

**A**  
**PROJECT REPORT**  
**ON**

**“A STUDY ON MARKETING STRATEGY OF NESTLE INDIA”**

Submitted to

**G.S COLLEGE OF COMMERCE AND ECONOMICS**  
**(AUTONOMOUS), NAGPUR**

Affiliated to

**RASHTRASANT TUKDOJI MAHARAJ UNIVERSITY, NAGPUR**

In partial fulfillment for the award of the degree of

**Bachelor of Business Administration**

Submitted by

**SHIVAM V. YADAV**

Under the Guidance of

**DR. FARHA HUSSAIN**

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**G.S College of Commerce and Economics (Autonomous),**  
**Nagpur**

**Academic year 2023-24**



**G.S College of Commerce and Economics (Autonomous),**  
**Nagpur**

**Academic year 2023-24**



**CERTIFICATE**

This is to certify that “ **SHIVAM V. YADAV**” has submitted the project report titled “ **A  
STYDY ON MARKETING STRATEGY OF NESTLE INDIA**”, towards partial  
fulfilment of “**BACHELOR OF BUSINESS ADMINISTRATION**” degree examination.  
This has not been submitted for any other examination and does not form part of any other  
course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by  
Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

**Dr. Farha Hussain**  
**(Project Guide)**

**Dr. Afsar Sheikh**  
**(Co-Ordinator)**

**Place: Nagpur**

**Date:**

**G.S College of Commerce and Economics (Autonomous),**  
**Nagpur**

**Academic year 2023-24**



**DECLARATION**

I here-by declare that the project with title “**A STUDY ON MARKETING STRATEGY OF NESTLE INDIA**”, has been completed by me in partial fulfilment of ‘**BACHELOR OF BUSINESS ADMINISTRATION**’ degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

**SHIVAM V. YADAV**

**Place: Nagpur**

**Date:**

**G.S College of Commerce and Economics (Autonomous),**  
**Nagpur**



**Academic year 2023-24**

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I would like to thank all those who helped me in making this project report complete and successful.

**SHIVAM V. YADAV**

**Place: Nagpur**

**Date:**

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# **CHAPTER 1**

## **INTRODUCTION**

## **INTRODUCTION**

### **Introduction to Marketing**

Marketing refers to the process of promoting and selling products or services to customers. It involves identifying customer needs and wants, and then creating products or services that meet those needs.

Marketing also involves communicating the value of products or services to customers through advertising, sales promotions, and other forms of messaging. In order to be successful, marketing requires a deep understanding of consumer behaviour, as well as an ability to create compelling messages that resonate with customers.

Marketing also includes analyzing market trends, identifying target audiences, and developing strategies to reach and engage those audiences. This can involve researching market segments, tracking customer behaviour, and conducting market surveys and focus groups to gain insights into customer preferences and needs.

Having a marketing plan is essential to the success of any business. Read on to learn how to create a successful marketing strategy for your company.

Marketing is about connecting your company with potential customers and connecting those customers with your products. It involves understanding customer needs, translating those needs into products and services, packaging, and pricing those products and services, and then convincing customers that they need to buy those products and services.

## **Marketing Strategy**

A marketing strategy is a long-term plan for achieving a company's goals by understanding the needs of customers and creating a distinct and sustainable competitive advantage. It encompasses everything from determining who your customers are to deciding what channels you use to reach that customer.

With a marketing strategy, you can define how your company positions itself in the marketplace, the types of products you produce, the strategic partners you make, and the type of advertising and promotion you undertake.

An effective marketing strategy involves a deep understanding of the market, the target audience, and the competitive landscape. It also considers the company's unique strengths and weaknesses, as well as its overall business goals and objectives.

The process of developing a marketing strategy typically involves several key steps, including market research and analysis, target audience segmentation, competitive analysis, and the creation of a marketing mix that includes product, price, place, and promotion. Once a marketing strategy has been developed, it needs to be executed effectively through a range of marketing tactics, including advertising, public relations, sales promotions, and digital marketing.

A successful marketing strategy can help companies achieve their business objectives by enabling them to build brand awareness, generate leads, and drive customer engagement and loyalty.



## ➤ Marketing Definition

Marketing is about connecting your company with potential customers and connecting those customers with your products. It involves understanding customer needs, translating those needs into products and services, packing and pricing those products and services, and then convincing customers that they need to buy those products and services.

An important goal of marketing is propelling a company's growth. This can be seen through attracting and retaining new customers.

Companies may apply several different marketing strategies to achieve these goals. For instance, matching products with customers' needs could involve personalization, prediction, and essentially knowing the right problem to solve.



## **4P's OF MARKET MIX**

Product, Price, Place, and Promotion are the four factors of the marketing mix.

### **PRODUCT-**

The job of the marketer is to define the product and its qualities and introduce it to the consumer. Defining the product also is key to its distribution. Marketers need to understand the life cycle of a product, and business executives need to have a plan for dealing with products at every stage of the life cycle. The type of product also dictates in part how much it will cost, where it should be placed, and how it should be promoted.

### **PRICE-**

Price is the amount that consumers will be willing to pay for a product. Marketers must link the price to the product's real and perceived value, while also considering supply costs, seasonal discounts, competitors' prices, and retail markup.

### **PLACE-**

Place is the consideration of where the product should be available—in brick-and-mortar stores and online—and how it will be displayed. The term placement also refers to advertising the product in the right media to get the attention of target consumers.

### **PROMOTION-**

The goal of promotion is to communicate to consumers that they need this product and that it is priced appropriately. Promotion encompasses advertising, public relations, and the overall media strategy for introducing a product.

## **MARKETING STRATEGY OF NESTLE**

By now, you know Nestle is the world's largest food and beverage company by revenue. It has always worked on the most up to date marketing methods be it offline or digital marketing strategies, which matter the most in today's day and age. Various types of marketing strategies adapted by nestle are-

### **SOCIAL MEDIA MARKETING STRATEGY**

Nestle India has changed its marketing strategies according to the population, expectations, and lookout. Unlike other brands, it didn't wait for any golden opportunity to enter the social media market. Instead, it created its niche and came out from the bottleneck regions to become successful in its digital marketing strategies. From opening business profiles across social media channels to promoting their products and services through influencers, Nestle India has made a firm presence in the digital market.

- Facebook & Instagram
- Nestle on twitter.
- Nestle on YouTube.

### **NESTLE PRODUCT STRATEGY**

Nestle has always focused more on introducing different kinds of products while maintaining nutritional values and health and safety regulations in India. The famous brands under this company that have been rolled out in the market so far are:

- Nestle instant coffee.
- Nestle oats and cornflakes.
- Nestle Nestle's health range of milk, probiotics, and yogurts.
- Nestle Maggie, sauce, pasta, and noodles.
- Nestle Lactogen and Cerelac.

## **NESTLE PRICE/ PRICING STRATEGY**

Nestle has implemented a price skimming strategy where it sells the products at a higher price as it initially enters the market of a specific country and then reduces the cost over time as the manufacturing and distribution cycles are established.

## **NESTLE PLACE & DISTRIBUTION STRATEGY**

**Nestle's place and distribution strategy** are innovative and more focused on offering product mixes. It means that the company usually targets consumers who want to have multiple Nestle products from different brands. For example, giving a sachet of Maggie sauce with a Maggie bundle is a place and distribution strategy from Nestle as it can promote both products simultaneously while reducing investments in distribution. So far, the **product mix strategy** has worked wonderfully for Nestle.

## **NESTLE PROMOTION & ADVERTISING STRATEGY**

Nestle promotes and advertises its products through digital marketing campaigns and social media markets. For example, Nestle collaborated with George Clooney to promote Nespresso in the US market. After the advertisement was released, the campaign gained more than 1,000,000 views, thanks to its massive fanbase of Clooney. Another excellent example of promotion and advertisement strategies of Nestle is Facebook.

# **CHAPTER 2**

## **COMPANY PROFILE**

## COMPANY PROFILE

Nestle SA (Nestle) is a manufacturer and marketer of food products and beverages. The company's product portfolio comprises baby foods, bottled water, cereals, chocolates and confectionery, coffee, culinary products, chilled and frozen foods, dairy products, nutritional products, ice cream, and pet products. Nestle also offers sausages, nutritional products, and direct-to-consumer meal delivery services. Its major brands include Aero, Alpo, Milky bar, Nestle Ice Cream, Cerelac, Nescafe, Nespresso, Nestea, Milo, Maggi, Buitoni, Cailler, Movenpick, Freshly, Purina, Boost, Gerber, and Kit Kat. The company has business presence in Asia, Oceania and sub-Saharan Africa, the Americas, Europe, the Middle East, and North Africa. Nestle is headquartered in Vevey, Waadt, Switzerland. NESTLE India (NSE: NESTLEIND) is a subsidiary of NESTLE S.A. of Switzerland. With eight factories and a large number of co-packers, Nestle India is a vibrant Company that provides consumers in India with products of global standards and is committed to long-term sustainable growth and shareholder satisfaction. The Company insists on honesty, integrity and fairness in all aspects of its business and expects the same in its relationships. This has earned it the trust and respect of every stratum of society that it comes in contact with and is acknowledged amongst India's 'Most Respected Companies' and amongst the 'Top Wealth Creators of India'. NESTLE India manufactures products of truly international quality under internationally famous brand names such as NESCAFÉ, MAGGI, MILKYBAR, KIT KAT, BAR-ONE, MILKMAID and NESTEA and in recent years the Company has also introduced products of daily consumption and use such as NESTLE Milk, NESTLE SLIM Milk, NESTLE Dahi, and NESTLE Jeera Raita.

## History of Nestle

Founded in 1866, Nestle is the largest food and beverage company in the world. Initially, the company sold only infant's cereal but they quickly diversified to include a variety of products including chocolate, coffee, soup, yogurt, water and frozen foods in their portfolio. In 1866, the first condensed milk factory in Europe opened in Cham, Switzerland. The company was called the Anglo Swiss Condensed Milk Company. The factory was owned by two Americans, brothers Charles and George Page. They had seen the growth of condensed milk in the United States and wanted to manufacture milk near to a large, quality source. Switzerland produced a large amount of high-quality fresh milk and had been the centre of production for many milk-based products since the early 19th century. The business owners created their milk products in Switzerland, but it was always intended for the English market. They opened a British factory in England in 1873. Henri Nestle, the company's founder, worked as an assistant to a local pharmacist early in his career.

He was trained in science and chemistry. Henri was an innovator by nature, and he experimented with everything from food to cement. In 1867, Henri Nestle produced a nutritious combination of milk, wheat, and sugar. This cereal was so nutritious that it saved the life of a child. He called it Farine lactee. The product took off, and he began producing his baby food on a large scale. He started out buying the milk he needed to make the Farine lactee fresh each morning. By 1869, this method was no longer practical, and he began to purchase his milk supply from a collection centre to have it delivered to his factory. Nestle's business acumen combined with his quality products resulted in an impressive growth of his business. By 1875, only 8 years after his initial launch, Nestle products could be found across the globe in countries like Indonesia, Argentina, Egypt and even the United States.

The first Nestle logo was created in 1868 and Henri Nestle based it upon his family's coat of arms. Henri had immigrated to Switzerland from Germany. The first logo was a play on his family name, Nestle, which means 'nest' in the German language. The first logo included his familial origins by incorporating a nest and adding young birds being fed to link the logo to his baby food products. The logo has been reimagined and simplified over the years, but it has retained the same basic structure that Henri Nestle developed in 1868.

## History of Nestle in India

Nestle India Limited is the Indian subsidiary of Nestle which is a Swiss multinational company. The company is headquartered in Gurgaon, Haryana. The company's products include food, beverages, chocolate, and confectioneries. Nestle India is one of the largest players in India's Fast-moving consumer goods segment and has a long history in the country. Nestle India Limited was incorporated at New Delhi on 28 March 1959 and was promoted by Nestle Alimentana S.A. via a wholly owned subsidiary, Nestle Holdings Ltd., Nassau, Bahama Islands. The company built their first production facility in 1961 at Moga, in the Indian state of Punjab. Nestle's second plant was set up at Choladi in Tamil Nadu, the plant was built primarily to process the tea grown in the area.

In 1989, the company established a factory at Nanjangud in Karnataka. The company entered the confectionery business in 1990 by introducing Nestle premium chocolate. In 1991, they started the production of soya-based products through a joint venture with the BM Khaitan group. In the year 1995 and 1997 Nestle established two facilities in Goa at Ponda and Bicholim respectively. In April 2000 they entered the liquid milk and iced tea markets. 2006 marked the year when the company set up its 7<sup>th</sup> factory at Pantnagar in Uttarakhand. The company opened another plant in Karnataka in 2011 bringing up its total plants in India to eight. In October 2020, Nestle India announced investment of Rs. 2,600 crores for a new plant at Sanand in Gujarat. Initial phase of production commenced from 1 October 2021. Nestle has been a partner in India's growth for over a century now and has built a very special relationship of trust and commitment with the people of India.

The Company's activities in India have facilitated direct and indirect employment and provides livelihood to about one million people including farmers, suppliers of packaging materials, services and other goods. NESTLE India is a responsible organization and facilitates initiatives that help to improve the quality of life in the communities where it operates.



## **Vision and Values of Nestle**

To be a leading, competitive, Nutrition, Health and Wellness Company delivering improved shareholder value by being a preferred corporate citizen, preferred employer, preferred supplier selling preferred products.



## **Mission of Nestle**

Nestle mission statement is “the world’s leading nutrition, health, and wellness company. Our mission of “Good Food, Good Life” is to provide consumers with the best tasting, most nutritious choices in a wide range of food and beverage categories and eating occasions, from morning to night”. This statement indicates that Nestle ranks the experiences of its customers at the top of its priorities.

## **Nestle Production**

Nutrition has been the cornerstone of Nestle Company since its inception in the year 1867. Therefore, most products and services provided by the company revolve around nutritional needs. The company strives at providing quality products and services which will help in

promoting a better and healthy wellbeing of its consumers. Nestle has gained a world reputation for its consistency in providing quality and safety products. Many of the products generated by Nestle Company are beneficial based on the nutritional aspects. They include breakfast cereals, milk and other dairy products as well as bottled water which has diverse accrued advantages. Many of these products dominate in both local and global markets. The company has ventured confectionery industry. Some of these products have been in existence for over a century in chocolate.

## 1. Maggi

Quick and easy solutions like bouillons soups and seasoning to help professional kitchens bring out the flavour and nutrition of fresh ingredients.



## 2. Nescafe

One of the world's most popular coffee brands. Many varieties to suit all tastes and occasions. Rich in natural goodness former flavour and convenience. Helping food service operators in his bare drink menu with the range of products, beverage delivery system and Nestle professional service.



### 3. Kit Kat

One of the world's favourite chocolate brands. Light layers of praline filled wafer and small milk chofreete.



### 4. Nestea

Refreshing flavoured sweetened and unsweetened iced tea and green tea products in a range of formats. Great for any food service menu.



### **Reasons why consumer prefer Nestle.**

- 1) The company has all-round performance in operational efficiency; improving product availability and visibility and initiated efforts to make its products more relevant to the consumers. The seven successful core values which helped Nestle to become a leading company in FMCG space.
- 2) Nestle products bring consumers the vital ingredients of taste and pleasure.
- 3) Nestle strive to bring consumers foods that are safe, of high quality and provide optimal nutrition to meet physiological needs.
- 4) Over the years, Nestle has become synonymous with quality. They have a dedicated team to monitor the quality of the products. That team ensures that the customers get same products irrespective of the location. Moreover, Nestle food products have emerged as a tasty alternative to the majority of the similar products. Nestle create value by provide quality, price, product differentiation, packaging, healthiness product and branding product.
- 5) Global brands are expensive, but the price is reasonable when you think of the quality of Nestle.
- 6) Nestle has key products and sub brands in each sector which are beverages, water, milk products, ice-cream, nutrition, prepared food and cooking aids, confectionery, pet care and pharmaceuticals.
- 7) Nestle has a very international presence and produces products that resonate with customers from across the globe under a unified brand.

- 8) Nestle whether the Covid-19 pandemic better than some peers as its focus on high-growth categories helped offset a slump in food sales to restaurants and cafes.

## **Sales and Distribution**

One of the main factors contributing to efficient operations of Nestle India is how well it maintains its supply chain for input and output. Supply Chain directly contributes to the cost of a product. Nestle has a strong and intensive distribution network in India with deep penetration in rural markets also which gives cost advantage to it.

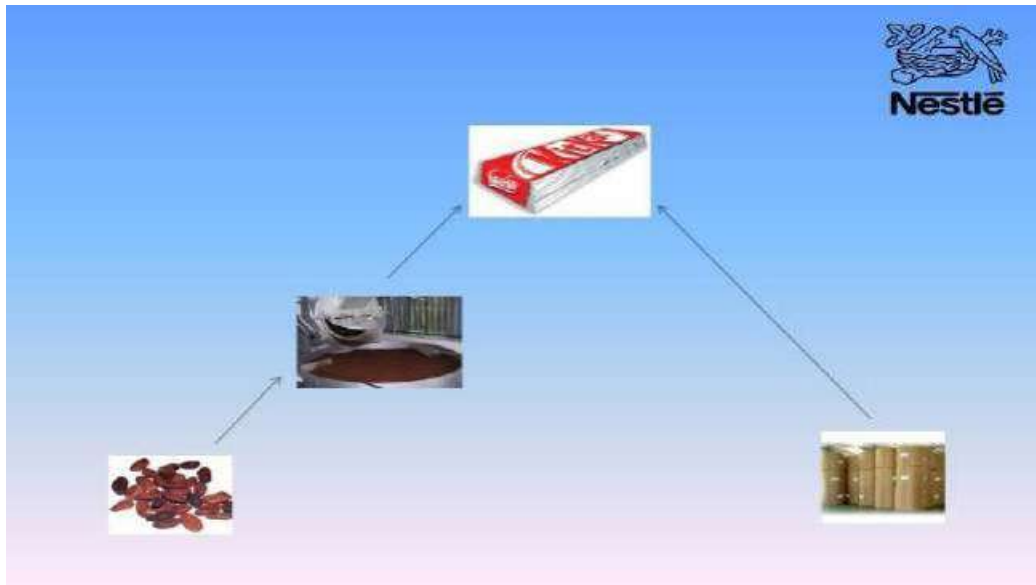
Some of the key factors which help in efficiently maintaining this network are as follows:

1. Nestle works alongside NGO and buys some input material directly from farmers. It also provides a training program for farmers to improve productivity and maintain quality.
2. Nestle India maps supply chain at every point, do regular audits.
3. Nestle uses various software like ERP, SAP-SCM for seamless information flow.
4. GWP (Good warehouse practice) & GMP (Good warehouse practice) to ensure food quality and safety.
5. Nestle India builds a strong relationship with its channel partners (Distributors, stockiest etc.) which can be seen from the fact that almost no one left the brand during Maggi crisis (Minimal attrition).
6. Nestle India motivates its channel partner through various awards and incentives which results in long term association with them.

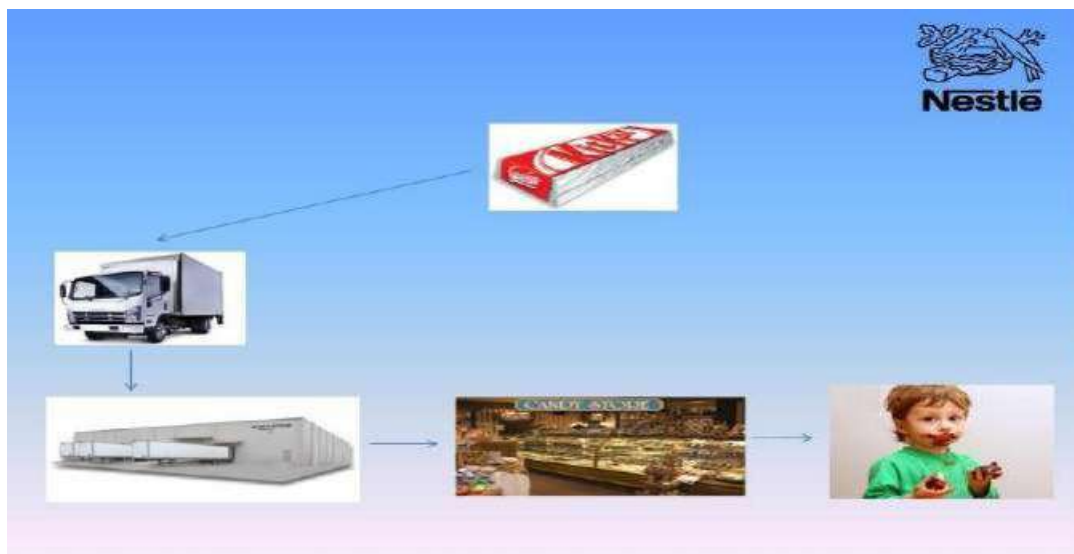
### **Competitive edge over its existing rivals**

- Nestle has its own distribution networks equipped with all necessary transportation facilities.
- They transport their products at major regional sales offices, which are situated in different cities of India.
- These sales invoices (distribution centre) have their own vans with sales people who sell and transport goods to the small retailers

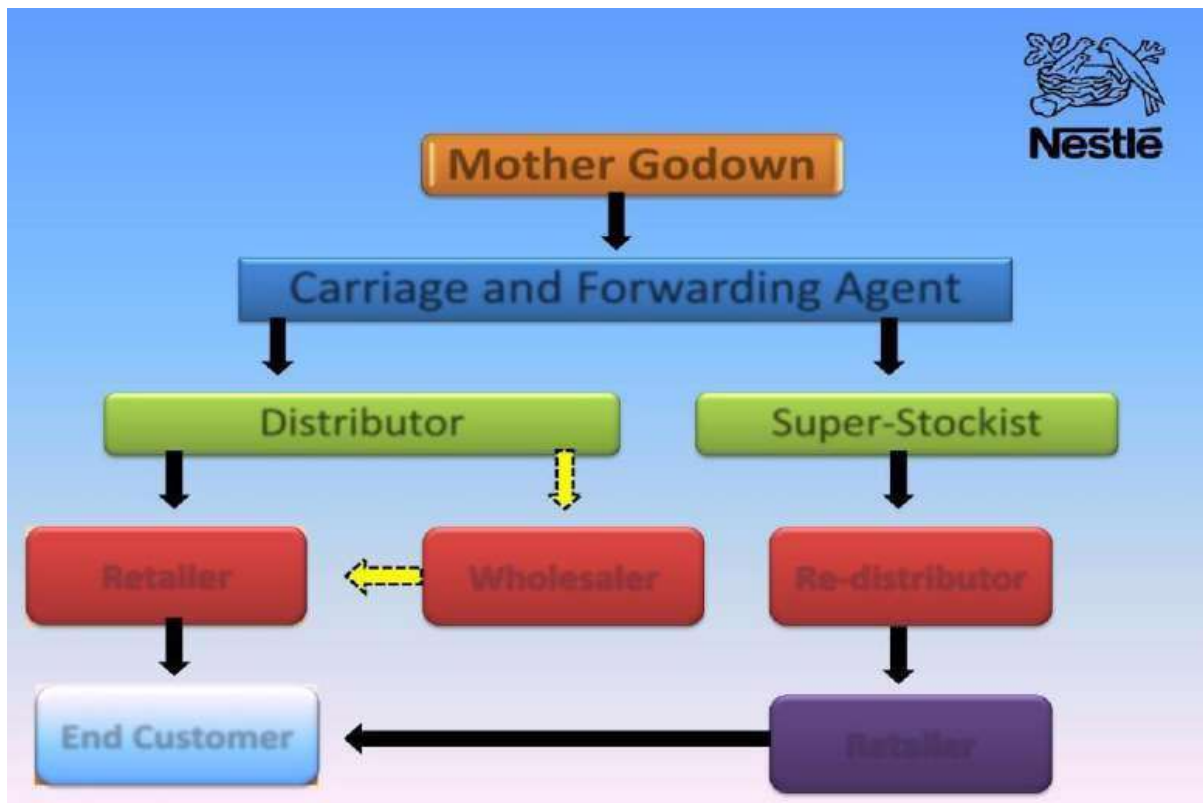
### A) Inbound Logistics



### B) Outbound Logistics



## C) Nestle Distribution Channel



- Products are sent to the C&F Agents of the company from its Manufacturing Unit.
- Later it flows from the Manufacturing Unit to Distributor and Super Stockist.
- The Distributor is responsible to manage the availability of products in his area.
- Super Stockiest supplies the goods to the Re-Distributor who is in charge of managing the availability outside the region of the Distributor.
- The Distributor and Re-Distributor, then supplies the products to Wholesaler and Retail in their respective region or area.

## D) Revenue of Nestle

For the year 2021, Nestle India's net profit was up 3 per cent to Rs 2,144.86 crore, as against Rs 2,082.43 crore a year ago. Its revenue from operations increased to Rs 14,709.41 crore in 2021, from Rs 13,350.03 crore in 2020. Organic growth reached 7.5%, with real internal growth (RIG) of 5.5% and pricing of 2.0%. Growth was supported by continued momentum in retail sales, steady recovery of out-of-home channels, increased pricing and market share gains. Total reported sales increased by 3.3% to CHF 87.1 billion (2020: CHF 84.3 billion). Foreign exchange reduced sales by 1.3%. Net divestitures had a negative impact of 2.9%. The underlying trading operating profit (UTOP) margin was 17.4%, decreasing by 30 basis points. The trading operating profit (TOP) margin decreased by 290 basis points to 14.0% on a reported basis, largely reflecting impairments related to the Wyeth business. Underlying earnings per share increased by 5.8% in constant currency and by 5.1% on a reported basis to CHF 4.42. Earnings per share increased by 41.1% to CHF 6.06 on a reported basis, mainly reflecting the gain on the disposal of L'Oréal shares. Free cash flow decreased by 14.9% to CHF 8.7 billion, reflecting temporarily higher capital expenditure and inventory levels. Board proposes a dividend of CHF 2.80 per share, an increase of 5 centimes, marking 27 consecutive years of dividend growth. In total, CHF 13.9 billion were returned to shareholders in 2021 through a combination of dividend and share buybacks. Continued progress in portfolio management. Portfolio rotation since 2017 now amounts to around 20% of total 2017 sales.



## SWOT Analysis of Nestle

### ➤ Strengths

- Nestle is a highly diversified company operating in many different markets and sectors of those markets.
- The variety of brands gives Nestle a strong ability to weather economics because it serves many different segments of the market.
- It has well-established relationships with other powerful brands, including Coca-Cola, Colgate Palmolive and General Mills.
- Nestle owns some of the world's most recognized and trusted brands. Some families have used its products for generations. Gerber has historically been one of the most trusted brands of baby food in the United States.
- It has strong research and development capabilities that are growing. Nestle has strong relationships with retailers.
- It includes well-established brands with a large amount of market share in some of the largest national economies, including Europe and the United States.

### ➤ Weaknesses

- Much of its sales depend upon a few well-recognized brands. This makes the company vulnerable to any sudden changes in consumer behaviour.
- Grocery sales in some major markets are increasingly concentrated in the hands of a few giant retailers such as Walmart and Kroger in the United States and Tesco in the United Kingdom. These companies can force sharp reductions in price. Some of these retailers are intent on supplementing name brand products with more-profitable house brands.
- Some of its brands, such as Carnation milk, are not tailored to modern lifestyles and are seen as old-fashioned by some customers.
- The company is heavily dependent upon advertising to shape consumer opinion and drive traditional sales. This can lead to high marketing costs with

a questionable return on investment. There is a high cost for launching new brands to supplement older, less fashionable food products.

➤ **Opportunities**

- Growth in online retail could open up new distribution channels such as Amazon Prime that can bypass traditional retailers.
- Growing middle classes in nations such as China and India create larger and broader markets for Nestle's products.
- Increased disposable income in countries like China could increase the demand for luxury items like bottled water, ice cream and pet food.
- Changes in lifestyle, such as longer work hours, more women in the workforce, and more single-person households, increase the demand for prepackaged foods.
- Increased mobility and car ownership increase the demand for candy, bottled water and snack foods in nations like China.
- Increased interest in health and nutrition could increase demand for some Nestle products, such as energy drinks.

- **Threats**

- Retailers such as Walmart, Kroger and Aldi are increasingly promoting house brands, which are more profitable for them.
- House brands are often sold at a lower price and given greater visibility on shelves. Some retailers such as Aldi and Trader Joe's emphasize house brands at the expense of traditional products.
- There is pressure from large retailers such as Walmart to cut prices. The growing use of new retail channels such as Amazon Prime and dollar stores may not favor traditional retail products.
- They have experienced disruption of the traditional grocery industry in countries like the United States by new players such as Whole Foods Market and online retailers.
- There is a growing ineffectiveness of traditional advertising as new technologies such as streaming video supplant traditional broadcast and print media.
- Consumers in some countries are eating fewer meals at home, which means less demand for some Nestle products. Bloomberg reported that Americans' spending on restaurant meals overtook spending on groceries for the first in April 2015.
- A growing suspicion of prepackaged foods as unnatural and unhealthy in Europe and North America is becoming common. This increases the demand for fresh and natural foods in some markets. It also increases the demand for organic and other alternatives.
- There is a possibility of increased government oversight and regulations in some markets, such as India. India's government ordered billions of dollars of Maggi instant noodles be pulled from the shelves in the summer of 2015 because of allegations of excessive levels of lead in the product.

# **CHAPTER 3**

## **RESEARCH METHODOLOGY**

## RESEARCH METHODOLOGY

Research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. It is an academic activity and as such the term should be used in a technical sense. Research is, thus an original contribution to the existing stock of knowledge making for its advancement. It is a per suit of truth with the help of study, observation, comparison and experiment. In short, the search for knowledge through objective & systematic method of finding solution to a problem is “research”.

Research methodology is a way to systematically solve the research problem. The research methodology using for find out the solution of the research problem is analytical research methodology and some extend descriptive research methodology.

### **Research Study**

A research design may broadly be classified into two main categories: -

- ❖ **DESCRIPTIVE RESEARCH:** Descriptive studies are undertaken in many circumstances. When the research is interested in knowing the characteristics of certain group such as age, sex, educational level, occupation or income etc.
- ❖ **METHOD OF DATA COLLECTION:** - Collection of data refers to purposive gathering of information relevant to the subject matter under study and the methods used depend mainly upon the nature, purpose and scope of the enquiry to be undertaken, as well as on the availability of resources and time.
- ❖ **PRIMARY DATA COLLECTION:** Primary data are those which are collected for the first time. They are original in character. They are collected by the researcher for the first time of his own use. The main tools for collection of data will be collection through internal as well as external source. The sources of primary data include questionnaire, tables and pie chart.
- ❖ **SECONDARY DATA COLLECTION:** Secondary data was collected and analysed by the organization to convene the requirements of various research objectives. A researcher doing this study by the help of secondary data and the data is basically adopted by the internet and the various journals, magazines, and newspaper. The sources of secondary data include books, magazines, internet, newspaper, annual report.

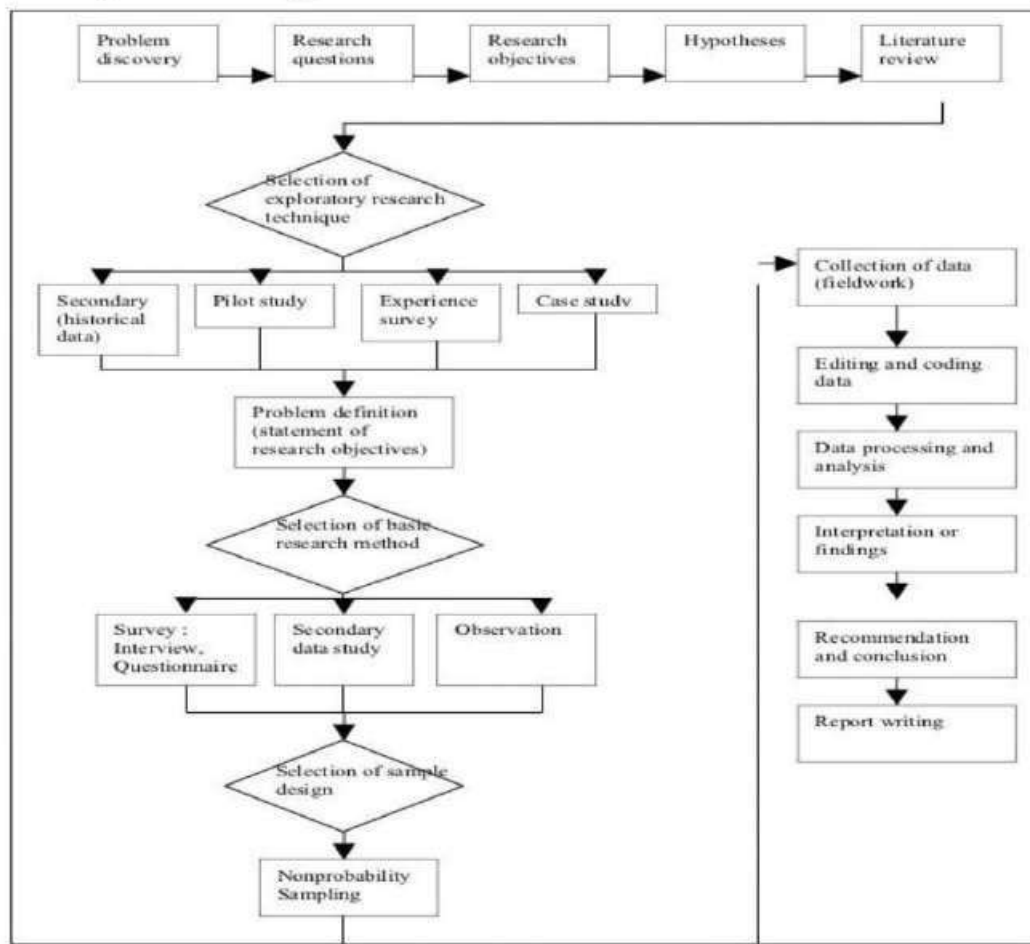
## RESEARCH DESIGN

The Research study used Secondary Data Analysis. The following techniques are used for the analysis.

### TECHNIQUES

The technique used in the analysis of the company is excel sheets, graphs and tables of financial statement for example balance sheet, profit loss a/c, etc

### RESEARCH DESIGN



## **PROBLEM DEFINATION**

The research seeks to investigate Nestle strategies across various marketing channels, including traditional advertising, digital marketing, product diversification, pricing strategies, and distribution networks.

## **NEED OF STUDY**

1. To understand in different factor to influencing the customer to use nestle product.
2. To understand what marketing strategies were prominently used by Nestle.
3. To understand in different factor to influence customer to buy a Nestle Products.

## **OBJECTIVE OF STUDY**

1. To identify the target audience for Nestle's products
2. To study the marketing strategies of Nestle.
3. To analyse the effectiveness of Nestle's marketing strategies in achieving market position brand recognition in the market.
4. To identify key areas for potential improvement or innovation within Nestle's marketing approach.

## RESEARCH DESIGN

### **Research Type: -**

- **Descriptive research** In a descriptive design, a researcher is solely interested in describing the situation or case under their research study. It is a theory-based design method which is created by gathering, analysing, and presenting collected data.

### **Sample Design: -**

- **Non-Probability:** In non-probability sampling, the researcher chooses members for research at random. This sampling method is not a fixed or predefined selection process.

### **Non-Probability: -**

- **Convenience sampling:** - This method is dependent on the ease of access to subjects such as surveying customers at a mall or passers-by on a busy street.

## Data Collection

### **1. Primary Data: -**

Primary data are those which are collected fresh and for the first time. Primary data for study is collected through questionnaire and surveys. This was done by preparing questionnaire and giving surveys.

- **Questionnaire: -**  
A questionnaire is a research tool featuring a series of questions used to collect useful information. from respondents. I can use Google forms for questionnaire.
- **Surveys: -**  
The implementation of surveys will be conducted to evaluate the level of public awareness and comprehension regarding Internet banking across various demographics.



## 2. Secondary Data: -

Secondary data is the data which has been already collected and analyzed by enumerators.

Secondary data is collected through: -

- Collected through Internet.
- Collected through Websites.

**Websites:** - I will collect a data from some websites and already available research project in internet.

**Internet:** - I can using the internet to collect the data for this research project, because the SBI is very popular bank in market. So, there data is easily available in internet.

## HYPOTHESIS

Hypothesis is usually considered as the principal instruments in research. Its main function is to suggest new experiments and observations. In fact, many experiments are carried out with the deliberate object of testing hypothesis.

- **Hypothesis H0:** There is significant number of customers who are satisfied with Nestle products.
- **Hypothesis H1:** There is significant number of customers who are not satisfied with Nestle products.

**CHAPTER 4**  
**DATA ANALYSIS AND INTERPRETATION**

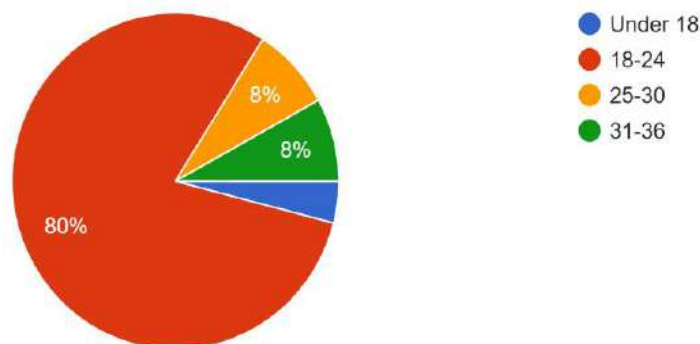
## Data Analysis and Interpretation

### 1. AGE WISE CLASSIFICATION OF RESPONDENTS

Sr.no	Age group	Count	percentage
1	Under 18	02	4%
2	18-24	40	80%
3	25-30	4	8%
4	31-36	4	8%
<b>Total</b>		50	100%

Age

50 responses



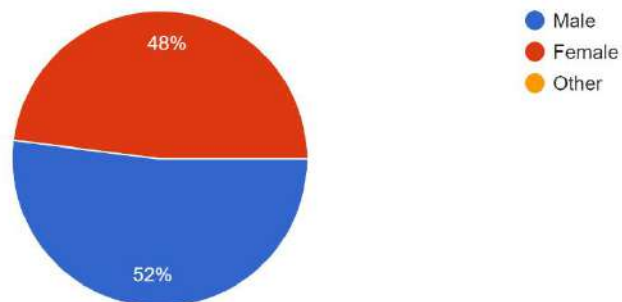
### INTERPRETATION:

From the above fig, out of the 50 respondents, 30 % of people are from age between under 18, 80 % of people are from age between 18-24, 8 % people are from age between 25-30 and 8 % of people are from age between 31-36. It proves that youth are more interested in nestles product rather than other are group.

## 2. GENDER WISE CLASSIFICATION OF RESPONDENTS

Sr. no	Particular	Response	Percentage
1	Male	26	52%
2	Female	24	48%
<b>Total</b>	-	50	100%

Gender  
50 responses



### INTERPRETATION

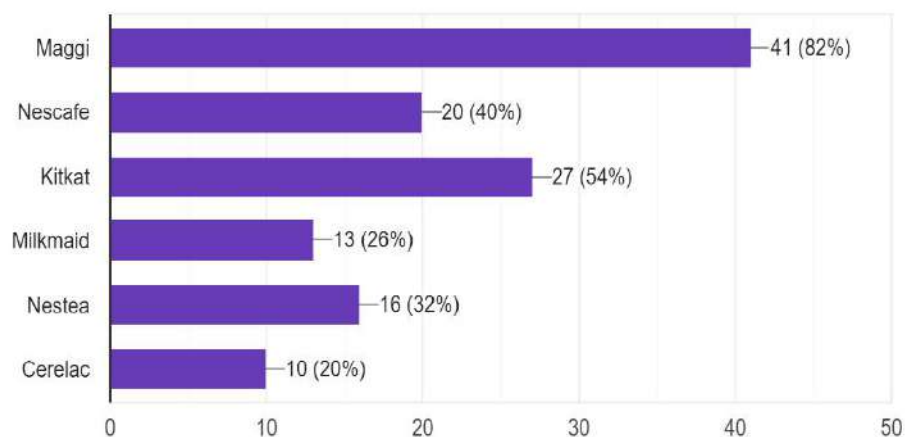
From the above fig, out of 50 respondents, 52% of people are male and 48% of people are female, conclude us that males are fonder of nestles product.

### 3. What Nestle Product do you regularly use

Sr. no	Particular	Response	Percentage
1	Maggi	41	82%
2	Nescafe	20	40%
3	Kitkat	27	54%
4	Milkmaid	13	26%
5	Nestea	16	32%
6	Cerelac	10	20%

Which Nestle products do you regularly use? (Select all that apply)

50 responses



#### INTERPRETATION:

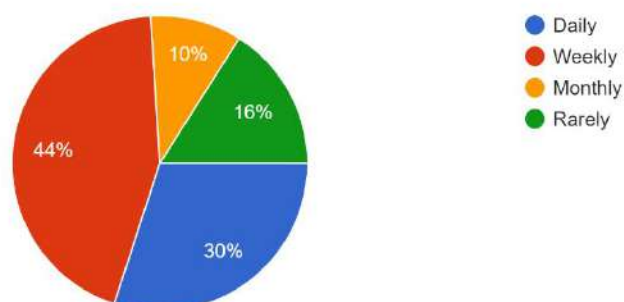
Regarding product usage, 82% of respondents regularly used Maggi, 40% used Nescafe, 54% used KitKat, 26% used Milkmaid, 32% used Nestea, and 20% used Carelac. The research reveals that Maggi is highly popular among young consumers, with 82% of respondents regularly using it. This aligns with the broader trend of youth favoring Maggi as a convenient and affordable meal option

#### 4. How often do you purchase Nestle products?

Sr. no	Particular	Response	Percentage
1	Daily	15	30%
2	Weekly	22	44%
3	Monthly	5	10%
4	Rarely	8	16%
<b>Total</b>	-	50	100%

How often do you purchase Nestle products?

50 responses



#### INTERPRETATION:

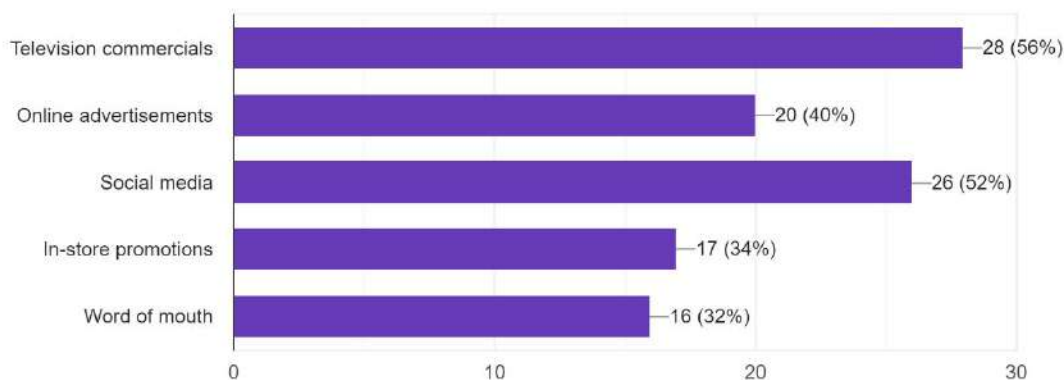
The study indicates varied purchasing preferences among respondents, with 44% favoring weekly purchases, followed by 30% preferring daily purchases. Monthly purchases were preferred by 10% of respondents, while 16% preferred to buy Nestle products rarely. This suggests a diverse range of consumer habits and frequency of engagement with Nestle products.

**5. How do you usually find out about Nestle products? (Select all that apply)**

Sr. no	Particular	Response	Percentage
1	Television commercials	28	56%
2	Online advertisements	20	40%
3	Social media	26	52%
4	In-store promotions	17	34%
5	Word of mouth	16	32%

How do you usually find out about Nestle products? (Select all that apply)

50 responses



**INTERPRETATION:**

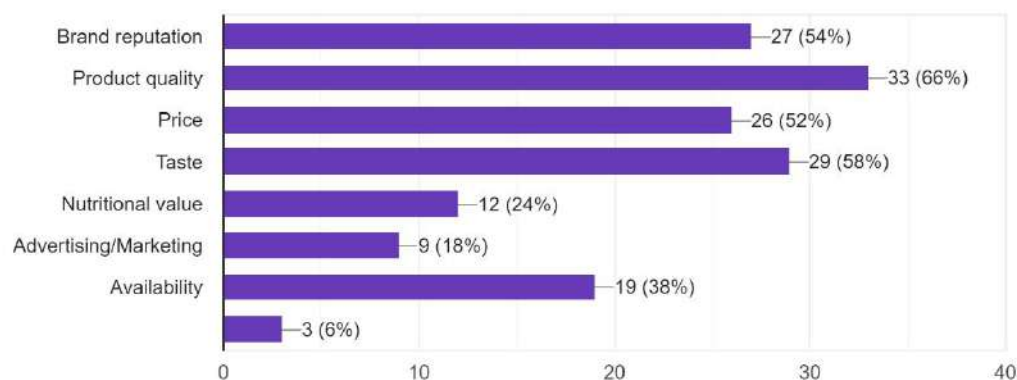
The survey highlights diverse channels through which respondents encounter Nestle products. The majority, 56%, come across Nestle products through television commercials, followed by 52% through social media, and 40% through online advertisements. Additionally, 34% encounter Nestle products in-store, while 32% learn about them through word of mouth. This suggests the importance of multi-channel marketing strategies to reach a wide audience.

## 6. What factors influence your decision to purchase Nestle products (select all that apply)

Sr. no	Particular	Response	Percentage
1	Brand reputation	27	54%
2	Product quality	33	66%
3	price	26	52%
4	taste	29	58%
5	Nutritional value	12	24%
6	Advertising Marketing	9	18%
7	Availability	19	38%
8	Other	3	6%

What factors influence your decision to purchase Nestle products (select all that apply)

50 responses



### INTERPRETATION:

The factors influencing purchasing decisions vary, with product quality (66%) and taste (58%) being the most significant. Brand reputation (54%) and price (52%) also play crucial roles, while availability (38%) and nutrition value (24%) are considered to a lesser extent. Advertising & marketing (18%) have a moderate influence on decisions.

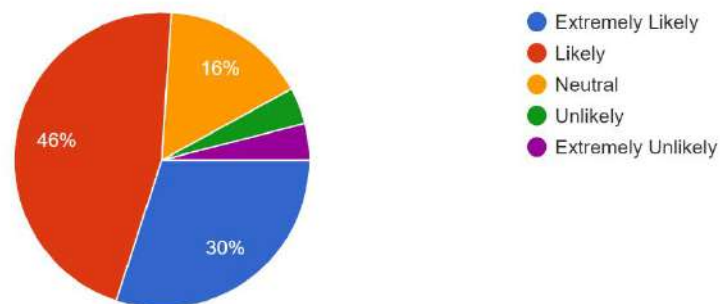


**7. Considering all Nestle products you've tried, how likely are you to recommend them to others? (Select one)**

Sr. no	Particular	Response	Percentage
1	Extremely	15	30%
2	Likely	23	46%
3	Neutral	8	16%
4	Unlikely	2	4%
5	Extremely Unlikely	2	4%

Considering all Nestle products you've tried, how likely are you to recommend them to others?  
(Select one)

50 responses



**INTERPRETATION:**

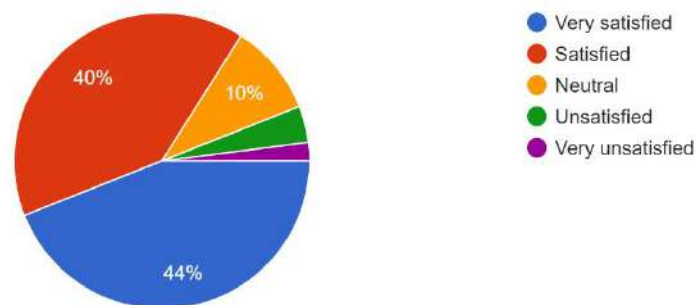
The majority of respondents (76%) express positive sentiment towards Nestle products, with 30% indicating they extremely like them and 46% likely to purchase. Only a small portion (8%) show negative sentiment, with 4% unlikely to purchase and 4% extremely unlikely.

### 8. How satisfied are you with the quality of Nestle products.

Sr. no	Particular	Response	Percentage
1	Very satisfied	22	44%
2	Satisfied	20	40%
3	Neutral	5	10%
4	Unsatisfied	2	4%
5	Very unsatisfied	1	2%

How satisfied are you with the quality of Nestle products?

50 responses



#### INTERPRETATION:

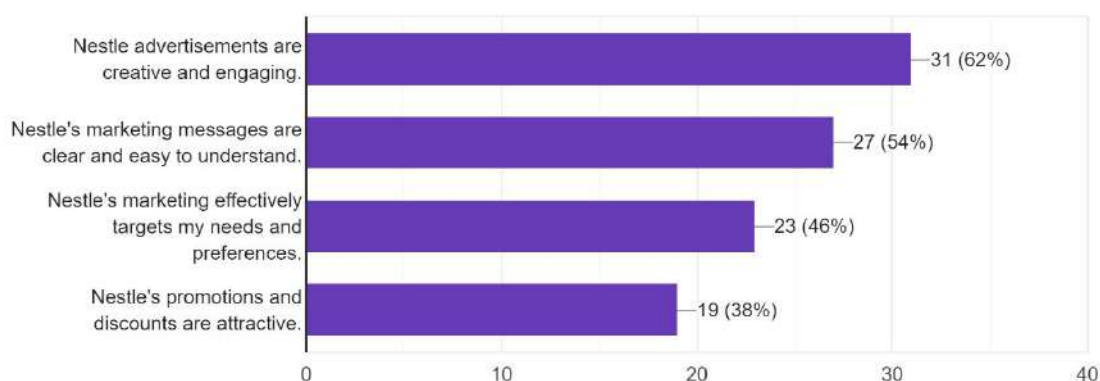
The majority of respondents (84%) express satisfaction with Nestle products, with 44% very satisfied and 40% satisfied. Only a small portion (10%) remains neutral, while dissatisfaction is minimal, with 4% unsatisfied and 2% very unsatisfied.

**9. How much do you agree with the following statements about Nestle's marketing? (Select all that apply)**

Sr. no	Particular	Response	Percentage
1	Nestle advertisement are creative and engaging	31	62%
2	Nestle's marketing messages are clear and easy to understand	27	54%
3	Nestle's marketing effectively targets my needs and preferences	23	48%
4	Nestle's promotions and discounts are attractive	19	38%

How much do you agree with the following statements about Nestle's marketing?(Select all that apply)

50 responses



**INTERPRETATION:**

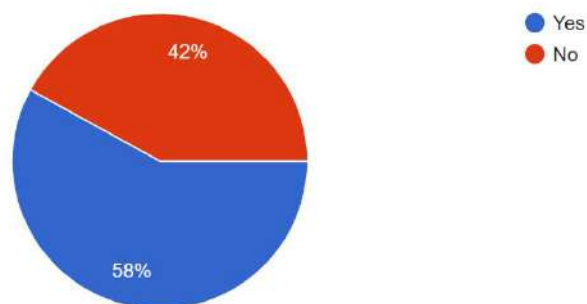
The survey highlights the significant influence of Nestle advertisements, with 62% of respondents acknowledging their impact. Additionally, a majority (58%) of respondents claim to be influenced by the Nestle brand overall. These findings underscore the effectiveness of Nestle's advertising efforts in shaping consumer perceptions and behaviors.

### 10. Have any past controversies or ethical concerns surrounding Nestle influenced your purchase decisions?

Sr. no	Particular	Response	Percentage
1	Yes	29	58%
2	No	21	42%

Have any past controversies or ethical concerns surrounding Nestle influenced your purchase decisions?

50 responses



#### INTERPRETATION:

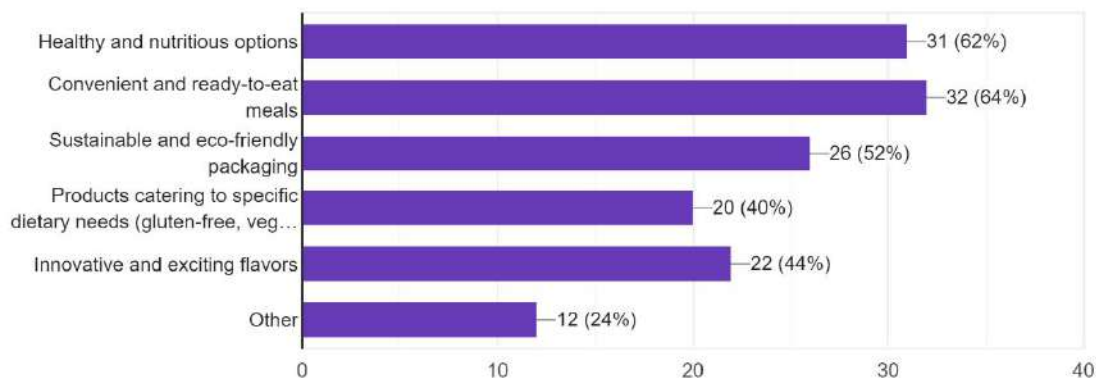
From the above fig, out of the 50 respondents, 58% of people influenced by Nestle and 42% peoples are not influenced by Nestle.

**11. What type of new Nestle products would you be most interested in (select all that apply)?**

Sr. no	Particular	Response	Percentage
1	Healthy and nutritious options	31	62%
2	Convenient and ready-to-eat meals	32	32%
3	Sustainable and eco-friendly packaging	26	26%
4	Products catering to specific dietary needs (gluten- free, vegan, etc.)	20	20%
5	Innovative and exciting Flavors	22	22%
6	Others	12	12%

What type of new Nestle products would you be most interested in (select all that apply)?

50 responses



**INTERPRETATION:**

Most respondents prefer convenient and ready-to-eat options (64%) and are interested in healthy and nutritious products (62%). Additionally, sustainability is important to 52%, while 44% seek innovative flavors. Some (40%) look for products catering to specific needs, and 24% have other preferences.

# **CHAPTER 5**

## **FINDINGS**

## **FINDINGS**

1. Based on research objectives the researcher applied appropriate analysis and tools to know about the marketing strategy of Nestle India in Nagpur district. From the analysis, the researcher found the important findings of the study. In this section the researcher presents all the findings that had been discovered by using the data that was collected.
2. From the above fig, out of the 50 respondents, 30 % of people are from age between under 18, 80 % of people are from age between 18-24, 8 % people are from age between 25-30 and 8 % of people are from age between 31-36.
3. From the above fig, out of the 50 respondents, 82% of people regularly used Maggi, 40% people used nescafe, 54% of people used kitkat, 26% of people used Milkmaid, 32% of people used Nestea, and 20% of people used Carelac.
4. From the above fig, out of the 50 respondents, 30% of respondents prefer to purchase daily, 44% of respondents prefer to purchase weekly, 10% of respondents prefer to purchase Monthly, 16 % of respondents prefer to purchase Rarely.
5. From the above fig, out of the 50 respondents, 56% of people say usually find nestle product in television commercials, 40% peoples say usually find in online advertisements, 52% of people say usually find in social media, 34% of people usually find in store, and 32% of people usually find n word to mouth .
6. From the above fig, out of the 50 respondents, 54% of people to decision purchase depends on brand reputation, 66% peoples to product quality, 52% of people to price, 58% of people to taste, 24% of people of nutrition value, 18% of people is Advertising & marketing, 38% people of Availability and 6% of people is others.

7. From the above fig, out of the 50 respondents, 30% of people to Nestle product extremely like, 46% peoples to likely, 16% of people to neutral, 4% of people unlikely and 4% of people of extremely unlikely.
8. From the above fig, out of the 50 respondents, 44% of people to very satisfied with Nestle product, 40% peoples to satisfied, 10% of people to neutral, 4% of people unsatisfied, and 2% of people of very unsatisfied.
9. From the above fig, out of the 50 respondents, 62% of people to affected by Nestle advertisement, 54% peoples to Nestle marketing messages, 46% of people to Nestle marketing effectively and 38% of people to Nestle promotion.
10. From the above fig, out of the 50 respondents, 58% of people influenced by Nestle and 42% peoples are not influenced by Nestle.
11. From the above fig, out of the 50 respondents, 62% of people are most interested in healthy & nutrition, 64% peoples to convenient & ready-to-eat, 52% of people to sustainable & eco-friendly, 40% of people to product catering to specific, 44% of people to innovative & exciting Flavors and 24% of people to others.



**CHAPTER 6**  
**CONCLUSION**

## **CONCLUSION**

Nestle India's marketing strategy typically revolves around product innovation, brand building, and strong distribution channels. They focus on understanding local tastes and preferences while maintaining global standards of quality and safety. Digital marketing plays a significant role, leveraging social media, influencer partnerships, and targeted online campaigns to engage consumers.

In conclusion, Nestle India's marketing strategy is characterized by adaptability, innovation, and a customer-centric approach. By continuously evolving and staying connected with their audience, they strive to maintain their position as a leading player in the Indian food and beverage market.

Nestle India's marketing strategy is a blend of traditional and digital approaches, emphasizing consumer insights and product differentiation. Through strategic partnerships, continuous innovation, and a commitment to quality, Nestle India has successfully built a strong brand presence in the Indian market. Moving forward, they are well-positioned to navigate challenges and capitalize on opportunities, ensuring sustained growth and consumer satisfaction.

# **CHAPTER 7**

# **SUGGESTION**

## **SUGGESTION**

1. Consumers encounter Nestle products through various channels, it's essential to diversify marketing efforts. Invest in online advertisements, social media campaigns, and in-store promotions to reach a wider audience effectively.
2. Responding to preferences for convenience, nutrition, and sustainability, Nestle should focus on innovating products that align with these consumer demands. Introduce new offerings that cater to specific needs while maintaining high-quality standards.
3. Nestle should continue to prioritize transparency, quality assurance, and corporate responsibility initiatives. Building and maintaining trust among consumers will contribute to long-term brand loyalty.
4. Nestle should ensure that its products are easily accessible across various retail channels. Strengthening distribution networks can enhance consumer convenience and satisfaction.
5. The interest in health, nutrition, and sustainability, Nestle can engage in consumer education initiatives. Provide information about product ingredients, nutritional benefits, and sustainability practices to empower consumers to make informed choices. This can strengthen brand credibility and loyalty among health-conscious consumers.

# **CHAPTER 8**

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## **BIBLIOGRAPHY**

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# **ANNEXURE**

## **ANNEXURE**

1. Age: (Select one)

- Under 18
- 18-24
- 25-44
- 45 or above

2. Gender (Select one)

- Female
- Male
- Prefer not to say

3. Which Nestle products do you regularly use? (Select all that apply)

- Maggi
- Nescafe
- KitKat
- Milkmaid
- Nestea
- Cerelac
- Others (Please specify)

4. How often do you purchase Nestle products?

- Daily
- Weekly
- Monthly
- Rarely



5. How do you usually find out about Nestle products? (Select all that apply)
- Television commercials
  - Online advertisements
  - Social media
  - In-store promotions
  - Word of mouth
6. What factors influence your decision to purchase Nestle products (select all that apply)?
- Brand reputation
  - Product quality
  - Price
  - Taste
  - Nutritional value
  - Advertising/Marketing
  - Availability
  - Other (Please specify)
7. Considering all Nestle products you've tried, how likely are you to recommend them to others? (Select one)
- Extremely Likely
  - Likely
  - Neutral
  - Unlikely
  - Extremely Unlikely

8. How satisfied are you with the quality of Nestle products?
- Very satisfied
  - Satisfied
  - Neutral
  - Unsatisfied
  - Very unsatisfied
9. How much do you agree with the following statements about Nestle's marketing?  
(Select all that apply)
- Nestle advertisements are creative and engaging.
  - Nestle's marketing messages are clear and easy to understand.
  - Nestle's marketing effectively targets my needs and preferences.
  - Nestle's promotions and discounts are attractive.
10. Have any past controversies or ethical concerns surrounding Nestle influenced your purchase decisions? (Select one)
- Yes (Please specify)
  - No
11. What type of new Nestle products would you be most interested in (select all that apply)?
- Healthy and nutritious options
  - Convenient and ready-to-eat meals
  - Sustainable and eco-friendly packaging
  - Products catering to specific dietary needs (gluten-free, vegan, etc.)
  - Innovative and exciting flavors
  - Other (Please specify)