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STRATEGIC MARKETING ANALYSIS OF TETLEY

# Abstract

This study aims to look at the microenvironment of Tetley India with a focus on the suppliers, customers, competitors, the public, intermediaries, and employees and the strategies of Tetley. Awareness of these aspects is vital when it comes to assessing the company’s position in the market and potential strategies in the context of Tetley India. This study aims to identify and discuss the factors that have led to the success of the organization, including; It also responses to internal vulnerabilities and external opportunities and threats such as regulations and high levels of competition. Also, the report reveals the prospect is the growing concern for the consumption of healthy products and the opportunity to expand the promotion of goods and services through the Internet. Based on these factors, the report provides recommendations and suggestions to improve Tetley’s functioning and future stability in the challenging FMCG environment. It has also analysed the marketing strategies of Tetley India that have brought remarkable success towards the organisation.

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# Part 1: Evaluation of a Tetley India MICRO Environment

## 1. Introduction

The purpose of this report is to assess the microenvironment of Tetley India and analyze the forces such as suppliers, customers, competitors, the public, intermediaries and employees (Dhanesh and Sriramesh, 2020). Knowledge of the microenvironment is important when performing a strategic business analysis because it affects the internal functioning of the business, customer experience, and competitive advantage. It has adopted the strategies and structure of Tetley India to establish a strong position in the Indian Market. This structure shows that Tetley India Ltd as a leading FMCG company depends on several suppliers, a large number of customers and good rapport with the channel intermediaries (Ali and Dubey, 2022). This report will discuss the above components to understand Tetley India’s opportunities and threats and will give strategic suggestions to improve its position in the market and its functionality.

### 1.1 Overview of the company

Tetley India is one of the prominent players in the Beverage segment and offers a broad range of hygienically processed beverages. It is a wing of the world’s Tata Consumer Group and has a vast market share in India with products varying in multiple teas (Panigrahi and Chaudhury, 2023). The company was founded in 1837 and has several plants it has also developed a strong distribution system that guarantees the distribution of its products across the country. Tetley India is an innovation, quality and sustainability company which always launches products that may meet the changing tastes of people in India Tetley, (2024). By promoting ethical practices and getting involved in several community activities, Tetley India maintains its image as a responsible Company.

## 2. Understanding of Micro Environment

### 2.1 Importance of Understanding the Microenvironment for Tetley India

**Enhanced Supply Chain Management**

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**Figure 1- Supply Chain Management**

**Source- (Surbhi S, 2022)**

This study aims to evaluate the current status of the supply chain management of Tetley India and the role of suppliers in it, which is significant as the company sources its products from a pool of numerous suppliers (Jain, 2023). The microenvironment of Tetley helps the organisation to accurately assess its suppliers through careful evaluation. Understanding and evaluating the firm’s supply chain management strengths, weaknesses, opportunities, and threats enables Tetley to reduce risks such as supply chain disruptions, fluctuating prices, and poor quality by adopting the strategies of Tetley (Dhanesh and Sriramesh, 2020). For example, Tetley India can put into place backup plans and other possible options for sourcing materials of the right quality.

**Improved Customer Relations and Satisfaction**

Customers are the primary focus and essential organizational asset for Tetley India. The microenvironment analysis includes the study of customer requirements, expectations, and patterns. Tetley needs to segment the market and develop products that will directly address the needs of its consumers and this will increase customer satisfaction (Kalyani and Shukla, 2022). For instance, when there is an increase in the awareness of healthy eating, it is possible to create new healthy products which will suit this market (Anand and Shrivastava, 2022). Also, interacting with customers, especially through social media platforms, getting their feedback, and being quick to address their complaints keeps Tetley in touch with their customers.

**Competitive Advantage and Market Positioning**

Competitors are one of the microenvironment components, and studying their activities, capabilities, and vulnerabilities is vital for Tetley India. Thus, Tetley can keep track of the main competitors, and their activities, and find ways to differentiate and position itself properly by understanding the strategies of Tetley India (Panigrahi and Chaudhury, 2023). For instance, if a competitor comes up with a new product or a marketing strategy, Tetley can easily assess the effects and modify its strategies. It also helps Tetley to be ahead of other competitors in terms of market trends and threats hence more of a proactive rather than a reactive company. This insight assists Tetley in innovating constantly through the development of new products, increased efficiency of existing ones, or better services to the clients (Biswas et al., 2023). Competition should be managed effectively and the company should be flexible and knowledgeable about the market and competition to remain on top.

**Effective Public Relations and Corporate Social Responsibility (CSR)**

Public opinion greatly affects the success of a company since people’s perception defines their experience. The CSR activities, environmental policies, and social contribution programs of Tetley India have an impact on the company’s image (Jain, 2023). Understanding the microenvironment entails evaluating public opinion and societal norms. In this context, the following expectations can be identified, which Tetley can use to improve its brand image and develop goodwill for example, programs that are aimed at strengthening the relations with local communities, environmental management, and compliance with the highest ethical standards are appreciated by the public and other stakeholders (Dhanesh and Sriramesh, 2020). Other strategies that are used in public relations that can enhance communication of these efforts can also help in enhancing Tetley’s reputation.

**Employee Engagement and Organizational Culture**

Employees are part of the microenvironment that has a direct impact on the company’s performance and ideas. The microenvironment of the organisation means studying the internal culture of the organisation and the employees. From the perspective of Tetley it is important to maintain a healthy work environment, engage the employees and develop them professionally (Biswas et al., 2023). Effective employees are more likely to be hardworking, innovative, and loyal to the organization’s objectives and visions. This in return results in improvement of the quality of products and services, customer satisfaction and organizational performance. Also, an organizational culture that fosters teamwork, diversity, and improvement can help in recruiting the best talent and also reduce staff turnover (Ali and Dubey, 2022). By identifying and fulfilling the employees’ needs and expectations Tetley India can increase their satisfaction levels, commitment and productivity company’s further development.

### 2.2 SWOT Analysis of Tetley India

|  |  |
| --- | --- |
| **Strengths**   * Brand * Diverse * Quality * Network | **Weaknesses**   * Regulations * Complexity * Costs * Compliance |
| **Opportunities**   * Health * Digital * Sustainability * Innovation | **Threats**   * Competition * Volatility * Economy * Regulations |

**Table 1- SWOT Analysis**

**Source- (Singh et al., 2021)**

**Strengths**

Tetley India has a strong brand image and a vast array of products that can be considered as the company’s greatest advantages. The company has a rich history and is well known for its values such as quality, innovation, and trust among the consumers. Tetley’s portfolio of products includes different types of teas such as Green tea and Darjeeling Tea which makes it possible for Tetley to tap the market in different segments. This diversification minimizes the dependence on any specific product category and makes the business less vulnerable to market changes. Also, Tetley India enjoys a strong distribution channel that ensures stock availability of its products in the market including the rural areas (Anand and Shrivastava, 2022). Supplier and market intermediary relationships make up the company’s supply chain, which is also strong and reliable.

**Weaknesses**

Tetley India has the following internal weaknesses that may affect its performance. The first major downside that one can discern is regulatory risks and compliance matters. The sector is highly regulated and it is sensitive to issues of food safety and labeling and any company that is found to have violated any of these standards would suffer greatly in terms of reputation and fines (Jain, 2023). Also, Tetley has a broad product range which in some cases may cause problems with organizational structures and supply chains, making it more expensive and less effective.

Other threats include the issue of quality control for all products and in all the areas of operation, which poses a threat to the reputation of the company among consumers (Joshi et al., 2020). Moreover, almost all the products of Tetley India depend on raw materials imported from different parts of the world, which exposes it to risks associated with geo-political risks, trade barriers, or natural calamities (Biju, 2021). All these weaknesses require that an organisation take the necessary measures to manage risks and improve the operations of the business.

**Opportunities**

The growth opportunities that are available to Tetley to help enhance its market position: The consumers' growing concern with their health and the willingness to consume healthy and nutritious products is a great opportunity for Tetley to diversify its range of new products (Panigrahi and Chaudhury, 2023). Through the capital expenditure in Research and Development to create better and healthier products, Tetley can lure health-conscious consumers and thus improve the brand image (Biswas et al., 2023). Also, the constantly evolving market, including the increased use of e-commerce and the internet provides Tetley with an opportunity to appeal directly to the consumers.

Focusing on the presence of the World Wide Web and digital promotion can be useful for Tetley in increasing sales and penetration into the digital market, which is rapidly developing at the moment. In addition, the growing concern for sustainability and ethical sourcing gives Tetley a chance to improve its CSR and let people know about the company’s efforts towards the preservation of the environment and society (Anand and Shrivastava, 2022). When a company’s operations are in line with sustainability and it communicates it to the public, consumers will be more inclined to support the company because of its sustainability efforts.

**Threat**

Tetley is situated in a very competitive and volatile environment, which poses several threats to the operations of this company. A major risk that can be identified is high competition from local and global players hence the risk of losing market share and price cutting (Biju, 2021). They constantly evolve their products, and new products are introduced in the market Tetley must keep on innovating and marketing its products.

Also, changes in the prices of raw materials, for example, Tea leaves and cocoa are risks to the cost and profitability of Tetley. The company needs to control these fluctuations through various procurement strategies and cost-control mechanisms. Another threat is the economic conditions and fluctuations in customer expenditure also affect Tetley’s sales and revenues (Joshi et al., 2020). This may be because, in periods of economic fluctuations, consumers might be forced to minimize their expenditure and hence reduce spending on non-essential items which may include some of Tetley’s products.

## 3. Key Elements of the Micro Environment

### 3.1 Suppliers

Suppliers occupy an important place in any organization as they are the ones who offer the materials, goods, and services needed in the production and running of a business. To Tetley India, suppliers are the basic support of the complex supply chain management that provides the company with the necessary raw materials and components for its vast product offering. There are different aspects of supplier management, these include; building strong supplier relations, delivery schedules, quality and price negotiations. These disruptions can include delays, shortages, or poor quality that could impact production and schedules and consequently, the quality of the products (Rajput et al., 2020). Another strategic factor that Tetley India should also take into account is the issue of sustainable procurement to address the increasing consumers’ concern about sustainability and product origin.

### 3.2 Customers

Customers are the source of revenue and the key to every organization’s success therefore their needs, behavior and preferences must be understood. Tetley India has its customers in individuals, small and big stores, restaurants and hotels, and other different categories with different requirements (Biju, 2021). Market segmentation means dividing the market into different groups and the selection of specific customers and their requirements to whom the products and services are marketed. Customers’ needs and expectations are met by providing and offering quality products, communicating with customers and solving their problems (Rajput et al., 2020). The fact that Tetleys India can manage change, especially in the area of consumer trends such as healthy and convenience drink is crucial in the competition.

### 3.3 Competitors

The presence of competitors can be considered a natural component of the business environment affecting the market and strategic processes (Kalyani and Shukla, 2022). While competing in the highly competitive market of FMCG, Tetley India has to compete with both national and global players. Competitor analysis is the process of examining the competitors’ major characteristics and evaluating their actions and positions in the market. The information serves Tetley India to compare its results and potential, define the areas of competitive advantage, and predict the tendencies in the market (Joshi et al., 2020). Such strategies could be product differentiation, changes in price, launching of advertisements, and improvement in place.

### 3.4 Public, Market Intermediaries

The customers or public, channel intermediaries, and employees are other important components of Tetley India’s microenvironment. This study posits that the public image of the company, as a result of its CSR activities, environmental conservation, and community involvement, determines the company’s brand reputation and consumer confidence (Sathyan and S. N., 2021). This way, positive public relations efforts and transparency in operations are likely to improve Tetley India’s image and create goodwill. Distributors, retailers, and marketing agencies are well-recognized market intermediaries who help sell and advertise Tetley’s products. Engaging with such intermediaries makes sure that the products get to the market, gain visibility, and penetrate the market accordingly (Rajput et al., 2020). Improving the relations with the intermediaries through proper business policies, assistance and compensations can improve the distribution channel and market coverage.

### 3.5 Employees

Employees are the lifewire of Tetley as they contribute immensely to the achievement of the company’s objectives through their expertise, hard work, and creativity. Employee engagement is critical to productivity and the ability to sustain long-term improvements in the organisation. The Tetley India company ensures that the employees receive professional training to improve their performance as well as career progression (Sathyan and S. N., 2021). Diversity and inclusion policies of the firm guarantee that employees will be treated fairly and encouraged to work as a team. Thus, focusing on the employees’ well-being and interest not only helps Tetley India to increase motivation and employee turnover but also to create a dedicated staff that will contribute to the implementation of the company’s strategies (Kalyani and Shukla, 2022). This alignment is crucial to providing quality goods and services, satisfying customers’ needs, and realizing long-term organizational goals.

## 4. Conclusion

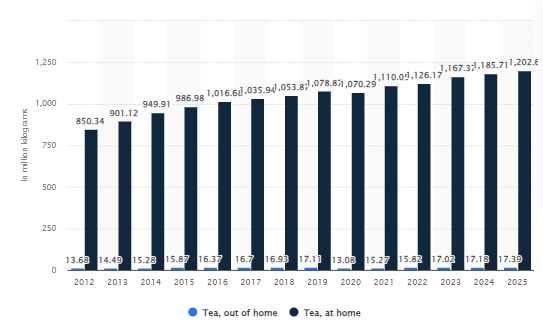
Analysis of the microenvironment is important for Tetley because it reveals factors that have a direct impact on the company’s operations and strategic management. Supplier analysis, customer analysis, competitor analysis, the public, market intermediaries and employee analysis expose the strengths, weaknesses, opportunities, and threats that affect Tetley’s market position and performance. The key resources of Tetley India are its well-established brand image, a wide range of products, and a wide distribution network, which are the main advantages that contribute to the company’s positioning in the FMCG industry.

Proper management of these strengths through strong supplier relations, product differentiation and market positioning helps the company to satisfy the consumers' needs and maintain market dominance. However, internal factors such as regulatory compliance, operational challenges and supply chain risks pose a threat to efficiency and product quality and therefore should be managed. The market trends include the demand for healthy products, the availability of online media, and the focus on environmentally friendly products as the areas for brand development. The threats such as increased competition, volatile raw material prices, and shifting regulations call for risk management and change management.

# Part 2: Brand Positioning and Evidence of Tetley's Success in the Indian Market

## Introduction

Brand positioning defines the unique value of an organisation for its customers by considering its marketing strategy. It helps to convey the value proposition of a business to its key people to establish its brand identity. Following the importance of brand positioning, this part will analyse the success criteria of Tetley. In order to develop this section, will include an overview of the business to understand its services and product range. After that, it will describe the brand positioning of Tetley by considering the alignment with cultural nuances and cultural preferences of the Indian market. It will also present evidence of the reasons behind the success of Tetley in the chosen market.



**Figure 1: Volume of Tetley**

(Source: Statista, 2024)

## Overview of the business

Tetley is a multinational beverage manufacturer that was founded in the year 1837 in the UK. This is a subsidiary organisation of Tata Consumer Products that has become the second-largest manufacturer all over the world (Tetley, 2024). According to the statistics, currently has a high volume in the Indian market with 1.2 billion kilograms (Statista, 2024). This organisation offers high-quality tea in India by focusing on multiple consumer needs. The business strategy of Tetley indicates the adoption to Tetley’s strategic approach that has become one of the most potential strengths of the business.

## Brand positioning

### 3.1 Understanding of the brand

**Positioning strategy**

The brand positioning of Tetley India depends on its focus on wellness, health and nutrition to align with consumer preferences. According to the vision and purpose published by Tetley India, it has a strong focus on the long-term success of the business by contributing the society. Ethical Team Partnership is owned by Tetley to improve the life's of Tea Works, Partners and mainly Environment. The initiative has helped the organisation to establish its brand position among its competitors. Another positioning strategy of nestlé India is electrification, it has projected the local demand from the alliance of 7700 vehicles (Tetley, 2024, b). Following these strategies, Tetley has modified their strategies and established a strong market in the Indian Market.

Tetley supports the large farmers and the small suppliers by offering them the opportunity to improve their financial dynamics. From this perspective, it has followed the corporate social responsibilities of Tetley India. It has also saved 156 plastics in the year 2023 in India for its manufacturing and distribution of the products. The brand positioning of Tetley is high which has successfully attracted customers from this market. Tetley has a strong focus on using nutritious ingredients and offers consumers high-quality products that can take care of their health. In this regard, Tetley has established a strong position in the Indian market by producing high-quality and safe products for its customers. Green tea and tea bags products produced by Tetley have become one of the popular tea items that have ensured the personal happiness of the consumers. In that case, the positioning strategies of Tetley have made it possible to get the customer attention from the Indian market.



**Figure 2: Sustainability efforts of Tetley India**

(Source: Tetley, 2024, b)

**Alignment with cultural nuances and consumer preference**

Tetley India focuses on the unique preferences of Indian consumers by understanding regional tastes, incorporating cultural elements and enhancing affordability and accessibility. The products of Tetley are very affordable and accessible for Indian customers that has aligned with their preferences. On the other hand, Tetley incorporates cultural elements to design its marketing campaign so that it can interact with Indian consumers by following the strategies of Tetley. For Example, In the year 2023, the campaign slogan has highlighted the personal happiness of the consumers from different states of INDIA (Financialexpress, 2023). It indicates that the organisation values its key people and focuses on their experiences to establish a strong relationship with them. This focus on the cultural preferences of Indian consumers has supported Tetley in maintaining its leading position in the Indian market. On the other hand, Tetley promotes the spark of Indian tea which has significantly enhanced the value of this organisation in this market. The usage of local teas of India has connected Indian consumers emotionally with Tetley by demonstrating its commitment towards the cultural nuances of India.

**Sub-brands and their positioning**

**Green tea**

Tetley is a premium tea brand in India that signifies the moment of refreshment and relaxation. The target of Tetley is young professionals and people from urban areas who are looking for premium quality tea at a very affordable cost (Cherian George, 2019). In this regard, the primary reason behind the success of Tetley is the innovative company strategies and tagline “Your detox partner”.

### 3.2 Reasons for success

**Strong market presence**

Tetley has a strong market presence in India because of its products tea bags and green tea. The market statistics of the organisation have demonstrated that it has generated more than 1.2 billion Kilograms tea in the year 2023. In that case, it has followed the strategies of Tetley that have helped the organisation to attract Indian consumers. For example, according to a recent article published by the Economic Times, India is the brand Tetley has launched their new products Chai Latte, Cold Infusions and Super Infusions. On the other hand, Tetley has different flavours of tea including Ginger Tea, Lemon Tea, Honey tea which has become very popular in the Indian market. The latest animal report associated with its local subsidiary has revealed that currently, India is the fastest growing market of Tetley which has a high double-digit growth. In this regard, the primary reason behind this success is innovation, premiumisation and penetration that has combined a disciplined resource allocation. For Tetley, This market presence is also influenced by its commitment to the quality and safety of its key people. It is important to maintain the safety standards for food products so that they can gain consumer trust and establish a strong presence in the competitive market (Meijer *et al*., 2021). Following this perspective, Tetley has ensured ethical resourcing and distribution of safe products to maintain the well-being of its consumers.

**Effective marketing strategies**

Tetley has a strong marketing strategy that has attracted customers from the Indian market effectively by adopting the strategic approach of Tetley. According to the news articles, in the year 2023, Tetley launched a campaign for its Green Tea named #Everybodycan and This ad has featured healthy consumers (Financialexpress, 2023). This brand motivated lots of people to reduce their weight by consuming green tea. Tetley has demonstrated the personal experience interns of creating YouTube videos to share this campaign between targeted audience. Throughout the advertisement, audiences can see Tetley have established a strong trust among its customers by offering them a high-quality and safe food item which has brought enjoyment in their daily lives. A strong marketing strategy helps businesses to establish from position in the competitive market (Tien *et al*., 2019). Following this benefit of an effective marketing strategy, Tetley has focused on the quality of the brand and the marketing channels to attract consumers. It has become one of the most potential success factors of Tetley that has ensured are strong position of the brand among the existing competitors. On the other hand, the advertisement of Tetley also demonstrated how this brand takes care of its key people and their emotions. Overall, the marketing strategy and success factor of Tetley can be characterised by its interaction with consumers’ emotions.

**Product innovation**

In the Indian market, Tetley has introduced regional flavours including “Darjeeling tea” and “Green tea” by using local ingredients. The market statistics and the news articles have revealed that the Indian market has become the largest market for the Tea brand of Tetley. On the other hand, for the brand Tetley Tea Bags, the Indian market has a strong position because of a strong customer response. From the beginning phase, Tetley has innovated its product range according to the market needs. Product innovation works as a key player in ensuring business success by evaluating differentiated market needs (Cooper, 2019). In this context, the success of Tetley in the Indian market depends on its product innovation and focus on customer needs. The product range and vision of Tetley have demonstrated a strong commitment towards customer emotions. This strategy has helped the business to establish a strong position among its competitors and a productive relationship with its potential consumers.

Also, the product innovation of Tetley has followed the mission to enhance the quality of life by contributing to a healthier lifestyle. In order to ensure product innovation, Tetley has established different manufacturing units and many branch offices all over India. Another factor that has impacted the product innovation of Tetley is the incorporation of expert employees. The employees of Tetley are highly skilled and they have the opportunity to collaborate with others and discover innovative ideas. It has supported them in understanding the needs of the Indian market and enhancing the production strategies that can align with consumer preferences. It has aligned with the objectives of Tetley which has supported the organisation to improve its customer base. According to the official website of Tetley India, it has been identified that it has a mission to reach zero net Carbon emissions to reduce its negative impact on nature (Tetley, 2024, c). Also, it has supported 30 million livelihoods in communities that are directly attached to its business activities. On the other hand, the value of Tetley depends on respecting its key people and consumer preferences to introduce new items in the market. From this perspective, the mission of product innovation to take care of its customers has helped the business to achieve success in this market.

**Distribution network**

Product distribution networks are the key tool for Global organisations that contribute to attracting a wide range of customers to the business. The dependency on digital communication tools supports businesses to communicate with a large number of customers and promote their business with them. In the context of Tetley, uses YouTube channels and social media platforms to create awareness among Indian consumers (Srivastava *et al*., 2019). On the other hand, customers can get its services from the online and offline of its stores. Tetley has integrated with E-Commerce platforms to distribute its products among Indian consumers by adopting the strategies of Tetley (Mishra and Shukla, 2023). It demonstrates a strong commitment to enhance consumer accessibility and enhance the market presence. After the COVID-19 pandemic integration of e-commerce platforms has become the most important part of digitalisation for attracting a wide range of consumers. Depending on the current dynamics Tetley has incorporated multiple distribution channels in India including Big Basket to meet customer needs. This strategy has helped the organisation to get success in the Indian market.

**Consumer trust based on brand loyalty concerning the CSR**

Tetley has successfully retained its customers by offering different discounts and benefits over their purchases. For example, in India Tetley offers complementary pouch packets to its customers for the product Green teas (Referred to Figure 3). Also, they can get discounts and other free gifts over their purchases. It has followed the strategies of Tetley which offer discounts on its products that have successfully increased brand loyalty and customer trust. Tetley incorporates local retailers in the Indian market to distribute its products to consumers. A strong focus on quality standards and affordability has helped the organisation to establish a strong position in the Indian market. In order to enhance consumer trust, it is important to maintain their needs and safety standards so that it is possible to increase reliability in the market (Muharam *et al*., 2021). Following this criterion of consumer trust Tetley has focused on ensuring ethical sourcing and sustainable packaging systems to interact with the market.



**Figure 3: Tetley at Amazon**

(Source: Amazon, 2024)

It has aligned with the sustainability efforts of Tetley, according to the sustainability report of nestlé India for the year 2023, it has focused on its corporate social responsibility to enhance consumer trust. In the year 2023, it launched a project named Everyone's cup of tea to encourage good feeding and nutrition practices. This project has been undertaken in multiple States including Odisha, Bihar, Himachal Pradesh, Uttar Pradesh, Delhi, Jharkhand and Rajasthan (Tetley, 2023). After that, the Tetley Healthy Kids programs include the promotion of a Healthier lifestyle for audience of the marginalised community. This adoption of Tetley’s strategy has helped Tetley to increase consumer trust by demonstrating a strong commitment towards society. This project has been undertaken by Tetley is for enhancing the lifestyle of its key people. Also, it has reported for an impact assessment to analyse the progress of the Undertaken projects and its progress concerning the consumer response. From this perspective, it can be stated that the corporate social responsibility and sustainability development initiative of Tetley has become one of the most potential reasons behind its success in the Indian market.

## Conclusion

The above analysis has briefly analysed the brand positioning of Tetley in the Indian market as well as UK market by considering its marketing strategies. Tetley has established a strong position in the Indian market by connecting with the regional tastes and personal experiences of Indian consumers. In this regard, the products including Green tea and tea bags have become the most popular products of nestlé has taken a strong place in the Indian market. This organisation also has a strong focus on its CSR activities to increase brand loyalty and consumer trust. Following the importance of product innovation and effective marketing strategies Tetley has made different innovations in its product range and directly highlighted the emotions of Indian consumers. Because of the value of the regional test and emotion Tetley has had remarkable success in the Indian market.

# Part 3: Evidence of Tetley’s marketing strategies that have brought success from the Indian market

## Introduction

Tetley has a strong market presence in India because of its effective marketing strategies to interact with consumer demands and the strategic approach of Tetley. In the year 2023 during FY24 Tetley has got a huge amount of revenue from the Indian market for its product Green tea. During that moment the another products became the most sold product of Tetley in the Indian market. Following the marketing strategies of Tetley, this part will evaluate the key p’s of Tetley. In this regard, the key p’s include product, price, place, promotion, people, process and physical evidence. After that, it will also critically evaluate the effectiveness of the mentioned marketing mix and its success depends on the market growth of the business in the year 2023 of Tetley. The primary purpose of this part is to evaluate the success of the marketing mix of Tetley to increase the engagement of Indian consumers.

## Key P’s

7ps marketing mix indicates the marketing strategy of a business that can enhance customer interest in a targeted market. It involves seven elements including product, price, place, promotion, people, process and physical evidence (Jain *et al*., 2022). These elements demonstrate the marketing strategies of a business by considering the product quality, affordability, distribution channels and promotional strategies of a business. A strong focus on enhancing the marketing elements significantly supports the businesses to establish a strong position among the competitors. Considering the elements of the 7ps marketing mix, this section will evaluate the marketing strategies of Tetley India concerning the productivity of the year 2023.

**Product**

Tetley has a strong focus on product innovation that has supported the organisation to establish a strong position in the market. According to the news article published by CNBC TV, in the year 2023, Tetley launched 10 new products within half of that year (Cnbctv18, 2023). Apart from that, it launched 110 odd products during that year to ensure product innovation in the Indian market. As per the perspective have started to adopt the company's brand which has introduced a new and broad Trend in the Indian market. The trend of Tetley includes a strong focus towards the premiumisation of the brands so that the consumers can be engaged towards a particular category.

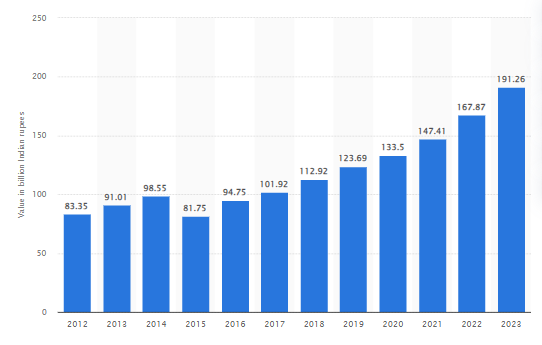
The second trend includes the strong preference and engagement to the brands that focus on safety, quality and nutrition in the product categories. Following the Indian market Trend Tetley has enhanced its product innovation by introducing different product ranges for its customers. Apart from that, Tetley has a diversified product portfolio for the Indian market which includes Green tea and Darjeeling tea (Inderjeet and Choudhary, 2023). Product innovation takes account into consumer preferences that can support a business to enhance customer retention and engagement with the products or services. These product ranges have got strong attention from the Indian market because of their potential to take care of and communicate with consumer emotions.

**Price**

Tetley has an affordable pricing strategy for its consumers intending to attract the Indian market to the products. The products of Tetley are very affordable to its customers and have the potential to meet the market demand. This organisation has included a dynamic pricing strategy to align with consumer preferences. It also depends on multiple discounts and benefits to attract Indian consumers. On the other hand, by integrating with the E-Commerce platforms Tetley has offered the customers free delivery services and discounts to the Indian consumers by aligning with Tetley (Mishra and Shukla, 2023). It has helped the businesses to establish a strong position in the Indian market. Green tea introduced by Tetley has become very popular among Indian consumers because of its affordability. On the other hand, Green tea immune, Biodegradable tea bags, Tea Bags Tetley, Tetley Black Tea, Black tea, Tetley Green Tea, Chai tea, Tetley Chai introduced by Tetley are also very affordable for Indian consumers which has increased their engagement towards the business. From this perspective, the pricing strategy of Tetley is well-designed and allied with the preferences of the Indian market. Alongside this, Tetley has included multiple financial benefits and discounts for its Indian consumers so that it can be accessible to every type of person in the market. Offering benefits, discounts and complementary gifts to the consumers Tetley has got most of its purchases from the Indian market in the year 2023.

**Place**

The place in the 7ps marketing mix denotes the distribution channels that the organisations rely on to promote their brand among the customers. Tetley has started to improve their distribution channels to ensure the availability of the products in the rural and urban areas. In order to make the distribution channels stronger, this organisation have incorporated the E-Commerce platform including Amazon and enabled online shopping options for the consumers. The integration of E-Commerce platforms by Tetley has helped the organisation to attract Indian consumers effectively. It has also increased accessibility and brand value in the market by taking care of all the needs of its key people. Distribution channels work as a key player in enhancing the visibility of a brand by making it more easily accessible to consumers (Jocevski *et al*., 2019). On the other hand, Tetley collaborates with retail partners in the Indian market to attract consumers. Most of the local retailers of the Indian market sell the products of Tetley which has helped the organisation to understand the market needs. it has also benefited the organisation by increasing its profitability and net sales in the Indian market in the year 2023.



**Figure 1: Revenue Generated from India of Tetley in 2023**

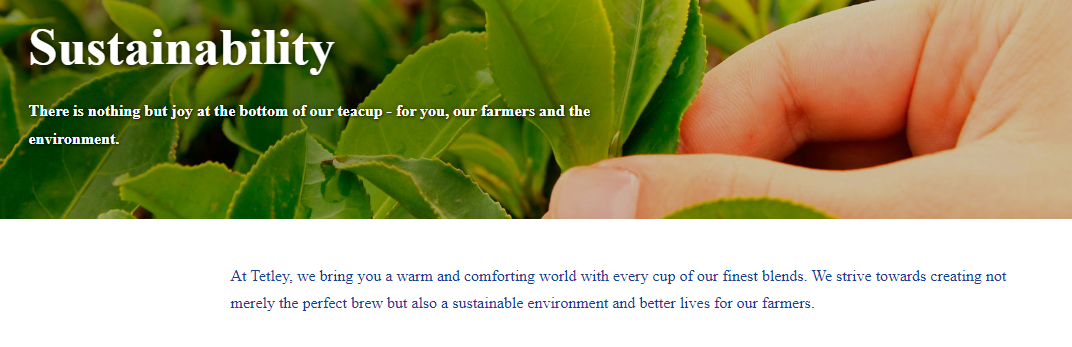
(Source: Statista, 2024)

**Promotion**

Promotional strategies are the fundamental part of a business that helps to increase brand identity in the market. Currently, business organisations have started to focus on implementing digital communication channels in their promotional strategies to communicate with consumers. In the context of Tetley, it uses YouTube channels and TV ads to promote its brand among Indian consumers by focusing on the strategies of Tetley. For example, Tetley published a campaigning video on its YouTube channel named #Everybodycan in the year 2023. This campaign was developed to promote their classic green tea with the tagline “every one's cup of tea". Through this tagline, Tetley has demonstrated that every consumer is a special person who can make green tea easily. It has become very popular in that year because of its inner message to make every consumer feel very special for the organisation. From this perspective, the promotional strategy of Tetley depends on the consumer needs and their emotions (Raz, 2023). Also, this has promoted household work as an essential part of life for every people no matter what their occupation is. On the other hand, it has used vibrant colours and videography to make it more attractive and eye-catching.

**People**

The 7ps marketing mix prioritises the employees of an organisation and implements them in the people section. Employees are the key stakeholders of a business who help to meet the business objectives by working hard for the organisation (Weiss, 2021). In the context of Tetley, it has a strong focus on gender diversity and the implementation of highly skilled employees. In that case, the employee management strategies of Tetley have been influenced by the approach of Tetley. According to the reports of Tetley including the employee databases of the year 2023, it has a diverse workforce. This report has demonstrated that 50% of nestlé India’s board of directors are women. On the other hand, it has implemented more than 25% of women employees in its multi-generational workforce (Tetley, 2023, a). The primary reason behind this adoption process of diversity is to empower women and support them in being financially independent. This report has also revealed that Tetley India offers 20 weeks of leave to the primary caregivers and 4 weeks of leave to the secondary caregivers. It indicates that Tetley has a strong focus on ensuring the well-being of its key people by taking care of all of their needs. This initiative of Tetley has helped the organisation to be one of the leading service providers all over India. Lastly, Tetley has a strong focus on customer needs belonging to the Indian market which has influenced the organisation to implement regional flavours in its products.



**Figure 2: Gender Diversity Initiative of Tetley India**

(Source: Tetley, 2023, a)

**Process**

The process includes the internal business strategies of an organisation that helps to bring success by enhancing productivity. For business organisations, it is important to ensure efficient supply and management to reduce costs and establish ethical sourcing initiatives (Lysons and Farrington, 2020). In the context of Tetley, it focuses on addressing water usage in its supply chains to mitigate the water stewardship challenge. It also collaboratories with the agricultural partners from the water-stressed locations to make them more productive and support to prevention of climate change. On the other hand, Tetley focuses on improving irrigation practices and offering training to the farmers to increase productivity by adopting the strategic approach of Tetley. For instance, Tetley's sustainability initiatives include collaboration with the catchment area and the agricultural land of Kabini River (Tetley, 2024). In order to remove the sustainability barriers, Tetley has focused on implementing advanced technology and educating the farmers about different challenges.

**Physical evidence**

The physical evidence includes the brand presence of an organisation by considering its visibility and accessibility. A strong brand presence helps business organisations to increase brand awareness and profitability (Makrides *et al*., 2020). In the context of Tetley, it has a strong brand visibility including its branding on packaging advertisement activities. Tetley makes significant investments in its advertisement and digital campaigning strategies that have helped the organisation obtain more positive public perceptions. On the other hand, the physical evidence also includes functional packaging systems that are aligned with consumer performance including eco-friendly packaging systems. Tetley has followed the strategies of Tetley to ensure sustainable development and improve business visibility. According to the sustainability transcription of 2023, published by Tetley, the packaging is stable more than the other organisations and much more eco-friendly (Tetley, 2023, b). Tetley has recognised India as a diversified country and applied the no spray and pray model at some of its parts. Alongside this, Tetley has a strong focus on ensuring sustainable packaging development which has supported the organisation to establish the brand as the leading operator all over India. It is also important to note that readers and customers can get all the necessary information about this organisation from its official website which indicates a strong focus on accessibility. Apart from that, the physical evidence of Tetley India depends on its transparency about the business operation and clear communication with the customers.

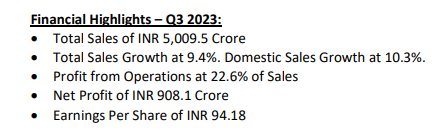
## Critical Analysis

The above analysis has offered a brief introduction to the marketing strategies of Tetley which has adapted from Tetley’s business strategies in the Indian market by considering the 7ps marketing mix method. According to the analysis, it has been identified that Tetley has a strong focus on adopting the current technologies to evaluate the market dynamics of India (Janssen and Swinnen, 2019). In order to enhance customer satisfaction in the Indian market Tetley has implemented regional spices and flavours to connect the consumers with their roots. Also, it has a strong focus on product innovation by introducing different products in the Indian market. Currently, Tetley has launched multiple products in the Indian market which has increased its brand value and popularity among consumers (Sathyan and Jagadeesha, 2021). The promotional strategy of Tetley includes the integration of e-commerce platforms and digital communication channels to connect with customers. In this regard, usage of YouTube channels and TV advertisements to campaign there. During the year 2023, Tetley has developed multiple brand campaigns which have connected consumers emotionally. Most of the brand advertisement of Tetley depends on consumer emotions and their preferences. From this perspective, Tetley has a strong brand presence in the Indian market which has impacted its profitability and revenue.

Depending on the sustainability initiatives of Tetley taken in the year 2023 it can be stated that the organisation has strongly depended on the Indian market dynamics. In the context of its effectiveness in the profitability of Tetley, it has been reflected in the record revenue in the year 2023 of Tetley. During that year, Tetley made most of its sales for flavours tea in the Indian market which has resulted in a huge amount of revenue. The market statistics have revealed that during 2023, Tetley has more than 190 crore Indian rupees (Statista, 2024). This is an increased figure from the previous year 2022, which indicates towards the productive growth of the business. In the Indian market, Tetley is one of the most popular brands that provides instant noodles and other items to make people's life more easier (Deepa *et al*., 2021). Green tea is a very popular product in India that has obtained much attention from consumers. The reason behind this popularity can be defined based on its strong focus on market needs and regional flavours. On the other hand, Tetley distribution channels are integrated with The E-Commerce platform to enhance accessibility of the consumers. This initiative has increased consumer expectations and interest towards the brand by enhancing its accessibility and affordability.

Most Indian people prefer Tea bags because of their quick preparation process and regional flavours aligned with the preferences of Indian consumers. On the other hand, Green tea is also a popular brand of Tetley in the Indian market which has got the attention of every type of customer (Sia *et al*., 2022). This popularity has enhanced the profitability of Tetley during the year 2023 which indicates the relevance of its marketing strategies aligned with Tetley. During 2023, apart from flavoured tea Tetley has sold a huge number of green tea in the Indian market which has made the country the second largest area for this brand. It indicates that Tetley has strategically designed its marketing mix so that it can attract Indian consumers easily and establish a strong position in the market. In the Indian market, it needs to face challenges from the competitors including different types of tea's (Katare and Anute, 2021). From this perspective, the marketing strategy of Tetley is effective for Indian consumers and has the potential to attract their attention. On the other hand, during the year 2023, Tetley has launched some regional favours in India which indicates a strong commitment towards its consumers.

On 19th October 2023, Tetley India published a press release which has demonstrated the effectiveness of its marketing strategies. This press release has influenced Tetley to adopt the strategies of this organisation to get into the Indian market. According to the Press release, Tetley India has reached a 5,000-crore turnover during the quarter which has increased its domestic sales by double-digit growth (Tetley, 2023, c). Because of a huge growth in its sales performance, it has adopted consumer trends and increased productivity in the small towns and the large society. In this regard, Tetley has adopted the strategy for encouraging the young health conscious people. Tetley has demonstrated the reason behind this success as the adoption of advanced technologies. Following the current technologies, Tetley has enhanced its service quality and accessibility to meet the needs of the Indian market. In 2023, Tetley launched different flavours of Tea to change the old taste of having green tea which has got much attention from the market. On the other hand, Tetley has launched a new flavour of green tea. As a result, the marketing strategy has reached 15 States across India.



**Figure 3: Financial Highlights of 2023 of Tetley India**

(Source: Tetley, 2023, c)

As per the perspective of Tetley, this marketing strategy has enhanced its brand portfolio and supported in execution of the sustainable model of the business. Apart from that, the integration of the e-commerce platform has increased 6.1% of its quarterly sales that have been given by Quick Commerce. On the other hand, for Tetley the D2C platform “myTetley.in” has performed really well during 2023 in Delhi NCR (Tetley, 2023, c). Depending on this growth Tetley has started to expand its business in other cities to establish a strong brand identity. This enhancement in business growth has determined Tetley to focus on renovation and launching different products during the year 2023. It indicates that the effectiveness of its marketing strategy is reflected in its business performance by influencing it to focus on innovation. Tetley has also developed a diverse food portfolio depending on the brand to promote the millet “Everybodycan” as an encouraging statement to motivate young people. The different types of flavours including Ginger, garlic, lemon, Honey are helping to loose weight in a better taste. These product innovations have supported Tetley to establish a strong position in the Indian market and enhance consumer trust. Lastly, the variation made in the Green tea plan has supported the organisation in enhancing the outcomes and improving the livelihood of the local farmers.

## Conclusion

In summary, Tetley has followed a 7ps marketing mix to improve its marketing strategies influenced by Tetley and establish a strong position in the Indian market. In order to meet the diverse needs of Indian consumers Tetley has introduced multiple products and regional flavours during the year 2023. This strategy has supported the organisation to get a record amount of revenue to enhance its business growth. On the other hand, the promotional strategies of the organisation are focused on consumer emotions and digital technologies. It has integrated e-commerce platforms and digital communication channels to communicate with Indian consumers and promote the brand among them. Also, Tetley has a strong focus on adopting gender diversity and supporting women to be financially independent. Following this mission, Tetley has offered women the employment opportunity and empowered them by allowing them to take part in the decision-making process. These marketing strategies have benefited the organisation by enhancing its business growth and the brand value of the Indian market.

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# Appendices

## Appendix 1: Supply Chain Management

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## Appendix 2: SWOT Analysis

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|  |  |
| --- | --- |
| **Strengths**   * Brand * Diverse * Quality * Network | **Weaknesses**   * Regulations * Complexity * Costs * Compliance |
| **Opportunities**   * Health * Digital * Sustainability * Innovation | **Threats**   * Competition * Volatility * Economy * Regulations |