



University of Wales Trinity Saint David

Understanding and Engaging in the
Customer Experience BMSW5103

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Question

“How do internal and external factors including COVID-19 affect or influence organisation’s quality systems and controls for customers and how the organisation can deal with the new situation and achieve its business objectives by developing and maintaining good customer relationships?”

Executive summery

This research will examine how Nestle's customer relationship management and quality processes are impacted by internal and external factors, including COVID 19. As a result of many businesses switching to an online service system in response to the pandemic, both consumer needs and engagement strategies have changed.

Introduction

The global effects of the COVID-19 epidemic have been devastating and will continue to be so. Because of this, Nestle is committed to using their size and scope as well as their compassion and sense of social responsibility to support and aid communities all over the world. According to Nestle, the COVID-19 epidemic has pushed them to deal with safety and business continuity challenges, which has led them to become more engaged in daily operations. They collaborated across the organization's different sectors to deal with the pandemic's effects and develop the best strategy for moving the company forward. ([Nestle, 2021](#))

Importance of quality proses and customers relationship management (CRM).

[Quality processes](#) are the assurance techniques, steps, and controls that ensure the manufacturing standards and oversight of goods or services. Quality procedures are important because they decrease waste, ensuring product reliability, boost profitability and customer happiness, adhere to industry standards, and boost employee productivity. ([Mailchimp, 2018](#))

[Customer relationship management](#) is a fundamental business strategy used to regulate interaction with stakeholders, both existing and potential. By adopting a CRM system to foster customer relationships and streamline processes, companies can expand sales, enhance the customer experience, and boost profits. A CRM system is a tool that is also utilised for agent productivity, contact management, and sales management. A CRM system's straightforward goal is to build economic relations in order to expand your company. You may manage customer relationships across the whole customer lifetime with the aid of CRM technologies. CRM is a general term that can be applied to any strategy or plan that uses data to establish, nurture, and monitor connections with customers, although it is usually used to describe CRM software. In order to effectively handle customer engagement, businesses can gather, organise, and analyse customer information data using Crm systems. Tracking data across every touchpoint in a customer's life can help you serve their needs, build stronger relationships, and sell more effectively when data for new and existing consumers is gathered and kept in a CRM system. CRM technology adoption and advantages are developing across all sectors of the economy. More than 64% of businesses claim that CRM systems have an influence or a significant impact. ([Mailchimp, 2018](#))

IDIC model And Payne`s model are two main in CRM model.

[IDIC model :](#)

Identify, Differentiate, Interact And Customise.

This approach aids in evaluating consumer expectations and their importance to the company.

[Payne`s model :](#)

The Payne's Five Processes Model enhances customer relationship management (CRM), which prioritises consumers requirement as well as engagement. It consists of procedures which can

support establishing and maintaining connections with clients. His methodology aids in determining how much clients are worth to a company and what they want from it.

Five processes are -

Strategy development, value creation, multichannel integration, performance assessment, information management. (Thakur, 2019)

In regard to Nestle's quality processes and customer relationship management, I will examine some components of Pest analysis, SWOT analysis, Marketing mix, Communication mix, and Porter's 5 forces.

Additionally, I will provide some valuable theory recommendations based on the models I will analyse in this report, which may be helpful for a corporation moving ahead.

Company context

Background, and internal and external environmental analysis

According to consumer research, people want to change their lifestyles for the better. We are overwhelmed with health-related articles and advertisements about the advantages of maintaining healthier lives in newspapers and on television. Governments are also highlighting these points because they want to make sure that people are taking care of their health in order to reduce the strain on public health services. As a result, many individuals are making progress toward living healthier lives. As a biggest food and beverage company in the world, Nestlé produced a variety of products. Although you might not be aware of it, some of the most recognisable brands are household names and are a part of the Nestlé portfolio. Many of the brands will be known to you. In order to save the life of a friend's new-born baby who could not be breastfeeding, Henri Nestlé manufactured the first infant food in 1867. Since then, the business has sought to continue offering products that are nourishing.

The largest nutrition-based science research facility in the world is currently run by Nestlé in Lausanne, Switzerland. There are more than 600 scientists and food technicians continuously developing and improving products which are manufactured by Nestlé. There has possibly never been a time when consumers have been more interested in the nutritional value and overall health benefits of foods. Nestlé is one of the top food corporations in the world and intends to remain there. It remains fully informed of changes in consumer behaviour and tastes because of its dedication to high quality market research. It is well prepared to manage the challenge of changing consumer expectations because of its outstanding network for product research and development. The business's wellness strategy is specifically designed to give customers what they now clearly demand in terms of the meals they eat, a high nutritional value and a good contribution to their overall Wellness. (Nestlé, 2019)

Pest analysis

In order to improve its level of industry efficiency, a business can use the PEST Analysis (political, economic, social, and technological) method to assess the major external factors that affect its operations. The PESTLE strategic planning technique, which also takes into account the legal and environmental issues, particularly in the UK. This analysis is performed to evaluate these four outside influences in light of your company's circumstances. A PEST study basically enables you to predict how some factors may influence an organization's ultimate operating and results. ([Investopedia, 2022](#))

PEST Analysis can help an organisation identify opportunities provided by current business environment conditions so that it can take advantage of them. Pest Framework can also be utilized to assess a company's inner dynamics and find advantages and disadvantages in its internal politics, prognosis for the economy, and social environment and technical foundation. ([Investopedia, 2022](#))

I've analysed four PEST techniques below, along with how Nestlé might utilize them.

Political - The political component of the Pest paradigm focuses on how changes in government regulation and/or legislation affect the market, the relevant sector, and the company being studied. Tax and labour laws are two facets of governmental regulation that could significantly affect a company. Foreign affairs and a country's or state's general political atmosphere may have a big influence on the organization. ([Investopedia, 2022](#))

These elements frequently take the form of laws, rules, and regulations. They will affect Nestlé on a federal and international scale. Nestlé must be mindful of the local regulations if they grow their business to numerous states, as they are doing. These rules must be taken into account:

Tax benefits.

FDA guidelines.

Import limitations.

Rules for health and safety.

Regulated and unregulated markets.

Employers law. ([Investopedia, 2022](#))

Economic - The primary areas of concern in the economic evaluation are supply and demand, interest and exchange rates, income development, rising prices, and recession. ([Investopedia, 2022](#))

These elements will have an impact on Nestlé's financial resources, sales, income, and profitability. It's really simple, really. They need to think about these:- Taxes, Recession, rates of inflation.

There are further factors. But taxes will follow Nestlé wherever they go. They are undeniable. However, the type of tax and the tax rate vary depending on the firm.

Every firm is impacted by a recession. Their clients are also impacted by the recession, among other things. Therefore, NESTLE management will benefit if they are on the right track. ([Frue, 2020](#))

Social - Trends in the workplace and way of life, demographics, and age distribution, as well as cultural views, may all be considered social elements in a PEST analysis. ([Investopedia, 2022](#))

Compared to economic and political issues, these elements are more unpredictable. because the target market for Nestlé is influenced by social and global circumstances like COVID 19 Pandemic. Additionally, humans are unpredictable, although every firm requires customers. Their purchases are influenced by a variety of circumstances. Think about these:

Location, lifestyles, ethnic heritage, health awareness and, Subcultures and culture.

These are just few of several factors that influence social purchasing behaviour. Marketers use a lot of these factors when developing buyer personas. These personalities are essential for successful marketing strategy. Consumer attitudes are influenced by social factors. Utilizing technology, Nestlé develops goods that cater to the needs of its customers. They might also discover that a new social media platform is where their target market is migrating. Now is their chance to create a business plan before their competition. A strong marketing campaign gives you the opportunity to obtain these clients' company before your competitors. ([Frue, 2020](#))

Technological – The technological component considers the specific uses and technical advancements inside the enterprise and firm, as well as their broader applicability, present trends, and modifications. Govt funding of development projects could be additional intriguing subject in this field. ([Investopedia, 2022](#))

New technologies that assist Nestlé reach out to potential consumers, additional financing resources which allow Nestlé to investment in more advanced technology, and modifications in gov't regulations which bring up newer sectors are all potential areas of opportunity. ([Mindtools.com, 2022](#))

Marketing mix

The four Ps that make up the marketing mix are product, pricing, place, and promotion. A promotion strategy should work effectively as a whole in order to be effective. It is a promotional tactic utilized to attract customers to an organization, and all 4 elements should be properly considered for an organisation to be successful. The ideal marketing mix should complement one another, and each component should perform effectively together. For instance, the sort of advertising should be appropriate for the product that a company is selling. The most successful marketing strategies are those that continuously adjust to the ever-evolving corporate environment. This could include a company adjusting its price, implementing novel promotion strategies, modernising its offerings, or switching distribution channels as needed. ([BBC Bitesize, 2022](#))

Product

The product aspect refers to the goods or operations that the business offers. A company must conduct marketing analysis to understand more regarding the wants and demands of its particular consumer. A consumer can physically grasp products in their hands, such as a chocolate bar or a device. The opposite of a physical product, a service can't be felt and includes things like going to the spa or getting a haircut. In order for a company to attract customers, its products must differentiate themselves from those of its competitors. A company develops a unique selling proposition to achieve this. For instance, a web developer might be able to integrate artificial intelligence into a website. ([BBC Bitesize, 2022](#))

About 2000 brands are part of Nestle's portfolio. Its website also features a significant collection of recipes. This highlights Nestle's broad product line, which is unmatched by many of its competitors. ([Nestle, 2021](#))

The products made by Nestle are of exceptional standard. Nestle manages its merchandise locally to meet consumer demands. It spends a lot of money on researching and innovation to figure out what potential consumers might desire and require in the future. ([Xaif, 2021](#))

Price

The cost to customers for a good or service is what a firm charge. Prices are decided on the basis of what a customer can afford. Consumers demand value for their money, hence in order to attract a big client base, a company may require providing inexpensive rates. Certain goods must be more expensive due to their seeming excellent quality. Generally speaking, great quality is usually accompanied by a high price, whereas low quality is usually accompanied by a low price. Firms employ marketing strategies as a way of increasing sales. For example, a company could lower prices to boost demand and sales or raise prices to signal to customers that the products are of higher quality. ([BBC Bitesize, 2022](#))

To meet the changing demands of its customers, Nestle aims to provide a wider range of products and services. It makes an effort to manufacture products that are good for both individuals and the environment. Every product's pricing is set by the market. Nestle's pricing

power is aided by the company's packaging and consumption-based pricing. With bigger percentages than its rivals, Nescafe and Maggie are more expensive. This is because the right kind of merchandise is being sold, that keeps customers from changing manufacturers even in the case of a slight cost decrease. ([Xaif, 2021](#))

Place

Where a buyer can buy a good or service is referred to as the "place." This includes buying directly from the manufacturer, buying from a retail store, or buying something online.

Businesses that sell things to the general public may use a variety of alternatives to ensure that their customers may simply purchase their goods. The route that a product takes from its production to its end consumer is referred to as the place. ([BBC Bitesize, 2022](#))

The network of intermediaries that make up the distribution channel used by the Nestle firm all work together to get products closer to the end customer. The company employs over 308,000 people globally and operates in 187 countries. It maintains a top-notch management system to make sure the products meet requirements for manufacturing excellence, legal requirements, and food hygiene. The zero-waste and zero-defects principles are supported by it. ([Xaif, 2021](#))

Promotion

Promotion refers to the methods a business uses to increase demand for its products and services including both present and potential customers. The basic goal of promotion is to either inform or convince clients to buy things. This includes: television commercials, billboard use, social media activity, influencers, online video, banner marketing, email advertisements, sponsorship agreements, discounts, special offers, and branding.

A business will use a range of advertising techniques to increase revenue. The type of products or services provided, the comparable prices of different strategies, and the size of the company's budget will all have an impact on the chosen technique. This is generally referred to as the "promotional mix" for an organization. ([BBC Bitesize, 2022](#))

Nestle has always introduced unique marketing ideas when it comes to branding their products. Nestle desires to understand what kind of advertisement is most effective. They are up against severe competitiveness from both domestic and foreign rivals. Nestle uses two different types of sales development strategies, trade promotion and customer promotion. People are still referring to the original Nescafe melodies nowadays. They have constantly tried to persuade people to buy their products. The nutritional value and merchandise quality have always been prioritised. ([Xaif, 2021](#))

A market-driven organisation like Nestlé constantly tracks client attitudes and needs through market research. There are two main forms of this research:

Qualitative analysis

Setting up small focus groups where customers may share their thoughts and ideas regarding their requirements and opinions of various items involves this. At a basic level, this might include asking teams of athletes to discuss their dietary practises, training

methods, and way of life. On a different level, it can entail having a consumer focus group talk about how well a yoghurt drink's nutritional labelling is done. ([Slideplayer.com, 2013](https://www.slideplayer.com/2013))

Quantitative research

Substantially larger numbers of client involved in quantitative research. Professional market researchers, for instance, may conduct mail or telephone interviews with thousands of people. To get a good picture of consumer attitudes and trends, Nestlé frequently uses both types of research. Marketing strategy helps the company remain up to date within a continually changing environment wherever societal events and consumer preferences are concerned. The product developers, food scientists, and technicians of Nestlé work closely with the market researchers to produce new products. This allows the business to create items that satisfy consumer demand. No other firm in the food industry spends more money on research and development (R&D) than Nestlé. It is continuously seeking methods to make its products better. ([Slideplayer.com, 2013](https://www.slideplayer.com/2013))

Porter`s 5 forces

Porter's Five Forces concept identifies and analyses the strategy that have an impact on and aids in evaluating the flaws and advantages of any company. The Five Forces analysis is frequently used to determine a firm's structure in order to establish business policy. Porter's model can be used by any segment of the economy to evaluate the level of rivalry within the business and increase a company's long-term revenues and profits.

The Five Forces approach can help companies become more profitable, but they must regularly monitor the Five Forces for updates and adjust their organizational strategies as necessary. ([Investopedia, 2022](https://www.investopedia.com/2022))

Porters 5 forces are below –

Potential of new entrants into the industry

The impact of new competitors entering a market has an impact on a company's strength as well. An established company's position may be significantly affected the quicker and cheaper it takes a competitor to enter the market and become a significant competitor.

An industry with high entry barriers is ideal for current businesses operating there since the business might charge higher prices and obtain better conditions. ([Investopedia, 2022](https://www.investopedia.com/2022))

Nestle is well-known in the industry. They are incredibly big and successful as a sector of the food processing business. There are several businesses that have already entered this industry and managed to establish themselves there, despite the fact that they were unable to overtake Nestle in terms of market share. Numerous businesses try to enter the market each year and compete for a share of the profits, but relatively few of them survive. Nestle has consistently been the market leader in food sector and making it extremely difficult for new competitors. To survive, they must reduce their proportion of Nestle, which is very difficult. Fundamentally, Nestlé has remained on the board consistently, so the threat of new competitors is moderate. ([kasi, 2012](https://www.kasi.com/2012))

Competition in the Industry

A company's rivals' number and ability to reduce prices is the first of the Five Forces. A corporation has lower negotiating power if there are more businesses to compete with it and if there are more identical products and operations they offer. Suppliers and customers will

turn to a company's rivals if they can offer a better arrangement or reduced prices. Contrarily, when there is no rivalry, a corporation has more power to raise prices and alter the terms of contracts in order to boost sales and profits. ([Investopedia, 2022](#))

Competition should be critically evaluated for the company's better future because positive competition would lead to enormous success while negative competition would destroy the industry. Although there aren't many significant competitors in the food processing sector, Nestle holds a fairly dominant position. Competing businesses are constantly battling for positions and trying to avoid any kind of competition. In relation of marketing and advertising, these businesses have always outperformed competitors because they have invested their money in efficient marketing and advertising. It is advantageous for customers that there is fierce rivalry in the food production industry. As long as these companies are in competition against each other, customers will tend to take advantage from improved brand features. ([kasi, 2012](#))

Supplier's power

The next element in the Porter's model looks at how easily suppliers can increase costs of production. It is affected by factors such as the number of suppliers for a product, the novelty of the product, and the expense to a business of switching suppliers. An organization might be relying more on one of them, while they have fewer suppliers.

As a result, the supplier has more influence, has the ability to increase input costs, and can advocate for other trade advantages. On the other hand, a business can maintain its input costs low and increase its profits when there are several suppliers or low switching costs between competing suppliers. ([Investopedia, 2022](#))

Any industry must take into consideration the suppliers' negotiating strength as they are the foundation of the company. Nestle is recognised for developing strong ties with manufacturers across around the globe because of its large buying capacity and the reality that reliability is constantly important in industries like agriculture and dairy products. Developing strong commercial ties has always been a top priority for Nestle in order to guarantee ongoing quality. Additionally, Nestlé provides guidance to its suppliers on how to improve efficiency and reduce excessive costs. As a result, it treats its suppliers well and pays them with high value for their products. ([kasi, 2012](#))

Customer's Power

The customer's ability to influence cost cuts is one of the Five Forces. How many consumers an organization has, how much each person is worth, and how costly it would be for the organization to find marketplace or consumers for its goods will all play a role.

Due to a narrower and more targeted audience, each customer has more negotiating leverage to obtain lower cost and greater options. If a company has a lot of loyal customers, raising prices to increase revenue will be less difficult. ([Investopedia, 2022](#))

Consumers' capacity to trade has generally considered an important factor in an organisation's performance and it should be taken into account fairly when analysing the firm's situation. Consumers have a lot of negotiating leverage when it comes to using different Nestlé goods. Despite the fact that Nestle customers have a wide range of alternatives and other companies to choose from, the brand's commitment to quality has helped it to be very popular with customers. Understanding the market's force and needs is essential for satisfying customers. The programmes for health and wellness at Nestle reflect the fact that the company has long cared about this. ([kasi, 2012](#))

Threat of Substitutes

Substitutes options are the last focus in Porter's five forces. Products and services that can be used in substitution of original which provided by an organization are considered vulnerable. Organizations that produce goods or provide services for which there are no direct substitutes, will be better able to increase prices and obtain reasonable conditions. When close replacements are offered, customers will have the option to stop buying a company's products, which may decrease the company's value.

Acknowledging Porter's Five Forces and how they apply to a specific sector can assist an organization adjust its operation plan in order to use its resources and boost investment returns better efficiently. ([Investopedia, 2022](#))

Every time we discuss about any products, substitutes are always first in line. Every type of goods currently on the market has a substitute, which promotes competition. The risk of substitutes is very significant because the product is very popular and used on a daily basis. If we use bottled water as an example, the alternative will compete with it. Therefore, Nestle must significantly reinvent its products to stay in the market and effectively combat the threat of replacements. Consider a recent innovation that has been incorporated into all of Nestle's products, the wellness and health component. Such approaches would facilitate Nestle's ability to progress beyond substitutes. ([kasi, 2012](#))

Communication mix

Your communications mix includes any tool you use to communicate with current or future customers. There are many other ways to do this, including advertising, social media, product packaging, direct marketing, websites, events, exhibitions and many more. The communications mix is taken into account in effective marketing. You must employ all channels to construct an integrated multi-channel campaign effectively if you want to achieve even higher results. ([Professionalacademy.com, 2022](#))

Tools for marketing communications

The promotional mix consists of the five components listed below:

1. Advancement (TV, radio, press, PPC)

Advertising refers to all channels through which a company spends to spread its message.

In 1922, a radio ad for apartments in Jackson Heights debuted in New York. Then followed video, however thankfully it couldn't influence the radio sensation entirely. Eventually, it developed into a unique, extremely effective promotional tool that supported radio.

Rich companies have historically been the main users of TV. However, the computer revolution has gave rise to more affordable internet strategies like PPC and advertising through social media..

Promotional efforts that work well may be creative, witty, visually stunning, engaging, melodious, or even intentionally obnoxious. (something to reach audiences).

2. Direct marketing and online advertising (email, social media, gamification, etc)

The development of digitalization brought more than just social networking and internet technology. A totally new method of marketing was also introduced to us. This approach is significantly less expensive, and if used effectively, it might even be more effective than advertising on TV or radio in the mainstream media.

One of the primary benefits of direct marketing is that it is targeted. However, if you've done the most thorough and reliable data analysis on your clients, you'll know just who to target. It appeals to marketers since the results are simple to evaluate.

3. Public relations (PR)

Company communications are transformed into engaging experiences through public relations for the media and target audiences. Utilizing collaborations between publications, journalists, and other relevant agencies, it amplifies news, strategies, and campaigns to promote a favourable perception of a brand.

However, not all data may be made public via PR. The concept of separating the tales might be turned into a successful PR plan. A superb PR strategy centres on a topic of general interest, a pattern, or a recent occurrence that may be linked to a given good, service or company.

4. Personal selling

Selling through a person is known as personal selling. Sales associates, agents, brand ambassadors, and even influencers fall under this category.

Their goal is to persuade people to purchase a good or service by utilising their expertise, domain expertise, and effective communication.

5. Sales promotion

Through an attempt to increase instant sales, marketing strategy uses a number of conventional and virtual resources to provide one-time promotions or reductions on goods or activities. Sales discounts, competitions, giveaways, prizes, and product samples can all be a part of that as well.

It's crucial to think about the expenses involved and whether the volume of sales will be sufficient to cover up for any lost revenue before launching a sales promotion. Whether it will encourage repeat business or mainly draw one-time customers. whether the campaign is consistent with the brand's image.

The field of sales promotion has recently included loyalty scheme, which Include important elements such as customer commitment and brand loyalty. Consumers who are consistent and committed are honoured with vouchers or special deals. It's also a great way to gather meaningful customer data on customer buying habits and behaviours. ([Professionalacademy.com](https://www.professionalacademy.com), 2022)

Offering buyers a variety of tastier and healthier Products selection is one of Nestlé's main strategies for generating value that can be maintained over time. Equally crucial is how they promote their goods. While Nestle agrees that customer engagement, such as promotion, aids customers in making an informed decision, they also feel that its use must adhere to specific standards in order to win and keep customers' confidence in brand's products and business. The interaction with clients is two-way. Social networks and mobile communication, which are becoming increasingly important in society, have permanently transformed how customers and companies interact. Additionally, customers have stronger demands than ever regarding our commitment to social concerns like combating childhood obesity and minimizing our influence on the environment. Nestlé must exhibit thoughtful and responsible management of our consumer communication in this situation, both at the brand and corporate levels. The most stringent criteria on which all quality of user experience and communications must be founded are the Nestlé Communicating Standards.

([Principles Mandatory Nestlé Consumer Communication Principles](#), 2011)

SWOT Analysis

The SWOT Analysis is a highly useful strategic resource which examines both internal and external variables of the company and so offers a picture of the various views that indicate the fundamental in a company. (ABRAHAM, 2016)

Strengths :

Nestle owns a few of those of the most recognisable and considered reliable products around the world, with product equity built over a significant time frame and having operated in the supply chain for more than 50 years. Nestle also continues to operate throughout a huge area of industry sections, regional zones, marketing regiments, and industries in both developing and arising markets. Nestle offers strong, cutting-edge retail strategies that have been effective in both established and growing countries worldwide. (ABRAHAM, 2016)

Weaknesses:

A small number of well-known products account for a large portion of Nestle's sales achievement. Due to this, the business is more sensitive to any significant adjustments in client habits, and it is also more challenging to prepare for or manage a quick business disruption. Certain rival businesses, such as Aldi, Kroger, or Walmart, having the power to affect customer pricing tactics, that in fact has an impact on Nestle's consumer purchasing power and business effectiveness. Marketing is very important to the business. This may result in exorbitant advertising expenses with dubious ROI. Launching new brands to replace more dated, less fashionable items comes at a substantially larger cost in terms of promotion. (ABRAHAM, 2016)

Opportunities :

E-commerce prospects and the sector's potential for faster expansion can outpace conventional marketing paradigms. According to research, middle-class households in countries like China and India expand the audiences for Nestlé's merchandise. The popularity for certain Nestle products, such as sports drinks and boosters, may rise as a result of adjustments in lifestyle and heightened awareness in nutrition and health. (ABRAHAM, 2016)

Threats :

Household brands are increasingly being promoted by Walmart, Kroger, and Aldi because they are more profitable. Popular products frequently have cheaper prices and more prominent placement on store displays. However, with the introduction of new companies like online stores who support E-Commerce, the business forces become less significant. Standard marketing techniques, including using YouTube as well as similar social media platforms, are likewise becoming more effective. Because of modifying social attitudes and longer workdays, individuals in certain nations are having reduced meals at home, which reduces interest for specific Nestle goods. (ABRAHAM, 2016)

Recommendations

Nestle should keep using their individualised data strategy to impact cross-selling and up-selling for their goods and services in order to further enhance their CRM and user experience. They can expand by including more upgradeable features that users can add to their devices, making it easier for users to have gadgets tailored to them outside of a retail store.

Another suggestion is to include a tool that allows customers to add more customization options through Nestle's retail store in order to differentiate their service and product offerings.

Conclusion

There has probably never been a time when consumers were more interested in the nutritional value and potential effects of food on their wellbeing. Authorities have been active in promoting the idea that a nutritious diet is essential for both mental and physical well-being as well as a general sense of wellness.

One of the top food businesses in the world, Nestlé wants to stay that way. Due to COVID 19 pandemic effect and after Pandemic, Nestle's dedication to thorough market research, it is always adequately informed of changes in consumer preferences and behaviours. Because of its strong network for product research and development, it is well positioned to handle the challenge of shifting customer demand. The business's wellness strategy is specifically designed to give customers what they now want in terms of the foods they eat, great nutritional value and a good impact on their overall wellness.

The quality and range of merchandise offerings have been refined by this incredibly successful Nestle organization. They perfectly service their targeted audience and industry, and their prices are reasonable. As we have seen, their broad understanding has given them an outstanding multinational network. The organization will surely maintain its outstanding place in the industry due to its ongoing branding activities and unique personality. (Xaif, 2021)

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