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Marketing Fundamentals Analysis and Evaluation



Table of contents

Introduction	4
Processes and stages of marketing	4
Mission	6
Situational Analysis.....	6
Porters Five Forces Analysis of Nestle	7
SWOT Analysis of Nestle	9
Objectives	11
Strategies	11
Marketing mix of Nestle.....	14
Marketing implementation	20
Control.....	20
Marketing concept.....	20
Social Marketing concept.....	20
Advantages of Marketing for costumers	20
Branding	21
Ansoff Matrix	21

Stakeholder engagement	22
Communication tools	23
Recommendations for Nestle	25
Conclusion.....	25
References:	26

Introduction

Millions and billions are those who offer their products in various spheres of public practice. The competition between them is huge, and the danger of failure lurks constantly. In this ocean of goods, the worried buyer must make a difficult choice.

In this essay Marketing Fundamentals, Analysis and Evaluation of Nestle will be discussed evaluating the marketing development in creating value for customers, identifying applicable shareholders and assessing their influence on the organization's marketing actions, understanding marketing methods and steps, including marketing environment role, marketing research role and marketing mix.

Processes and stages of marketing

Marketing is an activity, set of institutes, and methods for establishing, communicating, providing, and sharing suggestions that have significance for clients, customers, shareholders, and society in general. (American Marketing Association, 2017)

Marketing involves customers and is responsible for managing profitable customer relations. Marketing's twofold aim is to attract new customers by promising superior value and by delivering valuation and satisfaction to maintain and expand existing customers. (Kotler, Armstrong and Opresnik, 2018, p. 29)

The way of obtaining a clear plan of the business's goals and how to accomplish them and identifying and meeting customer requirements with the right products is the task of the Marketing process. It can be modelled in a series of stages: Mission, Situational analysis, Objectives, Strategies, Marketing mix, Implementation and Control. (Weller, 2017)

Marketing Planning Process



(Weller, 2017)

Now is the time to describing every step of this process and to investigating how this marketing process relates step by step to my chosen Nestle company.

Mission

Statements of mission define the nature, purpose, and role of an organisation; focus resources; and guide planning. Some theorists contend that the mission statements drive strategic planning. (Keeling, 2013, p. 30-36)

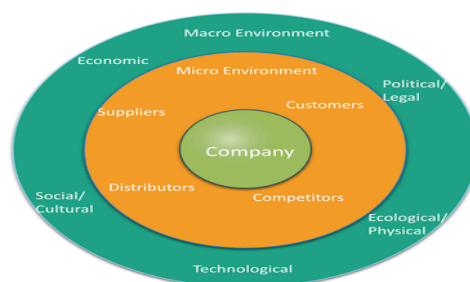
The "Good Food, Good Life" company's mission is to deliver the best tasting, many healthier choices, from dawn to dusk, in a wide range of food and beverage classifications, and nutrition opportunities to clients. (NESTLE, 2013)

Nestle knows that people's physical, societal, and financial strength comes first before other profit-making goals. By doing so, Nestle has continuously improved people's entire wellbeing. (Mission Statement Academy, 2019)

Situational Analysis

A company's marketing environment is composed of performers and forces outside of the market-things that affect marketing management's ability to build and maintain a successful relationship with target clients. The microenvironment includes all participants close to the company who have an impact on their ability to create value for and relationships with customers, either positive or negative. The macroenvironment contains the larger forces of society which impact the microenvironment. (Kotler, Armstrong and Opresnik, 2018, p. 92)

MARKET ENVIRONMENT
The Marketing Environment



(SketchBubble, 2020)

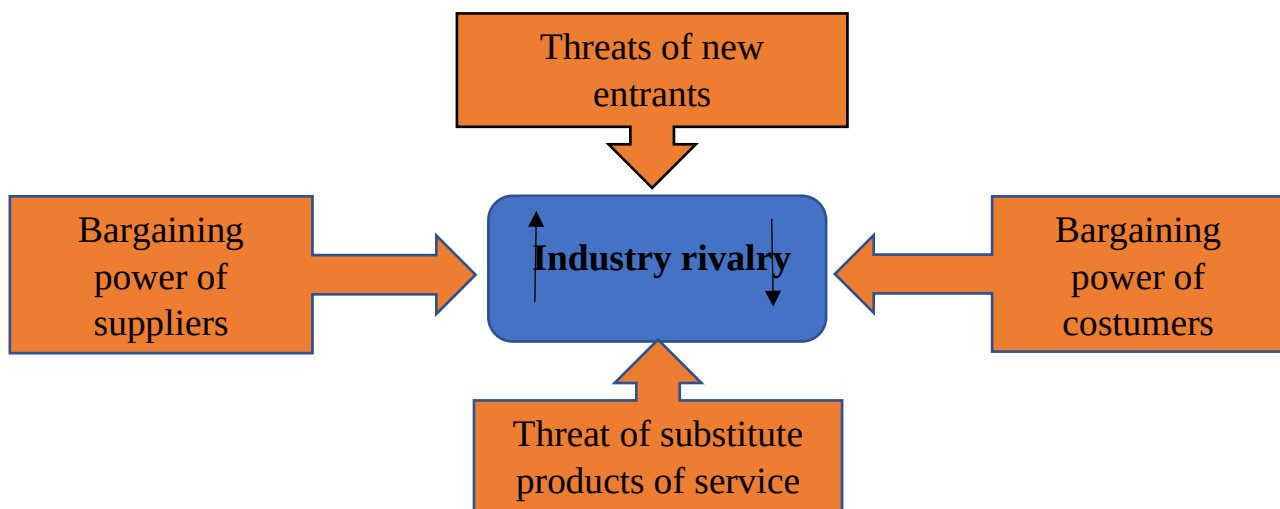
Situation analysis is the next step in the marketing plan and is a crucial in creating lasting relationships with customers.

Situation analysis relates to a compilation of methods used by managers to analyse the internal and external environment of the organisation to

understand the capacities, clients , and business environment of the organisation. The situation analysis consists of several analytical methods: an analysis of PESTLE, SWOT, and Porters Five Forces. (Wikipedia, 2019)

Porters Five Forces Analysis of Nestle

The nature of strategy preparation is handling with competition. The state of rivalry in a business depends on five basic forces. The strongest competitive force or powers define an industry's productivity and are therefore of greatest importance in formulating a strategy. The strategist must learn what makes the environment tick, to position his company to manage best with its business environment or to influence that environment in the advance of the company. (Porter, 1980, p.34-35)



(Porter, 1980, p. 36)

Competitive rivalry – High

Nestle runs in the consumer sector, which is facing serious competition. Kraft Foods, Danone Group, P & G are among the top competitors of the company. Nestle spending large amount of money for marketing and products advertisements. All the largest companies in this sector must aim to keep their market share.

Threat of new entrants – Low

Food industries have several barriers to new entrants. Nestle in this sector holds large market shares and is experienced in customers ' needs and wants. The organisation develops strong distribution networks, and everything this makes a threat of new entrants at a low level for Nestle. (adamkasi, 2017)

Bargaining power of suppliers – Low

Nestlé won an award at the 2014 Ethical Corporation Responsible Business Awards for Best Supplier Engagement. The award considered the strong bottom-up and top-down relationship between the business and suppliers, including proactive efforts to help distributors deliver outstandingly defined sustainability objectives. (Nestle, 2014)

Bargaining power of buyers – High

Rivalry level is high in present business environment. Clients easily can switch from one to another brand and there are many companies, which provide similar products like Nestle. The company knows well the high power of purchasers and is trying to guarantee the costumers are pleased.

Threat of substitutes – High

Most of the goods of Nestle are available in the market for a low price. Nestle tries to underline the healthful qualities of its products to deal with the replacements. (adamkasi, 2017)

SWOT Analysis of Nestle

Analysis of SWOT means an organisation's internal strengths and weaknesses and external opportunities and threats. SWOT is not strategy; it provides just a platform for future planning. I will explore Nestle through this SWOT analyses. (Ritson, 2011, p. 41)



(Theme Grill, 2017)

Strengths One of the strength side of Nestle is innovation. The company hold 89.772 billion of revenue. Nestlé functions and distributes its goods in 189 states, approaching nearly the world. (Jurevicius, 2017)

In 2013 Nestlé is the only newcomer to the top 10 in ‘The World’s 25 Most Reputable Companies’. It debuts at the No. 9 spot with a global score of 75.21. (Smith, 2013)

Nestlé's portfolio of goods is wider than any of its industrial competitors. Over 2000 different products feature at the company. One of Nestlé's main strengths is the brand image it holds. Its brands like KitKat, Nescafe and Nesquik are synonymous with the trademark. A broad portfolio of products enables Nestlé to better meet the needs of different consumers and target the broader consumer segment. The business is proud of the company's sustainability efforts. Environmental initiatives by the company have helped to reduce waste , reduce the use of packaging materials, and clean the environment. (Jurevicius, 2017)

Weaknesses The company has been criticised over the years for: incorrect marketing of baby-milk recipe; claims that water should be privatised;

requests for debt payments from famine stricken countries; deceptive labelling; supplying resources from suppliers using child labour and forced labour; anti-unionism. The company also is the target of being boycotted. (Jurevicius, 2017)

Nestle is selling baby formula alongside water. Nestle has made families dependent on their baby formula with aggressive marketing tactics aimed at unschooled mothers and free samples of its products. (O'Callaghan, 2019)

The enterprise depends on seriously on advertising to shape consumer opinion and drive traditional sales. With a dubious return on investment this can lead to high marketing costs. Launching new brands to complement older, less fashionable food products comes at a high cost. (PESTLEanalysis, 2016)

Opportunities The reality that Nestlé has gone from being just a food brand to a brand of nutrition and well-being is a decent chance for the company because it opens many new areas for expansion of the product line. The entry into emerging markets and the establishment of fabrication plants also help the company to reduce its costs. (Sharma, 2014)

According to Nestlé (2019), one of its major competitive benefit is investigation and growth (R&D) abilities. The organisation has the greatest network of R&D centres of any food or beverage company in the globe, with 34 R&D facilities and more than 5,000 employees. (Jurevicius, 2017) Increasing intermediate classes in states such as China and India are creating bigger and wider marketplaces for Nestle's product lines. (PESTLEanalysis, 2016)

Threats Heightened competition in the food and beverage businesses is a major threat to Nestle. Another menace is poorer quality water and its shortage, as over 25% of the total sales of Nestle is from beverages.

Changing customer behaviour patterns, such as demand for more fresh food in Europe and the US, and augmented expenditure on food supply and catering may pose a serious threat to Nestlé.

Even after the threats, Nestle still possesses some of the world's best-known and most money-making food brands. (PESTLEanalysis, 2016)

Advantages of SWOT Analysis

The tool reminds managers that the strategies must create a match between internal and external. SWOT is applied to recognize external government roles and internal company issues. (Kessler et al., 2013, p. 813)

SWOT Analysis provide info that helps in coordinating the company's resources. Strengths and Opportunities can give the company strong competitive advantages. (Managementstudyguide, 2015)

Disadvantages of SWOT Analysis

The tool does not give a necessary framework for sufficient strategy optimisation. Another issue with SWOT is its circularity. Due to the dynamic nature of the strategy, SWOT is a moving target, and this can only be a situational analysis without a diagnostic capability. (Kessler et al., 2013, p. 813)

Objectives

Objectives are task focus and a particular outcome that a company wants to accomplish within a time frame and with accessible resources. (Boddy, 2017, p.193)

The SMART abbreviation reviews some criteria for evaluating a set of goals.

Specific → **M** measurable → **A**chievable → **R**elevant → **T**imed

(Boddy, 2017, p.195)

The corporate goal of Nestlé is to be the world's largest and best branded food producer, while ensuring Nestlé 's name is equal to the highest quality products.

Strategies

Strategy is set of plans to achieve something for long period. The marketing logic through which organisations want to build values for their clients and achieve profitable customer relations. (Kotler, Armstrong and Opresnik, 2018, p. 212)

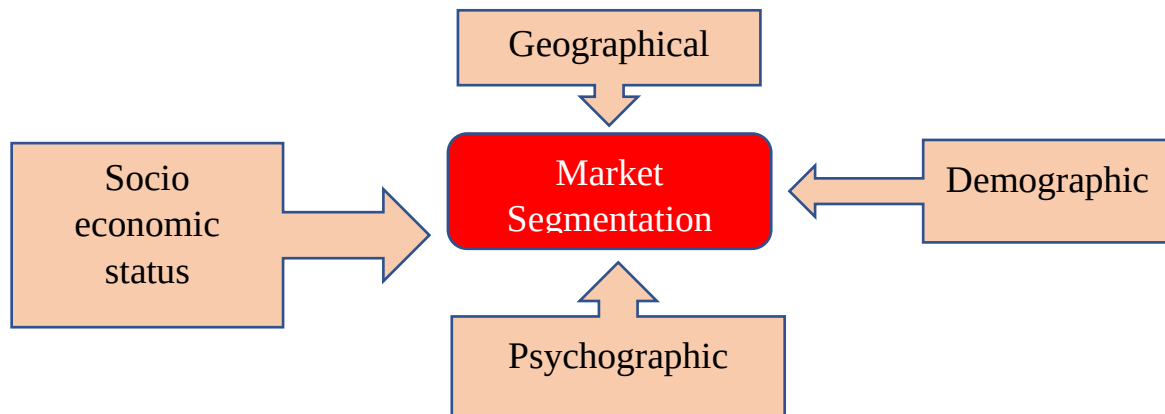
Operational
pillars

Growth
drivers



Strategy of Nestlé – The Roadmap (Nestlé, 2020)

Segmentation divides a market into various groups of buyers with distinct needs, features, or behaviours which may require separate marketing mixes or strategies. (Kotler et.al., 2020, p.199)



Nestlé Singapore segmented its market for Nescafe Ice, depending on the **geographical** weather. For the products Cerelac, Lactogen, Koko Crunch, Nido, Nestle divided the market area segment for new-born baby and children of **different ages**. Nestle’s product Nescafe 3 in 1 is for exclusively those customers with **active lifestyle**. The company produced ‘Cerelac’ for those consumers who need **more profit** from the product, includes vitamin, more mineral and all major useful nutritive elements for babies. (View, 2017)

Targeting assesses the attractiveness of each market segment and selects one or more segments to serve. Targeting have three levels. (Kotler et.al., 2020, p.199)

Undifferentiated (mass) marketing is a market-coverage strategy in which a company chooses to dismiss the disparities between market segments and pursue the whole market with one offer. (Kotler et.al., 2020, p. 208) Nestlé has offered several products to people across Bangladesh without differentiating the market segment, such as Nescafe 3 in 1, Maggi noodles and KitKat. (Qusyairi, 2009)

Differentiated (segmented) marketing is a market-coverage strategy in which a company targets a few segments of the market and offers separate designs for each market segment. (Kotler et.al., 2020, p. 209) Nestle offers various products for different segments based on different age, occupation, season, and weather. Such as Nescafe 3 in 1, Nesquik and Nescafe ice. (Qusyairi, 2009)

Concentrated (niche) marketing is a market-covering strategy in which a firm holds a large share of one or more segments or niches. (Kotler et.al., 2020, p. 209) Nestle offers Lactogen 1 nutritious milk powder for infants under the age of 7 months, and lactogen 3 for infants under the age of 12. (Qusyairi, 2009)

Positioning is the market presenting in the minds of targeted customers, creating an image relative to the competition. (Kotler et.al., 2020, p.199)

The portfolio of Nestlé is well-positioned for growth. With vision Health, Nutrition and Wellness, the firm is launched to positioning lifestyle. (Nestlé, 2012)

George Clooney's celebrity endorsement helped Nestle achieve its Nespresso coffee machine sales worldwide in 2008. This was the eighth consecutive year the product's annual sales were up 30 percent or more. (Alexander, 2009)

Marketing mix of Nestle

Marketing mix is the strategic tools that marketers use to implement their strategies, engage customers, and deliver exceptional customer value. (Kotler, Armstrong and Opresnik, 2018, p. 242) It is a question of putting in place the right product at the right time and at the right price, or a combination thereof. (Marketing Mix, 2016)



Elements of Marketing Mix – 7P's (Marketing Mix, 2016)

Product

Among the main brands of Nestle are Nescafe, KitKat, Haagen-Dazs, Maggi, Nespresso, Coffee mate, S. Pellegrino. (NESTLE, 2019)

Nestle has extended the Maggi product to include a range of goods such as Maggi pasta, Maggi sauce, Maggi cubes, etc. The Maggi variety provides greatly to the bottom line of Nestle. (Bhasin, 2018)

Nestlé was ready to pay a high price to buy Rowntree in 1988 because of the prestigious brands. The important part of the portfolio was KitKat.

PRODUCT LIFE CYCLE shows the stages of products through which the product passes and the consumer then chooses it. It helps the company to restrict its options for new 2 world products before the product is launched.



The stage of maturity which is quite a long period. Now is the time when rivals come in, new entrants may present a potential threat if the company does not continue to develop on the product line or if the final stage of the life cycle does not begin. KitKat is at maturity, but faces competition from a variety of other chocolates, including chocolates from its own Nestle brand. (Bakhshi, 2014)

'Packaging has a key role to play in brand recognition for Nestlé,' says Philippe Roulet, head of packaging for Nestlé, 'Packaging is the first contact consumers have with our brands. (Packaging Gateway, 2006)

Nestle uses different brand strategies such as line extensions for example baby milk for different ages, as I mentioned before.

Nestle brand serves three different roles. First it is a corporate brand, supporting all the other brands. It is one of the six strategic brands, with the status of a family brand. And it is simply a product brand, as in ‘Nestle chocolate’.
(Johansson and Carlson, 2015, p. 209)

Nestle's appreciable factor is that product maintenance quality is up-to - date and there are hardly any complaints on the market regarding Nestles products. That is a big achievement for a company that relies heavily on food products.
(Bhasin, 2018)

Price

Nestle practises various type of pricing strategies for its variety of products.

Most Nestle products are made available at competitive prices. The Nestle Maggi, Nestle KitKat etc. are offered at competitive market prices.

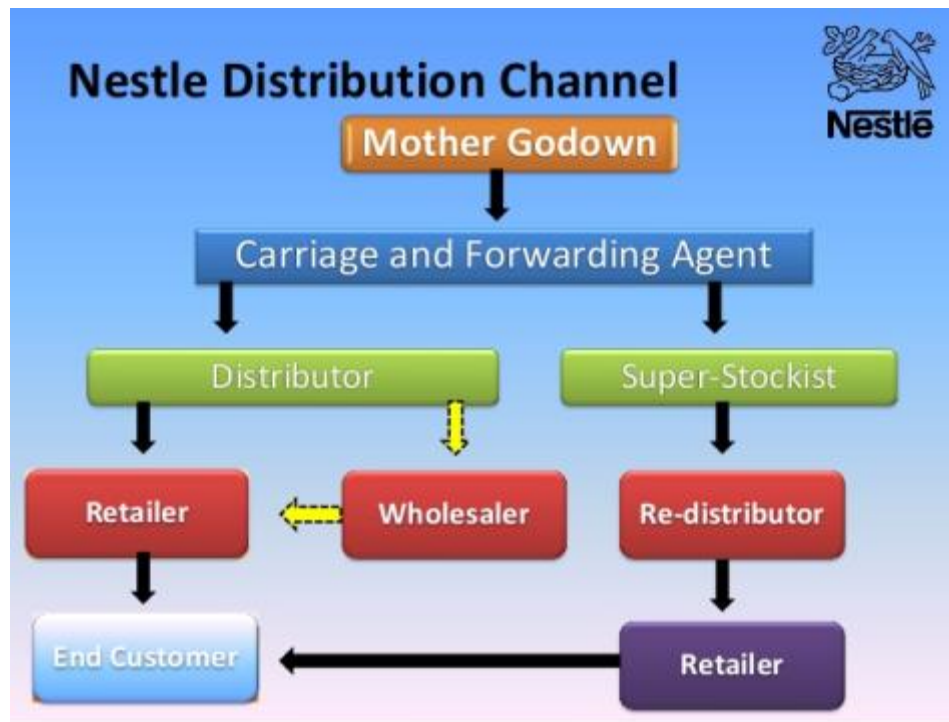
The company use price skimming strategy also. Products such as Nestle A+ Slim, Nestle A+ Toned, Nescafe Coffee etc. are few products that are offered at a higher price than their competitors. These products are intended for people who are fitness and health-conscious enthusiasts, and are therefore priced at a higher cost. (heartofcodes, 2018)

Lower prices have helped it to acquire European market share. Nestle's pricing strategy helps to lift sales in demanding markets. (Koltrowitz, 2013)

Place

Nestle is worldwide company, leading in more than 200 countries. The organisations products are available in urban and rural areas. (heartofcodes, 2018)

Nestle use intensive - indirect channel of distribution. One of the longest channels of distribution is where the producer sells its entire output to a sole sales agent who assigns it to a wholesaler in return. An example of how Nestlé is following this channel of distribution is given below. (kmbangera, 2016)



(kmbangera, 2016)

Nestle also offers products via online channels, in addition to the extensive chain up of retailers and distributors. Nestle has joined with several online partners to reach a broader base of audiences. (heartofcodes, 2018)

Promotion

Promotions are very essential element of marketing mix; through them the company meets the products with new costumers.

Nestle use advertising, a proper mix of above the line (TV, radios, billboards), below the line and Digital channels for generating knowledge and promoting their products.

Campaigns like “#StayStarted” and ” #ItallStarts” are few promotions which performed for the brand. (heartofcodes, 2018)

It also uses social media and other promotional channels to market its brands, in addition to digital marketing. The company uses several channels to reach consumers including Direct-to-Consumer, Convenience, Club, Value, Natural, Specialty and Out-of-Home stores. (Pratap, 2019)

One of the latest promotions of Nestle is 'Get a Piccolo XS machine for only \$39 with purchase of 8 boxes of Starbucks by NESCAFÉ Dolce Gusto capsules', sales promotion, when the coffee companies are locked down, which starts during the Coronavirus to engage with more costumers. (Nestle, 2020)

With personalised messages and pictures, Nestlé Confectionery offers customers the opportunity to win KitKat packs. The promotion benefited £1 million media spent on social and digital media. It follows Nestle's KitKat promotion in 2016, in partnership with Google, using its "Have a Break" topic, where consumers could watch YouTube videos by scanning QR codes on smartphone packaging. (Corbin, 2017)

Nestle starts to use direct marketing in 2012 only in Switzerland with new brand. In impact, the digital advertising establishes a new database of customers. As a second point, the customer provides additional information when choosing his or her choices. "Maison Cailler" is one of Nestle's series of innovations to customise products built on new market research and new online networks. (ausfoodnews, 2012)

People

Nestle employs around 291,000 people worldwide. The values of society are better standards of living, protection of human rights, a secure and healthy place of work, job opportunities and individual development prospects, higher salaries. Corporate Business Principles, including Principle 4 "Human rights in our business activities," have been translated into 52 languages and distributed to all workers.

The company prepared 300,000 young people in Africa for the world of work.

Nestle has implemented a new international Nestlé Maternity Protection Policy, one of the highly progressively projects of its kind in the industry. This program offers workers a minimum of 14 weeks of paid maternity leave and the right to extend their maternal pay to six months.

Nestlé was ranked 9th very attractive employer in the 2014 "Most In Demand Employers" survey by LinkedIn. (Nestle, 2015)

Process

Nestle has been producing the goods through better technology processing. One of Nestle's primary objectives is to adapt the specific packaging process of products to ensure that the difficulties faced by customers of all ages are

minimised. Nestlé's more centralised management approach has enabled the company to focus on building its core brands on each level. (Stud Files, 2016)

Nestlé Waters North America's Ready Refresh customer beverage delivery service received zero carbon certification for 2020 under the Carbon Neutral Global Standard of Natural Capital Partners, the company announced. (Danigelis, 2020)

The company has high operational efficiency.

Physical evidence

Photo of building of the company



Photo: Nestle SA (Gelski, 2020)



Logo of the company

Nestle has different colour uniforms with different brand name.



Nestlé owns established, and/or is a leader in many various machineries. Here are a several examples: Malt extraction, Foam booster technology, Fermentation and probiotics, Extrusion, Portion dispensing systems. (Nestle, 2019)

Marketing implementation

Implementation of marketing is a process which transforms marketing plans into marketing actions to achieve strategic marketing goals. (Kotler et.al., 2020, p.54)

Control

Marketing Control measures and evaluates marketing plans and strategies outcomes and takes remedial act to certify targets are met. (Kotler, Armstrong and Opresnik, 2018, p. 82) Nestle uses feedback, as a control system.

Marketing concept

Marketing concept is a proven means of planning and designing a marketing approach that recognises target market needs and wants and provides better satisfaction than competitors. Today the idea of marketing is complemented by progress of controlling and innovation. (Bieger, 2015, p. 47)

Social Marketing concept

Social marketing concept asserts that a corporation must make good marketing choices through contemplating the desires of the consumer, the wants of the company and the enduring interests of society. (iEduNote, 2017)

Nestle practices marketing concept by applying nutritional knowledge to develop the health and well-being of people and pets. Reacting to the demands of modern consumers with healthy, delicious, accessible products for a conscious, time-constraint lifestyle. Creating premium food innovations to the market, fuelled by customer perceptions, pioneering nutrition sciences and gastronomic excellence. (Nestle, 2019)

Advantages of Marketing for costumers

The use of marketing inside an organisation, involving the growth of new product concepts, boosted sales, brand identification and cost savings, has several significant advantages.

The achievement of the amalgamation and the ensuing organisation's success remained largely due to the identification of the brand. Consumers relies on trusted brands and on the consistency that comes from brand loyalty.

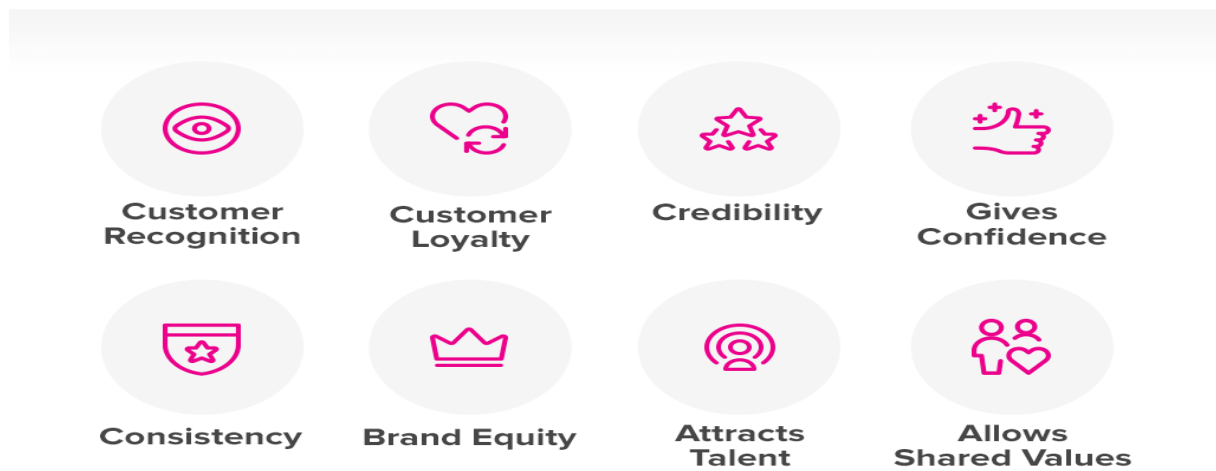
Marketing offers the benefit of displaying the newest and biggest a company has to offer to its customers. Customers are buying innovative products.

Vouchers or other specific discount offers are another method in which marketers offer benefits to organisation, but also encouraging costumers. (Rose, 2013)

Branding

Brand is a name, design, term, symbol, or another element that recognises the products or facilities of one seller as distinguishable from those of other. (American Marketing Association, 2017)

BRANDING BENEFITS



(JUST™ Creative, 2018)

Ansoff Matrix

The model has been formed by H. Igor Ansoff, it is a marketing preparation instrument that usually supports a company to define its product and market evolution. “*The Ansoff growth matrix assists organizations to map strategic product market growth*”. (Ansoffmatrix, 2009)



(Corporate Finance Institute, 2000)

Market penetration includes aiming to increase or keep sales of an existing product on the existing market. Nestle's step to establish its spot – and to compare it with Cadbury, McVie's, and Mars – involves a strategy of market penetration using its popular 'Aero' chocolate bar. Furthermore, market penetration contributes to the competitive strategy Nestle has adopted. (Manifested Marketing, 2011)

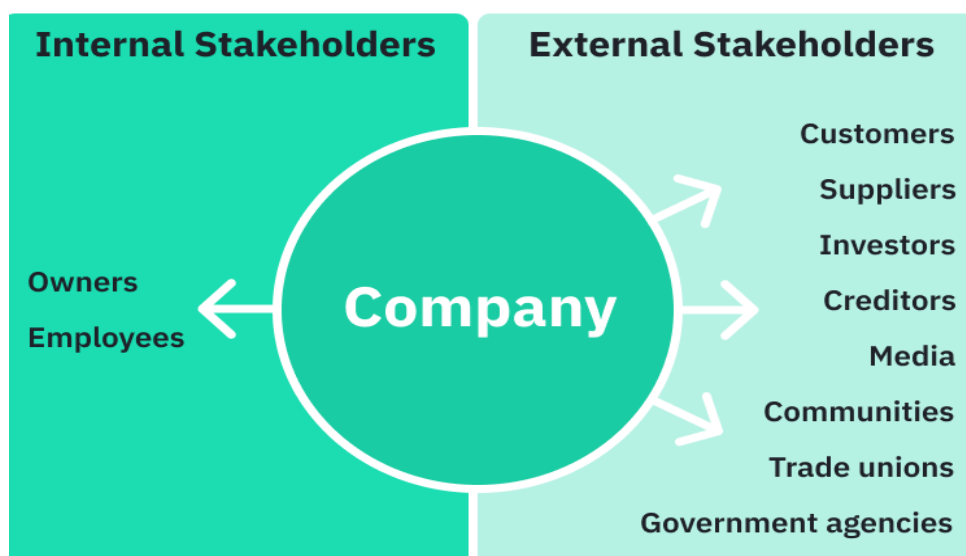
Nestle financing in R&D to build new products to cater for the existing market. Nestle, the world's largest coffee producer with Nescafe and Nespresso, bought a California specialty coffee business, Blue Bottle. It is selling specialty toasted coffee and bottled coffee beverages in Japan and the United States. This is **product development** as coffee retailers look at their existing market and hope to gain their clients' loyalty to new and more exciting products, or it is **market development** as they take their existing product, coffee, and target to expand to new niche markets by educating their consumers to seek out new experience. (Brooks, 2017)

Nestle is **diversifying** in the associated market. The latest gaining of the water brand name Aqua and Fontalia, Nestle are targeting a completely new group of people and providing their new product. (coursehero, 2019)

Stakeholder engagement

Individuals or small groups with the capability to answer, discuss and modify the company's strategy in future. (Stakeholder map, 2010)

Types of Stakeholders



(Minning, 2019)

Internal stakeholders are business entities. Employees are looking to make money and remain employed. Owners are keen to maximise the profits that the company makes. Investors are worried about getting their income from the investment.

Nestle's internal stakeholders are workers and company managers.

External stakeholders are entities that are non-concerned or affected by their performance, but not within the enterprise itself. The government requires businesses to pay taxes, hire extra staff, follow the laws and statement to the truth about their financial conditions. Customers wish the company to deliver goods or services of high quality at a low price. (Lumen learning, 2015)

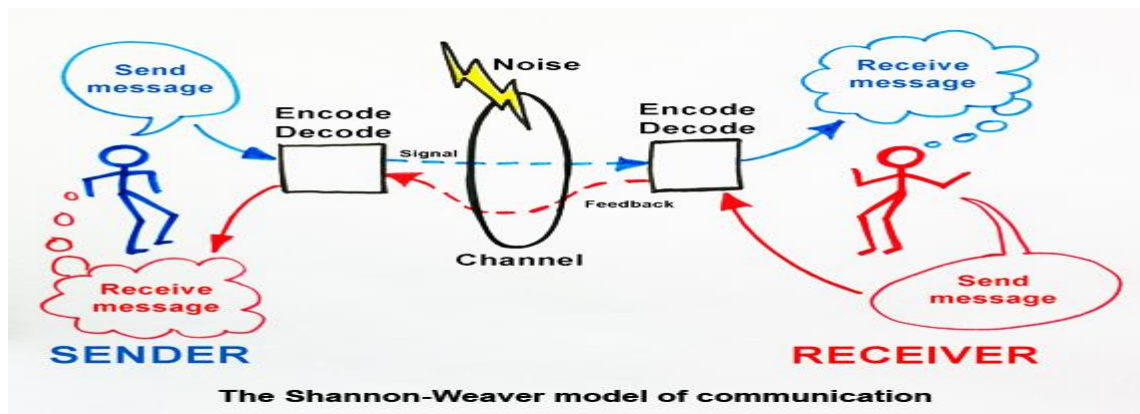
Nestle's external stakeholders are customers, governments, intergovernmental organizations, industry and trade organizations, suppliers (including farmers and smallholders) etc.

Nestle's stakeholder meetings, seminars, and other events present opportunities for deepening this negotiation, building on knowledge key social questions. Communication supports teams improve people's capacities, simplifies communal engagement, and encourages confidence and cooperation. The results of such a dialogue, through the Nestlé Society Board, are feedback to top management.

The firm is besides handling a Nestlé Stakeholder Community survey. This is a yearly survey with Global Key Opinion Leaders, aiming to understand changing opinions on business and prestige management issues. (Nestle, 2019)

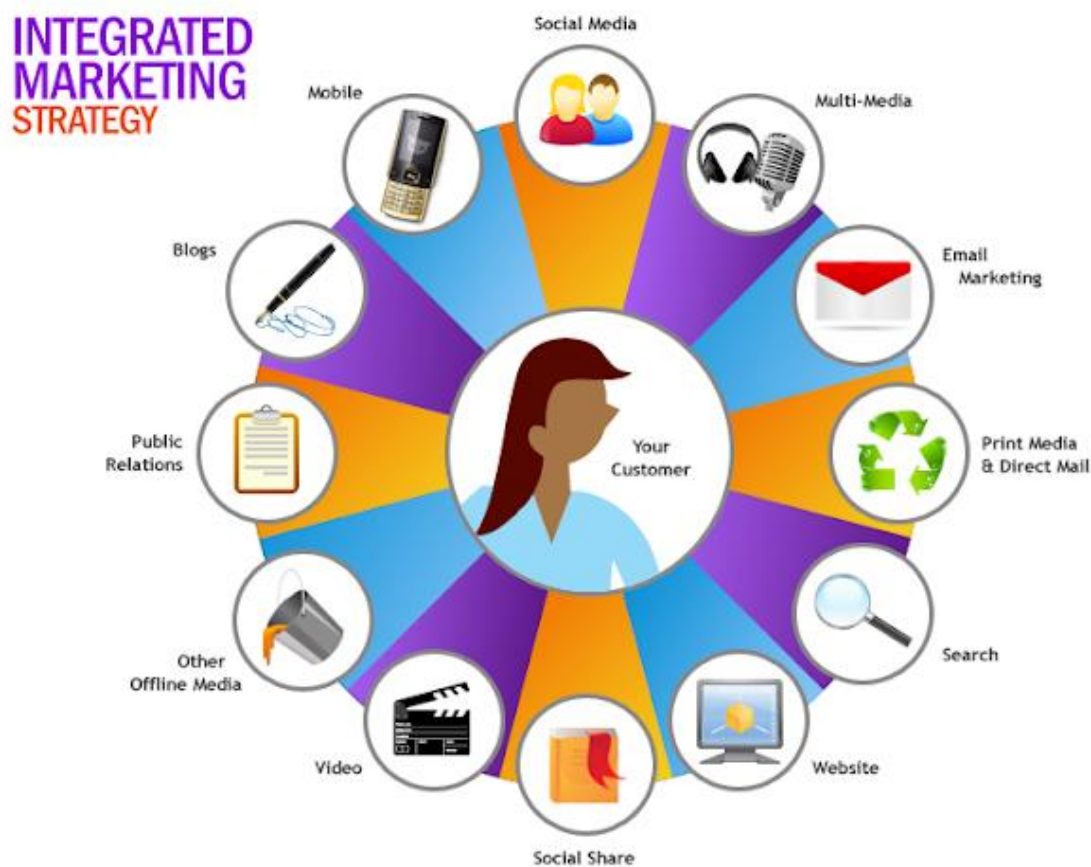
Communication tools

Communication is the transmission of information, as well as the sharing of meaning.



(Crudge, 2013)

Integrated Marketing Communications (IMC) thoroughly integrate and coordinate the various communication outlets of the company to bring a strong, reliable, and compelling message about the company and its products. (Kotler, Armstrong and Opresnik, 2018, p. 427)



(INTEGRATED MARKETING COMMUNICATIONS, 2015)

Nestle's most used promotions are TV and digital marketing. I mentioned in promotion section, that Nestle uses promotion mix. The promotion mix is a marketing bag of tools for engaging with customers and other stakeholders and for communication. Under the Integrated Marketing Communications concept, each tool must be carefully coordinated to provide an obvious and persuasive idea. (Kotler, Armstrong and Opresnik, 2018, p. 424)

Advantages of TV advertising are grabs attention, combined sights, and sound, reaches a broad, targeted audience, and fosters emotion and empathy.

Disadvantages of TV advertising are these: very expensive, low selectivity, frequency is important, and modifications are tough and pricey. (Bean Mellinger, 2018)

Digital marketing **advantages** include world-wide reach, lower costs, trackable, quantifiable outcome, personalisation, openness, social currency, enhanced conversion rates.

Disadvantages of digital marketing are high competition, time consuming, criticisms and feedbacks, protection, and privacy issues. (Migrator, 2019)

Recommendations for Nestle

Water supply from countries with water shortages should be restricted and different strategies can be implemented, and the costumers informed.

Child labour in third world countries should be limited and with certain legal rights.

Requests for debt payments from poor countries should be configured.

The company should focus on its public relations and increase the positive initiatives and expand more globally.

Conclusion

Nestle is a worldwide organisation along with dominant brands and products with high quality. Nestlé currently holds more than 2,000 brands, which are available for sale in more than 197 countries around the globe. With right strategies the organisation has very stable competitive. They have an obvious goal of being a front-runner in health and wellbeing. Nestle was not

restricted to nutrition but moved into the classifications of health and beauty to create a completely diverse company with its objectives and targets.

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