**INTERNATIONAL MARKETING EVALUATION**

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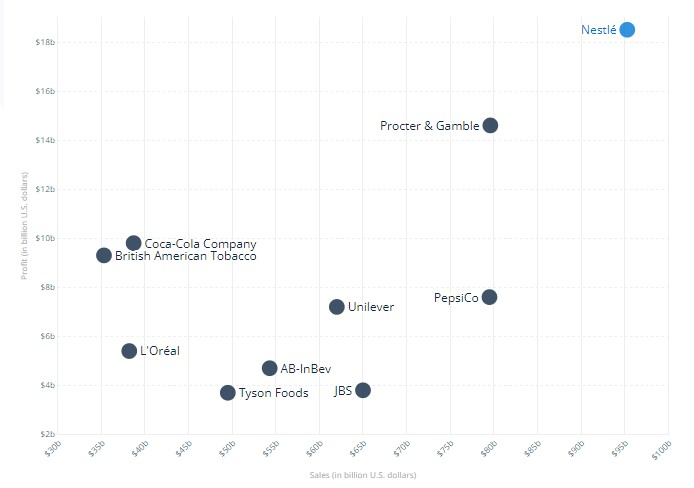
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**INTRODUCTION**

**1.0 Background of the Company**

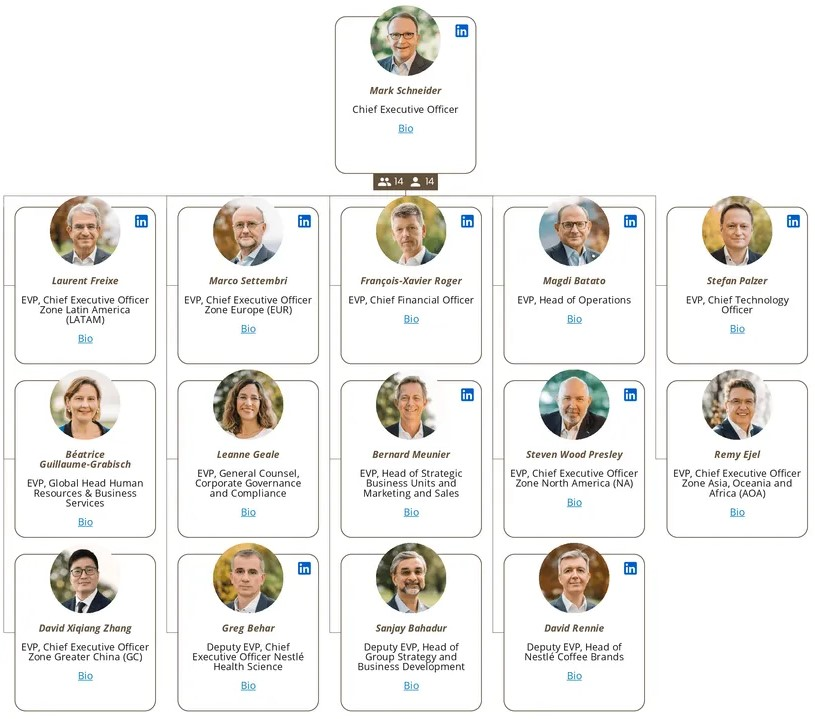
Nestlé, a Swiss multinational food and beverage corporation, is a prominent global leader in the industry (Huang, 2023). Established in 1866, the corporation has developed into a dominant force, overseeing a wide range of popular brands (Alexander *et al*., 2011). Nestlé's dedication to the purpose of "Good Food, Good Life" highlights its commitment to providing high-quality, nourishing goods that improve the lives of people worldwide (Sánchez *et al*., 2016). Nestlé operates in more than 180 countries and has a workforce of over 270,000 individuals (Demir & Istanbullu Dincer, 2020). The company offers a wide range of products, including coffee, chocolate, infant nutrition, and pet care (Marin & Verdier, 2007).

**Figure 1.1:** Financial Figure of 10 selected FMCG companies worldwide 2021



The company's financial success, as reflected in its 2023 half-year results in Nestlé, 2023 includes significant organic growth of 8.7%, pushed by strategic pricing and true internal growth (Nestle India Ltd Share Price Today - Nestle India Ltd Share Price LIVE on NSE/BSE, n.d.). Despite facing challenges like as foreign exchange impacts and minor net acquisitions, Nestlé's financial outlook remains solid, with an enhanced full-year projection and a commitment to continued portfolio management. (Topic: Nestlé, 2024)

**Figure 1.2:** Organizational Chart of the Company



**Source:** (*Our leadership team*, n.d.)

Nestlé's strategic innovation connects with sustainable and responsible business practices. The company harnesses its global scale to address societal concerns, actively engaged in producing shared benefit for both shareholders and communities globally (Ching, 2022). Nestlé's commitment to corporate governance stresses openness, accountability, and ethical conduct, assuring good decision-making and risk management throughout its broad global businesses (Post, 1985).

In a competitive market distinguished by tough adversaries, Nestlé navigates the challenging balance between regional autonomy and global coherence through its organizational structure (Bhasin, 2023). The company's emphasis on adaptation and innovation is important for flourishing in a market where consumer preferences regularly alter (Cuofano, 2023). Understanding and strategically placing itself against competitors such as Unilever, Coca-Cola, PepsiCo, and others, Nestlé remains a resilient force in the dynamic food and beverage sector (Nestle SA Peers & Key Competitors - GlobalData, n.d.).

**EXTERNAL ENVIRONMENTAL FACTORS IMPACT**

|  |  |  |
| --- | --- | --- |
| **Factors** | **Nigeria** | **Malaysia** |
| **Political Factors** | Government initiatives supporting local sourcing. | Positive government stance on foreign investment. |
|  | Policy changes and bureaucracy challenges. | Stable political environment. |
|  | Currency fluctuations affecting import costs. | Adherence to food and nutrition policies. |
|  | Market potential with a growing middle class. | Alignment with Vision 2030 for inclusive growth. |
|  | Operational challenges due to infrastructure weaknesses. | Potential collaboration on public health initiatives. |
| **Social Factors** | Emphasis on family and community in culture. | Cultural richness influencing culinary traditions. |
|  | Health awareness and eating habits evolving. | Strong emphasis on family and community. |
|  | Localization opportunities based on cultural diversity. | Growing environmental awareness and sustainability. |
|  | Consumer trends and preferences among the youthful population. | Religious sensitivities and halal certification. |
|  | Opportunities and threats related to environmental consciousness. | Health concerns influencing product portfolio. |
| **Technological Factors** | Integration of digital solutions for efficiency. | Leveraging technological richness and a skilled workforce. |
|  | Cybersecurity measures to safeguard data. | Digital initiatives for e-commerce and marketing. |
|  | Blockchain implementation for transparency. | Investment in research and development (R&D). |
|  | Utilizing nutritional information portals. | Smart farming technologies for agricultural efficiency. |
| **Environmental Factors** | Opportunities in government collaborations on nutrition and rural development. | Potential for sustainable practices and eco-friendly packaging. |
|  | Threats from regional instability and unpredictable policy changes. | Challenges in navigating complex regulations and potential social unrest. |
|  | Waste management concerns associated with plastic packaging. | Addressing the impact of technological advancements on environmental aspects. |
| **Legal Factors** | Challenges with import regulations and high import duties. | Opportunities in government incentives for food manufacturing and halal certification. |
|  | Complex land ownership laws and informal markets. | Compliance with new food safety and labeling regulations. |
|  | Potential legal disputes over intellectual property rights. | Addressing challenges of complex food regulations and stringent import controls. |

In Nigeria, nestle encounters a dynamic political landscape with both opportunities, like government support for local sourcing, and threats such as instability in certain regions affecting supply chains (Brexit’s impact on the resilience of local food supply chains: potential opportunities and threats, 2019). Socially, emphasis on family and community aligns with Nestle's products, but challenges arise from cultural and religious sensitivities. Technologically, integrating digital solutions and addressing cybersecurity are crucial. Environmental factors present collaboration opportunities but also waste management challenges. Legally, while there are potential benefits from government incentives, import regulations and land ownership laws pose obstacles (Wolf *et al.,*2023).

In Malaysia, political stability and support for foreign investment provide a favourable backdrop. Socially, cultural diversity and strong family ties offer opportunities, but careful navigation of religious sensitivities is essential (Sanchez *et al.,* 2016). Technologically, leveraging Malaysia's technological richness is an advantage, but addressing the digital divide is crucial. Environmental opportunities include sustainability practices, while legal considerations involve navigating complex regulations and intellectual property protection challenges (Demir and Istanbullu, 2020).

**CONSUMER BEHAVIOUR ANALYSIS: NIGERIA AND MALAYSIA**

Nestle Nigeria PLC, a major player in the country's food and beverage industry, has been a significant presence in Nigeria for over 57 years, providing high-quality nutritious products such as Maggi, Milo, Golden Morn, Nescafé, and Nestlé Pure Life. The study conducted by (Bishopton, 2018) on the effect of advertising on consumer buying behavior, specifically focusing on Nestle Food Nigeria PLC, delves into the impact of continuous advertising on consumer perceptions and purchasing decisions. Nestle's purpose of enhancing the quality of life and contributing to a healthier future aligns with the study's exploration of the significance of advertising in achieving sales objectives.

**Figure 3.1**: Consumer Sentiments and Perceptions towards Nestle in Nigeria

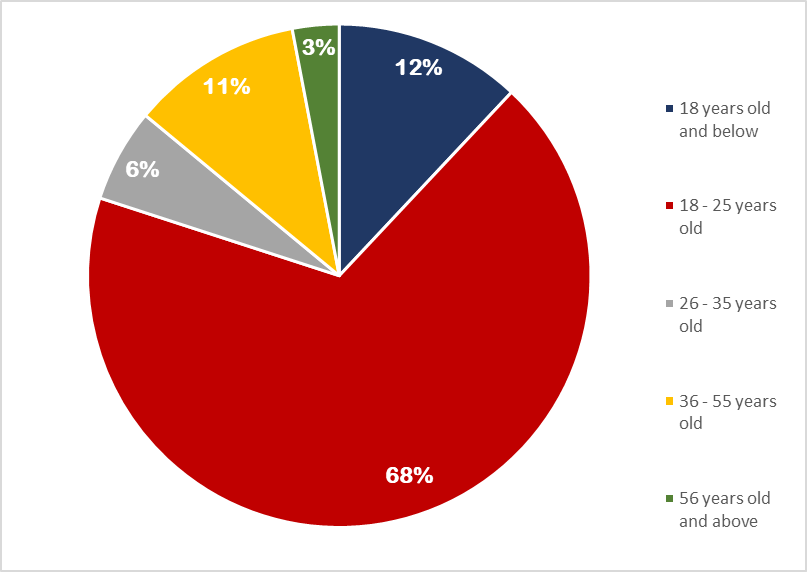
Furthermore, the adaptation of Nestlé's marketing strategy in the Nigerian market, as evidenced by the thesis on the adaptation of marketing strategy for Nestlé chocolate beverage in Nigeria, reflects the company's commitment to creating shared value. The study explores how Nestlé adapts its product, Milo, to local market conditions, considering factors such as size, packaging, and quality.

Nestle's consumer analysis in Uwakmfon (2019) and Bishopton (2018) proves that Nigeria showcases the company's efforts to align its products with local preferences and market dynamics. The adaptation of marketing strategies and product offerings, as evidenced by the research, indicates Nestle's commitment to creating shared value by meeting the needs of Nigerian consumers.

The study **Nestlé's customer happiness and brand loyalty** conducted by Mui Hung Kee *et al*., (2023) demonstrates a sufficient positive association, highlighting the effect of product quality, customer service, and marketing methods. The Malaysian market, which is described by a culture built up on trust and reputation, exhibits a brand loyalty tendency among consumers, particularly within the 18-25 age bracket. This demographic, observed for its openness to global trends, adds to Nestlé's success, with 40% expressing allegiance to Nestlé products.

The survey results analysis fits the overall Malaysian consumer behavior pattern, where established foreign companies like Nestlé enjoy more trust and loyalty when compared to fresh arrivals. The age distribution data and satisfaction survey showcase the role of youth and also the effect of cultural elements in defining consumer preferences in Malaysia.

**Figure 3.2**: Age distribution of Nestle Customers in Malaysia



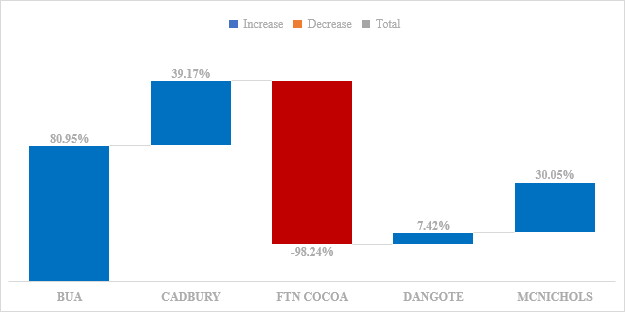
The consumer behavior analysis of Nestle markets in both Nigeria and Malaysia underscores the company's adeptness in adapting to diverse cultural and market dynamics. Nestle's longstanding presence in Nigeria, marked by its offering of high-quality nutritious products, aligns with its commitment to enhancing the quality of life and contributing to a healthier future. The research on advertising impact in Nigeria reveals that continuous advertising plays a pivotal role in shaping consumer perceptions and driving purchasing decisions. Similarly, Nestlé's strategic adaptation in the Nigerian market, as evidenced by the study on the chocolate beverage market, reflects the company's dedication to creating shared value by aligning its products with local preferences. In Malaysia, the study on customer happiness and brand loyalty indicates a positive association, with Nestlé's products enjoying significant trust and loyalty, particularly among the youth demographic

**COMPETITOR ANALYSIS: NIGERIA AND MALAYSIA**

In Nigeria, nestle faces formidable competitors in the food industry. BUA Foods Plc boasts an impressive 80.95% net sales revenue growth in Q3 2022, indicating a strong market presence in cane sugar manufacturing and sugarcane farming. However, the company grapples with a concerning debt to equity ratio of -19.92%, signifying potential financial challenges (Bhasin, 2023). Cadbury Nigeria Plc exhibits a commendable 39.17% growth, emphasizing its significance in sugar and confectionery product manufacturing. Notably, its exceptionally high debt to equity ratio of 1623.45% raises financial leverage concerns (Heartofcodes, 2023). In contrast, McNichols Consolidated Plc showcases steady growth and a moderate debt to equity ratio, suggesting financial stability in chocolate and confectionery manufacturing.

In Malaysia, nestle competes with global giants like Lindt & Sprungli, which leads with a 7.5% net sales revenue growth and an 18.5% operating profit margin. Nestle demonstrates a competitive edge with a 5% growth and a 15% operating profit margin. Both Lindt & Sprungli and Hershey (Nestle–Owler Competitors, 2022). Malaysia exhibit lower debt to equity ratios, indicating a more conservative financial approach. This analysis underscores Nestle's robust position in the face of diverse competitors, with a balanced performance in key financial metrics, ensuring its continued relevance and success in the market (Nestle-Global data, 2022)

**Figure 4.1:** Net Sales Revenue Growth Comparison of Nestle Nigeria Competitors



**Table 4.1:** Financial Performance Snapshot of Selected Nigerian Food Companies (Q3 2022 - Q3 2023)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Company** | **Net Sales Revenue Growth (%)** | **Operating Profit Margin (%)** | **Return on Equity (ROE)** | **Debt to Equity Ratio** | **Key Activities** |
| BUA FOODS PLC | 80.95% (2022Q3C) | 2.34% (2022Q3C) | 8.02% (2022Q3C) | -19.92% (2022Q3C) | Cane Sugar Manufacturing, Sugarcane Farming |
| CADBURY NIGERIA PLC | 39.17% (2022Q3C) | 8.52% (2022Q3C) | N/A | 1623.45% (2022Q3C) | Sugar and Confectionery Manufacturing, Chocolate Manufacturing |
| FTN COCOA PROCESSORS PLC | -98.24% (2023Q3C) | 2.14% (2023Q3C) | N/A | 77.09% (2023Q3C) | Chocolate and Confectionery Manufacturing from Cacao Beans |
| DANGOTE SUGAR REFINERIES PLC | 7.42% (2023Q3C) | 2.14% (2023Q3C) | N/A | -0.12% (2023Q3C) | Sugar Manufacturing |
| MCNICHOLS CONSODILATED PLC | 30.05% (2023Q2C) | 0.33% (2023Q2C) | 1.62% (2023Q2C) | -12.06% (2023Q2C) | Chocolate and Confectionery Manufacturing, Dairy Product Manufacturing |

**Table 4.2**: Nestle’s Competitor Overview and Key Details

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Company** | **Headquarters** | **No. of Employees** | **Revenue** | **Entity Type** |
| Chocoladefabriken Lindt & Sprungli AG | Switzerland | 14,160 | $5.2B | Public |
| PT Mayora Indah Tbk | Indonesia | [Data not available] | [Data not available] | Public |
| Yeo Hiap Seng Ltd | Singapore | 1,781 | $259.8M | Public |
| Hershey Malaysia Sdn. Bhd. | Malaysia | [Data not available] | [Data not available] | Private |

Notable distinctions among the key competitors. Chocoladefabriken Lindt & Sprungli emerges as a frontrunner, boasting the highest net sales revenue growth, indicative of robust market performance. Additionally, its leading operating profit margin suggests efficient operational management. Nestle and Yeo Hiap Seng Ltd also demonstrate positive growth in net sales revenue, positioning them as strong contenders in the market. Nestle, maintaining competitive profit margins, remains an agile competitor, while Mayora Indah Tbk exhibits a commendable performance. Interestingly, Lindt & Sprungli and Hershey Malaysia Sdn. Bhd. showcase lower debt to equity ratios, implying prudent financial leverage. In contrast, Nestle and Yeo Hiap Seng Ltd. maintain moderate ratios, striking a balance between financial stability and growth. Despite Lindt & Sprungli's standout performance, nestle remains a formidable competitor, and Mayora Indah Tbk along with Hershey Malaysia Sdn. Bhd. have opportunities for enhancement, particularly in optimizing debt management

**ENTRY STRATEGY EVALUATION**

**5.1 Nestlé's Entry Strategy in China: A Strategic Triumph**

Nestlé's introduction into the Chinese market is defined by a purposeful and nuanced approach that evolved over more than a century. The early 1900s saw Nestlé making an astute move by choosing an early entrance order and opting for complete asset control. This strategic insight helped Nestlé to minimize risks and efficiently utilise the local market. Noteworthy is the company's astute appraisal of the political environment and the creation of social ties during the 1970s to the 1990s(Nestlé’s Expansion into China | Analysis, 2023). Leveraging government assistance, cultivating long-term connections, and exclusive selling rights strengthened Nestlé's position in the market.

**Table 5.1**: Summary Table for Nestlé Entry Strategy in China

|  |  |
| --- | --- |
| **Aspect** | **Analysis** |
| Market Analysis | - Political: No constraints  - Economic: Favourable growth and foreign ties  - Sociocultural: Emphasis on luxury and novelty  - Technological: High online activity  - Legal: No significant constraints  - Environmental: Emphasis on sustainability |
| Product Suitability | - Advantageous entry with established chocolate market presence  - "Butterfingers" may need rebranding for luxury appeal |
| Porter's Five Forces Analysis | - Bargaining Power of Buyers: High  - Bargaining Power of Suppliers: Medium  - Threat of Substitutes: Medium  - Threat of New Entries: Medium  - Competition: Moderate |
| Cultural Analysis (Hofstede's Model) | - Collectivism: Dominant  - Power Distance: Significant  - Gender Roles: Flexibility |
| FDI Entry Mode Strategy | - Approach: Combination of Global Standardization and Localization  - Focus: Balance cost reduction with local responsiveness and quality |
| Profitability Strategy | - Approach: Differentiation strategy emphasizing uniqueness  - Consideration: Aligning with Chinese market's need for luxury and unique experiences |

In the early 2000s, Nestlé changed its strategy by acquiring local brands, constructing plants, and employing thousands of people in China. This transition from exporting to local production underlined Nestlé's dedication to long-term relationship-building. Joint ventures with notable corporations like Coca-Cola and L'Oreal displayed a focus to maintaining a broad and outstanding product line (Layman, 2017).

**5.2 Nestlé's Entry Strategy in the United States: A Blend of Adaptation and Innovation**

Nestlé's journey into the U.S. market represents an adventurous blend of acquisitions and innovation. In the late 90’s, the company entered the ecosystem with chocolate and condensed milk, exploiting trade affairs and catering for the sweet taste desire of American consumers. Strategic purchases of popular brands like Carnation, Gerber, and Purina improved Nestlé's market, making their brand more popular and providing them a large distribution networks.

**Table 5.2:** Summary Table for Nestle Entry Strategy in United States

|  |  |
| --- | --- |
| **Aspect** | **Details** |
| Sales (2016) | CHF 900 million (US confectionery business) |
| Product Portfolio | Local chocolate brands (Butterfinger, Baby Ruth, etc.) and sugar brands. International brand: Crunch. |
| Strategic Options Review | Focus on the US market. Expected completion by the end of the year. |
| Excluded from Review | Toll House baking products are not part of the strategic review. |
| Global Confectionery Sales (2016) | CHF 8.8 billion |
| Global Brand Focus | Emphasis on growing KitKat as a leading international confectionery brand. |
| US Market Significance (2016) | Sales of CHF 26.7 billion, representing Nestlé's largest market. |
| Confectionery Contribution (US) | Confectionery business represents about 3% of US sales. |
| Diversified Presence in US | Presence in various categories: pet care, bottled water, frozen meals, infant food, and ice cream. |
| Commitment to Investment and Growth | Nestlé remains committed to investing and growing in |

The company also realised the need for local adaptation, establishing factories around the country and incorporating American culture into marketing system. Sponsorships of interesting events such as Little League and showcasing recognised faces in advertising established a sense of connection and trust with American customers.

Nestlé's flexibility system, which is evident through several innovations like single-serve coffee pods and plant-based burgers, maintained its relevance in the evolving American food environment.

Nestlé's entry approach in the United States is a blend of global knowledge and local adaptability, this has helped the company to sustain success and also attain a significant position in the America market.

**SEGMENTATION, TARGETING AND POSITIONING ANALYSIS**

**6.1 Nestlé's Segmentation, Targeting, and Positioning in China**

Nestlé utilizes a consistent segmentation system; it starts with understanding the diverse area. Geographically, the corporation directs its product sales to different regions like North and South China, representing local tastes. Demographically, age, income, and family structure have a major impact, Companies such as Gerber targets young families and Nescafé maintains catering to busy professionals. Also, Nestlé provide products to support various consumer lifestyles and attitudes. The company focuses on young, urban professionals, health-conscious consumers, and rural areas. Nestlé positions itself by using the global recognition while emphasizing "Local for Local," innovation with familiarity. This strategy allows Nestlé to navigate the Chinese market, resonating with varied consumer segments.

**Table 6.1**: Summary of Nestle’s Segmentation, Targeting, and Positioning in China

|  |  |  |
| --- | --- | --- |
| **Segment** | **Targeted Products** | **Positioning Strategy** |
| Young, Urban Professionals | Haagen-Dazs  ice cream  Nespresso coffee | Premium indulgence, modern lifestyle |
| Health-Conscious Consumers | Nestlé Wellness Health Science range | Scientifically proven health benefits, natural ingredients |
| Rural Markets | Maggi noodles, Yinlu peanut sauces | Affordable quality, familiar flavors |

**6.2 Nestlé's Segmentation, Targeting, and Positioning in the United States: A Comprehensive Approach**

Nestlé's segmentation strategy is multidimensional in the United States, considering age, lifestyle, dietary demands, and value. The company targets millennials, busy families, and health-conscious consumers, which showcases their flexibility system to emerging trends. The positioning strategy values family-friendliness with brands like Gerber, Nespresso and Haagen-Dazs, and innovation with Lean Cuisine and Nescafé. Nestlé's success in the U.S. is attributed to its effective management of segmentation, targeting, and positioning, allowing the business to build a distinct and competitive advantage within each consumer category. This strategic approach maintains Nestlé's resilience in the evolving American food ecosystem (Magni *et al*., 2016).

**Table 6.2:** Summary of Nestle’s Segmentation, Targeting, and Positioning in United States

|  |  |  |  |
| --- | --- | --- | --- |
| **Segment** | **Targeting Strategy** | **Positioning** | **Example Brands** |
| Millennials | Convenience, health-conscious | Innovative, plant-based options | Sweet Earth, Lean Cuisine |
| Busy Families | Time-saving solutions | Nutritious, pre-packaged meals | Hot Pockets, DiGiorno pizzas |
| Health-Conscious Consumers | "Healthy indulgence" trend | High-quality ingredients, balanced options | Haagen-Dazs Light Ice Cream, Stouffer's Lean Cuisine |

**6.3 Comparative Analysis**

Nestlé strategically modifies its segmentation, targeting, and positioning tactics. In China, the strategy was based on geographic and cultural variations, adapting product for regional preferences. The targeting strategy covers urban professionals, health-conscious consumers, and rural areas, reflecting the broad customer landscape. In the United States, the method is broader, addressing numerous factors which includes age, lifestyle, and nutritional needs. The positioning displays Nestlé's adaptability, promoting itself as a family need, and a source of convenient delicacy. Despite the disparities in market dynamics, Nestlé's success stems in its ability to utilize global expertise and recognition while embracing local subtleties, maintaining its position as a leader in the global food and beverage business ecosystem.

**MARKETING STRATEGIES (4 P’S) EVALUATION**

**7.1 Product Strategy**

Nestle adopts a broad and well organised product marketing approach in both China and United States, the company produces a range of dairy products, chocolates, beverages, and ready-to-cook foods. Local tastes also infers product variances. For instance, nestle introduces Alpino chocolate in China for the gifting category, harmonising with cultural practices. The table underlines the commonalities in Nestle's product offers and changes in response to local desires.

|  |  |  |
| --- | --- | --- |
| **Product Category** | **China** | **United States** |
| Dairy Products | Nestle milk, Nestle slim | Diverse range of dairy products |
| Chocolates | KitKat, Munch, Éclairs, Polo, Milky Bar, Alpino | KitKat, Munch, and other popular chocolates |
| Beverages | Nescafe | Nescafe and other beverage offerings |
| Ready to Cook Foods | Maggi Instant Noodles | Maggi Instant Noodles and other options |

**7.2 Price Strategy**

Nestle adopts various pricing tactics in China and the United States, considering factors such perceived quality, competition, and market conditions. Maggi, positioned slightly higher in China for perceived value, contrasted with competitive pricing in the United States (Nestlé Market segmentation, targeting, and positioning, n.d.). The table demonstrates the variances in Nestle's pricing strategy adapted to each area.

|  |  |  |
| --- | --- | --- |
| **Product Category** | **Pricing Strategy in China** | **Pricing Strategy in the United States** |
| Maggi (Instant Noodles) | Slightly higher pricing for perceived value | Competitive pricing in line with market trends |
| Chocolates | Competitive pricing similar to Cadbury | Competitive pricing based on market trends |

**7.3 Place (Distribution) Strategy:**

Nestle's distribution strategy incorporates an efficient supply chain management system, adjusting to local market conditions. In China, the FMCG/CPG channel is prevalent, encountering obstacles in chocolate distribution (Team, 2021). In the United States, nestle focuses fulfilling quality requirements globally, working through intermediaries and experiencing distribution issues in the competitive chocolate industry. The table emphasises the distribution nuances in each market.

|  |  |  |
| --- | --- | --- |
| **Aspect** | **Distribution Strategy in China** | **Distribution Strategy in the United States** |
| Sales and Revenues Source | Primarily from European countries (90% of total sales) | Adapted to local market conditions |
| Distribution Channel | FMCG/CPG channel, involving C&F, distributors, and retailers | Globally operates with emphasis on meeting quality standards |
| Key Products' Impact on Sales | Maggi and Nescafe play a crucial role in boosting distribution | Focus on acquisitions, zero-waste lifestyle, and responsible sourcing |

7.4 **Promotion (Advertisement) Strategy:**

Nestle conducts consistent and inventive promotion methods in both areas, leveraging diverse advertising channels. In China, the corporation has a strong ground presence for brands like Maggi and Nescafe, while in the United States, a holistic approach focuses on a robust product selection. The table demonstrates Nestle's dedication to creative marketing strategies and consistent brand message in both areas (Nestlé Marketing Mix (4Ps) Analysis, n.d.).

|  |  |  |
| --- | --- | --- |
| **Aspect** | **Promotion and Advertising Strategy in China** | **Promotion and Advertising Strategy in the United States** |
| Advertising Channels | TV, hoardings, print, online ads | TV, posters, print, online ads |
| Unique Marketing Ideas | Nescafe tunes, associating Maggi with easy-to-prepare snacks for mothers | Clear marketing message for KitKat: "Have a Break, have a Kitkat" |
| Emphasis on Quality and Nutritional Values | Focus on quality and nutritional values of products | Consistent emphasis on a strong product portfolio and brand messaging |

Nestle's marketing techniques display versatility, employing the 4 P's, in the dynamic marketplaces of China and the United States. The company's ability to modify product offers, pricing, distribution, and advertising to fit local preferences underlines its strategic prowess

**CONCLUSION**

The complete study of Nestlé's foreign marketing techniques in China and the United States shows several crucial facts and enables for the formation of theories about the company's effectiveness in navigating varied markets.

1. Adaptive Resilience: Nestlé's capacity to adapt its tactics to the diverse environmental, social, and economic landscapes of China and the United States demonstrates a remarkable amount of resilience. The organisation identifies and responds to external influences such as political dynamics, social trends, and technology upheavals, emphasizing the need of agility in a dynamic global market.
2. Cultural Sensitivity: Nestlé's milestones in both markets is backed by a great acquisition of cultural subtleties. The organisation directs its segmentation, marketing, and positioning strategy to conform with cultural values and preferences. This cultural sensitivity adds to the building of a strong brand profile in China and a diverse market presence in the United States Food production ecosystem.
3. Nestlé's entry approach provides some useful insights into the importance of a nuanced approach. The continued success in China, which is caused by early entry, political acumen, and relationship-building, contrasts with the dynamic and adaptive entry approach utilised in the United States, where acquisitions and invention played crucial roles.
4. Competitive Edge through worldwide Expertise and Local Adaptation: Nestlé's competition analysis underlines its ability to maintain a competitive edge against both local and worldwide rivals. By utilising its worldwide knowledge while adapting to local tastes and preferences, Nestlé promotes itself as a giant in the food and beverage production ecosystem.
5. The study of Nestlé's marketing mix (4 P's) demonstrates an integrated approach to product, price, location, and promotion. The company’s handling of product diversification, pricing aligns with market conditions, efficient distribution, and advertising underscores the nature of these factors in achieving marketing success.

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