

**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

