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Nescafé. A Marketing analysis

By Kelvin Cherry

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year 2011 in the subject Business economics - Marketing,
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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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