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Market Research Proposal

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Executive Summary

The focus of this research proposal is to address the research brief given by Nespresso. Their main business objectives are:

- Maintain its position as a leader in the premium coffee market.
- Prioritize product innovation, developing new coffee blends and brewing systems.
- Increase customer satisfaction.
- Customers should have positive perceptions of the sustainability of its pods.

This proposal aims to give an understanding of the business context by examining the coffee market in general and Nespresso's contribution to the coffee market. This proposal is to help Nespresso gain insights from its customers and non-customers regarding their maximum willingness to pay, their future preferences to identify evolving trends in the consumer appetite, and perception they have towards Nespresso and other leading coffee firms.

An analytical model has been developed with research questions and hypotheses to get a clear understanding of the aspects we need to focus on to meet the research aims. The primary data for the research will be collected via a questionnaire, which will be generated through online surveys and computer assisted personal interviews (CAPI).

Moreover, the research design comprises of both exploratory and conclusive research. Two different sampling frames will be used for customers and non-customers. Sampling techniques such as stratified, and convenience sampling will be utilized for customers and non-customers respectively. A sample size of 9,260 is initially needed for customers and 7,452 is initially needed for non-customers. Moreover, the data is analyzed using cross-tabulation and one-way ANOVA.

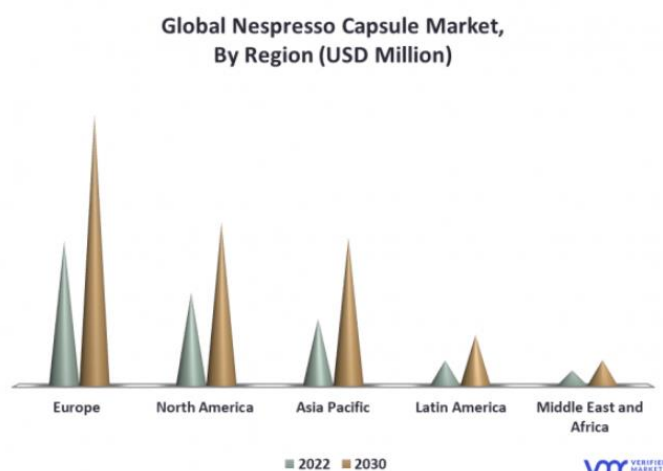
Background information about Nespresso

Nespresso was introduced in 1986 by Swiss multinational Nestle. The idea popped when Eric Favre, a nestle engineer, visited a popular Italian espresso bar in 1975 (nerd, 2023). Nestle which is a combination of the “Nestle” and “Espresso”, operates within nestle group, headquartered in Switzerland. Nespresso offers a wide range of products such as coffee capsules, accessories etc. out of which the two main products are the Nespresso machines and the Nespresso pods.

Nespresso revolutionized coffee consumption by bringing café-quality experience to homes through innovative technologies. Moreover, it started by being the founder in the capsule market and is always referred to in terms of coffee brands. The invention of Nespresso system was the result of research and development which developed a system that combined high-quality coffee capsules with a unique brewing process to get a perfect cup of coffee.

The brand acquired various transformations to identify as a luxury coffee brand. For instance, by collaborations with renowned chefs and designers. By introducing new coffee varieties and launch of the VertuoLine system, Nespresso innovated to meet the changing demands and expand its offerings to coffee lovers around the world. Furthermore, Nespresso has been promoting sustainability and minimizing environmental impact. For instance, by the implementation of recycling programs and forging a valuable collaboration with the Rainforest Alliance. (nespresso, nespresso, n.d.)

Nespresso gained significant market share by successfully expanding into global markets (nespresso, nespresso, n.d.). Based on regional analysis and considering the Global Nespresso Capsule market, Europe accounted for the largest market share. To build a competitive edge in the coffee industry the brand strategically targeted regions with high coffee-consumption, capitalizing on these markets for expansion.



Despite facing competition, Nespresso stood out with its innovative business model and dedication to quality. The brand's commitment to ethical sourcing practices and sustainability further set Nespresso apart from its competitors (nespresso, nespresso, n.d.).

Considering the supply chain and certifications, Nespresso AAA sustainable quality program is the unique sourcing which was created in 2003 and had just three initial partners: An NGO and two coffee suppliers and by 2007, the network had expanded to 14 partners across five countries. (sustainability, 2011). Moreover, the brand received independent certificates from the rainforest alliance, fairtrade international, fair-trade USA etc. (htt)

According to AdTargeting, the demographics of the target audience mentions that most of the people interested in Nespresso are 25-34 years old, accounting for 33.37% of the audience. In 1986, the company targeted the office coffee sectors of Switzerland, Italy, and Japan. Three years later, it expanded to households in those countries. Various distribution channels, including the first online platform in 1996, were created to reach this market. Nespresso has met its market expectations by providing customized services, products, and distribution choices. (nespresso boutique flon, n.d.)

Furthermore, based on Nestles full year results for 2021, Nespresso has shown consistent mid-single growth over the years, with growth across all regions. (nestle, 2022)

Business Objectives.

- Maintain its position as a leader in the premium coffee market.
- Prioritize product innovation, developing new coffee blends and brewing systems.
- Increase customer satisfaction by improving the overall customer experience based on customer feedback.
- Customers should have positive perceptions of the sustainability of its pods.

Research aims.

1. To understand customers preferences for new coffee blends and new brewing technologies.
2. To understand any customer pain points so that it could improve product quality, packaging, and customer service.
3. Evaluate the effectiveness of its sustainability initiatives and identify opportunities for further improvement.

Marketing decision problem.

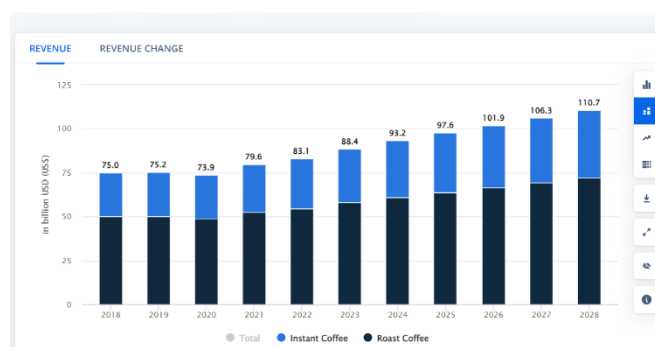
1. How can Nespresso differentiate from its competitors to remain as a leader in the premium coffee market?
2. Which strategies should the market use to prioritize product innovation, development of new coffee blends and brewing systems?
3. How to improve the overall relationship between Nespresso and its customers?
4. What campaigns should Nespresso launch and invest in to improve the sustainability of its pods?

Market context

Global coffee market and growth

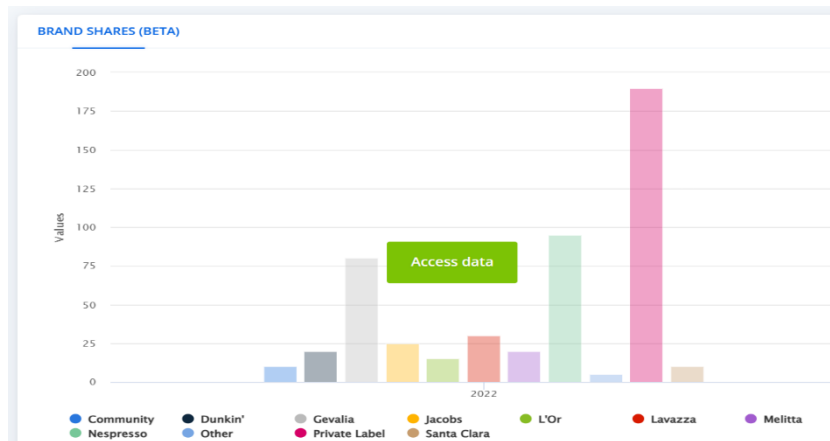
Revenue in the coffee market amounts to US\$88.3B in 2023. The market is expected to grow at a CAGR of 4.61% (2023-2028). The United States generates the highest revenue globally and the market is predicted to show a volume growth of 2.4% in 2024. (statista, n.d.) Europe is the most significant shareholder in the global coffee market and is anticipated to grow at a CAGR of 4.16% during the forecast period and Germany is the most coffee consuming nation in Europe (straits research, n.d.). Key factors fueling global coffee market growth include increased disposable income, innovation, shifting consumer preferences, and packaging.

The coffee market is divided into Roast coffee and instant coffee. The below graph indicates that the revenue obtained from roast coffee is higher than instant coffee and there is an overall growth in the revenue. (statista, n.d.)



Competitors

In retail, the biggest player in the coffee market is. Other important players are Lavazza, Melitta, Gevalia etc. The below graph shows the distribution of the market share in the coffee market. (statista, n.d.)

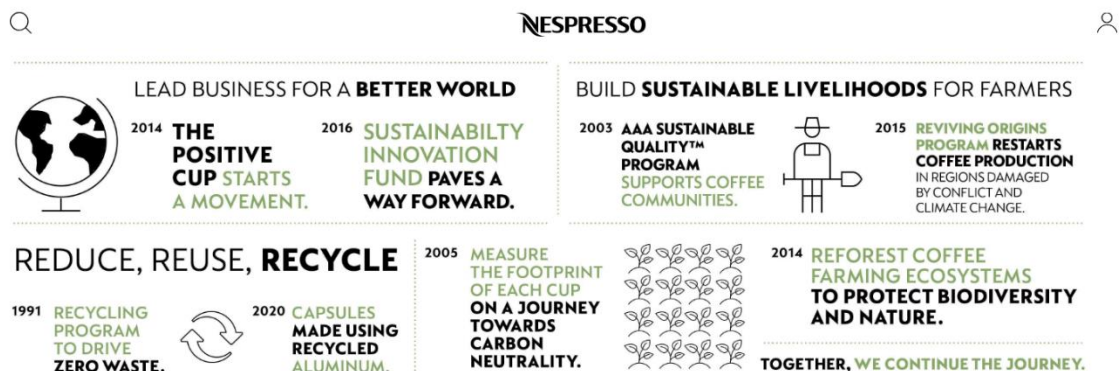


Sustainability concerns & Trends

Climate change is reducing coffee production viability in many countries. It's forecasted that four of the top five coffee-producing countries (Brazil, Vietnam, Indonesia, and Colombia) will experience significant decreases in their successful growing areas (MTPAK coffee, n.d.). To tackle this problem, numerous coffee companies are initiating climate-smart agricultural projects to aid farmers in adapting to changing conditions and safeguarding their crops from the impact of climate changes.

Furthermore, one of the main sustainability challenges faced is deforestation. To overcome this, companies are implementing reforestation projects. To overcome the challenges faced by water scarcity, companies are launching water conservation projects to decrease water usage in coffee production and preserve local water resources. (LinkedIn, n.d.)

The graph below shows the steps taken by Nespresso to address sustainability issues.



Government regulations and policies

Government import policies impact coffee supply and demand. One of the reasons is because the government can impose taxes on imports, affecting supply chains by raising costs, which may prompt producers to lower prices. Additionally, governments ban use of pesticides, yet many developing countries, significant coffee producers, still use them on their farms. For instance, the coffee cherry borer, a pest damaging coffee plantations globally, is controlled using chemicals mostly banned in the E.U. and the U.S. If producers cannot comply with the regulations, coffee imports may decline, leading to higher prices. (economic journal, n.d.)

Literature review

Nespresso employs diverse marketing strategies to stay ahead both locally and globally as the market leader. For instance, Nespresso has strategic partnerships with a Turmix, Swiss espresso machine manufacturer, to produce in-house designs. (studycorgi, n.d.) Moreover, a critical step to acquiring and then establishing recurring revenue from their customers was to make purchasing more convenient by introducing a subscription service along with continued innovation of their products.

The foundational aspect of effective marketing addresses product, pricing, placement, and promotion. For instance, Starbucks has stores in 80 countries, strategically located in busy corporate suburban areas. Its rare to find two Starbucks on opposite sides of a highway. (ceoworld magazine, n.d.)

Consumers are increasingly seeking unique flavor profiles, distinct origins, and direct relationships with coffee producers. The future of coffee is intertwined with technology. Advanced brewing methods, such as precision-controlled coffee makers and smart espresso machines promise consistent and personalized coffee experiences. Ready-to-drink cold brews, nitrogen-infused coffee, and coffee-infused cocktails are becoming popular choices for those seeking new ways to enjoy their caffeine fix. Moreover, in the future coffee drinkers may have the opportunity to create personalized coffee blends tailored to their preferences. (linkedin, n.d.)

Using Customer Relationship Management (CRM) Nespresso values customer feedback to identify and solve issues, enhancing the overall customer experience. One of the methods of implementing this approach was using Screeb to conduct A/B testing on their product page and collect insightful impact from clientele. (Screeb, n.d.) .

Starbucks, a competitor of Nespresso, thrives by building a strong sense of community among customers, prioritizing active engagement, and loyalty. (retail dive , n.d.)

Additionally, in a 2016 survey, 56% of the respondents preferred environmentally friendly coffee products, and 3 out of 5 wanted companies to guide them on making a positive environmental impact. Nespresso aimed to educate and change brand perceptions among ethically minded consumers by taking them on a journey of sustainable coffee production. The results indicated a 78% increase in positivity towards Nespresso, 114% increase in purchases, and 100% increase in association as an ethically sustainable brand.(The guardian advertising, n.d.)

Market research problem.

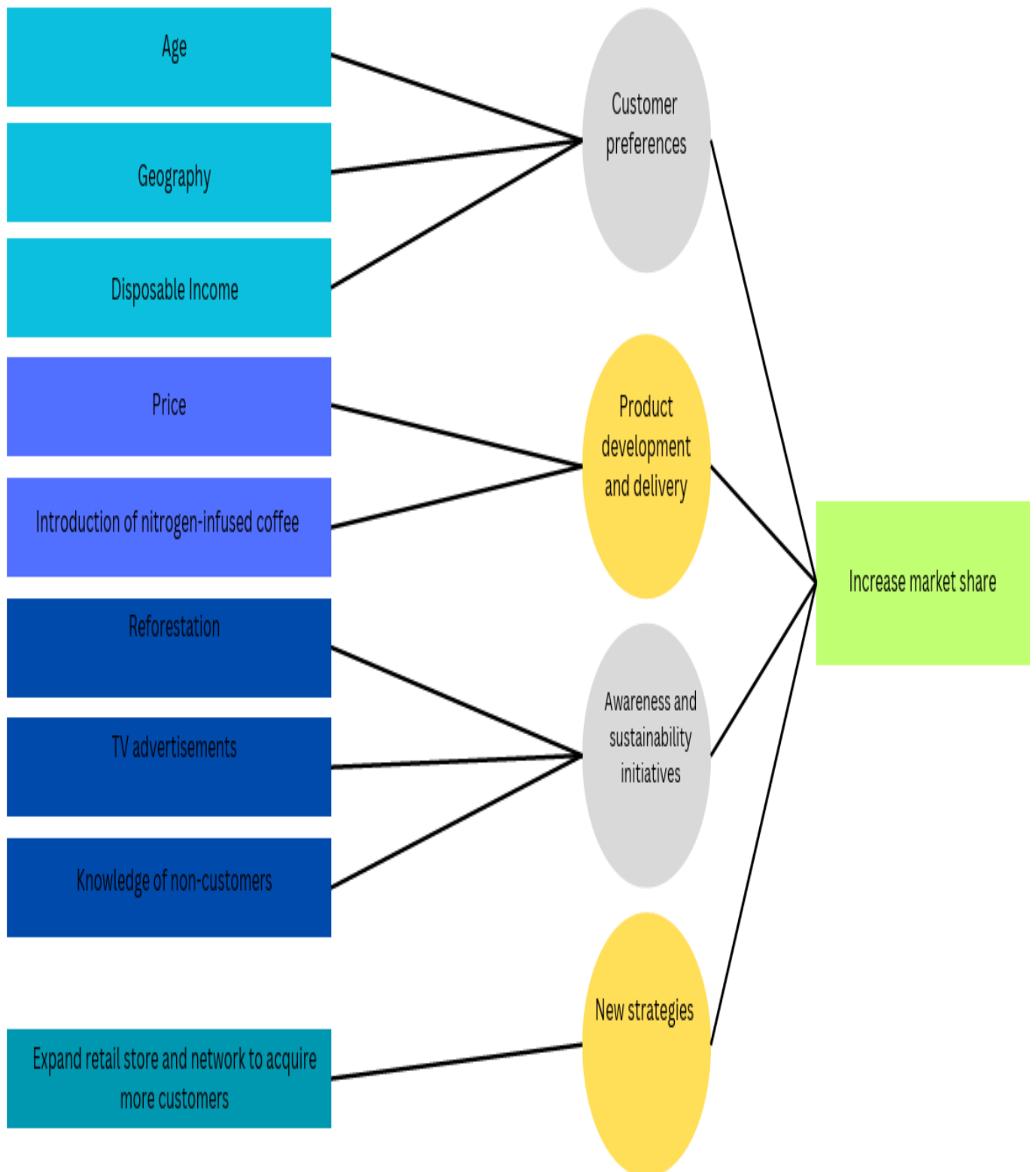
To gather information about **customer preferences, customer pain points and effectiveness of sustainability initiatives** of coffee related products by Nespresso.

1. COMPONENT 1 – Based on which demographics to assess customer preferences.
2. COMPONENT 2 – In which areas Nespresso consumers seek better product development and delivery?
3. COMPONENT 3 – The effectiveness of Nespresso's sustainability initiatives and to increase awareness of the sustainability initiatives.
4. COMPONENT 4 – Preferences and brand awareness of non-customers of Nespresso.

RESEARCH QUESTIONS

1. Can Nespresso customers be segmented based on age?
2. Can Nespresso customers be segmented based on Geography?
3. How does disposable income affect maximum willingness to pay?
4. About which aspects of Nespresso products are consumers most concerned about when purchasing?
5. Which type of coffee infusion should Nespresso introduce to the market?
6. In which aspects should Nespresso invest more towards sustainability?
7. Which mode of marketing is the most effective way to raise awareness about Nespresso's sustainability initiatives to the entire target market?
8. Does raising awareness to customers regarding sustainability have an impact on the customer retention rate?
9. Which initiatives could Nespresso invest in to increase the number of new customers?

Analytical Model



HYPOTHESIS

H1– Nespresso customers can be significantly segmented based on age.

H2– Nespresso customers can be significantly segmented based on geography.

H3 – Disposable income of Nespresso customers has a positive impact on the maximum willingness to pay.

H4 – Price has the biggest impact on the purchasing power of the customers.

H5 – Introduction of nitrogen-infused coffee will impact Nespresso's profits.

H6 – Investing more in reforestation will have a significant impact on gaining traction from customers and non-customers.

H7 – TV advertisements are the most effective method to increase awareness of Nespresso initiatives towards sustainability.

H8 – Customers' knowledge of sustainability has a positive correlation with customer retention rate.

H9 – Introducing new shops in new regions increases the influx of new customers.

Research design

Exploratory Research

Exploratory research was carried out to provide insights to Nespresso about what can be done to achieve their research aims, as well as explore factors that will assist in reaching these objectives. This form of research helps to understand variables affecting Nespresso customers and non-Nespresso customers, brand perceptions, competition, sustainability concerns and would allow to identify the necessary variables that need to be examined.

Conclusive Research

This study will make use of both descriptive and causal research.

As data should be collected from Nespresso and non-Nespresso customers separately, single cross-sectional design can't be used. Given the limited time, longitudinal design can't be used. Hence, multiple cross-sectional design will be used for the descriptive research. Identifying that the disposable income and the maximum willingness to pay vary together is a form of descriptive research. The data will be collected only once from each sample where one sample is from the customers of Nespresso and the other is from the non-Nespresso customers and analyzed separately. While causal research will help to examine the hypothesis and test the relationships between the variables in the analytical model.

Sampling design

Target Population

The target population will consist of Nespresso customers and customers from its competitors. Since the target is to increase the market share globally the entire market is analyzed. Hence, this study will have no constraints in terms of the demographics such as age, income, gender, or location.

Sampling Frame

Nespresso customers

The sampling frame will be the Nespresso customer database provided by the client.

Non-Nespresso customers

The sampling frame for non-customers can be compiled by using the competitor's website review section or other social media platforms to get a list of customers. Moreover, necessary details such as past purchases, contact information, and customer loyalty should be considered.

Sampling Technique

The study follows a probability and non-probability sampling technique.

Nespresso customers

Stratified sampling technique which is a probability sampling technique will be used to get a sample representing the population for the Nespresso customers as its more representative compared to the other probability sampling techniques. It will be obtained by dividing the population into strata based on age and geographical region. Elements within each stratum are homogenous while elements within different strata are heterogenous. When selecting members from each stratum simple random sampling is used to select members. This sampling technique is better as statistical inferences can be obtained for conclusive research compared to non-probability sampling techniques.

Non-Nespresso customers

Convenience sampling technique will be used to obtain a sample for the non-Nespresso customers. Convenience sampling selects participants based on availability, making it quick and cheap. However, it may introduce bias, such as participant selection.

Sampling Size

The client brief states that at least 5000 Nespresso customers are required, hence for Nespresso 5000 customers are taken and for the non-Nespresso customers 2500 customers are taken. However, the incidence and sample completion rates of the sample should be considered. (survicate, n.d.)states that the average completion rate for a survey is 41.94% if there are 15 or more questions. Hence, we will assume for Nespresso customers the completion rate is 60% (more than the average completion rate) and for non-Nespresso customers it can be taken as 41.94%. Assuming the incidence rate is 80% for non-Nespresso customers and 90% for Nespresso customers, the sample size should be adjusted for this completion rate and incidence rate, and it's mentioned below as follows.

| TARGET SAMPLE | SAMPLE SIZE |
|-------------------------|---------------------------------|
| Nespresso Customers | $5000 / (0.6 * 0.9) = 9,260$ |
| Non-Nespresso Customers | $2500 / (0.4194 * 0.8) = 7,452$ |

Field work

Survey Method

To increase the response rate overall, providing incentives, prior notifications of the survey happening, follow-ups can be done to receive more responses.

Nespresso customers

Since Nespresso has customers worldwide, online surveys will be the most appropriate to obtain information from all the customers. This method of collecting data is highly flexible as consumers are in different locations and different time zones. To invite Nespresso customers to the survey, mails with personalized online survey links can be sent to them as we have their email addresses stored in the customer database. Moreover, to increase the response rate in online surveys, graphical images and other visual stimuli can be used to encourage participants to complete the survey.

Non-Nespresso customers

Computer aided personal interviews (CAPI) will be conducted as it is difficult to obtain specific information from non-customers such as emails. An interviewer will be presented to guide the

participants and to clarify any questions from the non-customers. This method helps to effectively acknowledge the thoughts and opinions of the non-customers and more complex questions can be asked. Physical stimuli can be used to increase the response rate of CAPI.

Multivariate Analysis Technique

Cross-Tabulation

Cross tabulation is a way of describing two or more categorical variables simultaneously. If a relationship is found the strength of the relationship can be found using contingency co-efficient. We could analyse relationships such as,

- i) If income (high, medium, and low), age, and gender are related to future consumer preferences of the product.
- ii) If participants knowledge and awareness have an impact on the effectiveness of the sustainability initiatives.

One-way ANOVA

This technique can be used to analyze the differences in the average values of the dependent variable across different categories of a single independent variable such as,

- i) How do customers' intentions to buy the product vary with price levels?
- ii) Is there a relationship between customers' geographical location and how much they spend on coffee products?

Limitations and scope for further Research

The research has a large budget but has a time constraint of a six-month window frame. Therefore, despite the large budget allocated, the time constraint will be a limiting factor. This is because it restricts the amount of data which can be collected, analyzed, and limits discussions with experts who are not easily available to access. This research can be extended to determine alternative routes through which Nespresso can acquire more market research, such as investing in promotion methods or advertising through social media platforms. Research can also be carried out to evaluate what other factors may influence the customers' attitudes and preferences towards Nespresso and the coffee market in general. Moreover, this research focuses on specific research aims that affect market share and brand experience. However, there are other factors that have a stronger and a direct impact on the market share. For instance, interest rates and inflation. Hence, further research can be done to analyze those factors.

Questionnaire

You are invited to take part in our Nespresso survey. By completing this survey, you will get a £50 voucher from IKEA. This questionnaire will take around 10-15 minutes to complete and your suggestions will help us to understand how we can deliver the products and services you want most. All responses will be kept confidential, and your honest feedback is appreciated. Thank you very much for your time and support!

1) Are you a coffee lover?

- i) Yes
- ii) No

2) How often do you drink coffee?

- i) Everyday
- ii) Two or more times a week
- iii) Once a month

iv) Rarely

3) Are you a Nespresso customer?

i) Yes

ii) No

If yes, answer section A, otherwise skip to section B.

SECTION A

4) Have you purchased a Nespresso product within the last six months?

i) Yes

ii) No

5) How satisfied are you with your Nespresso products?



i)

ii)

iii)

iv)

v)

6) On a scale from 1 to 10 how would you rate the sustainability of the Nespresso product

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

7) For the following set of questions, please select the most preferred option.

| | | | | | | |
|--|--|----------------|-------|---------|----------|-------------------|
| | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|--|--|----------------|-------|---------|----------|-------------------|

| | | | | | | |
|------|---|--|--|--|--|--|
| i) | Do you have positive perceptions of Nespresso as a brand? | | | | | |
| ii) | Do you think Nespresso products are overpriced? | | | | | |
| iii) | Do you think that Nespresso products are of higher quality in comparison to other brands? | | | | | |
| iv) | Would you purchase from Nespresso in the future? | | | | | |
| v) | Does the brand image impact the purchases from Nespresso? | | | | | |
| vi) | Are you satisfied with the Nespresso products? | | | | | |
| vii) | Does environmental impact play a role in your purchase of coffee product? | | | | | |

| | | | | | | |
|-------|---|--|--|--|--|--|
| viii) | Would you recommend Nespresso coffee product to another coffee purchaser? | | | | | |
| ix) | Did you purchase from Nespresso for personal use? | | | | | |
| ix) | Are the modes of advertisement used by Nespresso effective? | | | | | |

Once you have completed section A, please complete section C.

SECTION B

8) Have you purchased coffee within the last six months?

iii) Yes

iv) No

9) If the answer for q8 was yes, which brand did you purchase from?

i) Jacobs

ii) Lavazza

iii) Melitta

iv) Gevalia

v) Other

10) If the answer to q9 was other, then please specify the brand below:

11) Is there a specific reason for not purchasing from Nespresso?

- i) Yes
- ii) No

12) If the answer to q11 was Yes, please specify the reason below.

13) Which purchasing method do you prefer the most?

- i) Online
- ii) Showroom
- iii) Other

14) For the following set of questions, please select the most preferred option.

| | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|------|---|-------------------|-------|---------|----------|----------------------|
| i) | Have you heard about the Nespresso brand before this survey? | | | | | |
| ii) | Are there any risk associated from purchasing from Nespresso? | | | | | |
| iii) | Do you value the quality of coffee over the cost? | | | | | |

| | | | | | | |
|-------|---|--|--|--|--|--|
| iv) | Are you willing to purchase from Nespresso in the future? | | | | | |
| v) | If the answer for q8 is yes, how good is your product? | | | | | |
| vi) | Do you have a positive impression towards Nespresso? | | | | | |
| vii) | Does environmental impact play a role in your purchase of coffee? | | | | | |
| viii) | Do you think the cost of coffee plays a major role when purchasing? | | | | | |

Once you have completed section B, please complete section C.

SECTION C

15) Please state which age category you belong to?

- i) Below 18
- ii) 18-35
- iii) 36-46
- iv) 46-60
- v) Above 61

16) Which gender do you identify as?

- i) Male
- ii) Female
- iii) Other

17) Which category best describes your total household yearly income?

- i) Less than \$20,000
- ii) \$20,000 to \$49,999
- iii) \$50,000 to \$74,999
- iv) \$75,000 to \$99,999
- v) \$100,000 to \$150,000
- vi) More than \$150,000

18) Please specify your highest level of education.

- i) High school student or less
- ii) High school graduate
- iii) College student
- iv) College graduate or higher education

19) Please specify your region of residence.

- i) Europe
- ii) North America
- iii) Asia Pacific
- iv) Latin America
- v) Middle East and Africa

Thank you for taking the time to complete the survey! Please enter your email address below to receive the voucher.

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