

# Comparison of international marketing strategies - dissertation example

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



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#### Introduction

Unilever was established in the year 1948 and expanded to over 170 countries with wide ranging product offerings. The company was initially started in Europe but later expanded to U. S. the portfolio of the company is impressive with more than 10 well known brands. Nestle is the largest consumer packaged goods company. It aims to add nutritional value to the foods and focuses on taste.

#### Comparison of international marketing strategies

Unilever is associated with Accenture in order to identify the supply opportunities within the framework of markets. It focuses to develop a long lasting relation with the preferred suppliers. The company associates itself only with those who have the capability to deliver effective services in cost effective fashion. Nestle tries to put forward the benefits of nutrition and therefore the marketing strategies are based on demographics which present the transformation in standards of living. Both Nestle and Unilever tends to focus on the health and wellness. Unilever focuses on the actual needs of the consumers but Nestle spotlights the corporate wellness unit to offer valued food to all the consumers. It can be said that Nestle sheds more light on the ingredients of the products rather than targeting the consumers. The corporate wellness group of Nestle deals with promotion of nutrition value across the globe. The strategy is to provide the consumers tasty foods with high nutritional value. Unilever sticks to the company profile and often

take the action of eliminating products from the market if it does not do well but such actions are hard to find in Nestle. Nestle involves in creating and enhancing the products of the company. The packaging systems followed by Nestle shares huge impact on the marketing. They offer user friendly packaging techniques which keep the food preserved as well as make the package attractive. The “ Nestle Nutritional compass” is labeled on each product which presents the nutritional value of the products. It shows the benefit of purchasing the product to the consumers (Shaw, and Onkvisit, 2009). It believes that only nutritional information is necessary but not sufficient. The compass consists of three elements- “ Good to know”, “ good to remember” and “ good to talk”. The marketing strategies of Unilever varied only in the three year period of 1950s to 1980s. During this period the company engaged itself on technological advancements, development of new products, targeting new global markets and maintained the quality of the products according to world’s standards. In the year 2000, Unilever developed a strategic plan that will focus on the requirements of the consumers and shape them for a better future in the years to come. On the other hand, Nestle focuses on the future of their products. The company engages itself in developing products that can be geared towards gestational issues, diabetes, and obesity along with some other items that will contribute in solving health issues of the consumers and keep them well.

### Conclusion

Therefore it can be concluded that there are clear distinct marketing plans for the two companies under consideration. Nestle focuses on long term goals of the products and consumers while Unilever focuses on some short

term marketing plans in promoting the products.

#### Reference

Shaw, J. and Onkvisit, S. (2009). *International Marketing: Strategy and Theory*. Taylor & Francis.