

Maggi marketing mix strategy



**ASSIGN
BUSTER**

This is in line with the fact that people all over the world are cooking less and less from scratch. There is a wide range of MAGI products marketed worldwide in several countries. These include dehydrated bouillon, granulated seasoning, soups, recipe mixes, snacks, frozen foods, etc. In 1863 Julius Maggi developed a formula for bringing added taste to meals, which later became a lead to the beginning of Maggi and convenience food products.

MAGI, known worldwide for innovation and quality worldwide, understands that consumers are usually under great pressure in terms of time, gadget, cooking skills etc and therefore tries to establish a bond through giving ideas and advice that make providing food easier. This results in the food provider being appreciated by family and friends. Maggi as a brand is globally known in the product category of bouillon or soup cubes. Nestle decided to introduce Maggi brand in India in the same product category.

This soup was initially test marketed in 1974 in Kerala. The response was not encouraging. Having then realized that the dietary habits of Correlates are not conducive to the idea of drinking soup, test marketing of the brand extended to Goa with the idea that Goan food habits have some similarity with western habits. Fortunately for the company, the test turned out to be positive and Maggi became an accepted brand in India. Maggi has faced a lot of hurdles in its journey in India. The basic problem the brand faced is the Indian Psyche.

Indian Palate is not too adventurous in terms of trying new tastes. That may be the reason why we are still stuck with Dill and Samara. So a new product with a new taste that too from a different culture will have difficulty in

appealing to Indian market. As of now, Maggi is the brand for 2-minute noodles, Chinese noodles, ketchup's and sauces for Nestle. As per the latest available data, sales of Maggi 2-minute noodle in India are highest among all other Nestle products worldwide.

Analysts say Nestle, which faced one of the most challenging years in the FMC industry In 2003, has realized that unless It continuously Innovates in an endeavourer to provide value-for-money to consumers, the company's bottomless may be Impacted In the long run. MARKETING MIX Marketing decisions generally fall into the following four controllable categories: Product Price Place (distribution) Promotion 1964 article, The Concept of the Marketing Mix.

Borden began using the term in his teaching in the late sass's after James Scullion had described the marketing manager as a " mixer of ingredients". The ingredients in Border's marketing mix included product planning, pricing, branding, distribution channels, personal selling, advertising, promotions, packaging, display, servicing, physical handling, and fact finding and analysis. E. Jerome McCarthy later grouped these ingredients into the four categories. These are the 4 As of Marketing Mix.

These four Up's are the parameters that the marketing manager can control, subject to the internal and external constraints of the marketing environment. The goal is to make decisions that center the four Up's on the customers in the target market in order to create perceived value and generate a positive response 4 As of MARKETING MIX Marketing decision variables are those variables under the firm's control that can affect the level

of demand for the firm's products. They are distinguished from environmental and competitive action variables that are not totally and directly under the firm's control.

It is a great way to help us focus on the elements of a good marketing plan that we can't control but must be aware of and anticipate such as: – new competitors, – new legislation, – change in consumer confidence, – change in consumer tastes; and The four marketing decision variables are: Price variables Allowances and deals Distribution and retailer mark-ups Discount structure Product variables Quality Models and sizes Packaging Brands Service Promotion variables Advertising Sales promotion Personal selling Publicity Place variables Channels of distribution

Outlet location Sales territories Warehousing system The 4 As of marketing classify the controllable elements of your marketing plan. Product, place [distribution] and promotion are all expenses; price brings in revenue.

PRODUCT Miasmal Chill Sauce, Magi Chill Garlic Sauce, Magi Tamarind Sauce, Magi Tomato Sauce (Without onion & garlic), Magi Tomato Ketchup (With onion & garlic), tomato Chatham, Teach miasmal, Tomato pudding.

The product is bright red in color. PRODUCT LEVELS: CUSTOMER VALUE

HIERARCHY The “ Core benefit” which Maggie provides is its instant recipe and a tag line which assures that it “ FAST TO COOK & GOOD TO EAT”.

The “ Basic product benefit” which our product provides to our target market is a good taste with proper nutrition levels and good health, as one of its punch line says “ Taste Phi Health Phi”. The “ Expected product benefit” which Magi provides is a proper and a good package which is vacuum zed

which ensures customers a good quality, fully packed seasoning taskmaster & affordable prices. In most of the underdeveloped and developing countries like India competition takes place in the “ expected product benefit” as Augmented product benefit stage is still to come.

PRODUCT DIFFERENTIATION the form shape, size, physical structure of Magi is very attractive as it is easy to carry, comes in various packs and sizes according to customers convenience. For example “ Magi Piccolo ketchup” packs which is a smaller quantity consumption variant. The various features of Magi Tomato Ketchup are first of all its perfect taste according to the Indian touch & spices, its absorbability factor, packaging, easily transformation of recipe according to the different tastes of consumers, an ideal preparation recipe at the back of its pack & above all its competitive prices.

As according to our survey report we found out the performance level of Magi Tomato Ketchup was excellent there were various other brands offered to our target market, but Magi prevailed as the winner out of them because of its various factors (taste, less consumption of time in preparation, prices, pack etc.) Quality is the main factor on which Magi Tomato Ketchup emphasizes as it is Magi’s main strength which provides Magi an edge over its competitors.

As all the products of Magi are produced identical which fulfills its promise to its target market. Magi products are arable as due to its preparation these products are easy to store, have a long shelf life and can be stored at any given temperatures which is tested and approved. Reliability is also one of

Magi's strength, as one can always rely on a Maggie product for a particular taste which it guarantees that is no matter which pack you are buying you would be provided with the same taste, aroma & seasoning.

It is an Indian customer's psyche that "whatever looks good and feels good would be of good quality" so Magi packs had been designed keeping in mind the same concept, its ruminations schemes, color of the packages and the pictures depicted on the pack appeals to the customers. Magi leveraged the brand equity very effectively. The product quality was good and the communication was excellent. The brand was positioned as a "Different" sauce with the baseline "It's different". Brand Image: Young – Teenager, Ever changing, humorous, unpredictable and "wacky" PROMOTION They promoted the product by 1. Distributing free samples. 2.

Giving gifts on return of empty packets. 3. Dry sampling-distributing Magi packets 5. Availability in different packages GM, GM, GM, etc.. ND 6.

Effective Tagging Communication. Through its ads, NIL positioned Magi as a 'fun' food for kids which mothers could prepare easily. Tastiness like 'Mummy, book lags hail (Mom, I'm hungry)', 'Bas 2- Minute,' and 'Fast to Cook Good to Eat' effectively communicated the product's benefits to target consumers. These ads had become so popular that the tagging 'Bas 2- Minute' immediately reminded Indian consumers of Magi noodles even several years after the ads were taken off the TV.