Free case study on nestle refrigerated foods: contadina pasta and pizza

Business, Company

Executive summary

Nestle Refrigerated food company was founded in 1866 by Henri Nestle. Its original objective was to produce infant products but later expanded to include other products. By 1990, its growth rate was over $100 million sales annually. Its success can be attributed by the company's management system and taking risks, which often paid off (Marco, 2013). The company's strategic opportunity is its appropriate marketing strategy. It focuses on the product production and consumer satisfaction. This opportunity occurred when Stephen Cunlife took over the management whose focus was marketing. The company concentrated on branding to make its products have a national look. An additional to marketing was manufacturing and distribution, which eventually paid off.

Analytical summary of the strategic situation facing the brand utilizing 8 C's

The company should introduce pizza in the market and strategize in branding; this is to produce an acceptable product in all regions of the USA. The company products were Contadina fresh and Contadina pasta and pizza. The company was faced with stiff competition in 1989 by Kraft's Giorno pasta and sauce product. Another competitive company was Unilever. As a result, the company came up with strategies to outdo its competitors. This was using lower value coupons and rewarding loyal buyers.

The customer base for NRFC is large. Though its earlier concentration was in the United State, the company expanded to cover 6o countries with 500 plants. This will give it a better chance of increasing more sales and yield more returns. Its consumer based was composed of food and beverage consumers (Marco, 2013). The center of influence for the company is its management, which was led by Steven Cunlife. His marketing strategies and emphasis on how to perfect the company products; is an ideal booster for the growth and success of the company. The price of pizza and its quality also makes it competitive in the market.

The Nestle bought Lambert’s Pasta & Cheeses in 1987 after out bidding its closest rival, Kraft. The company will operate in a favorable political environment. The United States offers a stable political arena to facilitate the growth of companies (Sheehan, 2011). The economic status of the country and the company are stable. The company has adequate capital for operation. It should ensure the maintenance of social relationship within its operation area.

Nestle company uses advanced and appropriate technology of the time to foster its production of pizza and meet consumer quality and quantity demands. The legal environment encourages the development and growth of companies within the United States. The company should ensure that it uses environmental friendly methods of production and in acquiring raw materials for production.

Quantitative & qualitative assessment of the strategic alternatives and required exhibit

The strategic alternatives for the brand are manufacturing and distribution. In manufacturing, the company has high quality product recipes and packaging technology. From its original production of infant products, it expanded to produce food and beverages and now it should include pizza production. In the year 1992 and 1991, its sales were as follows

Tactical Marketing Plan

The company uses a marketing plan that is good for its products. It targets it customers and increasing the consumer base by attracting more. In so doing, the company carries out market research that identifies the consumer needs and bases its production on the findings (Sheehan, 2011). The use of advertisement in marketing is expensive but the returns yield adequate profits.

References

Marco, P. (2013). Harvard Business School. Nestle refrigerated food: Contadina pasta and pizza (A), (9595035). Retrieved from file:///C:/Users/user/Downloads/Nestle. pdf

Sheehan, B. (2011). Marketing management. Lausanne, Switzerland: AVA Pub.