

Marketing strategy of nestle vs cadbury

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



Marketing strategy includes all basic and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of market-oriented strategies and therefore contributes to the goals of the company and its marketing objectives. How to develop a marketing strategy? The benefits of a planned marketing strategy are numerous. Business owners often knowledge is important in the decision making process, it may not provide you with all the facts you need to achieve marketing results.

A marketing strategy will help you in defining business goals and develop activities to achieve them. 1 . Describe your company's unique selling proposition (USPS). 2. Define your target market. 3. Write down the benefits of your products or services. 4. Describe how you will position your products or services. 5. Define your marketing methods. (Will you advertise, use Internet marketing, direct marketing, or public relations?) [pick] Today, Nestle is the world leading Food Company. Nestle headquarters is in Switzerland.

Its international R network supports the products made in more than 500 factories in 86 countries. The Nestle factories are operating in the region of: 1 . Africa 2. America . Asia 4. Europe 5. Oceania Being a company dedicated to food from the beginning, Nestle remains sensitive to culinary and eating habits, and responds to specific nutritional problems, whilst also setting and matching new trends such as growing out-of-home consumption and caring about the well being of its consumers.

How Nestle Define Marketing: Building customer relationship based on customer value and satisfaction is at the very heart of modern marketing. The two fold goals of Nestle marketing is to attract new customers by providing superior value and to keep and grow the current customers by delivering satisfaction. Nestle defines marketing as: and good life through creating and exchanging products and values. " Marketing Mix: Marketing Mix is defined as a set of controllable tactical marketing tools that firm blends to produce the response it wants in the target market.

The marketing mix consists of everything the firm can do to influence the demand for its products. The many possibilities can be collected into four groups of variables known as the four Up's that are as follows: 1- PRODUCT: Product stands for goods and services that the company offers to target market. The babbling, packaging of the Kit Kate and Polo includes the Nestle brand and logo. The packaging includes an expiry date and time along with a manufacture date. Second part of labeling includes the quantity of product in grams along with ingredients and contents of chocolates and candies. . Dairy products- Nestle Milkman, Milkman Butter 2. Chocolate drinks-Milk powder 3. Coffee- Ensnare classic, Frothed and Frappé 4. Fruit drinks-Frost, Juices 5. Dietetic and Infant products-Lactose, Cereal, Necklaces 6. Culinary products- Magi noodles and sauces 2- PRICE: Nestle again decides its price on the basis of competition. The best think about the company nestle is that it is very flexible and it can come down with the price very quickly. The company is renowned to bring the price down even up to half if needed. But this risk taking attitude has also earned nestle losses.

Though lowering the price would attract the customers but it would not help them cover up the cost incurred in production hence causing them losses.

This was the situation earlier but now nestle is a full-fledged and growing company. It has covered all its losses and is now growing at a rapid rate.

3- PLACING: Placing stands for company's activities that make the product available to the target consumer. Nestle' distribution is using the direct distribution channel to supply confectionery products weekly to the retailers.

- **PROMOTION:** A promotional plan can have a wide range of objectives, including: sales increases, new product acceptance, creation of brand equity, positioning, competitive retaliations, or creation of a corporate image.

Nowadays nestle going in for Brand Ambassadors to promote their product.

These brand ambassadors are famous people who usually people idealize and people can relate to them. [pick] category. The Catbird Indian's no. L Chocolate is able to share with their market insights based upon unparalleled breath of chocolate experience.

Catbird has grown from strength to strength with new technologies being introduced to make the Catbird confectionery business, one of the most efficient in the world. The merge in 1969 with Cheapest and the subsequent development of the business have led to Catbird Cheapest taking the lead in both, the confectionery and soft drink market intent I-J and becoming a major force in the international market. Catbird Cheapest today manufactures product in 60 countries and a trade in staggering 20. The Catbird story is a fascinating story of a family business that grew in one of the biggest, most loved chocolate brand in the world.

A story that you will remember as the story of " The taste of life".

MARKETING OBJECTIVES ; Grow shareholder value... Over the long term ;
Catbird in every pocket ; Marketing strategy is aimed at achieving this vision
by growing the market, by appropriate pricing strategy that will create a
mass market and to have offerings in every category to widen the market. 1-
PRODUCT: We have the competitive advantage that is our quality. It is
recognized throughout the world and our product is a convenience product.
Currently Catbird India operates in four categories biz.

Chocolate confectionery, milk food drinks, candy and gum category ; Catbird
dairy milk, 5 star, perk, Γ? claims and celebrations ; Candy category halls ;
Bubble gum brand buffalo ; Vibration - the leading malted food Drink (MFC)
Catbird has followed a well-planned strategy of fuelling volume growth by
introducing smaller unit packs at lower price points. Simultaneously, the
company seems to have absolutely juggled with the larger pack sizes and
raised prices to a degree higher than what appears at face.