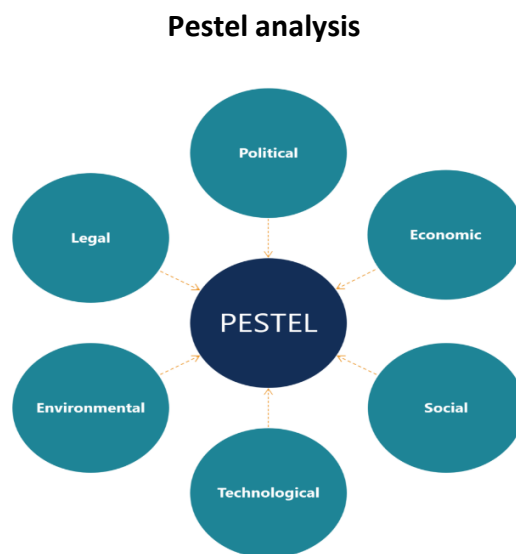
(Source: Pinterest.co.uk, Marketing process overview, 2020)

The mission of Nestle is to provide delicious high-quality products and to contribute to people's healthier lives. By creating value Nestle makes a positive impact on society and stakeholders.

Nestle operates in the Fast-moving consumer goods industry (FMCG). The company analyses the FMCG market before positioning the brand as a good food manufacturer. By Macro environment analysis along with SWOT analysis, Nestle is developing a marketing strategy through understanding the marketing mix elements of the brand. After that Nestle is gathering resources for the brand and implementing the strategies. The last step is evaluating the strategies and find out the drawbacks in terms to modify the strategy. The controlling measures help to develop the strategy of the brand.

PESTEL analysis

The PESTLE Analysis is the most famous analysis used for assessment of the external business environment. (Perera, 2017, p.1)



(Source: CorporateFinanceInstitute.com, 2015)

As a global organisation, Nestle tracks the day to day political changes across the world as it operates in around 190 countries. For example, the situation with BREXIT influences the operations of Nestle in the UK. This factor is unfavourable to Nestle because it is beyond the control of the company. (Nestle.com, 2019, Prospectus)

The high inflation rate at 2,4% influences the efficiency and profit of Nestle UK and this economic factor could make a negative impact on the organisation. (Ons.gov.uk, 2018)

The changing needs of consumers regarding health choices have a major influence on the profits made by Nestle in the UK market. (Nestle.com, Strategy).

The rise in technological innovations has a major impact on the beverage industry for the personal management, operations, and production process. (Nestle.co.uk, 2013).

According to Environmental Protection Act 1990 (Legislation.gov.uk, 2019) Nestle UK takes actions to supervise its processes in terms to decrease the damaging effect that the organisation cause on the environment. (Nestle.com, The Nestle Sustainability Review, 2020)

Nestle follows the Equality Act 2010 (Gov.uk, 2019) to guarantee that their employees are not exploited and they receive equal compensation and appropriate rights within the organisation (Nestle.com, Human rights and compliance).

Porter's five forces

The five forces model of Porter examines that 5 forces affect rivalry within an industry – the danger of entrance by possible competitors; the strength of competition between well-known businesses within an industry; the bargaining force of consumers; the bargaining force of suppliers; the similarities of the substitutes of the products of industry. (Hill and Jones, 2009, pp. 42–43)

Porter's five forces model



(Source: nayeems.com, 2015)

Threat of New Entrants

Because the consumer food industry is diversified, this makes difficult for a new entrant. The current companies hold big market shares. These companies have solid distribution networks and scale's economies that make them available to manufacture and distribute at low costs.

Nestle has 45.7 market share in America, 28.6% share in Europe, the Middle East, and North Africa, 25.7% market share in Asia, Oceania area and Sub-Saharan Africa (statista.com, Food sales of the nestle group by region, 2020). Thus, the threat of new entrants in the market is low.

Threat of Substitutes

The threat of substitution is high for Nestle because there are many products available to the customers for shifting their preferences. Many of the Nestle's products have domestic substitutes. Furthermore, during the years there are several claims against a few of Nestle's products that are not so healthy for consumption. Because of that Nestle attempts to underline the healthy qualities of its products and in this way to deal with the substitutes.

Bargaining Power of Suppliers

Bargaining Power of Suppliers for Nestle is low because the company holds the largest market share in the food industry and this makes the brand a perfect customer for the suppliers. That is why the suppliers who work with Nestle never try to bargain or act on the prices. Therefore, Nestle respects its supplier and contribute in every possible way for their long-term relationship in terms to guarantee the quality of the raw products. (Nestle.com, About us. Responsible Sourcing, 2020)

Bargaining Power of Buyers

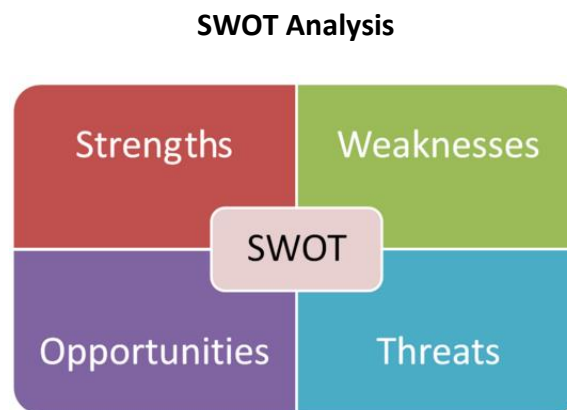
Because of a high level of rivalry, for Nestle the bargaining power of the customers is high. There are many companies that sell identical products. They can easily shift from one brand name to another. Nestle understands this power of the buyers and attempts to make sure that the customers stay satisfied. These factors facilitate Nestle to build brand loyalty from many of the company's buyers.

Competitive Rivalry - High

Competitive rivalry for Nestle is high. Although Nestle is one of the biggest companies in the food and beverage industry, it still stands facing rivalry on the market. All its competitors spend huge amounts on marketing and advertisement, especially when they are launching their products. The rivalry is not only for the price but for product diversity, innovation and etc.

SWOT analysis

SWOT analysis is a strategic analytical instrument for evaluating the strengths and weaknesses of a company, examining the possibility of opportunities to the company and threats met by the company. (Levitt, 2016, p.41)



(ResearchMethodology.net, 2019)

The strength of Nestle is a high brand reputation. It is one of the most valuable brands in the world as it is enlisted in Forbes Global (Varma and Ravi, 2017).

The brand has a solid operational network of research and development, product technology and science and research that operates worldwide. The brand has an effective marketing strategy that facilitates entering new markets. (MarketLine.com, 2020)

The weakness of Nestle is that the major products are sold through the retailers and this fluctuation in the price of the retailers affects the sales of the company. Nestle collide with indirect market competition. The other weakness is product withdraw that affect the image of the brand. (MarketLine.com, 2020)

Nestle has a vast opportunity to investigate a potential partnership with more brands to expand the company's portfolio. The brand can develop its online performance, to enhance its brand image and, in this way, to boost its capital and reputation. (MarketLine.com, 2020)

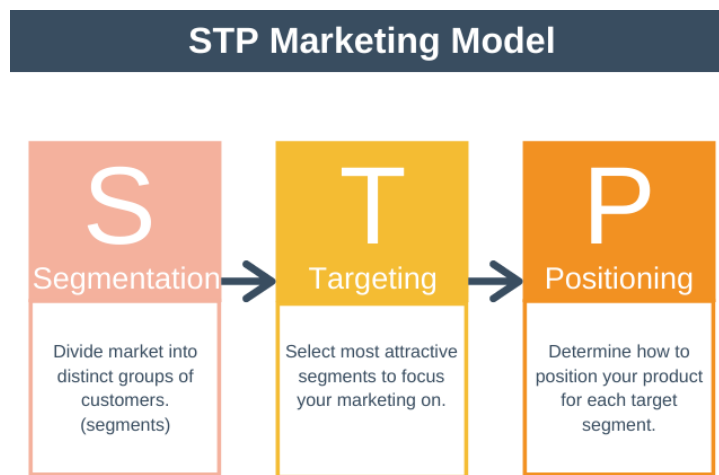
The threat of new rivals in the global market is considerably high for Nestle. Also, the rise in the cost of goods could decrease the profit margins of the company. Because Nestle operates all over the world, another threat is that the company is undefended from rising and fall in foreign exchange rates. (MarketLine.com, 2020)

The advantage of SWOT analysis is it helps to gather quantitative and qualitative data about the brand and it is a simple technique to analyse the company. It is a low-cost process to conduct analysis of the company. The disadvantage of the Swot analysis is that this analysis

conducts a subjective assessment of the brand and the same factor can be applied as both strengths and weaknesses of the brand. Then it becomes difficult to evaluate.

Segmentation, targeting and positioning

Segmentation is the process of dividing the market based on region or culture or similar customer characteristics. The aim is to make groups of people with specific characteristics and in this way to facilitate determination of which customer groups to attract with marketing. (DeSarbo et al., 2009).



(Source: ExpertProgramManagement.com, 2019)

Nestle segments the market based on geographic region as the company operates in different geographical areas: EMENA – Europe, Middle East, and North Africa; AMS – Americas; AOA – Asia, Oceania and Sub-Saharan Africa. (Nestle, Nestle Annual Review, 2018)

Nestle also uses psychographic segmentation like some of the Nestles products are based on the personality or lifestyle of customers – for example, KitKat for chocolate lovers and Nestle 3 in 1 is for busy customers.

Nestle targets different consumer groups according to its segmentation of markets – for example, the baby products target the parents of the children or new-born babies.

Positioning refers to the process of creating the framework of the business to present the products of the company. Nestle positioned the brand as a good quality food manufacturer that aims to improve the quality of life.

Marketing mix elements

By identifying the elements of the marketing mix every company can assess its marketing strategy and ensure that all the marketing actions are connected to each other. (Kotler and Armstrong, 2010, p. 76)

The 7 P's of Marketing mix



(Source: Hopper, 2020)

Price

Nestle maintains a competitive pricing strategy because the company operates in a competitive market. Nestle has a wide range of different products and the prices are affordable for most of the consumers. Furthermore, the company uses a bulk purchase discount and seasonal price variations as rising or reducing the sale price. Also, the price usually depends on the market for different products. For instance, Maggi and Nescafe are leading products and the price for these products is with higher margins for Nestle comparing to the competitors. The reason is the quality of the products is good enough and a little skimming price would not force the consumer to stop using the brand. The superiority of the pricing strategy of Nestle is in the packaging or derives of pricing consumption.

Promotion

Promotion strategies of Nestle are well designed. The company utilizes multiple channels to promote products. Advertisements are usually very attractive and always demonstrates the good quality for the brand. The company uses Television advertisements, online

advertisements, social media, etc. The social media advertisements focus on YouTube, Facebook, Instagram because of its popularity.

Physical evidence

Physical evidence refers to the logo of the brand on Nestle products. The company uses physical evidence in the form of packaging and promotional instruments and their products are easily recognisable form the consumers.

People

People refer to the employees within Nestle used to endorse the growth strategy of the company's products. In 2019 Nestle has approximately 291,000 employees who helps the brand to achieve its goals and objectives. (Statista.com, Total number of Nestlé employees worldwide, 2020)

Product

Nestle has a wide range of high-quality products under different categories like coffee, baby food, beverage, chocolates, dairy, coffee, ice cream, water, milk, pet care etc. and all are hosted under the brand named Nestle. All these categories are divided to the varied preferences of consumers as well as different sizes and flavours.

The global brand strategy of Nestle is focused on supplying localised products. The company differentiates the brands with its tagline 'Good Food, Good Life'. The logo is quite popular, recognisable and can be easily memorised by the customers in the market. Nestle has successfully established through its brands as a food and beverage expert in the market which gives the company credibility and loyalty from the customers in the long-term.

Process

The manufacturing process of Nestle extends in 447 factories across the world which uses the advanced technology of food processing (Nestle.com, Ask Nestle, 2020).

Nestle has a well design delivery process via precisely selected customer-contact employees and their retailers and in this way the company ensure the high quality of customers' experience.

Place

Developing countries are the biggest challenge for Nestle because it is opportunities in penetrating the market. Nestle has varied and wide-ranging product portfolio and this facilitates the company to make its product accessible to the end customer via its vast supply network. The Nestle network is known to be solid with a great marketing and sales system for channel supply. Nestle uses different channels to sell its products like retailers such as Walmart, Amazon, online stores, wholesalers and distributors to sell the product through

grocery stores. Last year Nestle has launched online shop in the UK for promoting its confectionary and the consumers can buy online Kit Kat chocolates. Also, Nestle sets up the coffee corners where are placed vending machines with the logo of Nescafe.

2. The role of marketing in creating value for the consumer

The marketing concept suggests that understanding the demands of target markets and providing the desired satisfaction better than rivals do help for attaining the company's goals. (Kotler and Armstrong, 2010, p. 34)

Customer value refers to the process of meeting the satisfaction level of the consumers and it can be measured by perceived benefits against the cost. The advantages of the marketing

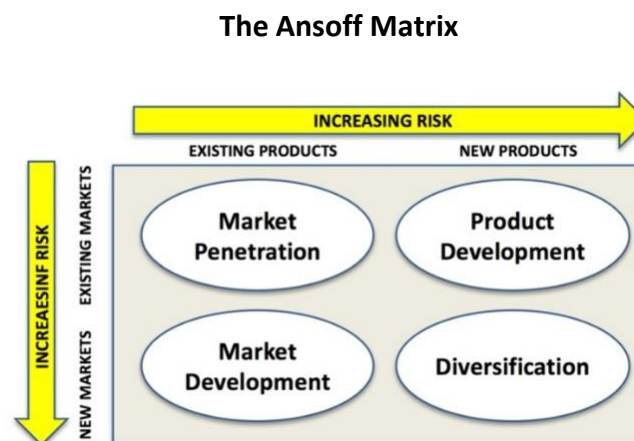
Nestle uses different methods to communicate with the consumers – television, internet, social network and mobile communication. By advertisement or texts on the packaging the company informs and educates consumers about the benefits of their products and in this way, Nestle makes a positive impact on the people's choice, encouraging them to healthier lives. (Nestle.com, Nestle Consumer Communication Principles, 2011)

Branding is a mix of rational and irrational values that can be equally presented in worldwide by the evolving brand names that are qualified of being copyrighted via trademark law. (Max, 2002, p.8)

Nestle focuses on enhancing the quality of life of customers. It serves customers with more than 2000 brands that fulfil the customers' requirements. (Nestle.co.uk, Brands, 2020)

The Ansoff Matrix strategy

The Ansoff matrix model is vital for strategic marketing planning in terms to observe the opportunities to grow profits for a business by developing new products and services or entering new markets. (Hague, 2019, p.27)



(Riley, 2018)

Nestle uses the product development strategy of the Ansoff matrix which refers to the process of developing new products for the existing customers. Nestle also diversifies its product based on the location like Nescafe Gold Colombia, Nescafe Gold Uganda-Kenya and etc.

The company utilizes market penetration techniques to serve more customers as it means to increase the sales of the brand through serving existing products to the existing market. Nestle also follows market development strategy through targeting new markets with its existing product and it spreads across 187 countries of the world. (Mukherjee, 2016, p.75-76)

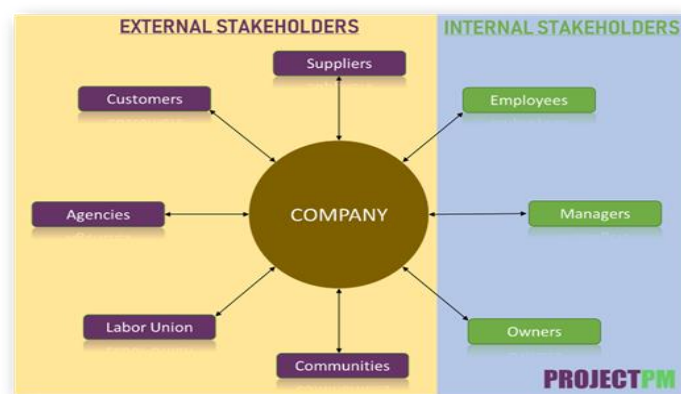
Nestle often applies the technique through minor product changes like it changes the size of some of its products. It involves minimum risk and helps to boost up the sales of the company. Nestle utilizes a product development strategy with its popular Nescafe through developing Nescafe Gold, Nescafe Gold Cappuccino, Nescafe Gold Espresso, Nescafe Gold Crema, Nescafe Gold Latte, and other varieties.

In terms to remain leading food and beverage manufacturer Nestle builds a solid relationship with its consumers by adding value for them. The company invests a huge amount for research, development and innovations in terms to improve the quality of its products. The company's portfolio offers wide-range healthy and delicious food and beverage in different size varieties and affordable prices. In addition, the excellent customer service and the great supply network make Nestle preferred brand, persuading current customers to stay loyal and also attracting the new ones. Nestle implements all these strategies to be sure that it responds to the consumers' demand and satisfies their needs and desire.

3. Stakeholder engagement and their impact on the marketing activities of Nestle

Stakeholders are the persons or groups that can directly or indirectly influence or be influenced by the activities of the company. There are two types of stakeholders – internal and external. (Polonsky, 2005, pp. 959)

Internal and External Stakeholder



(Source: Project.pm, 2020)

Internal stakeholders are directly and/or financially participated in the operations and strategy of the company, for example – owners, workers, and managers. (Polonsky, 2005, pp. 959)

External stakeholders are the entities that affect the business not to be within the business but are affected by the company's performance, for example – customers, creditors, rivals, government bodies, suppliers and etc. (Polonsky, 2005, pp. 959)

Nestle Stakeholder Groups

- Academia
- Communities
- Consumers and the general public
- Customers
- Employees and their representatives
- Governments
- Industry and trade associations
- Intergovernmental organizations
- NGOs
- Reporting agencies
- Shareholders and the financial community
- Suppliers (including farmers and smallholders)

(Nestle.com, Stakeholder engagement, 2020)

Nestle has the stakeholders to carry out the production of the company. Employees and managers play an important role as internal stakeholders in the company. The communities and the customers are the key external stakeholders connected with Nestle. The government is another external stakeholder of the company that has an interest if the company pays the tax and employs more workers that make an impact on the employment ration.

One of the ways that Nestle communicates with the stakeholders in the Nestlé corporate website where is placed information on all company procedures, standards and actions. Nestle communicate with its stakeholder also via workshops and other events where are discussed important societal issues. The purpose of this method of communication is for stakeholders to understand better the work that Nestlé is already doing and also for Nestle to learn from its stakeholders what should be highlighted, what is missing and what the company has to improve. The communication simplifies collective action and emboldens respect and trust. Results from these events are fed back to chief management via the Nestle in Society Board. Furthermore, Nestle implements an annual Nestle Stakeholder Community survey with global Key Opinion Leaders that intends to comprehend developing viewpoints on problems of the company and its reputation. (Nestle.com, Stakeholder engagement, 2020)

The meaningful engagement with stakeholders helps Nestle to enhance productivity and creates the value strategy. The company's global network for stakeholders includes all the internal and external stakeholders that can influence the marketing activities of the company.

Stakeholders make an impact on the media relationship with the company and are responsible for communication through digital media and broadcasting media. Nestle maintains the relationship with the public that are the external stakeholders in terms of achieving the target market and adopting the societal change. Internal stakeholders such as employees and managers influence the marketing strategies of the company and enhance the involvement of Nestle in the global industry to get a stronger position in the global market.

TASK 1B

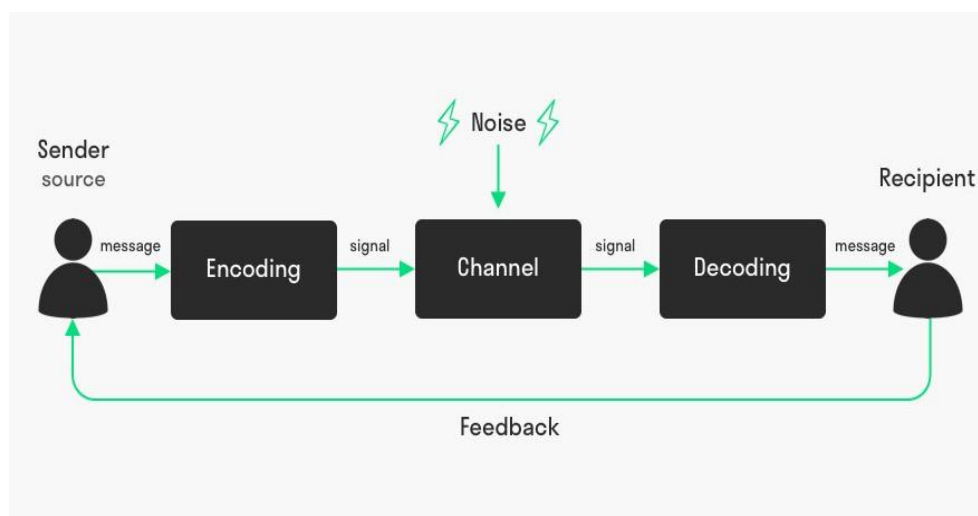
Reflection of communication tools used for promotion and advertisement

Marketing communication is a management process that allows and simplifies a dialog amongst customers and in some cases other stakeholders. (Varey, 2002, p.16)

Shannon's Model of Communication

Communication can be observed by different use of models and methods. *Shannon's model of communication* is the initial model that was established by Claude Shannon in 1948.

Shannon's communication model



(Source: Mulder, 2017)

The diagram states the way communication occurs in an organisation. In the model, the source of information is referred to as the person that sends a message using a transmitter. The transmitter is a kind of instrument such as a mobile phone, computers. The communication called noise when it is referred to as a signal that interrupts a message. The receiver gains the message by decoding the encoded version of the message. The model is one of the simplest models of communication that is used by an organisation. (Mcquail and Windahl, 2015, p. 17)

Integrated Marketing Communication

Integrated marketing communication is described as based on research, focused on audience, goals oriented, communication process of planning which purpose is to implement a brand communication system over period of time so that there are clearness and steadiness in the brand positioning. The aim is to accomplish short-term financial profit and long-term brand assets. Integrated marketing communication can also be identified as a combination of all incorporated marketing instruments or promotional instruments. (Ang, 2014, p. 4)

Integrated Marketing Communication



(Source: Cubicmarketing.net, 2020)

The role of the communications team of Nestle is to help the business to accomplish its objectives by creating and implementing proactive external and internal communications and engagement programmes. They deliver guidance, strategy and planning and make sure that reliable communications are provided to key internal and external audiences via solid communication professionals within the organisation. (Nestle.in, Communications, 2020)

Nestle promotion company utilizes all media like TV, newspapers, magazines and online marketing via e-mail, web sites, online advertising, blogs, social media and mobile marketing.

Nestle conducts one of the best promotional campaigns in the world. The brand concentrates its efforts on advertising and marketing Nestle's products to customers with attractive taglines. Through TV commercials the brand can reach a bigger audience and have a wider target market. Nestle uses TV advertisements with the tagline "good food good life" and applies the above and below the line marketing strategy. But the disadvantage here is that the required changes in the TV commercial are very difficult to follow and costly to implement.

All the Nestle food products are in demand and the distributors are been provided many discounts to promote the brand. One of Nestle promotion instruments is proposing programs like discount coupons for everyday eating and special deals for Nestle's products selling online.

By public relations, Nestle attempts to get the attention of all the consumers and businesses concerned about the different problems and the current attitude they are taking regarding these issues.

For one of our group assignments, I and some of my colleagues must create a blog for Nestle. The business blog is one of the ways for online marketing and promotes the company's product. Through the business blog, the company creates vast value for its consumers. The blog allows the company to inform people, provide advice, and share benefits from using its products. Also, the blog is a different way to connect with new customers, prospective partners, shareholders and resellers.

Recommendation:

Nestle should set a new strategy to improve its public image as a trustworthy company because it is one of the most boycotted organisations in the world.

The company is involved in corporate crimes regarding the quality of several products and a few environmental practices. The famous brand is also suspected that some of its raw materials are supplied from places that use child slavery.

Furthermore, some Nestle products which do not meet expected success in specific markets should be withdrawn instead the company of endlessly spend more on them to overturn their

value. Nestle must comply with the fact that because of the culture of the market where it operates some of the products are very difficult for selling.

In terms to enhance the company's competitive advantage, Nestle should continue with its partnership activities. But the company should not be involved with companies that are not able to resist the pressure of the market and in which are hesitant under the force of the competitors.

Conclusion:

The fact that Nestle operates in 187 countries helps the company in multicultural disclosure and for identifying better the market's demands. The company uses effective management process, manufacture, innovation, marketing and a stable brand strategy, capital infusion and research and development which helps to continue to develop Nestle's portfolio and also effectively attained localisation in the progressively globalised food industry. Nestle as a leading manufacturer in the food and beverage industry implements its own proficiencies that help the company to dominate in the market share and to put its rivals behind.

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