**IQRA NATIONAL UNIVERSITY**

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**SUBJECT: PRINCIPLE OF MARKETING**

**MARKETING PLAN OF NESTLE CERELAC**

**EXECUTIVE SUMMARY**

This is a marketing plan regarding a baby food product name NESTLE CERELAC, It starts with an introduction about Nestle company. It gives a briefing about all the brands of the Nestle company.  
Nestle has been serving worldwide with its excellence in product safety, quality and value. It provides many products which include dairy products, beverages, water, and infant dietic and confectionary.  
We have taken NESTLE Cerelac for our Marketing plan. Their aim is to provide customer with best infant food on suitable prices make the product as convenient as possible.

**VISION STATEMENT**Nestle global vision is to be the recongnised leading nutrition, health, and wellness company.  
Nestle Pakistan subscribes fully to this vision of being the number one Nutrition, Health and wellness Company in Pakistan.

**MISSION STATEMENT**To positively enhance the quality of life of the people of world by all that we do through our people, our brands and products.

**SITUATIONAL ANALYSIS**The Nestle Cerelac consumers are spread all over the world one of the reasons behind is the lower prices offered by Nestle and its easy availability everywhere.

**MARKET NEEDS** Due to rapidly increasing the population and increase birth rate in Pakistan there is increased in the needs of health foods which nourishes the infants.  
Good nutrition is essential for the growth and development of infants first year of life. They required appropriate food.

**MARKET GROWTH STRATEGY**Infant food and nutrition as a category will grow 10-12% and Nestle is well placed to capture growth in this category because it is at the forefront of infant foods technolog.Nestle adopted two Growth strategy1. Product development  
2. Market penetration

**SWOT ANALYSIS  
1. STRENGTH**Nestle includes a culture that is team focused and an open door policy which encourages employees to work hard.  
People all over the world trust and recongnizes Nestle as a big brand name. It looks at achieving higher volumes by renovating existing products and innovating new products.

**2.WEAKNESSES**One major weakness of Nestle is that it is entering into markets that are already mature and can give a tough competition to new entrants.

**3.OPPORTUNITIES**Nestle in Pakistan has a great opportunity for expanding its markets because in Pakistan there is a large market of food and beverages.

**4.THREATS**A threats for Nestle is increasing popularity of its competitors OLPERS in local and International markets.  
   
**COMPETITION**Nestle competes with other packaged foods companies as well as store brands from retailors  
Nestle major competitors are  
ENGRO FOODS.  
EMEVEN GLOBAL LTD.

**MARKETING STRATEGY**Company objectives is to be the worlds largest and best branded food manufacturer while with products of the highest quality among all others.

**TARGET MARKET**

Geographic dispersion Urban, Suburban  
Family life cycle Full nest, Single parent  
Social stratification Upper class, lower upper class,  
 Upper middle class.  
Age Segments Infants (0-5), Mothers (18-45)  
Income level Average income, above average

**DIFFERENTIATE OF NESTLE CERELAC**Nestle Cerelac has positioned among people as health provider brand for infants

**BRAND POSITIONING**Nestle communicates itself as “good food, good life”  
Cerelac also tells the same as “Best start to a healthier future”

**SHAPE AND COLOR**The shape and color are very attractive for the customers.

**LABELING AND PACKAGING**The labelling and packaging includes Nestle brand and logo.

**PROMOTIONS**Nestle has adopted the channels for promotion through TV, News paper, magazines, Doctors and Hoarding etc.

**NATURE OF MARKETING**The product is marketed aggressively in the market.

**PLACEMENT**Nestle cerelac is available all over in Pakistan regardless of big and small cities.

**PRODUCT LIOFE CYCL OF NESTLE CERELAC**  
Nestle Cerelac is the market pioneer of babyfoods and there is huge market of baby products in Pakistan. To retain the market share of cerelac due to ectreme competition, the Nestle will continue to bring changes in product life cycle by effective promotion and by formulating new price startegies etc. so it will have a long maturity period.