

# Nestea – marketing mix sample essay sample

[Business](#), [Marketing](#)



Nestea is a brand of iced tea manufactured by Nestle and distributed by Nestle company's drinks department in the United States. It competes with Unilever/Pepsico's and more importantly against Lipton Iced Tea. Nestea provides to the consumers a wide variety of "tea products": in regular and diet forms, including liquid and powdered tea concentrates and ready-to-drink bottles dispensed by vendor or in a machine (This are the most frequently used). The drink is available in a wide range of flavors and nowadays is one of the most well known's drinks in the world.

### Product

So the product Nestea offers is an iced tea made out of tea, lemon, sugar and soft water. Nestea is a cold drink with a very good appearance and taste, it is very similar to a cold tea however it contains some flavorings that makes it unique. Its appearance its similar to a tea (brownish color) and it is usually packaged either on a Tetra Pack, a Plastic bottle or a Tin pack. Apart from its great taste Nestea is purely manufactured with natural flavorings and is totally free fat, due to this factor a regular usage of the product will help consumers to reduce calories, therefore we can say Nestea is healthy for consumers. Nestea offers a wide range of flavors; from a lemon taste to even a peach taste, and not only that, Nestea has also created a sugar free product that can be drink by those suffering from diabetes.

Nestea's Product Lifecycle is now in the phase of introduction where they are starting to launch their products in the prevailing market of Pakistan

Nestea is seeing by the customers as a relatively cheap product that can be consumed practically every day. This is the reason for why Nestea is so popular amongst all of us.

### Price

As far for price of Nestea, I think they should be thinking it as part of their financial plan. For know, I have two possibilities they should cover, the first one is a value base pricing where they should conduct customer survey and asked them what will be the suitable price for their product. The other one is the cost base pricing where they should calculate both the variable and fixed cost after adding reasonable margin.

### Promotion

In order to be able and compete with other products, there are a number of promotional methods Nestea should approach.

### Advertising.

Advertisements in Newspapers, Magazines and sales promotion will be tools of promotion. A goos example is when Nestea is about to launch a new product, they should focus the initial months to create awareness among the consumers so that people know what you are going to offer them. And to keep the product they already have going, they should keep with advertisements on the media and they could also create incentives in different events.

### Sales promotions.

Nestea should focus on placing their product on each a every shop possible.

### Place

The first thing to take into account is where is going to be developed the product. The best way to have the greater profit is to create factories on LEDC (Less Economic Developed Countries) so that the cost of production stays low. The product should be then served in the market through super markets and department stores. Nestea should focus on selling in the most places possible as it is already a well known brand and it will be successful anywhere.

### Kit Kat

Kit Kat is a chocolate-covered wafer biscuit bar confection that was created by Rowntree's of York, England, and is now produced worldwide by Nestlé, which acquired Rowntree in 1988, except in the United States where it is made under licence by The Hershey Company. Each bar consists of fingers composed of three layers of wafer, covered in an outer layer of chocolate. Each finger can be snapped from the bar separately. Bars typically have 2 or 4 fingers. Single fingered larger Kit Kat Chunky bars are also popular

### Product

Kit Kat is a very well known brand that offers the customers a lovely chocolate peanut butter bar. It is packaged in a red plastic that really stands out from the rest, but what makes Kit Kat so famous is its famous appearance – as a four finger chocolate bar. So no matter how effective the

promotion and packaging are for other brands, a firm will find it very difficult to market a product which fails to satisfy a consumer need. And like I've told you before Kit Kat owes much of its success to a unique dual appeal – as a four-finger chocolate bar, but also as a two-finger biscuit sold in supermarkets. It is a product that its appealing to all the group age ranges. KITKAT is sold in 11g, 17g and 35g finger bars and KITKAT Chunky is available in 46g bar.

### Pricing

So I think Kit Kat should take the same approach as Nestea, and the first thing they should do is to find what customers are willing to pay for their chocolate bar. However by having such a strong brand, people are going to keep buying the product if the prize increases, therefore we can say there is a greater degree of flexibility in the pricing strategy. But Kit Kat has decided to keep their prize the same, as when looking at the pricing strategy for Kit Kat, it can be seen from the figures that the real price has remained remarkably stable over the last many years.

### Place

So once again by having such a well known product the aim of Nestle should be to distribute Kit Kat in the most possible places and stores. Their objective should be to allow consumers to buy their product wherever they want and whenever they want.

Internationally, Kit Kat is manufactured in Canada, Germany, India, Malaysia, China, Japan, Australia, South Africa and the United States. It is available in more than 100 countries throughout the World.

## Promotion

Nestlé has used a wide range of promotional tactics with Kit Kat. Promotion offers have included free bars in events and restaurants so that even more people get to taste this product. This promotion strategy has left a great impact on the consumers because there were many of them who never got a taste of kit kat and due to this strategy company has gained many customers. Kit Kat's advertising is concentrated in following Medias:

Television commercials (very few)

Posters and billboards where the powerful colors of the pack and product are used to

dramatize the message

Magazines & Newspapers

## Dove

Dove is a personal care brand owned by Unilever. Dove products are manufactured in Argentina, Australia, Brazil, Canada, Germany, India, Indonesia, Ireland, Netherlands, Pakistan, Thailand, Turkey and United States. The products are sold in more than 35 countries and are offered for both women and men. The Dove trademark and brand name is currently

owned by Unilever. Dove's logo is a silhouette profile of the brand's namesake bird, the color of which often varies.

### Product

In this case the product I'm going to look over are Dove Cream. So Dove Cream is cream that contain certain ingredients and benefits that makes the faces soft and look more beautiful. Before the creation of Dove Cream all creams were available in jar packaging, and they were the ones who incorporated the Tube Packaging. This was a great improvement in the cosmetic products as jar's are not easy to hold in hand and therefore they are difficult to use.

### Price

As I've told you before there are certain approaches a company should follow in order to give a prize to his product. In this case I think what Dove should do are 2 things:

Like we saw before a great way to fix a product is to see what the consumers are willing to pay for that product.

In the case of Dove I think what they should do is to analyze the competitors price and then do an average of the prices. Dove is not a very expensive brand and therefore they shouldn't give their product a high value.

### Promotion

Dove cream is usually used by females, therefore a great way to promote themselves is by publishing ads on female newspapers such as gossip papers or beauty, creating TV ads so that they are shown during female programs etc. And the other way of promoting their product is by allowing their consumers to try their product, a good example is to give free samples on events or when you buy magazine.

### Placement

The product should be placed everywhere in the market. The company should target those markets which are not captured by Dove Cream, this basically means expanding their products into other places so that more people get to know their product.

### SouthWest Trains

South West Trains operates around 1, 600 trains a day on a network in the South and South West England. We serve more than 200 stations and employ around 4, 500 people. The South West Trains network includes routes through Hampshire, Surrey, Dorset, Wiltshire, Berkshire, Devon, Somerset, and Greater London, serving a mixture of commuters and longer-distance travellers.

### Product

South West Train's is a very well known company in England which basically offers the customers the ability to move all over the SouthWest of England by train. They have over 7 types of trains with different characteristics.



However a interesting thing about their trains is that they all painted with the same pattern and colors (yellow, blue, orange and red).

### Price

South West Train's tickets are relatively cheap, and even though they are the only ones in control of the trains in the South West of England they keep their prices low. They do this because if prices were to high people would prefer to go by car or even by taxi. However if they wanted to increase their prices the company should take a lot of care so the people would continue using their services. Just like with the last 3 products I've looked what they should do is take some kind o survey to see what people would pay for a standard ticket. Place

The company should make sure that they have a train station in most cities/towns/villages of the south west of England so that everyone can have access to their services. So there is not really a right place but instead they should make sure that most people can access their services.

### Promotion

This is already a very strong brand in England and they don't really have to promote themselves in order to get other people to know them. Instead they have advertise themselves to encourage people to use their services. A great way is to create advertisements for all kinds of Media so that everyone can see them and to sponsor teams such as soccer teams so that people get to see that moving by train is very efficient way of moving.

## People

The strength of their business is built on the high quality of their employees. Their job is to provide the customers the best service possible and to make sure they feel comfortable while they are using their services – and play an important role in attracting more people to the benefits of rail travel.

In order to achieve that high quality services the south west trains have had to make sure their employees have the right skills, knowledge, experience and approach to provide a first-class service to the passengers.

They also offer equal opportunities in employment for all employees. Their equal opportunities policy ensures that all employees are treated fairly and valued equally irrespective of disability, race, gender, health, social class, sexual orientation, marital status, nationality, religion or belief, employment status or age.

## Physical Environment

During the past years SouthWest Trains have changed drastically their environmental policies. A great is example is the Carbon Management Programme were they have set key performance indicators and targets to reduce their carbon footprint. Along with there they have set certain goals:

Reduce their carbon footprint

Increase recycling

Improve awareness on the environment amongst their staff.

So overall we can say that SouthWest Trains are improving their environmental policies and therefore its physical environment is good.

### Process

This is basically the mechanism, activities and procedures involved in delivering the services. So the process in this company are the trains and the process of moving from one place to another Bupa

Bupa is a British healthcare organization in the United Kingdom, with bases on three continents and more than ten million customers in over 190 countries. It is a private healthcare company, an alternative to the UK's National Health Service (NHS), which is a tax-funded healthcare system.

### Product

The product/service Bupa offer is a private medical healthcare. It is a very well known company with over 11 million members all over the world.

### Price

As it is a private company the cost is going to be slightly higher than public medical care. This brand is so strong that they already that a fix price and it will be very difficult for them to change it without the complains of their members. A good idea in this case is to create a survey asking their members if their prices are to high, if they are they should pull them down to satisfy what their consumers want.

### Place

Bupa should focus on creating medical centers that are easy to get to and where there are a lot of people so that most of them can access their services. A good way to do this is to study the population of a city and see the most dense areas.

### Promotion

This company should make sure that people get to know what their services provide and why they are better than the public sector. To do this they should advertise themselves in all types of media so that people see their service, and another great way to persuade people to use their service is to give them a free try.

### People

So the people involved in this company are all the employees present; this includes doctors, nurses etc. Once again we see Bupa offers equal opportunities in employment for all employees. In order to achieve that high quality medical services Bupa has to make sure their employees have the right skills, knowledge, experience and approach to provide a first-class service to the members.

### Physical Environment

Bupa is seen as a very clean and green company and is not strange at all. Bupa takes a lot of care to make sure they are as environmentally friendly as possible. You just have to look at their web page to see what I refer.