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Nescafé. A Marketing analysis

By Kelvin Cherry

Grin Verlag GmbH Jul 2014, 2014. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Titel. Neuware - Seminar paper from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, The University of Liverpool, language: English, abstract: Nescafé, being a product of a famous brand nestle have been successful in capturing a high market share of instant coffee. The word Nescafé is actually the portmanteau of two words that are Nestle and café . Max Mergenthaler along with his team members had worked hard for almost seven years to make coffee powder. On April 1, 1930 for the first time in Switzerland, they succeeded. It was launched in the United States with a brand name known as Taster s Choice Nescafé. However, the brand name was once again changed and was then known as Nescafé Taster Choice. Marketing structure Marketing strategy Nestle is one of those products that is considered to be people and brand oriented rather than being system oriented. Their marketing strategy is designed in a way that gives importance to the needs and lifestyles of their consumers. The product is...



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