

The strategies of the nestle marketing practices



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The main aim of this assessment is much focused on the critiques and the strategies of the Nestle marketing practices in Africa in the past. The marketing strategies pursued by Nestle in markets in the developing Global Market are also analysed. The discussion towards the ethical concerns raised by these Marketing strategies. The Incorporative Study of the international ban and the evidence on compliance based on Nestle is been performed on a wide range of research with the influence of the reports available from various sources. The analysis of Consumer boycott towards Nestle products and its impact over the past with relevance to the Africa incident. The study will also greatly focus towards the Nestle boycott- Nestle practices over the free samples to hospitals and kids in poor countries like Africa, we will also emphasize and analyse their critiques due to these practices.

Objectives

The main ailment of this assessment are been nailed towards the strategy study of the Consumer Boycott Nestle over the incident of Africa. The Global business strategy and the criticism of Nestle are been greatly focused through which we are able to analyse on a wider perspective for describing the clear picture of various crisis. The progression of the research there by will be further discussed in order to provide a robust recommendation which may yield the marketing strategy aid the strength and prevent the ruin of various problems in the marketing practices on a general perspective. The conclusion will there by effectively hold a hand for providing the better influence of the better marketing strategy based on Nestle on a general perspective.

Focus of Study

The focus of this study are been greatly emphasized on the learning strategies towards the marketing practices of Nestle and also their implementation of new products in the underdeveloped and the developed country thus leading to the global strategy. The progression of the research there by will be further discussed in order to provide a robust recommendation which may yield the marketing strategy aid the strength and prevent the ruin of various problems in the marketing practices The study will emphasize the better marketing practices. the project guidelines, you will still be expected to demonstrate knowledge and understanding of a wide range of economic and analytical skills that apply to the study of international business, and more specifically in your case, of theoretical marketing issues as they have been deployed in the Nestle Boycott case study.

Brief Introduction and History of Nestle

The Nestle has been established and founded in Switzerland around 1866 by Heinrich Nestle the base of the business was identity of the Milk food products. The major concentration of the business where been nailed towards the infants further they look forward and established their business in the developing countries. The Nestle has started their marketing practices in the Africa since late 1980's and Nestle have improved their marketing strategy and the promotion in to their practices of day to day life where they have tend to widen their opportunities in improvising their marketing strategy throughout the Africa. The Nestle concentration is completely been focused towards the Food products. The Nestle food manufacturing products

include coffee and other dairy products. The Nestle established nearly 27 factories in and around Africa more over the 11500 employees have been engaged for the manufacturing unit, Nestle also included 50000 suppliers in to their integration of supply chain units. The food quality and the social improvements are the two main core principles of the Nestle in emphasizing their business and the marketing practices. The Promotion activity is the act which has experienced them in the Africa in making a improvement in the Baby milk powder over the Africa. The social frame work and the manufacturing of high quality products have been frame worked in Nestle principles. The developments are been much sustainable in Nestle's case where the initiatives of their business practices have been expanded over the regions of Europe as well. The major initiatives of the Nestle have been implemented over the developed countries for better integration and the development of the business. The Nestle established the Milk districts wherever they have established their business ensuring their quality also concerning their Global strategy and the development of the business (Boycott Nestle, 2010).

Examination of the marketing strategies pursued by Nestle in markets in the developing Global Market

The Global strategy of the Nestle has been despite unsuccessful The Nestle had major failures in the Africa due to their promotional products of Nestle towards the Infants. The Nestle had faced major challenges in the 1990's due to major products which they launched and in efficient marketing strategies. The environment of the western nations has been increased with in a challenge around the Africa due to the large scale manufacturing on a

supplier chain discounts and the promotional offers. The price valuation has been applied drastically on the several products of Nestle in making their successful products around the Europe and other developed markets. The competition exist around the African region for several products and in the regions of Europe this has really influenced the Nestle to compete the competitors in a high level so they have decided to op for the promotional strategy towards the infants products in Africa.

[Source: ‘ Boycott Nestle – and other action to protect infant health’, (2010) [online] (cited 5th December 2010) Available from]

The Nestle has always focused on the Developing and the underdeveloped countries recently they have targeted the China and the India for making their business since the previous estimated population for the China on 2010 is 700 million and also targeting on the incoming levels they have been several opportunity to create in the large markets. The Nestle has Worldwide for several key brands The overall brands of the company has been reached over 8500 in that only few has been registered to business in those countries. The Nestle has established their network with the warehouses and they have wide spread the opportunity for more good supply with the developing markets. The marketing practices and the strategies of Nestle always faces the challenge in the African regions especially recently they have faced a major challenge in the Nigeria due to the polluted water and also on top of it they have the challenging hygienic conditions for their environment (Carroll and Buchholtz, 2008).

The research and the development operation have been specialized with in the Nestle over the years since they have been specialized and concentrating more on commercializing their food stuffs and innovation has been touched everywhere in their marketing practices and in terms of their food products as well. The SBU's have been concerned with the managers and the region in terms of perceiving their long term development with respect to the projects and technology (Cowe and Roger, 1999).

Brief Analysis and Discussion towards the ethical concerns raised by these Marketing strategies

Nestle boycott- Nestle has made several practices in issuing the free samples to hospitals and the infants in the poor countries like Africa and the other regions of Africa , The real intention of the issuing with the free samples is to promote their products based on which they want the customers to get habituated with the products so that they will have a good business over the regions with the infants and other products. In some cases the people have been influenced and often forced to consume the products. In some cases they have been sold the products out of compulsion for the infants. The IBFAN criticized nestle for distributing the free samples of milk powder to hospitals and maternity wards in many countries like Africa and other developing countries. The Nestle has done these promotional practices of infant products often nestle milk powder this was been the key measure for the Nestle in leading to further disaster. The campaigns were conducted against nestle for preventing the further promotion and to stop delivering the marketing practices of Nestle in the market though Nestle should have considered themselves to make the effective ease of marketing practices for

the better improvement of their business with the infant products. The failure in instructing the people with the sanitation methods for preparing the bottles was also being a major reason in death of many infants and leading to the criticism. There are several people who are unaware with the exact method of the steps in preparing the milk using the Milk product from nestle as the failure in providing the preparation procedures were not given in the regional languages.

The IBFAN criticized nestle for distributing the free samples of milk powder to hospitals and maternity wards in many countries like Africa and other developing countries. The progression of the research there by will be further discussed in order to provide a robust recommendation which may yield the marketing strategy. The thorough critique of Nestlé's marketing strategy for baby milk powder in the developing world. This marketing strategy of nestle indeed faced many criticisms and ethical concerns as a serious concern and the regular addressing of these issues in Africa and other regions the Nestle has been prolonged with a Ban on the infant products and other major goods supply. The campaigns were conducted against nestle for preventing the further promotion and to stop delivering the marketing practices of Nestle in the market, based on Nestle- boycott (Rapoport, 1994).

Incorporative Study of the international ban and the evidence on compliance based on Nestle

The major evidence of compliance has been addressed in Africa due to the marketing practices of the milk powder issued in the Africa. The Africa being a underdeveloped and known for its poverty, Nestle have concentrated on the Infant milk products where they have addressed the parents having less

breastfeeding habits more over they have not having sufficient nutrition for their infants hence they have promoted the milk products which will give the nutrition for the infants based on regular usage. The people are not aware about the ratio on which they need to mix the infant milk products although they have promoted the products on behalf of Nestle they have failed to instruct the people as they have been known as the illiterates un aware of the usage towards the milk products though they have been instruction available in English. The actual scenario of the Nestle Milk powder is that needed to be mixed in water the worst case of the Africa is that they fail to have the availability of pure water rather they have the contaminated water all around including the ground water. This is very common that the poor countries often have the failures in the clean water supply and also availability of the non-adulterated food (Sillivan, 1998).

The milk product from the Nestle has been feeded to the infants has been practiced with the contaminated water although the milk also become contaminated further been consumed by the infants where they have been severely affected with many incurable diseases and often leading to death etc. The children who has consumed it has been leaded towards the serious diseases. This marketing strategy of nestle indeed faced many criticisms and ethical concerns as a serious concern and the regular addressing of these issues in Africa and other regions the Nestle has been prolonged with a Ban on the infant products and other major goods supply. The campaigns were conducted against nestle for preventing the further promotion and to stop delivering the marketing practices of Nestle in the market

The failure in instructing the people with the sanitation methods for preparing the bottles was also being a major reason in death of many infants and leading to the criticism. The many mothers are also un-aware with the exact method of the steps in preparing the milk using the Milk product from nestle as the failure in providing the preparation procedures were not given in the regional languages.

The IBFAN criticized nestle for distributing the free samples of milk powder to hospitals and maternity wards in many countries like Africa and other developing countries. The Nestle has done these promotional practices of infant products only with the hospital for a free basis. Once they have decided to leave the hospital the issuing of milk powder were been stopped to provide free whereas on the other hand the supplements has been already started working with the children the family continues to buy the formula again this has been a reason for heavy Un ethical practices of nestle or even termed to be the un ethical strategy of nestle. The IBFAN accused nestle for offering the sponsorships and gifts to the health workers for promoting the nestle milk powder (Monroe, 1999).

Analysis of Consumer boycott towards Nestle products and its impact

After the incident of the Nestle Boycott Incident in the Africa based on the Milk powder they have finally met their protestors since they have decided to modify their business practices in four main perspectives. The restriction were included with the distribution of the free samples. The Nestle labels were been identified and being the benefit of the breastfeeding and later they have been the emphasized for the bottle feeding. The promises of the

hospitals and relevance towards their product and code were aided with the codes of world health organization (WHO). The infant formulae's were been agreed to promote in the markets based on the professionals with proper training and related to the terms of policy in the specified environment. the Infant milk products where they have addressed the parents having less breastfeeding habits more over they have not having sufficient nutrition for their infants hence they have promoted the milk products which will give the nutrition for the infants based on regular usage. The people are not aware about the ratio on which they need to mix the infant milk products although they have promoted the products on behalf of Nestle they have failed to instruct the people as they have been known as the illiterates un aware of the usage towards the milk products though they have been instruction available in English. The actual scenario of the Nestle Milk powder is that needed to be mixed in water the worst case of the Africa is that they fail to have the availability of pure water rather they have the contaminated water all around including the ground water. This is very common that the poor countries often have the failures in the clean water supply and also availability of the non-adulterated food (Kline, 2005).

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other developing countries. The Nestle has done these promotional practices of infant products.

The children who has consumed it has been leaded towards the serious diseases. This marketing strategy of nestle indeed faced many criticisms and ethical concerns as a serious concern and the regular addressing of these issues in Africa and other regions the Nestle has been prolonged with a Ban on the infant products and other major goods supply. The failure in instructing the people with the sanitation methods for preparing the bottles was also being a major reason in death of many infants and leading to the criticism. The many mothers are also un-aware with the exact method of the steps in preparing the milk using the Milk product from nestle as the failure in providing the preparation procedures were not given in the regional languages (Kline, 2005).

The campaigns were conducted against nestle for preventing the further promotion and to stop delivering the marketing practices of Nestle in the market. The Breast feeding is often being known to be the safest way in order to build the strength and aid the infants with the essential nutrients, it is the best way for proving the nutrition where it aids the protection them from bacteria and other infection. This has been an often crucial stage emphasizing their development. The well replacement known method for the replacement with the bottle feeding more over they tend to carry in engaging the greater risks over the contaminated water practiced for the infants towards feeding and risk of avoiding the sterilizing equipment. The breast milk often known as the substitutes and same kind of products which

includes fruit juices. The infant cereals being a major promotion with advertisements in order to attract the infants (Carroll and Buchholtz, 2008).

Recommendation

The IBFAN has decided to Ban Nestle for their irrelevant marketing strategies this kind of strategies and more authority should be concerned for monitoring the kind of activities ensuring the health and safety. The well trained professions are needed to be trained in an effective manner is much crucial for emphasizing the best of marketing strategies ensuring the safety for the people and also improvising the sales of the products in the market. The Nestle Boycott has often being engaged in the promotion activity with the hospitals, more often the promotion should be based on the peoples interest and also based on their training basis so that many issues can be highly prevented. The campaigns were conducted against nestle for preventing the further promotion and to stop delivering the marketing practices of Nestle in the market. The failure in instructing the people with the sanitation methods for preparing the bottles was also being a major reason in death of many infants and leading to the criticism. The Milk product from nestle as the failure in providing the preparation procedures were not given in the regional languages. The IBFAN criticized nestle for distributing the free samples of milk powder to hospitals and maternity wards in many countries like Africa and other developing countries. The yield of the marketing strategy aid the strength and prevent the ruin of various problems in the marketing practices Alternatively after all the bans they have been more successful understanding the nature of the place and condition.

Conclusion

In order to conclude as we have discussed the marketing strategies and the business practices of Nestle has been under several issues addressed though they have been initialized with their marketing plans. The marketing practices of Nestle and also their implementation of new products in the underdeveloped and the developed country thus leading to the global strategy.

The IBFAN accused nestle for offering the sponsorships and gifts to the health workers for promoting the nestle milk powder this was been the key measure for the Nestle in leading to further disaster. The campaigns were conducted against nestle for preventing the further promotion and to stop delivering the marketing practices of Nestle in the market though Nestle should have considered themselves to make the effective ease of marketing practices for the better improvement of their business with the infant products. The failure in instructing the people with the sanitation methods for preparing the bottles was also being a major reason in death of many infants and leading to the criticism. There are several people who are unaware with the exact method of the steps in preparing the milk using the Milk product from nestle as the failure in providing the preparation procedures were not given in the regional languages.

The IBFAN criticized nestle for distributing the free samples of milk powder to hospitals and maternity wards in many countries like Africa and other developing countries. The progression of the research there by will be further discussed in order to provide a robust recommendation which may yield the marketing strategy aid the strength and prevent the ruin of various problems

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in the marketing practices Alternatively after all the bans they have been more successful understanding the nature of the place and condition for which they have been adapted in promotion and manufacturing of the products based on the requirements.