

A circular logo with a blue border. Inside the border, the text "RESEARCHRYNING" is written in a semi-circle at the top and "INNOVATIONS" at the bottom. In the center is a stylized graphic of a horse's head in profile, facing right, with a blue and yellow color scheme. Below the horse's head, the text "EST. 2018" is written.

**GLOBAL MARKETING AND SALES DEVELOPMENT:
NESTLE**

Executive Summary

This is a global market report on Nestle. The pestle analysis has given insight into the company's external factors of the organisation in India and the USA. On the other hand, microanalysis has given insight into the consumer's behaviour and the competitors of the organisation. It has discussed the entry strategies of the organisation along with its segmentation, target and positioning. At the same time, it can be said that the impact of the market structure of the USA is way better than the market of India. Significantly, it can be said that the company has better growth opportunity in the market of the USA than the market of India.



Table of Contents

Introduction	4
Section 1.....	4
1.1 Global Profile of the Company.....	4
1.2 Environmental analysis	4
Section 2.....	6
2.1: Assessing the country attractiveness and Entry Strategy	6
Section 3.....	8
3.1: Segmentation, Targeting and Positioning.....	8
Section 4.....	10
4.1: Standardisation vs Adaptation in Product decision.....	10
4.2: Standardisation vs Adaptation in Distribution Decision	11
4.3: Standardisation vs Adaptation in Pricing Decision	12
4.4: Standardisation vs Adaptation in Promotion Decision.....	13
Conclusion.....	15
References	16
Appendix	19

Introduction

This is a global market and sales development report on the organisation Nestle. It will analyse the different aspects of the organisation in two different countries such as India and USA. It will draw the environmental analysis of the organisation. On the other hand, this report will assess its strategies and positioning in the market.

Section 1

1.1 Global Profile of the Company

Nestle is a global food and drink processing organisation. It was first established in 1866 in Switzerland (Singh and Alazmi., 2021). Currently, the organisation employs a large number of employees. This brand holds several brands in different products. Some of their famous brands are Nescafe, Kitkat, Maggie and Nespresso. They are currently operating in more than 190 countries. Its mission is to provide a good life and good food to its consumers. They want to unlock the power of the foods by enhancing the quality of the foods and making them available for everyone. The organisation was started with a vision of becoming the world's leading nutrition and wellness brand. The organisation has been working on these missions for a long time. On the other hand, the organisation was started with the aim of providing the best nutritious food at an affordable price to consumers. They are the leading player in the food and beverage sector. They are ahead in the sector of their competitors. Currently, the organisation has expanded its presence to the baby food segment, coffee, chocolates and frozen foods. They are the dominant player in the baby food market all over the world. The organisation holds a strong reputation among the people for its quality of products and innovation.

1.2 Environmental analysis

1.2.1 : Macro analysis

The Pestle analysis has discussed the different external factors which are impacting the business of Nestle in both the countries. It has discussed the different political, environmental, technological, social, legal and environmental factors which have impacted the organization.

Factors		India			USA		
		Opportunity	Threat	Analysis	Opportunity	Threat	Analysis
Political	Food safety regulations	High	Medium	In India, the food-related rules and regularities are not much strict.	Low	High	The FMCG sector is highly regulated by them. It often faces bans.
	International Trades	Medium	High	India's international trade policies and taxes changes frequently	High	Medium	The international policies of the USA are strong, which helps the organization.
Environmental	Increase in disposable income	High	Low	In India, the disposable income of the common people is increasing significantly.	Medium	Low	The disposable income of US consumers was high from the beginning
	Inflation rate	Low	High	High inflation can impact the purchasing power of consumers. The current inflation rate of India is above 6 in the month of July (Money Control, 2023).	Low	High	The organization can face similar issues in the USA too.
Social	Healthy Attitude of consumers	Low	High	Indian consumers are not much aware of their health	Low	High	Consumers in the USA are highly conscious about their health
Technological	Adoption of e-commerce and easy checkout technology	High	Medium	Indian consumers are shifting towards e-commerce platforms where the easy checkout technology is enhancing their experience	Medium	Medium	Consumers in the USA still shop from retail stores; however, some of them are moving towards online platforms.
Legal	Labour Laws	High	Low	India has relaxed labour laws with cheap labour.	Low	High	Higher labour rates with strict laws about the labour
Economical	Increase of sustainability against animal cruelty	High	Medium	Consumers in India are getting concerned about the environment and want to buy sustainable products.	High	Medium	USA consumers are also becoming concerned about the environment

Table 1: Pestle analysis of Nestle in India and the United States of America

(Source: Self-Created)

1.2.2: Microanalysis

Consumer Analysis:

In both countries, the consumers buying behaviours, buying power, and habits were different. Indian consumers are highly price-sensitive (Kapoor and Kumar., 2019). On the other hand, they are consumers who get influenced by their friends and families to buy anything. On the other hand, consumers in the USA are not price sensitive. They are loyal towards the brands. On the other hand, they get influenced by the product information by checking its impact. The income of Indian consumers is lower than in the USA. As a result, the purchasing power of Indian consumers is lower than in the USA (Boobalan and Nachimuthu, 2020). As a result, consumers in the USA spend more than the Indian consumer. The styles of these countries' populations are also different from each other. On the one hand, Indian consumers prefer to buy from local shops, while on the other hand, consumers in the USA prefer buying from supermarkets. Despite having so many differences, there are also some similarities between both consumers. Consumers from both countries want to buy value-for-money products.

They get attracted to the places where they find good value at a good price. On the other hand, consumers from both countries look for healthy food with low sugar and fats.

Competitor analysis:

Competitors	Nestle	Unilever	Coca Cola	DANONE
Pricing	Mid to High	Low to Mid	Mid	High
Advantage	High focus on the innovation and product development	Wide range of portfolio and local supply chain expertise	Great marketing strategies and strong global reach	Strong focus on the SDG and healthy products (Derar and Merimet, 2022).

Table 2: Competitive Analysis of Nestle

(Source: Self-Created)

Nestle operates in more than 190 countries. As a result, it has to deal with different competitors in different countries. All of their competitors have their own advantage, which they use in order to beat their competitors. Nestle also has so many competitive advantages, which help them in order to stay ahead of their competition. Their biggest competitive advantage is their innovation. According to the study by Chung et al. (2020), Nestle has a strong R&D which focuses on nutritious and healthy products. This gives them a good competitive advantage. On the other, the products of Nestle are priced in mid and high ranges. As a result, it becomes affordable for all types of consumers. On the other hand, their competitors, like Unilever, have strong expertise in supply chain management. Their team used to manage the supply chain very well. In the retail sector supply chain is a very crucial thing which helps them in order to achieve a bigger goal. Thus, having a strong supply chain is a big competitive advantage for them. On the other hand, competitors like Coca-cola have a strong marketing strategy which gives them a good advantage. Brands like Danone are also big competitors of Nestle. Their alignment with the SDG is one of the biggest reasons for their success.

Section 2

2.1: Assessing the country attractiveness and Entry Strategy

In order to enter into the Indian market and US markets, Nestle has taken several strategies. These strategies have helped them in order to reach the highly diverse and wide market of these countries. The entry of Nestle in India and the US doesn't have much of a gap. The organisation entered the Indian market in 1912 (Kalyani and Shukla, 2022), while on the

other hand, the organisation entered the USA in 1906. In some terms, their entry strategy in both countries was the same. However, it has differences sometimes. One similarity between their entry strategies in both countries was their branding. In both countries, they focused on local branding. They took the approach of doing local branding using local methods by tying up with the experts. On the other hand, rather than operating as an international company, they opened a local subsidiary of their organisation. This has significantly helped them in order to build a good brand image among the consumers of both countries and connect with them emotionally. On the other hand, the consumers' buying behaviour was different in both countries. Thus Nestle prices its products strategically in both countries. They priced their products at an affordable price in the Indian market to meet the sensitive audience of India. On the other hand, they took high pricing for the products in the USA because of the purchase power parity.

High Attractiveness and High Strength • High Population of India • High Purchase Power of USA consumer	High Attractiveness and Low Strength • Wide consumer but less purchase power in India • High purchase power but less audience
Low Attractiveness and High Strength • Consumers purchase behavior in both the country	Low Attractiveness and Low Strength • Price Sensitive consumers of India • Demand of health conscious product in USA

Table 3: Attractiveness and Competitive Matrix of Nestle in India and USA

(Source: Self-Created)

India and the countries are very attractive for any business entity due to several reasons. All the organisations get attracted to several things about the country. India is a country with a large population. As a result, the business sees the high population as a consumer base which attracts them significantly towards the country. On the other hand, India is a developing nation (Chakrabarty, 2020). As a result, the country is witnessing a good high GDP growth along with the growth of the people's income. This significantly attracted the organisation towards the country. Most organisations, including Nestle, were attracted towards the country due to this. On the other hand, the USA is a developed nation with a highly diverse population. The purchasing power of this country's population is so high. As a result, the ARPU, or Average Revenue Per User or consumer, is higher in this country. This significantly attracts businesses like Nestle to the country.

Section 3

3.1: Segmentation, Targeting and Positioning

The market segmentation of the organisation was very crucial. They targeted a wide range of consumers all over the world. Nestle developed products for all age groups to all income groups. The organisation developed different brands under their name in order to cater for the diverse market. Some of their brands were made to target upper-income class people, while on the other hand, some brands target the middle-class consumers of the country. They believed that they, too, needed to reach all the consumers in order to build a good business. As a result, they took the decision to make different brands under their banner. On the other hand, the organisation has a diverse portfolio of different brands. This helped them in order to reach consumers from different age groups. They understood the behaviour of the consumers and made affordable products for them. This also has played a significant role in the success of the brand. Despite these things, the organisation also played a key role in reaching consumers in different areas. They have built a good supply chain network which has helped them in order to reach a wide range of consumers. This has increased the brand's visibility among consumers along with increasing the sale of the organisation.

Variables of the segmentation	Results
Demographic	Age: From 10 years to 55 years Gender: Male, Female, transgender, gender neutral, non-binary Profession: Any
Geographic	All consumers from different areas of both the countries
Psychographic	Income groups: Have products for all income groups. Lifestyle: All
Behavioral	People who buy value for money products.

Table 4: Segmentation Table of Nestle in USA

(Source: Self-Created)

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(Source: Self-Created)

Variables of the segmentation	Results
Demographic	Age: From 10 years to 55 years Gender: Male, Female Profession: male, female, transgender, gender neutral, non-binary
Geographic	All consumers from different areas of both the countries
Psychographic	Income groups: Middle class consumers Lifestyle: Leaned towards healthy products
Behavioral	Socially connected

Table 5: Segmentation Table of Nestle in India

(Source: Self-Created)

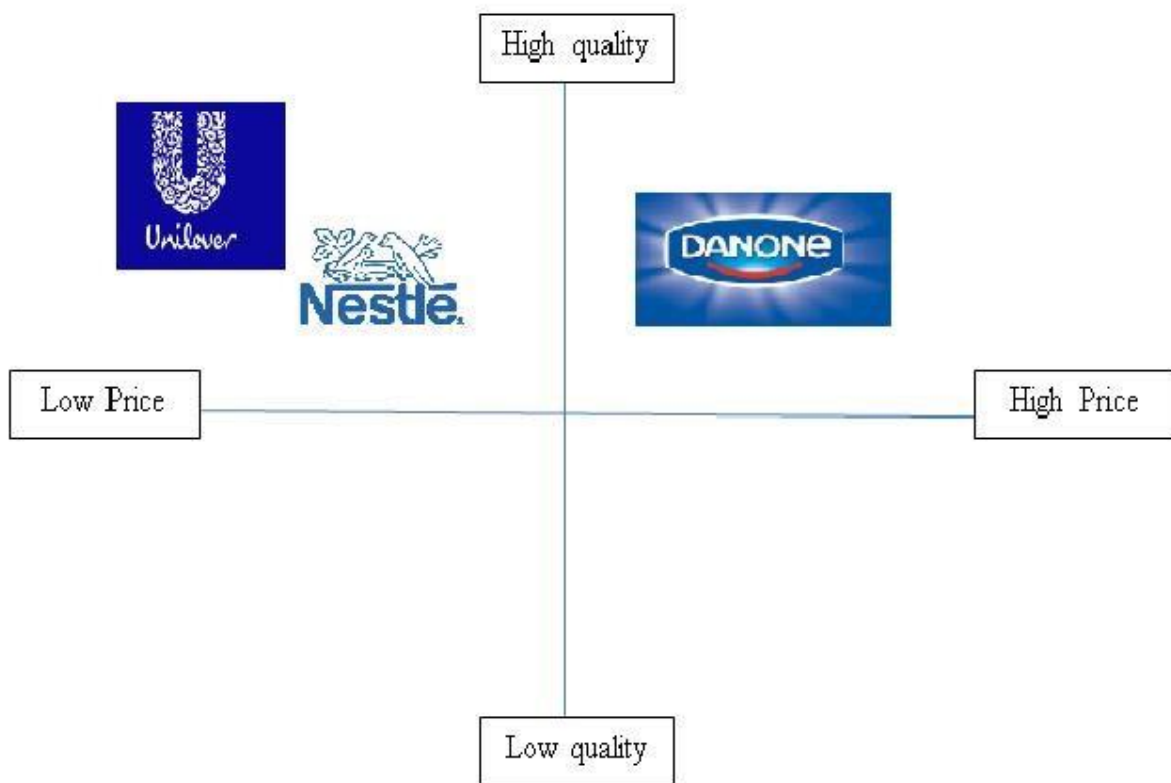


Figure 1: Positioning map of Nestle with its competitors in USA

(Source: Self-Created)

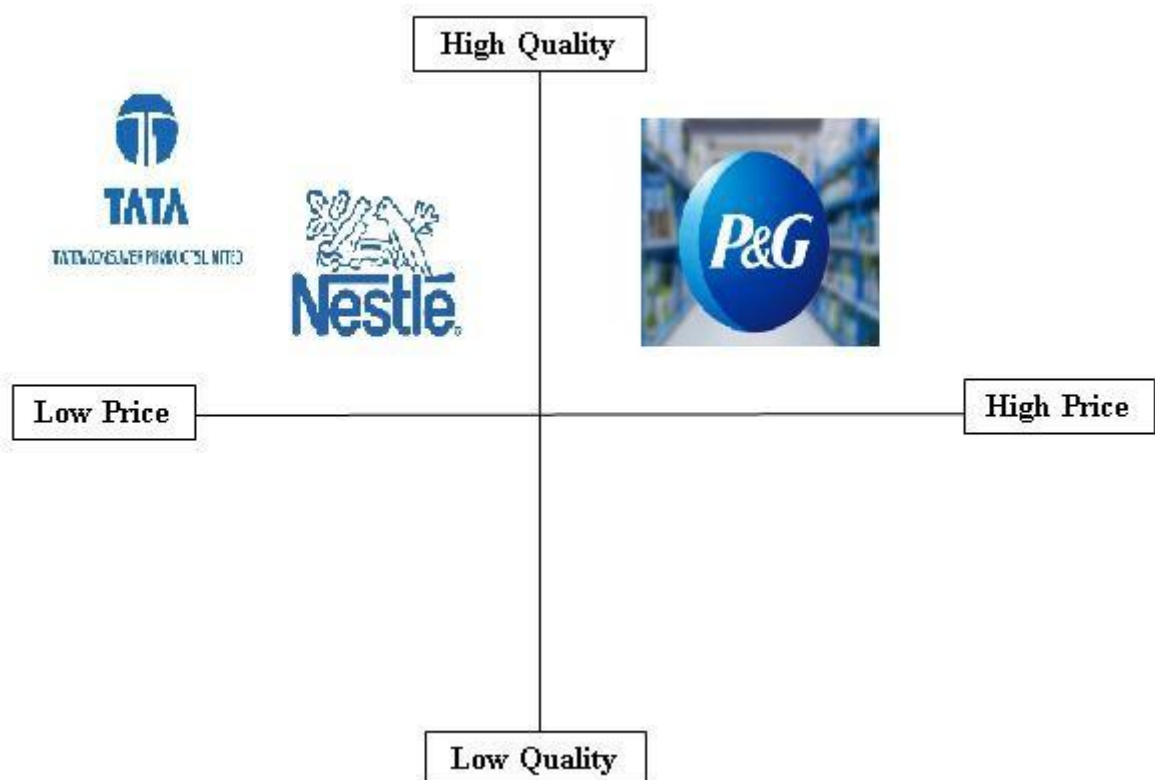


Figure 2: Positioning map of Nestle with its competitors in India
(Source: Self-Created)

In the highly diverse market, Nestle entered and targeted the consumer who was searching for a value-for-money product. They positioned themselves as a value-for-money product which gives high-quality products at a lower price. This has significantly helped the organisation in reaching a wide range of consumers. While on the other hand, other brands were struggling due to their high pricing or bad quality products. Then Nestle enjoyed a good profit. Through this strategic positioning, they established consumer loyalty among their consumers. This has significantly helped them in order to achieve a broader segment of consumers and build a good business.

Section 4

4.1: Standardisation vs Adaptation in Product decision

A product is defined as anything that is provided or displayed in the market for attracting, investing, utilising, and consuming the needs of customers. It is very crucial for a company to provide more favorable conditions for customers in order to generate a competitive advantage and loyalty of customers. The purpose of this assessment is to discuss the standardisation vs

adaptation of Nescafe instant coffee in the USA and India and discover the most suitable argument. The main way by which Nestle plans to evolve their market share and its business is to meet the growing expectations of the customers for the “coffee shop at home experience” (Crawford. 2022). India is one of the leading consumers of Nescafe worldwide, thus Nescafe is evolving in India rapidly. The sale of coffee in India is increasing daily. Nescafe is the second most famous brand in the world (Lal. 2019). Nescafe is a popular brand because it always creates products according to the needs and desires of customers so it has various relish and ready-to-drink coffee containers (Wibowo *et al.* 2023).

The adaptability of Nescafe in India is discussed in this paragraph. Nescafe has been launching new products which assist to persuade the customer taste buds, thus, they launched products that imitate the tea-drinking experience in the northern part of the world, Nescafe has introduced Nescafe 3 in 1, which is a ready mixture of coffee, milk powder, and sugar. Nescafe was introduced to allure customers who disliked the strong taste of coffee. Nescafe also introduced a foaming mix of cappuccino, vanilla latte, and choco mocha to offer more choices of coffee to the youths. Further, Nescafe Gold was instigated to comfort customers with the developed taste of coffee. Nescafe Sunrise had undergone several product improvements to intently match the flavour of filter coffee. Sunrise Insta filter with dry brew granules was introduced to provide the genuine taste of South Indian filter coffee. In order to support the influence of coffee, Nescafe incorporated an entertainer of other compatible products such as the coffee vending machines in offices and colleges, counters, and Nescafe which is an automated coffee maker to make instant coffee.

They have launched cappuccino which has different flavours in the USA. There are also espresso, green blend, latte, and latte with several other blends such as Vanilla, Mocha, Irish creams, and so on. They target coffee lovers and try their best to satisfy the coffee lovers.

Thus, in the case of the USA, the biggest coffee brand is Starbucks, thus the sales of Nescafe in the USA are much lower as compared to India. In The United States of America, the standardization strategy was utilised as not a lot of flavors and savours of Nescafe were launched in America. Thus, from the above discussion, it can be concluded that Nescafe uses both standardisation and adaptation strategies to improve and introduce different flavours to improve their business in the USA and India.

4.2: Standardisation vs Adaptation in Distribution Decision

Standardisation and adaptation can be identified as one of those factors which are responsible for affecting the market distribution strategies of the companies. With the use of a

standardised protocol, comparability, reproducibility and transparency among studies can be ensured (Zantis *et al.* 2021). Similarly, Nestle has become able to ensure its comparability, reproducibility, and transparency at the time of distributing Nescafe in the USA by following standardisation regulations. In the context of Nestle in India, it can be said that the company is focusing on collecting materials from different countries at the time of its production which does not come under the standardisation regulations in the global market. This is one of the most important issues for this company which is rising its operation and production cost. The main reason for the high distribution cost of this company is its lack of required products in one specific country (Singh and Alazmi, 2019). In this way, it can be claimed that Nestle is stronger in maintaining its standardisation in the market in the USA than in India.

On the other hand, it can be claimed that being dependent on adaptation strategies is one of the most important factors for the development of the market demand of this company in the USA market. Adaptation is effective in the practice of behavioural change, physical infrastructure development, and information, communication, or increasing awareness (Scheelbeek *et al.* 2021). Similarly, the use of adaptation is helpful for Nestle to increase its customer awareness at the time of distributing Nescafe in the USA market. It can be recognised as one of the most important strategies for this company to ensure better market demand and supply growth as the company ensured better distribution among its customers. On the contrary, it can be seen that Nestlé expanded their product line such as the new “Milo sejuk” by differentiating the product (Singh and Alazmi, 2019). This scenario was similar in the case of Nescafe as well while the company distributed a better range of products in the market of India which ensured the demand of this company in India in a better way. It can be recognised as a witness of the stronger adaptation strategy of this company which is different from the market of the USA.

By the analysis of the above-mentioned discussion, it can be stated that Nescafe is using both standardisation and adaptation strategy at the time of ensuring better product distribution in the market of the USA and India. In this way, it is increasing the market demand for the products of this company in both countries.

4.3: Standardisation vs Adaptation in Pricing Decision

It is essential to recognize the standardisation and adaptation of the pricing strategy of a company or business. Utilising the strategy of standardisation and adaptation, the pricing strategy of Nescafe is discussed in this chapter. A business or company should utilise the penetration pricing scheme to compete against competitors effectively in the marketplace

(Djarum *et al.* 2019). A common approach that is followed by Nestle is to observe the pricing schemes of its competitors. There are several brands of Nestle, and for each brand, there are different sectors that keep an eye on the pricing strategies of the competitors. Further, it analyses the marketing approach, sales, and reorganisation of competitors. This type of pricing strategy helps Nestle to attain a convenient position as they encourage the inclination of the customers.

Nestle incorporated pricing exploitation as it sets an increased price in the beginning and eventually minimises the price based on the desires and demands of the customers to make Nestle a budget-friendly brand. Over the past few decades, Nestle has become one of the leading brands. The steadiness in the pricing policy has been a key factor for the conservation of sales in a brand or business (Djarum *et al.* 2019). The adaptation of different pricing strategies based on the countries it is selling its products and the quality of the product of Nestle is the reason for its success with customers. Nestle respects the demands of their customers and tries to offer the best quality product at varied pricing ranges so that the customers from different countries can purchase their products which further enhances the sales and profits of the company.

Universally, Nestle strives to ensure the pricing strategy that will help in attaining its financial objectives. Nescafe has specialised and acquired its pricing scheme to provide the desires and needs of its Indian customers. It drapes across several price bands starting from 2Rs pouch packs. It assists to enhance perforation by operating trials and maximises affordability. The product price of Nescafe in India varies on different flavours, ingredients, and variations and also the type of packaging such as pouches, cans, jars, and so on.

As India is a developing country the price of Nescafe in India is relatively low as compared to that in the USA hence making it affordable for little to no income people to afford it easily. Thus, from the above discussion, it can be concluded that Nescafe is using both standardisation and adaptation to guarantee better and more affordable pricing for customers in the USA and India.

4.4: Standardisation vs Adaptation in Promotion Decision

Standardisation and adaptability are responsible for the promotion of a brand or company. To retrieve market share. Promotional programs are essential to launch the product more diligently so that the market is more conscious, and have clear knowledge about the product launch, and to reinforce the brand by providing price discounts and offers and other campaigns through social media (Yasa *et al.* 2020). Nescafe launched a lot of campaigns to

promote itself in India, which include, “Know your neighbour”, this campaign emphasised the new flavours, the size of packets, and events of drinking coffee with people next door and closed ones. This campaign has created an emotional impression among customers. There are several other schemes of Nestle which include the “Cup of Resolve”, “Karne Se hi Hona Hai”, “Badal life ki Raftar” and so on which try to target the emotions of people rather than simply focusing on selling their products. This way, Nescafe tried to connect with its customers emotionally.

Nestle has introduced several advertising and promotion schemes to promote Nescafe and make it more appealing to customers. Specifically, it has used impressive advertising programs to make it an instant success. Businesses should observe and focus on factors that impact the decision of buyers to buy and consume a product. Thus, identifying these factors or characteristics can help a company or business to establish a scheme, or action plan, such as efficient marketing, sales, advertising, and promotional tactics to generate a maximised demand and efficiently reach the target customers (Arafath. 2022). Nestle has arranged several advertising and Television promotions to emphasise on making it a domestic brand. The perceptual and attractive promotions have provided a title to Nescafe in the industry of instant coffee.

Further, Nescafe is known for producing high-quality products with a lot of tastes and flavours. Nescafe observed the prospects of tea lovers in India and to convince their tea lovers to be customers of Nescafe, not long ago they launched Nestea. Nescafe’s promotional and advertising tactics include advertising campaigns, newspapers, the internet, television, and several public relations activities. Another advertising scheme of Nescafe is increasing its brand value which Nescafe has established over the years.

In the USA as well as in India, Nescafe promotes and advertises their products through online promotion, digital marketing, and social media advertising as well to improve their interaction with their customers and they get to know about the demands and desires of the customers. Thus, from the above discussion, it is clear that Nescafe is utilising both standardisation and adaptation for promoting and advertising their business in the USA and India.

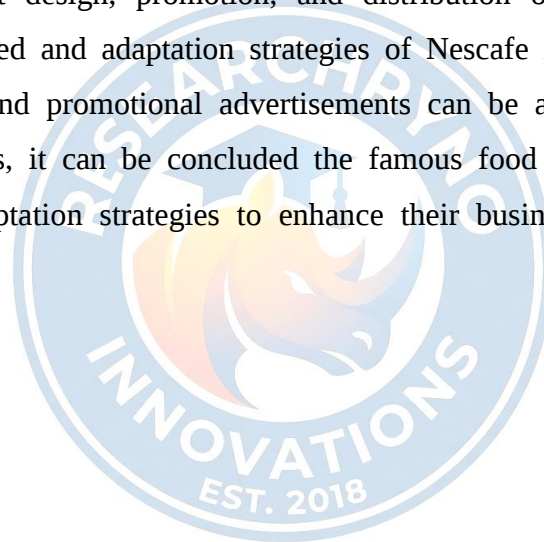
CSR Initiatives

The organisation Nestle has maintained a good corporate social responsibility during their promotion of products. They took several initiatives such as maintaining employee well being. On the other hand, in both countries they have followed several environmental norms

as part of their social responsibility. It is part of their both adoption and standardisation promotion approach.

Conclusion

Nestle is a very affordable food brand in both the USA and India. Hence, the above discussions talk about the global profile and environmental analysis of Nestle, and the entry strategy of Nestle. Nestle has positioned itself as a value-for-money product in a budget-friendly range. It also discusses the competitive matrix and attractiveness of Nestle and the segmentation, targeting, and position of the brand. It can be stated that marketing segmentation is very vital as they target a broad range of customers. Through strategic positioning, Nestle set up loyalty among their customers. The positioning maps of Nestle and its competitors are also shown in the above discussion. Furthermore, this assessment examines the product design, promotion, and distribution of the products of Nescafe concerning standardised and adaptation strategies of Nescafe in the USA and India. The various distribution and promotional advertisements can be a great way for Nescafe to achieve success. Thus, it can be concluded the famous food brand, Nestle follows both standardised and adaptation strategies to enhance their business and connect with their customers effectively.



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Appendix

Appendix 1: Pestle analysis of Nestle in India and the United States of America

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		Opportunity	Threat	Analysis	Opportunity	Threat	Analysis
Political	Food safety regulations	High	Medium	In India, the food-related rules and regularities are not much strict.	Low	High	The FMCG sector is highly regulated by them. It often faces bans.
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	Inflation rate	Low	High	High inflation can impact the purchasing power of consumers. The current inflation rate of India is above 6 in the month of July (Money Control, 2023).	Low	High	The organization can face similar issues in the USA too.
Social	Healthy Attitude of consumers	Low	High	Indian consumers are not much aware of their health	Low	High	Consumers in the USA are highly conscious about their health
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	technology			technology is enhancing their experience			however, some of them are moving towards online platforms.
Legal	Labour Laws	High	Low	India has relaxed labour laws with cheap labour.	Low	High	Higher labour rates with strict laws about the labour
Economical	Increase of sustainability against animal cruelty	High	Medium	Consumers in India are getting concerned about the environment and want to buy sustainable products.	High	Medium	USA consumers are also becoming concerned about the environment

Appendix 2: Competitive Analysis of Nestle

Competitors	Nestle	Unilever	Coca Cola	DANONE
Pricing	Mid to High	Low to Mid	Mid	High
Advantage	High focus on the innovation and product development	Wide range of portfolio and local supply chain expertise	Great marketing strategies and strong global reach	Strong focus on the SDG and healthy products (Derar and Merimet, 2022).

Appendix 3: Attractiveness and Competitive Matrix of Nestle in India and USA

High Attractiveness and High Strength - High Population of India - High Purchase Power of USA consumer	High Attractiveness and Low Strength - Wide consumer but less purchase power in India - High purchase power but less audience
Low Attractiveness and High Strength Consumers purchase behavior in both	Low Attractiveness and Low Strength Price Sensitive consumers of India

the country	• Demand of health conscious product in USA
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Appendix 4: Segmentation Table of Nestle in USA

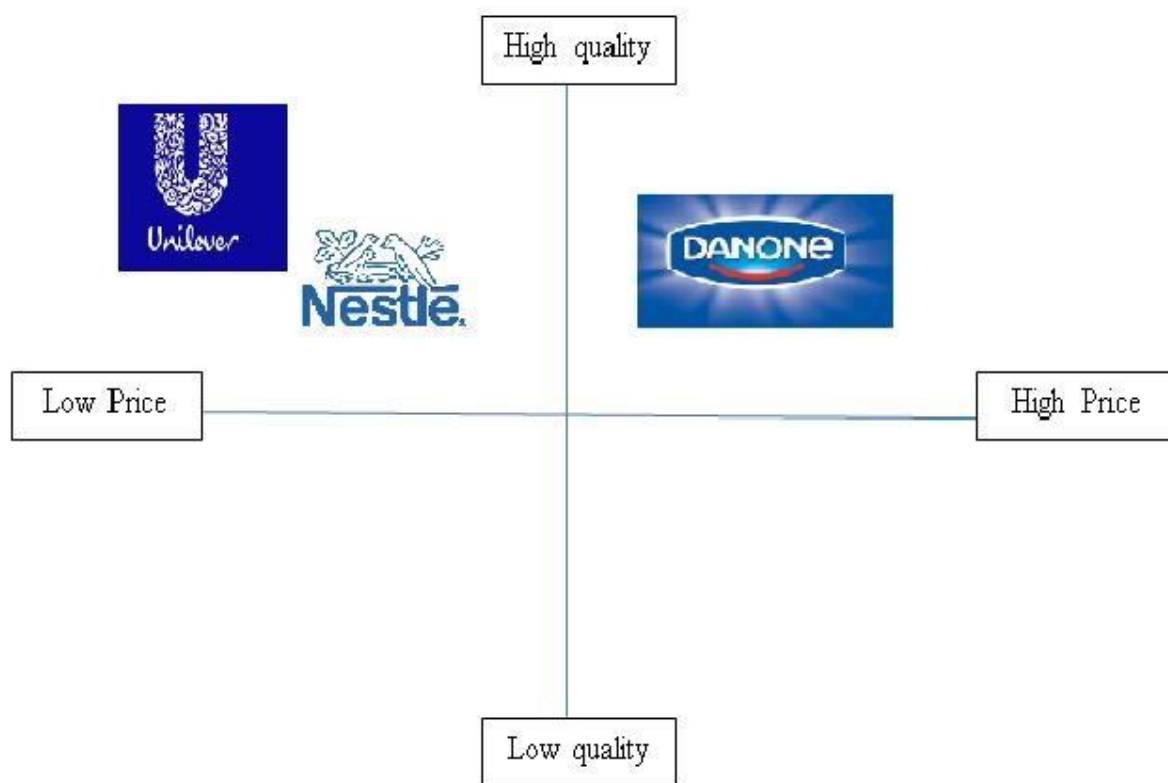
Variables of the segmentation	Results
Demographic	Age: From 10 years to 55 years Gender: Male, Female, transgender, gender neutral, non-binary Profession: Any
Geographic	All consumers from different areas of both the countries
Psychographic	Income groups: Have products for all income groups. Lifestyle: All
Behavioral	People who buy value for money products.

Appendix 5: Segmentation Table of Nestle in India

Variables of the segmentation	Results
Demographic	Age: From 10 years to 55 years Gender: Male, Female Profession: male, female, transgender, gender neutral, non-binary

Geographic	All consumers from different areas of both the countries
Psychographic	Income groups: Middle class consumers Lifestyle: Leaned towards healthy products
Behavioral	Socially connected

Appendix 6: Positioning map of Nestle with its competitors in USA



Appendix 7: Positioning map of Nestle with its competitors in India