

Marketing mix of nescafe assignment

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For the successful marketing of product and services we used different marketing techniques. For instance, most of the well established firms are using the techniques like marketing mix, target market etc. The Concept of 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. Marketing mix is an important technique in marketing. By researching the market, the organizations identify the most suitable marketing mix.

On the next decade, Ensnare exported to France, Great Britain and USA. Its popularity grew rapidly and the production of its US plant was reserved for Military use. On 1950 onwards, teenagers one of the choice was coffee. Over the year the company concentrates in new innovation then, they introduce pure soluble coffee in 1952, roast coffee beans, and freeze dried soluble coffee in 1965. For improving the quality again they invented aroma process. These innovations help to Ensnare to the world leading coffee brand. Target

market Target market is a group of customers, who has the potential to buy services and reduces.

The main strategies of the marketing are identifying the target market. The producer has to manufacture their products based on the customer's needs and want and also implementing the marketing mix to satisfy its target group. Target market can be separated on the bases of demographic, cryptographic and geographic. Target markets of Nascence's are coffee drinkers, specifically those who made coffee at their own home. So Ensnare offers a 100% pure coffee to the customers. Demographic factors Age: In the past, Ensnare focused on morning peoples only but now they are mostly Ochs on youth having the age of below 35 year old.

Gender: The coffee drinkers are not to be classified on the bases of gender because both genders use the product. Education: A person who has the average level of education can easily grasp the method of instant coffee making. Income: The target group of the product is the peoples with average income and above. Family life cycle: all stages of families can use this product. Cryptographic Factors Brand Consciousness: some of the peoples who prefer branded product only. So they prefer Ensnare. Ensnare is one of the leading brands in the world. Health Practice: peoples who want freshness in the morning or evening, they use coffee.

Life style: The target markets of the Ensnare are peoples who lead the standard life style. Geographic Factors Region: Ensnare is mostly popular in the urban and semi urban areas. Density: Ensnare always focused on high density of population. In these areas the usage of the product is higher.

Marketing mix Product: The term product means anything that can be tangible or intangible, offered by the company. The company is mainly focused on customer needs and wants. Based on the value of the product, the customer should satisfy with the quality of the product.

Boundless) Ensnare is the one of the world largest leading coffee manufacturing company. They give valuable products to customers. They provide a wide range of coffee products for coffee lovers. Let's see the different varieties of coffee product in the market. EVERYDAY COFFEE Ensnare classic: Ensnare Classic coffee is leading coffee powder that's loved all over the world. Ensnare classic is a coffee that is for everyday use. It is a powdered form and made with 100% of genuine coffee beans. No other ingredients are added to this product. Ensnare classic gives comfort and motivation.

It can be prepared by simply few steps. Just take a spoon full of coffee powder and mix it with hot water and also add sugar to it. Now your coffee is ready. So every morning and evening it gives freshness to the mind. It contains 269 k energy, egg fiber and 25 g ant oxides per egg packet. So this product is good for the health (Ensnare) . In an 8 ounce bottle produce 135-150 cups of coffee. Ensnare 3 in 1 Ensnare 3 in 1 is coffee is the combination of whitener and sugar along with coffee. So it gives a different taste with other. Some peoples are most likely to have coffee with milk.

So Ensnare made this product for coffee lovers who like coffee with whitener. It contains 1758 k of energy and 73. G carbohydrate. Super premium coffee: Ensnare Alt Rica: Ensnare Alt Rica is the super-premium product of Ensnare

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and it is a full bodied instant coffee. It contains 100% pure Arabica from Latin America. (Coffee Arabica is the species originally from highland of Ethiopia (wisped)). It is made from pure and natural coffee beans. It has intensive flavor and deep, rounded taste (Tests). Ensnare Alt Rica is a slightly bitter and roasts finish coffee. Ensnare Alt Rica instant coffee rated 9 out of 10.

It contains between 80-100 MGM of caffeine per cup. (discount off. Co. UK)

Ensnare Cap Colombia: Ensnare Cap Colombia is another super premium product of Ensnare. It is the smoothest and fruitiest coffee in the Ensnare collection. It contains only 100% Arabica beans from South America. Roast the Arabica beans and create a medium bodied coffee taste. It has a fruity aroma. It also contains 502 k] energy and 34. 1 g fiber nutrition. This product is good after dinner coffee. (discount coffee) Ensnare Espresso: Ensnare espresso is the one of the exclusive range of product in Ensnare collection Range.

It is made from 100% Arabica beans, this instant coffee is so convenient and et so flavor. It is dark, Juicy and aromatic taste. It contains kick] energy nutrition and 21. G antioxidants. PREMIUM COFFEE: Ensnare Gold: Ensnare Gold is the coffee lover's coffee. It contains Arabica and Handful of Robusta Beans added for getting a smooth rounded taste. The roast they bring to Gentle Caramel flavors and finally getting a Juicy aroma. It contains 269 k energy nutrition and egg fiber nutrition. Ensnare Green Blend: Nestle New Zealand has launched the Ensnare Green blend coffee. T contains 70% more antioxidants polyphony's than green tea. Ensnare Green Blend is a product dad by unreasoned green coffee beans and roasted coffee beans. This product has a high rate of polyphony antioxidant (polyphony anti-oxidant is <https://assignbuster.com/marketing-mix-of-nescafe-assignment/>

an oxidant polyphonic or natural phenol substructure. (wisped)). So this product is very helpful for maintaining the body in good health over time. It is specially created by coffee experts for health benefits. (Ensnare) Ensnare Cappuccino: Ensnare Cappuccino is an Italian specialty coffee conquered the heart of people.

It contains soluble coffee with whitener, sugar and topping. It is made of third of espresso (espresso is coffee brewed by forcing a small amount of nearly boiling water under pressure through finely ground coffee beans (wisped)), a third form of hot milk and third form of frothy milk. There are two variant of cappuccino. They are cappuccino chairs and cappuccino scour. Cappuccino chairs made with more milk which is also called white cappuccino and cappuccino scour is made with less milk which is also called dark cappuccino it also contain 1641 k energy nutrition and 69. 6 g carbohydrate with sugar.

Decaf coffee: Decaffeinated coffee is a coffee that removes the caffeine by the process of decaffeinating. The following picture depicts the decaffeinating process: Ensnare classic Decaf: Ensnare classic decaf is a powered coffee after the safely removal of caffeine. It contains 100% decaffeinated coffee beans with refreshing taste. It contains 269 k energy nutrition and 27. 0 g fiber nutrition. Price: The second important criterion in marketing mix is Price. Price is the amount of money that customers pay in order to purchase a product. Price is very important to determine the company's profit.

Intermediaries play a significant role in Ensnare distribution and exposure of the product to the potential customers. An intermediary constitutes stores like supermarkets, superstore, wall mart etc. Fig 24 (food basics) Promotion: Promotion is the last step of marketing mix. Promotion refers to increase the customer awareness of the brand or particular product and through this awareness they generating more sales and promoting the brand name into higher level. Promotional activities are very important for every product. Ensnare is the leading coffee brand in the world.

This brand image is boosted up with different promotional activities at different times. There are different promotional activities for promoting their products and brand name. They are : Advertisement Sales promotion Buzz marketing In store promotional activities Attractive packing Advertisement: Advertisement is the one of the tool to encourage the audience. Television advertising and online media advertising are the two important advertisement used by Ensnare. The main aim of the advertisement is give awareness about the product to the public.

Ensnare used different advertisement in social media, online advertisement, television etc. Backbone: (backbone) Twitter: (Twitter) Youth: (youth) In store promotional activities: In store promotional activities are those activities done in the store for promoting the reduce. Ensnare used different in-store promotional activities. They are Poster (Frederick's): Bill board (global advertise): Attractive offers: Ensnare provides attractive offers to customers for promoting the product. Buy a egg Ensnare gold and get 1 travel mug for free. (demography) Attractive packing: Ensnare products are packed attractively.

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This is the tool to attract the customers for buying that product. So Ensnare used different packaging for attracting the customers. Example: (free range) Conclusion: Through the detailed study of Ensnare, it was able to get a clear picture about the arioso products of Ensnare and the marketing technique adopted by them. It also helped to know about the history of the company. The success of the product lies in the organization and coordination of 4 As. They are product, place, price and promotion. Ensnare attract the customers by their brand name, product packaging and advertisement.

It also conquered the beverage market of the world. Pricing tactics helps the product to fight against the competitors. Nowadays competition in the beverage market is too tough. However, they don't give any reduction in the quality of the product. The promotional activities have done by Ensnare covers all means of promotions tools like online-advertisements, television, radio, social media etc. Through the publicity campaign they are trying to improve their brand name into higher level and within years they will become the top one coffee manufacture in the world.