UNIVERSITY OF LONDON

Unveiling Nespresso's Path to Premium Market Leadership through Innovation, Customer Satisfaction, and Sustainability Brilliance

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1. Executive Summary

Our market research agency is committed to assisting Nespresso in achieving its business objectives through a comprehensive research approach outlined in Nespresso's research brief. Nespresso's key goals include maintaining market leadership, enhancing customer satisfaction, and strengthening its position as a sustainable coffee pod brand. We employ a structured research methodology comprising various stages to achieve these objectives.

Initially, exploratory research is conducted through focus groups and literature review to gain insights into consumer preferences for new coffee blends, brewing technologies, and perceptions of Nespresso's brand and sustainability efforts. Descriptive research involves the deployment of an online questionnaire to collect primary data on customer preferences, satisfaction levels, and perceptions of Nespresso's products and services. Additionally, secondary demographic and geographic data is gathered from Nespresso's customer database and external sources to comprehensively understand the target market. The determination of sample size is based on statistical formulae and insights from the literature review, ensuring adequate representation of Nespresso customers and non-customers.

Following data collection, multivariate statistical techniques are applied to analyze the primary data and derive actionable insights. These techniques include multiple regression analysis to identify significant factors influencing customer preferences and satisfaction levels, cluster analysis to segment customers based on their perceptions, and factor analysis to uncover underlying trends and patterns in consumer behavior. This integrated approach allows us to generate comprehensive insights that inform strategic decision-making and drive Nespresso's business objectives forward.

Finally, the research findings are synthesized into actionable recommendations to enhance product development, marketing strategies, and sustainability initiatives. By leveraging the insights from this research, Nespresso can strengthen its market position, improve customer satisfaction, and solidify its reputation as a sustainable and innovative coffee brand.

2. Background

As one of the leading companies in the premium coffee industry, Nespresso creates exceptional products and quality services tailored to every preference across 81 countries. Created 30 years ago under the Nestlé Group, it aims to provide the finest cup of coffee to elevate a daily routine into a unique experience (Nespresso, 2024). Nespresso believes that their coffee is an art to be enjoyed, filled with creativity and years of experts cultivated ideas. Their main competitors for the coffee machines are Keurig, Lavazza, Illy, De Longhi, and Tassimo. With the coffee market growing due to an increased in coffee consumption within the younger generation (Ayoob Lone, 2023), Nespresso wants to maintain its leadership position on the premium coffee market. As product innovation is a priority in Nespresso, they also want to focus on developing new coffee blends and brewing systems. Nespresso's believes on the importance of customers satisfaction leads it to furthermore improve on its overall customer experience. In character of a socially responsible corporate, Nespresso wish to have a positive brand perception on the sustainability of its pods.

3. Problem Definition

Nespresso even with its objective clearly defined, faces several key obstacles. To remain as a leader in the premium coffee market, Nespresso wants to understand customers' preferences for new coffee blends especially seasonal ones, and new brewing technology. With a big global presence and evolving customers' preferences, Nespresso needs to stay ahead of the curve by developing new products that are tailored to customers needs and technological advances. Furthermore, as the coffee market is becoming significantly more competitive with new players entering and established players offering a variety of new products, a way of standing out is through a top-notch customer service. Therefore, Nespresso also wants to understand customers frustration so they could improve product quality, packaging, and customer service. As the customers are becoming more aware of the impact of their daily life to the world's health, they opt for sustainable companies. Nespresso coffee is more than 93% sustainably sourced through their AAA program, they have the B Corp Certification, and they continue to aim for a decarbonized value chain. And, to continue

its effort Nespresso wants to evaluate the effectiveness of its sustainability initiatives and identify opportunities for improvement. In recognition of these challenges, we are confident that by addressing these pain points, innovative solutions can be made to strengthen Nespresso's position in the premium coffee market while aligning with evolving consumer preferences and environmental concerns.

4. Research Objectives

Based on the information contained in the client brief provided, the research is expected to fulfill three primary objectives:

4.1. Research Aims

- o **RA 1**: Understands coffee drinkers' preference for new coffee blends and brewing technology
- o **RA 2**: Discover customer (corporate & individuals) pain points in product quality, packaging and customer service.
- o **RA 3**: Understand the perception of coffee drinkers on Nespresso sustainability initiatives on coffee pods.

4.2. Research Questions and Hypothesis

- o For **RA 1**, the research questions are:
  - **RQ 1.1:** What are the new brewing systems that consumer wants?
    - **RH 1.1:** The new brewing technology that could be added is smart-home technology, have reusable filter, and a more precise ratio of coffee. (Lily, 2023) (Stanley-Foreman, 2024) (RODRIGUEZ, 2024)
  - **RQ 1.2A:** What are some seasonal preferences of new blends?
    - **RH 1.2A:** More espresso shots, syrup, and creamy on winter, fruitier and lighter on summer, more spices, fruity, with creamy in fall, more spices with the fruity flavor on, flowery flavors on spring. (Spence, 2021)
  - **RQ 1.2B:** What are the general profiles of these groups of coffee drinker?

- **RH 1.2B:** Man would opt for a stronger coffee nearer to fall and winter, while women tend to go lighter. American usually go for sweeter options.

- For **RA 2**, the research questions are:
  - **RQ 2.1:** What are the significant variables that contributes to customers' satisfaction?
    - **RH2.1:** The significant variables are product quality, safety shopping, product diversity, service quality, promotion, and location (Doni Nurdeagraha, 2020).
  - **RQ 2.2:** How significant each of the variables are to customer satisfaction?
    - **RH 2.2:** E.g. For each one-point increase in product quality, there's a 27% estimated increase in customer's satisfaction. (Dina Rahmayanti1aυ, 2002)

- For **RA 3**, the research questions are:
  - **RQ 3.1:** Base on the perception of coffee drinkers, can the perceptions of these sustainability initiatives in pods be grouped into major components?
    - **RH 3.1:** redistributing wealth, protecting people and the planet, ensuring consumer safety, easily recyclable, and challenging hegemonic control over global economic governance (Angel, Hamilton, & Huber, 2007; Bartley, 2007; Conroy, 2007; Haufler, 2001; Locke, 2013; Mayer & Gereffi, 2010; O'Rourke, 2003; Reich, 2007).
  - **RQ 3.2:** Is there a different in perception score for these components across the five geographic zones?
    - **RH 3.2:** For each of the component, there is a significant difference in mean score across zones. In particular,
      - LATAM scored very low in Recycle component
      - AOA and EUR scored very low in Reuse component
      - All zones except NA scored very low in Reduce component.

4.3. Addressing Nespresso's Business Objectives Through Market Research

Finding out the new brewing system that consumers want (RH1.1) would allow Nespresso to identify the key factors that coffee drinkers appreciate in a coffee machine, leading them to optimize these functions. They could also find the factors that need upgrading or innovations. As flavor variations are essential to successful coffee brand sales, Nespresso needs to know what the consumer prefers throughout the season (RH1.2A). This would allow them to create new blends appropriate to the season trends, focusing their product development efforts. An acute awareness of the general profile will give the brand an advantage in marketing focus. Therefore, advertisements resonate with each segment. Nespresso can identify market gaps and develop unique selling propositions by analyzing customer perceptions and preferences for competitor products. This strategic differentiation allows Nespresso to strengthen its market presence and maintain its leadership position amidst competition.

Knowledge regarding variables contributing to customer satisfaction (RH2.1) and their significance level (RH 2.2) will help Nespresso prioritize its efforts according to each factor. With an understanding of the drawbacks of product quality, packaging, and customer service, Nespresso could tailor and upgrade its products and services to meet customer needs. They are allowing Nespresso to improve overall customer satisfaction. This proactive approach fosters customer loyalty and advocacy, contributing to Nespresso's long-term success.

By grouping the significant pod components sustainability based on the coffee drinkers (RH3.1), Nespresso can find factors they need to reiterate or improve. Nespresso would better understand what they should do to build a positive and sustainable brand perception. Moreover, finding the differences in that perception in each zone (RH3.2) would allow them to alter their marketing better to accommodate each market's needs. Customers of the premium coffee market care about sustainability efforts, so Nespresso needs to ensure their efforts are practical. Understanding customer expectations for future sustainable coffee products and services enables Nespresso to stay ahead. By developing innovative solutions aligned with evolving consumer values, Nespresso can continue to lead the way in sustainability practices within the coffee industry.

5. Research Design

To kickstart our research, we will conduct online focus groups to gather insights on brand attributes and future desires not fully covered in existing literature. These insights, mainly focusing on common attributes and futuristic desires (RQ1.1), will drive Nespresso's research and development efforts to enhance our brewing system. These focus group sessions will also discuss our understanding of common considerations for purchasing a coffee machine derived from literature reviews. Online focus groups provide participants with a comfortable environment in which to express their views freely. They offer a cost-effective alternative to projective techniques, as participants can join from anywhere via the Internet. Our plan involves conducting six online focus groups, each with 10 participants, guided by a topic guide and incorporating mood boards and probing questions (Greg Guest, 2016; CCSU, 2008).

Nespresso's customer database will provide demographic and geographic data for Nespresso customers, while external access panel customer databases will supply data for non-Nespresso customers. Additionally, updated demographic information can be collected through the online questionnaire. This data will help profile coffee drinkers for each major brand perception and identify significant differences in their preferences.

The online questionnaire will gather responses regarding coffee drinkers' ratings of common considerations for purchasing coffee, customer service satisfaction with Nespresso, and perceptions of Nespresso's sustainability efforts. We chose online questionnaires over quantitative observation techniques and other survey methods due to their faster data collection, lower cost, higher response quality, and the ability to target specific groups based on Nespresso customer status.

Y	On a scale of 1 to 100, rate you overall satisfaction with Nespresso.		(1 to 100)

		Stong Disagree					Strong Agree	
		1	2	3	4	5	6	7
X11	Generally, the quality of the coffee is up to my expectation							
X12	The pod consistently creates the same coffee taste.							
X13	The machine is customizable to our prefered brewing methods							
X21	There are a lot of variation in taste from Nespresso pods							
X22	The machines available serves a variety of functions							
X31	When I go to the store, the people are very informative							
X32	It is easy to find Nespresso outlets around me							
X33	I feel save buying Nespresso product through the website							
X34	Nespresso gives good deals on the products							

Spring Preference (please tick) ☐ Not applicable

	1	2	3	4	5	6	7	
Original								Floral
Supper Sweet								Super bitter
Light Roast								Super dark roast
Freezing cold								Super hot
Original clear								Thick creamy
Decafinated								Addictive cafinated
Can't even smell								Strong coffee aroma
Original								Refreshing Fruitiness
Original								Spicy
Original								Herbal

Section C:

We value substainability greatly. In particular, we place great emphasis on pod substainability. We appreicate your honest view on the following to assist us in helpin us understand you view in Nespresso effort in being a sustainable company

		Stong Disagree					Strong Agree	
		1	2	3	4	5	6	7
X11	The aluminium of the pod can be reuse to make a new pod.							
X12	There are convenient arrangement for collection of used pods.							
X13	Pollution is reduced by shipping the pods with substainable transportation options.							
X21	The paper pods are easily available to me							
X22	The coffee machine are made out of recycled old nespresso products							
X23	Nespresso coffee farmers are being payed equally							
X31	The coffee ground from nespresso is ethically harvested							
X32	The used pod are recycled to build items like bicycle frame, cans, etc.							
X33	There are rewarding points for returning used pods.							

6. Data Collection

6.1. Sampling Methodology

Segmentation of the sampling frame for this segment originates from Nespresso's internal customer database, comprised of individuals and corporate customers who have previously made online purchases (Secondary data source). The recommended method for sampling is stratified random sampling, with customer status, age, gender, and geographic location serving as distinct strata. These demographic variables significantly influence customers' purchasing behavior, and drawing a random sample within each stratum will contribute to constructing a comprehensive final sample.

For Non-Nespresso Customers, the sampling frame aims to capture diverse perspectives among individuals who have not interacted with Nespresso products. Primarily targeting customers of competing brands such as Keurig, Lavazza, Illy, De Longhi, and Tassimo, the frame welcomes anyone, preferably coffee drinkers. We can work with coffee enthusiast influencer and cafes to help share the online survey. Stratification of non-customers based on key demographic variables like age, gender, and location ensures representation of individuals who have yet to become Nespresso customers. Probability sampling methods within these strata aim to provide a well-rounded and accurate portrayal of the broader non-customer population, essential for understanding preferences, barriers, and potential opportunities among those yet to be aligned with Nespresso.

6.2. Proposed Sample Size

Nespresso requires a sample size of at least 5,000 existing global customers. We suggest to use a 95% confidence interval, and the approximate value of $Z_{\frac{a}{2}} = 1.96$, and a conservative proportion of 0.5. The sample size would be:

$$n \geq \frac{z_{\frac{\alpha}{2}} \times (\pi(1 - \pi))}{e^2}$$

$$n \geq \frac{1.96 \times (0.5(1 - 0.5))}{0.05^2} \approx 385$$

We need to have minimum of 385 non-Nespresso customer respondents as a sample size. However, we understand that we need to send out more than 385 forms, because an online distribution method doesn't guarantee a 100% response rate. Given that the coffee market at 2021 is valued at USD 120.59 billion (Straits Research, 2021) in 2021 and Nespresso market size was valued at USD 17,352.38 Million in 2021 (Verified Market Research, 2023), we can now calculate Nespresso market share.

$$Nespresso\ Market\ Share = \frac{Nespresso\ Market\ Value}{Coffee\ Market\ Value} \times 100$$

$$Nespresso\ Market\ Share = \frac{120.59 \times 10^9}{17{,}352.38 \times 10^6} \times 100$$

$$Nespresso\ Market\ Share \approx 14.39\%$$

Furthermore, we have the percentage of coffee drinkers are 77.3% in United States (Allen, 2023) and the average response rate for a sample size more than 500 is 5%–10%. Now we can calculate final sample size.

$$Final\ Sample\ Size = \frac{Final\ Sample\ Size\ of\ Nespresso\ Customers}{Percentage\ of\ Nespresso\ Market\ Share}$$

$$FInal\ Sample\ Size = \frac{5000}{0.1439}$$

$$Final\ Sample\ Size \approx 34747\ (rounded\ up)$$

Finally, we can calculate the initial sample size:

$$Nespresso\ Initial\ Sample\ Size = \frac{Final\ Sample\ Size}{Incidence\ Rate\ \times\ Completion\ Rate}$$

$$Nespresso\ Initial\ Sample\ Size = \frac{5000}{1 \times 0.1} = 50{,}000$$

$$Coffee\ Drinkers\ Initial\ Sample\ Size$$

$$= \frac{Final\ Sample\ Size}{percentage\ of\ coffee\ drinkers \times completion\ ratio}$$

$$Coffee\ Drinkers\ Initial\ Sample\ Size = \frac{34747}{0.1 \times 0.773} = 449509\ (rounded\ up)$$

Hence there will be a total of 449,509 email containing links to the online questionnaire. 50,000 of which is addressed to Nespresso customers and the remaining 399,509 emails would be allocated for non-Nespresso Coffee Drinkers.

6.3. Questionnaire

The questionnaire is used to gather insights from both Nespresso and non-Nespresso customers. The flow would look like this:
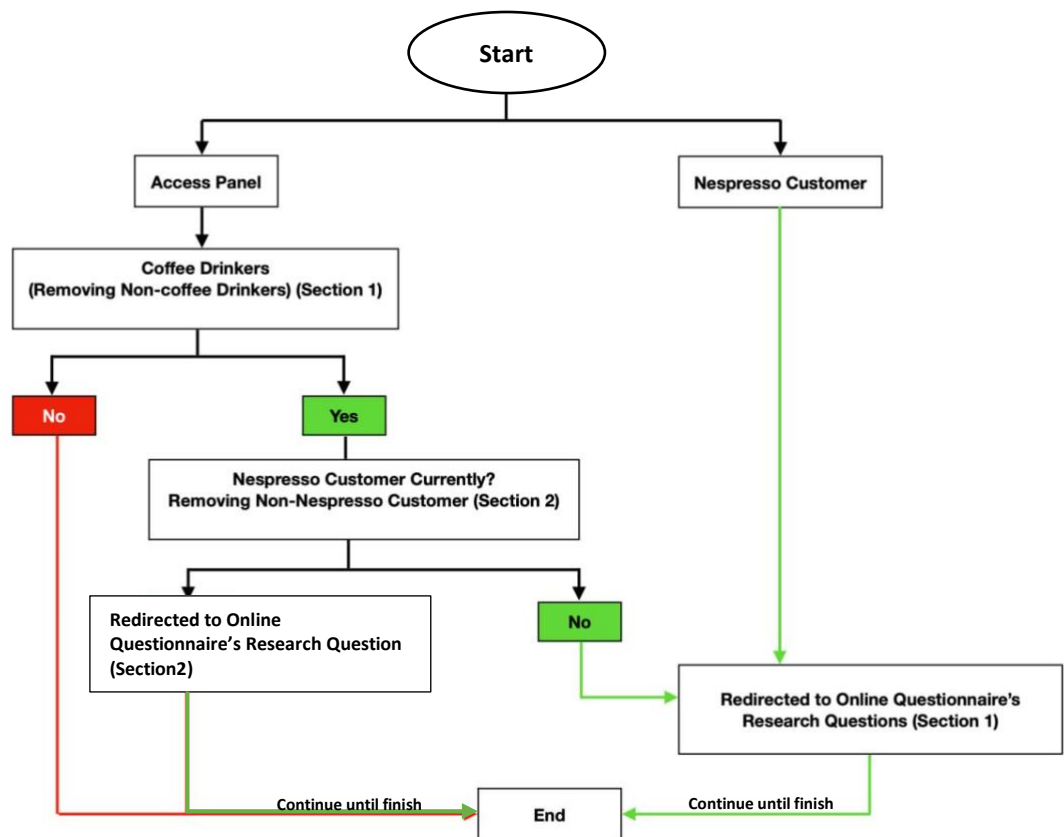
The 1st section would focus about customer satisfaction and that's where the Nespresso customer would go after answering demographic questions, including age, gender, and geographic location. Just like Nespresso customers, the non-Nespresso customers also have to answer demographic questions before proceeding to Section

two. The 2nd section focuses on new coffee flavors that would do great on each season (summer, fall, winter and spring). Then, both groups would do section 3, which would help Nespresso deduce the brand's sustainability perception.

6.4. Online Focus Group

We first recruit target audience based on the demographic question, ensuring that it would be representative of the population. Sample size would be a group of 5-8 coffee drinkers that we have access to from the questionnaire. The focus group would be done at a Zoom meeting, with a mediator facilitating the group discussion and guiding the conversations. Afterwards, Review the transcript to identify common themes, patterns, and key takeaways. This would be use for RQ1.1.

7. Data Analysis

7.1. RQ1.2A and RQ1.2B Cluster Analysis

These research questions and hypotheses aim to explore the seasonal preferences of coffee blends among consumers and understand the characteristic profiles of distinct groups of coffee drinkers based on their preferences. Through cluster analysis, we can identify consumer segments with similar preferences and demographic characteristics, providing valuable insights for product development and marketing strategies in the coffee industry.

Assuming consistent indications of three major brand perceptions across all SPSS reports, the utilization of Ward's Method Table for interpreting clusters would significantly aid in understanding consumer behavior and preferences. Ward's Method is a hierarchical clustering technique that helps identify clusters with minimal within-cluster variance and maximal between-cluster variance. By applying this method to interpret clusters, we can discern distinct consumer segments based on their perceptions of the brand. This segmentation allows businesses to tailor their marketing strategies, product offerings, and communication messages to better target each segment's preferences and needs. Moreover, understanding the clusters'

characteristics can inform strategic decision-making, resource allocation, and product development efforts, ultimately enhancing customer satisfaction and brand loyalty.

		Brand Arrtibute 1 (Original vs Floral)	Brand Arrtibute 2 (Supper Bitter vs Super Sweet)	...	Brand Arrtibute 10 (Orginal vs Herbal)
	ward methods				
1	mean				
	N				
	Std. Dev				
2	mean				
	N				
	Std. Dev				
3	mean				
	N				
	Std. Dev				

7.2. RQ 2.1 and 2.2 Multiple Linear Regression

$$\widehat{Customer\ service} = \beta_0 + \beta_1(\text{product quality}) + \beta_{2(}\text{safety shopping}) + \beta_3(\text{ product diversity}) + \beta_4(\text{service quality}) + \beta_{5(}\text{promotion}) + \beta_6(\text{location})$$

The coefficient of determination, R_2, is calculated to assess how variations in common considerations account for the variance in maximum willingness to pay. An overall F-test is then conducted to determine the statistical significance of the model at a significance level of α = 0.05. This test indicates whether it is meaningful to proceed with a multiple linear regression (MLR) analysis to predict maximum willingness to pay based on common considerations.

Significance testing of coefficients (βi) is conducted individually using t-tests. Suppose the t-test for an independent variable yields a non-significant result (indicated by a p-value > 0.05). In that case, the variable with the highest p-value is systematically eliminated, and the regression analysis is re-conducted. This iterative process continues until only statistically significant independent variables are retained in the model.

7.3. RQ3.1 Factor Analysis

Factor analysis is a powerful statistical technique used to uncover underlying patterns and relationships within a dataset. In the context of research question

(RQ3.1), which seeks to understand if perceptions of sustainability initiatives in coffee pods can be grouped into major components, factor analysis offers a structured and systematic approach to achieve this objective.

In performing factor analysis with SPSS, the initial assessment involves scrutinizing the eigenvalues and total variance explained tables to pinpoint factors with eigenvalues exceeding one and a cumulative variance explained of no less than 60%. Following this, attention shifts to the component matrix to identify variables with robust loadings (> 0.3 or 0.4) on each factor, indicating significant associations. Optionally, rotation methods like Varimax may simplify the factor structure and enhance interpretability. Furthermore, communality estimates provide insights into how well variables align with the factors. Factor correlations elucidate relationships between factors, while reliability measures like Cronbach's alpha ensure internal consistency. Lastly, a scree plot aids in visualizing eigenvalues and determining the optimal number of factors to retain. Through this systematic approach and the interpretation of statistical outputs in SPSS, researchers can uncover underlying constructs and derive valuable insights from their factor analysis.

7.4. RQ 3.2 Two-Way ANOVA

Upon collection of the dataset, observations should represent participants' score for each component across five geographical zones, resulting in two factors – "Market Location" and "Gender".

	Ho	H1
Gender	There is no difference in population perception in Nespresso sustainability effort among the various categories of Gender	There is a difference in population perception in Nespresso sustainability effort among the various categories of gender
Market Location	There is no difference in population perception in Nespresso sustainability effort among the various categories of market	There is a difference in population perception in Nespresso sustainability effort among the various categories of market
Interaction	there is no interaction between market location and gender	there is an interaction between market location and gender

Test Between-Subject Effect						
Source	Sum of Squares	df	Mean Squares	F	Sig.	Partial eta Squared
Gender						
Market Location						
Gender*Market Location						
Error						
Total						

After which, IBM SPSS will be used to conduct the two-way ANOVA. To interpret the results, p-values associated with the main effects of market location and gender will be assessed. Setting critical value at, any given p-value below 0.05 will reject the null hypothesis.

8. Further Research

Further research could be done on different in overall satisfaction between corporate and individual customers, we could do this using an independent t-tets.

9. Conclusion

This market research proposal has outlined a comprehensive plan to investigate consumer preferences for Nespresso's Coffee Blends and Machines, also a Sustainable Brand Image. By gathering insights into these areas, Nespresso can develop targeted

marketing strategies, improve customer satisfaction, and gain a competitive edge in the sustainable coffee market.

The proposed research methods, including focus groups and surveys, will provide valuable qualitative and quantitative data to inform Nespresso's business decisions. By understanding the factors that influence consumer choices and brand perceptions, Nespresso can effectively position itself to meet the evolving needs of its target audience.

Overall, this market research proposal has the potential to provide Nespresso with actionable insights that can be used to strengthen its brand, optimize its marketing efforts, and drive sustainable growth in the years to come.

9.1. Costing

Budget Allocation	Estimated Cost (USD)
Data Collection	50000
Data Analysis & Science	100000
Data Storage and ETL	5000
Administrative	20000
Petty Cash	5000
Ethical Approval	5000
20% Added Tax Value	37000
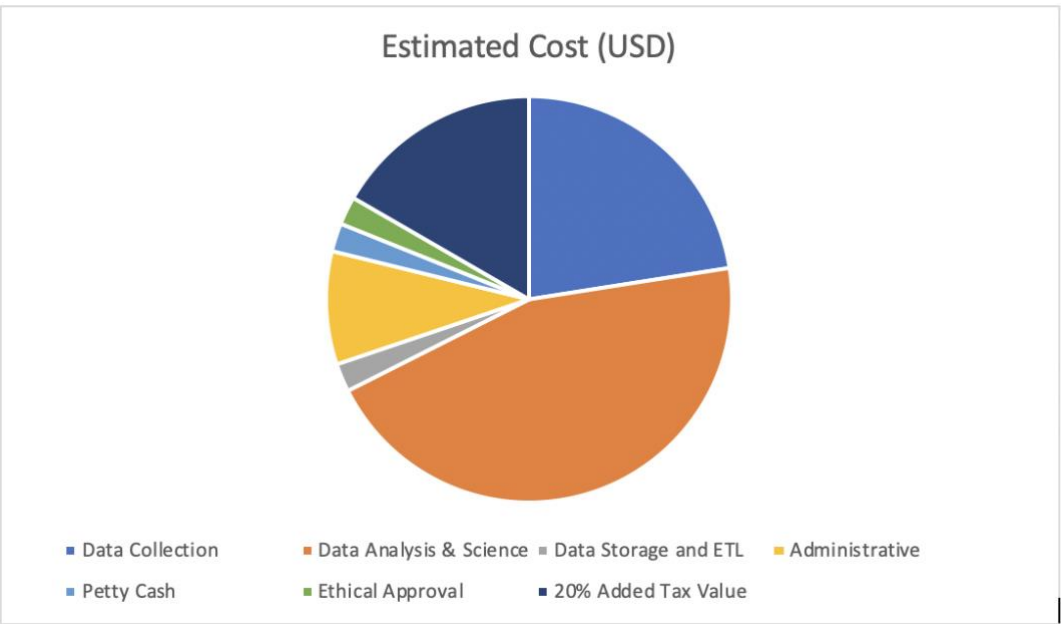
10. Questionnaire

Nespresso Survey

We are a well established marketing agency working on behalf of our client Nespresso. Your feedback is instrumental in shaping the future of Nespresso and ensuring that we continue to provide you with the best coffee experience possible!

Are you a coffee drinker? *

○ Yes

○ No

Are you a Nespresso customer? *

○ Yes

○ No

Name *

Your answer

Gender *

○ Male

○ Female

Group of Age *

○ Under 18

○ 18-24

○ 25-34

○ 35-44

○ 45-54

○ 55-64

○ 65+

Where are you located? *

○ Latin America (LATAM)

○ United States

○ Canada

○ Asia-Pacific (APAC)

○ Europe, Middle-Eastern & Africa (EMEA)

○ Africa

Section 1:

Our goal is to offer you an excellent experience with Nespresso. We desire to provide you with excellent satisfaction in every aspect of your encounter with us. Therefore, ...

On a scale of 1 to 100, rate you overall satisfaction with Nespresso. ☐ (1 to 100)

	Stong Disagree					Strong Agree	
	1	2	3	4	5	6	7
Generally, the quality of the coffee is up to my expectation							
The pod consistently creates the same coffee taste.							
The machine is customizable to our prefered brewing methods							
There are a lot of variation in taste from Nespresso pods							
The machines available serves a variety of functions							
When I go to the store, the people are very informative							
It is easy to find Nespresso outlets around me							
I feel save buying Nespresso product through the website							
Nespresso gives good deals on the products							

Section 2:
We would like to develop new preference of coffee that meets you need. Therefore, we wouold like you us your proference of coffee that is not currently available.

Spring Preference (please tick)   ☐ Not applicable

	1	2	3	4	5	6	7	
Original								Floral
Supper Sweet								Super bitter
Light Roast								Super dark roast
Freezing cold								Super hot
Original clear								Thick creamy
Decafinated								Addictive cafinated
Can't even smell								Strong coffee aroma
Original								Refreshing Fruitiness
Original								Spicy
Original								Herbal

Summer Preference (please tick)   ☐ Not applicable

	1	2	3	4	5	6	7	
Original								Floral
Supper Sweet								Super bitter
Lightly roast								Super dark roast
Freezing cold								Super hot
Original clear								Thick creamy
Decafinated								Addictive cafinated
Can't even smell								Strong coffee aroma
Original								Refreshing Fruitiness
Original								Spicy
Original								Herbal

Autumn Preference (please tick)
☐ Not applicable

	1	2	3	4	5	6	7	
Original								Floral
Supper Sweet								Super bitter
Lightly roast								Super dark roast
Freezing cold								Super hot
Original clear								Thick creamy
Decafinated								Addictive cafinated
Can't even smell								Strong coffee aroma
Original								Refreshing Fruitiness
Original								Spicy
Original								Herbal

Winter Preference (please tick)
☐ Not applicable

	1	2	3	4	5	6	7	
Original								Floral
Supper Sweet								Super bitter
Lightly roast								Super dark roast
Freezing cold								Super hot
Original clear								Thick creamy
Decafinated								Addictive cafinated
Can't even smell								Strong coffee aroma
Original								Refreshing Fruitiness
Original								Spicy
Original								Herbal

Section 3:

We value substainability greatly. In particular, we place great emphasis on pod substainability. We appreicate your honest view on the following to assist us in helpin us understand you view in Nespresso effort in being a sustainable company

	Stong Disagree					Strong Agree	
	1	2	3	4	5	6	7
The aluminium of the pod can be reuse to make a new pod.							
There are convenient arrangement for collection of used pods.							
Pollution is reduced by shipping the pods with substainable transportation options.							
The paper pods are easily available to me							
The coffee machine are made out of recycled old nespresso products							
Nespresso coffee farmers are being payed equally							
The coffee ground from nespresso is ethically harvested							
The used pod are recycled to build items like bicycle frame, cans, etc.							
There are rewarding points for returning used pods.							

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