

Client	Nespresso
Information	Nestlé Nespresso S.A., known as Nespresso, operates within Nestlé Group, headquartered in Switzerland. Nespresso machines produce coffee from capsules containing pre-measured coffee grounds, including options for reusable pods. Capsules are pierced, processed, and heated by the machine, to make a single cup of coffee. "Nespresso" combines "Nestlé" and "Espresso", following a pattern seen in other Nestlé brands. Nespresso distributes its machines and capsules globally.
Business objectives	Nespresso wants to maintain its position as a leader in the premium coffee market. It wants to prioritise product innovation, developing new coffee blends and brewing systems. Customer satisfaction is also important, with Nespresso being committed to improving the overall customer experience based on customer feedback. As part of its corporate social responsibility efforts, Nespresso wants customers to have positive perceptions of the sustainability of its pods.
Research aims	Nespresso wants to accurately understand customers' preferences for new coffee blends (such as seasonal varieties) and new brewing technologies. Due to competitive pressures in the sector, Nespresso wants to better understand any customer pain points to identify areas for improvement in product quality, packaging, and customer service. Nespresso also wants to evaluate the effectiveness of its sustainability initiatives and identify opportunities for further improvement.
Designs to consider	The survey should include Nespresso customers (individuals and corporate customers), as well as customers of its competitors (which could in principle be any coffee drinkers, whether consumed at home or outside such as in coffee shops). They prefer an online methodology, but are willing to consider other designs, if justified. A database of Nespresso customers who have previously ordered items online would be made available to you.
Suggested analysis	Analysis of variance, regression, factor analysis and cluster analysis (among others) could be possible multivariate statistical techniques proposed. However, Nespresso requires a justification of why any proposed techniques would help meet the research aims.
Suggested sample size	At least 5,000 Nespresso customers globally, segmented appropriately, although Nespresso is unsure how many "competitor customers" to sample so would like advice on the appropriate sample size of competitor customers, with an explanation.
Budget and timescale	Nespresso has a large budget and would like the research to be completed within a six-month window.

This case study brief is for the 2023-24 academic year, with a submission deadline of **1 March 2024**.