

Nestle vision n mission



**ASSIGN
BUSTER**

1. Group Membersi. Sami ur Rahman (Group leader) 52ii. Haider Khan 72iii. Rameez16iv. Kalsoom 42 2. Table of contents? Introduction? Company brands? Mission and vision statement? 4P's? SWOT Analysis? Customer driven strategies? BCG Matrix? Conclusion and Recomondation 3. INTRODUCTION? Founded in 1867 in switzerland by Henri Nestle's(pharmasist)? Developed a food for babies (save the child life's)? In 1950 Nestle's merged with Anglo-swiss condensedmilk company, which was opreating inUS, Bartain, Germany & Spain? Today, Nestle is the world leading Food Company?

Head quater in Switizerland, opreating companies inAmerica, Africa, Asia, Oceania? In 1988 Milkpak in Pakistan, merged with milk companyin shikarpura, in same year , lunched FROST juice? Switzerland. It is a foodprocessing company, registereson the Karachi and Lahorestock exchanges.? One factory in Islamabad and 2in Karachi producebottled water. 4. COMPANY OFFERING? Milk products? Nestle Milkpak UHT Milk? Milk pak Butter? Milk pak cream? Milk desi Ghee? Foods products? Baby foods? Botteled water? Cereals? Ice cream? Drinks? Health care nutrition 5. Mission and Vision statementsMission?

Nestle mission is to provide the best food to peoplethroughout the world. Vision? " At Nestle, we believe that research can help us tomake better food, so that people live a better life. "? Meet the nutrition needs of consumers of all ages? Nestle pak ltd envision the company to develop anextreamly motivated and professionally trainedworkforce 6. Nestle's 4P'sProduct? Product is something that is offered to the market.? Nestle safe, pure,

refreshing and healthy water is the product of Nestle.? recently it has offered a 0.25 liter bottle of NPL in the market?

Nestle people say: “ Quality is our more successful product and it is key to our success today and tomorrow. ” 7. Place? Placement is the distribution of the product to its customers at right time, in right quantity, at right price and at right place. To ensure this, channel adopted by the Nestle for distribution of NPL is as follows: according to distribution, Pakistan is divided into three geographical zones and then in further regional offices: North zone: Islamabad and north outstations, Peshawar, Jhelum? Central zone: Lahore, Faisalabad, Gujranwala, Multan, Sahiwal?

South zone: Karachi, Hyderabad, Quetta, Sukkur 8. Price? Non-price competition: In Price strategy, Nestle has adopted the strategy of non-price competition? It is offering one price for NPL to all cities of Pakistan? It also keeps the check on distributors to maintain single price of NPL. It offers trade discounts to its distributors? Nestle profit earning is main objective, but their profit margin is low? Price = cost + profit? Geographical pricing strategy? Zone pricing 9. Promotion? Advertisement is a tool to introduce the product in the market? Nestle pure life is concerned company use? Television, Radio, Newspaper, Bill board? To increase sales and gain profit the company has to provide proper supply of product in the market? In stores and shops the pure life water is so placed that it is visible for the customers? Personal selling: In June, July and August 1999 in Lahore, A team of vendors, wearing T-shirts, caps and jackets with 0.5 L? Public relations: organisation release annual reports, include financial statements aimed to stockholders, however public relation 10. (Cont) span class='tab'> 11.

SWOT Analysis strengths? Socially responsible company? NML's products enjoy strong brand image and market pull? Growing sales and profits? Major shareholders in the food industry of Pakistan? Aggressive marketing? Efficient distribution network throughout the country? Quality products? Solid financial position? Strong supply chain network? Qualified work force? Commitment to high quality products? Focus on research and development

12. Weaknesses? Selective investment due to uncertain economic and political condition? Feasibility of new products needs to be analysed e. Nestea was launched some years back but it failed because no customer demand for it existed.? Lack of awareness among the target market.? Its dependency on others (govt & sponsors) for the arrangement of events. The target market of Nestle is upper middle and high class because lower middle and poor class cannot afford to buy UHT milk due to its premium price.

13. Opportunities? Pakistan is the seventh largest producer of milk in the world with annual output of over 22 billion liters.? The overall milk market in Pakistan is 20 billion liters, out of which processed milk business contribute only 2% to this large market.?

Nestle Milkpak has expanded its product range by entering the cold dairy market recently by launching Nestle plain yoghurt and now fruit yoghurt is also added it.? Credit policy can be adopted to increase sales.

14. Threats? Price fluctuations due to rupee devaluation as raw material are imported.? The uncertainty of economic conditions poses a great threat as the major funds invested in the country come from outside Pakistan.? The present economic crisis in the world, led to the withdrawal of foreign management from the company and the investment has come to a halt.?

Legal and ethical issues.? Market segment growth could attract new entrants. 15. (cont)? Economic slowdown can reduce demand.? Inflation is getting higher and higher so the purchasing power of the people is decreasing day by day.? Olpers and Haleeb growing day by day 16. CUSTOMER DRIVEN STRATEGY There is no age, sex, income and other kind of limitations on use of NPL however Nestle's customer driven strategies are? Geographic segmentation? Region: middle east, china, India, Canada, Mexico, W. Europe, North America? Country: Provincial capital then? North, west, east and south areas? DEMOGRAPHICAL? Age Under: 6; 6-11; 12-19; 20, 34; 34-49; 49-64; Over 64? Family Size : 1-2; 3-4; 5-6; 7 and Over? Income Annual 17. (Cont)? Under 12, 000; 12, 000-20, 000; 20, 000-35, 000; 60, 000-100, 000; 100, 000-400, 000; & over then 400, 000? Occupation : Professional and Technical, Managers, Officials and Proprietors, Clerical staff, Crafts People, Foremen, Farmers and Students? Education: Uneducated, School Going, College Going, University Students? and Doctors.? Religion: Muslim, Hindu, Jewish, Catholic and others 18.

Market targeting and positioning? After segmentation Nestle's decide to target some of the selected markets? Positioning: some competitive advantages are follows? Nestle pure life is only pure water in market, their competitors are using mineral water, have chemicals? Pure life use nestle brand name and logo of nestle pure life, care to consumer, enough to attract the customer? Due to its brand name it is very easy to communicate. 19. BCG Matrix QUESTION MARK Nestle Noodles DOGS Pharmaceutical products, yoghurt STAR Nestle pure water CASH COW Milk pak/baby foods 20.

BCG in Graphs 0%10%20%30%40%50%60%70%80%90% stars(water) cash cow(lactogen) question mark(noodles) dog (pharma) Market growth Market share 21. Conclusion? Nestle is a market leader due to different reasons.? Its price is high against its competitors but it matches its quality with its competitors.? Nestle is using its brand name to promote its products and it is very popular as compare to its competitors.? Its packaging is good.? We can easily find nestle from any retailer shop.? Due to advertisement, nestle attract more customers? It has always maintained the quality of its products. 22. (Cont)?

Despite of all the facts, there need to maintain the condition of office and enhance the security.? Behaviours of employees is not professional and every departments should treat equality. 23. Recommendations? They should increase their product quality as now a days they are facing problem of impurity of their products. They have to improve the marketing strategies. So that they can hold on market and improve their sales.? Nestle must state in writing that it accept that the international code and the subsequent relevant world health assembly resolution are minimum requirements for every country.?

Nestle must state in writing that it will make required change to bring its baby foods. 24. (cont)? Marketing policies and practices into line with national code and resolutions.? They should improve their customer retention.? They should improve their customer services.? They should try to exploit the loopholes of their competitors products.? Long term agreements to be signed with governmental departments. 25. Any Question 26. Thank you Prepared by Sami ur rahman MBA-2nd (Abdul wali khan university mardan)