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## Nescafé. A Marketing analysis

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By Kelvin Cherry

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year 2011 in the subject Business economics - Marketing,  
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abstract: Nescafe, being a product of a famous brand nestle  
have been successful in capturing a high market share of  
instant coffee. The word Nescafe 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  
Nescafe. However, the brand name was once again changed  
and was then known as Nescafe 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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