

Nescafe

Parent Company

Nestle

Category

Beverages

Sector

Food Products

Tagline/ Slogan

One Nescafe many coffees ;Good Food Good Life

USP

100% pure instant coffee

STP

Segment

People looking to make coffee instantly

Target Group

All people in the upper and middle class

Positioning

100% pure coffee made from finest coffee beans

SWOT Analysis

Strengths

1. Strong Nestle brand name

2. Excellent advertising and visibility

3. Good product distribution and availability

4. Lots of flavors and varieties available

Weaknesses

1. Health conscious people avoid coffee as it Contains caffeine

Opportunities

1. Tie-ups with corporates

2. Cheaper packets for rural areas

Threats

1. Health conscious people avoiding coffee

Competition

Competitors

1. Starbucks

2. Costa Coffee

3. Lipton

4. Bru Coffee

5. Barista

6. Tim Hortons

7. Pepsi

8. Coca Cola

9. Red Bull

