

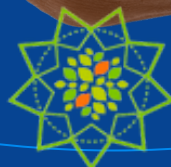
NESFIT

MARKETING
MANAGEMENT

MARKET PLAN

NESTLÉ'S MILK
PROTEIN SHAKE

HIGH-QUALITY PROTEIN ON THE GO WITH
THE CLASSIC TASTE OF KIT-KAT



Soil SCHOOL OF
BUSINESS
DESIGN

A Brand of NESTLÉ

| 2023



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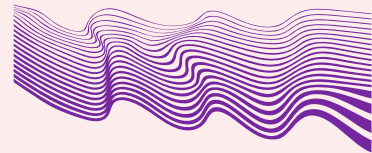
Group 6 | Marketing Management

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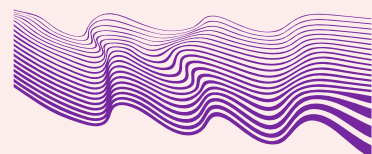




Acknowledgement:

We are deeply grateful to Prof. Anirban Chaudhuri, our Marketing Management faculty member, for his guidance and support throughout our project. His valuable suggestions and directions were essential to our success. We learned a great deal from him about the concepts and interpretations of managerial marketing, as well as how a company launches a product. We are grateful for his expertise and dedication, and we are confident that we will be able to use the knowledge he has shared with us in our future careers.

FITNES IS THE NEW DEFINITION



Introduction:

Nestlé's protein shake products are a part of the broader health and wellness beverage market. These products are typically designed to cater to consumers seeking convenient and nutritious sources of protein for various purposes, such as muscle recovery, weight management, or as a dietary supplement.

Product Concept:

Nestlé's protein shake products are a part of the broader health and wellness beverage market. These products are typically designed to cater to consumers seeking convenient and nutritious sources.

Specifications:

No sugar and high protein content: Unlike other protein shakes in the market our product comes in the ready-to-drink form. Our milkshake contains stevia as a sweetener and good-quality protein to meet an adult's daily requirement intake.

Flavours and variety: Our protein milkshakes are good in taste and come in different flavour varieties making them a more palatable option compared to competitors out there.

Protein and nutrient content: The main USP of our product is that you can get your daily protein requirement intake on the go in tasty flavour along with other nutrients such as vitamins B and D and other amino acids.

Value proposition:

Convenience: Our milkshake ready-to-drink pack focuses on convenience in consumers' busy lives and ensures ease of daily protein consumption.

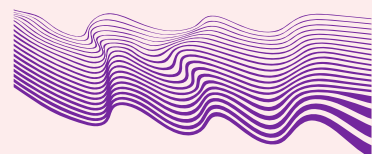
Special Dietary Requirements: Consumers with specific dietary requirements, such as lactose intolerance or gluten sensitivity, may need protein options that suit their dietary restrictions. We will offer protein milkshakes tailored to these needs

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Product Prototype:



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Why are we targeting this segment?

- Nestle is already known for its dairy products and this whey protein shake seems in line for its further expansion.
- Nestle is known for its unique product taste in the most affordable pricing possible.
- To enter an untapped market and leverage Nestle's strong brand image to capture market share
- Also, the protein shake market is growing rapidly because of health-conscious consumers.
- And the market is expected to grow at a CAGR of 9.5% in the next 5 years

Customer Definition:

Age and Demographics: The customer base can vary in age and demographics, including young adults, middle-aged individuals, and seniors, who may have different health and nutritional needs.

Our main focus will be the age group 18 -35.

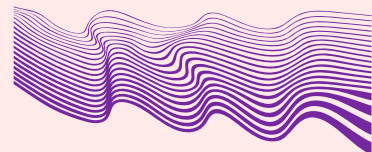
Main Target Audience:

Health and Fitness Enthusiasts: A significant portion of our customers will be health-conscious individuals who engage in regular physical activities, including fitness enthusiasts, athletes, and bodybuilders. They choose Nestlé protein milkshakes to support muscle recovery and growth.

Working Professionals: Working professionals and on-the-go consumers appreciate the convenience of Nestlé protein milkshakes as a quick and portable source of nutrition when they have limited time for meals.

Convenience Seekers: Customers who prioritize convenience in their busy lives value the portability and ease of consumption offered by Nestlé protein milkshake products, which are often available in ready-to-drink (RTD) or powdered forms. example-single mothers, college students etc.

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Based on behaviour and consumption preferences:

Flavour and Taste: Some customers may choose Nestlé protein milkshakes for their enjoyable taste and flavour variety, making them a more palatable option compared to plain protein supplements.

Brand Loyalty: Some customers may prefer Nestlé products due to brand loyalty and trust in the company's reputation for quality and safety standards.

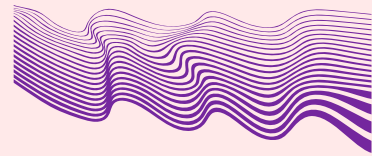
Ingredients: Our product contains whey protein isolate obtained from milk and soy, sweeteners include stevia which is natural and not unhealthy and the base of the protein milkshake is low-fat milk. Therefore consumers who prefer healthy ingredients with nutrition will be our potential customers.

Target Market: Nestlé protein shakes are tailored for a diverse audience, including health-conscious individuals, busy professionals, flavour enthusiasts, convenience seekers, and those craving dietary variety. These shakes offer a convenient solution for people on the go and those looking to meet their daily protein needs. With a range of flavours, they add a tasty twist to protein intake. Nestlé caters to diverse tastes and even offers options for those with specific dietary requirements like lactose intolerance or gluten sensitivity. In a nutshell, Nestlé protein shakes are a versatile and delicious way to stay healthy, no matter our lifestyle or preferences.

Market potential and growth opportunities:

The market for protein shakes, including Nestlé's offerings, has huge growth potential. This growth is driven by dietary trends like high-protein and plant-based diets, creating opportunities for Nestlé to diversify its product range. The rise of online shopping means more people can access Nestlé's protein shakes. Innovations like adding probiotics and vitamins can attract health-conscious consumers. Plus, being eco-friendly by using sustainable packaging and sourcing materials can make Nestlé even more appealing to environmentally conscious shoppers. So, Nestlé's protein shakes are set to thrive in this evolving market.

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Segmenting, Positioning & Targeting:

STP, or Segmentation, Targeting, and Positioning, is like a compass for businesses in the world of marketing. It's all about breaking down the big crowd of potential customers into smaller, understandable groups (that's segmentation), picking the groups that our product or service suits best (that's targeting), and then making our brand stand out in the minds of those chosen customers (that's positioning). In simpler terms, it helps companies figure out who to talk to, what to say, and how to make their product shine in a crowded market. It's like finding our own way in a big city - we need a map (segmentation), a destination (targeting), and a memorable spot (positioning) to make sure people know where to find us.

Segmenting:

Demographic Segmentation: Nestlé can segment its market based on demographics, including age, gender, income, and education. For example, it might target:

- **Age** -Active individuals aged 18-35 with a focus on muscle building. Health-conscious consumers of all ages looking for convenient protein sources.

Psychographic Segmentation: Consider segmenting based on lifestyle and psychographic factors:

- **Lifestyle:** Fitness enthusiasts who prioritize a healthy lifestyle. Busy professionals seeking quick and nutritious meal options.
- **Beliefs:** Consumers who believe that their diet lacks nutrition and are looking for options to increase protein consumption through natural sources like whey

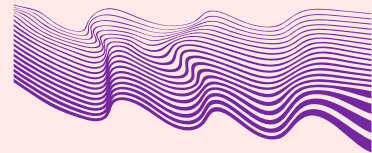
Geographic Segmentation: Segmenting by location can help target specific regions or countries:

- **Market density:** Urban areas with a higher concentration of gyms and health-conscious consumers. Regions with a growing interest in fitness and nutrition.

Behavioural Segmentation: Segment based on consumer behaviour:

- **User Status:** Occasional gym-goers looking for post-workout recovery. Daily users seeking a protein supplement for meal replacement.

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Targeting:

Based on the segmentation, Nestlé can prioritize the following target markets:

Primary Target: Active individuals aged 18-35, both men and women, who are serious about fitness and muscle-building. Upper Middle class or high class for the organic range and middle class for the standard range. Focus on metro cities and tier 2 cities as well

Secondary Target: Health-conscious consumers of all ages, including professionals, students, and stay-at-home parents, seeking convenient and nutritious protein options.

Positioning:

To position Nestlé's Whey Protein, shake effectively, consider the following key elements:

Quality and Purity: Highlight the product's high-quality whey protein content, which is free from additives and artificial ingredients, to appeal to health-conscious consumers.

Convenience: Emphasizing the convenience of a ready-to-drink shake that fits busy lifestyles. Specifically for working tier 1 consumers who are into gym and other fitness activities.

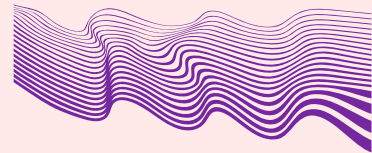
Flavour Variety: Offering a range of appealing flavours to cater to diverse taste preferences.

Nutritional Benefits: Communicating the nutritional benefits, such as muscle recovery, weight management, and overall wellness. Low or no sugar options for extremely conscious consumers.

Affordability: Positioning the product as a cost-effective protein source compared to traditional meals or competitor products.

Endorsements and Certifications: Utilize endorsements from fitness experts or certifications (e.g., gluten-free, non-GMO) to build trust. FSSAI approval to ensure safe for consumption.

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Distribution: Ensure widespread availability in gyms, health stores, and online platforms.

By effectively segmenting, targeting, and positioning Nestlé's Whey Protein Shake, the company can tailor its marketing strategies, product features, and messaging to meet the specific needs and preferences of each target group, ultimately enhancing its competitive advantage in the market.

Marketing Mix:

Product:

Product Variety: Nestle offers a range of whey protein shake products, catering to different consumer preferences and needs. They may have options like Flavors (vanilla, chocolate, strawberry), sizes (single serve, bulk containers), and formulations (regular, low-calorie, organic).

Quality: Emphasize the quality and purity of the whey protein, highlighting its benefits for muscle recovery, weight management, and overall health. Also, ensuring that it is approved by FSSAI standards and is safe for regular consumption.

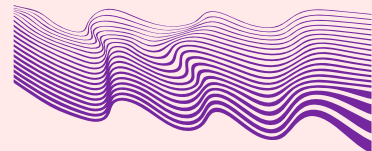
Packaging: Packaging should be appealing, informative, and convenient, possibly with resealable options for multiple servings. The packaging should be attractive and show how it is better and has say more nutrients compared to other competitors.

Branding: Leverage the Nestle brand's reputation for quality and trustworthiness.

Price:

Pricing Strategy: Decide on a pricing strategy, such as premium pricing for organic or specialized formulations and competitive pricing for standard products. Offering different prices and sizes EX- small trial packs initially for good penetration.

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Discounts and Bundles: Offer discounts for bulk purchases, subscription models, or bundles that include other health and fitness products.

Value Proposition: Highlight the value customers receive in terms of protein content, taste, and health benefits in comparison to the price. Focus on reduced price per serving in bigger containers. Basically, it tells the consumer that if they purchase more quantity it is more economical.

Place:

Distribution Channels: Determine where and how customers can purchase the product. Options might include supermarkets, health food stores, Fast commerce (Blinkit, Swiggy Instamart) online platforms (company website, Amazon), gyms, and fitness centres.

Accessibility: Ensure the product is available in various locations and convenient for the target market.

Inventory Management: Maintain adequate stock levels to prevent shortages and ensure continuous availability.

Promotion:

Advertising: Create advertising campaigns that emphasize the benefits of whey protein shakes, such as muscle recovery, weight management, and overall health improvement.

Digital Marketing: Utilize social media, email marketing, and online ads to reach a wide audience and engage with potential customers. Running campaigns with trendy hashtags will be impactful.

Influencer Marketing: Partner with fitness influencers and athletes to promote the product and provide authentic testimonials. Platforms include Facebook and Instagram.

Sampling and Tasting Events: Host events at gyms, health expos, or retail locations to allow potential customers to taste and experience the product.

Promotional Materials: Provide informative brochures, videos, and product demonstrations to educate customers about the benefits of Nestle's whey protein shake.

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We also need to understand that the effectiveness of each element in the marketing mix can vary depending on the target audience, competition, and market conditions. Nestle should regularly assess and adjust its marketing mix to meet changing consumer demands and market trends.

Distribution channels for Nestlé's new protein whey powder shake:

We should take into consideration factors such as target market, product characteristics, competition, and overall business strategy. Here are some possible distribution channels to consider:

Retail Stores: This includes grocery stores, health food stores, and supplement shops. These are traditional retail outlets where customers can physically see and purchase the product.

Online Retail: E-commerce platforms like Amazon, the Nestlé website, or specialized health and fitness websites allow customers to conveniently order the product online and have it delivered to their doorstep.

Fitness Centers and Gyms: Partnering with gyms and fitness centres could provide a direct avenue to health-conscious consumers who are likely to be interested in protein supplements.

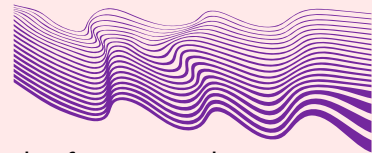
Health and Nutrition Stores: Specialty stores that cater to health enthusiasts and athletes can provide a targeted distribution channel for the protein whey powder shake.

Pharmacies and Drugstores: Pharmacies often carry a range of health and wellness products. This can be a way to reach a broader consumer base.

Meal Delivery Services: Collaborating with meal delivery services that focus on healthy and fitness-oriented meals could introduce the product to a relevant audience.

Partnerships with Health Professionals: Partnering with dietitians, nutritionists, and fitness trainers can lend credibility to the product and encourage their clients to try it.

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Social Media and Influencer Marketing: Leveraging social media platforms and working with fitness influencers can create buzz and generate interest among potential consumers.

Subscription Services: Offering a subscription service can provide customers with a convenient and regular supply of the protein whey powder shake.

Corporate Wellness Programs: Collaborating with companies that have wellness programs can help introduce the product to employees interested in health and fitness.

Sampling at Events: Distributing samples at fitness expos, health fairs, and other relevant events can create awareness and allow potential customers to try the product.

Local Partnerships: Collaborating with local health stores, cafes, or fitness studios can help establish a presence in the community.

The optimal distribution strategy may involve a combination of these channels, tailored to the specific goals of Nestlé, the characteristics of the product, and the preferences of the target market. Regular monitoring and adjustments based on consumer feedback and market trends will also be essential for success.

CUSTOMER LIFE CYCLE

The Process

Awareness Stage



Using digital and print media to create awareness about our brand among the masses

Consideration Stage



Building trust using customer reviews and testimonials

Decision Stage



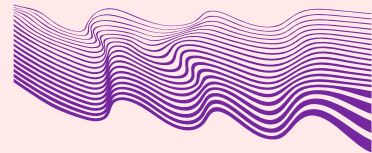
Differentiating our product from our competitors on the convenience

Post-Purchase Stage



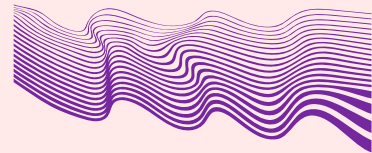
Retaining customers with loyalty rewards, discounts, and ongoing engagement

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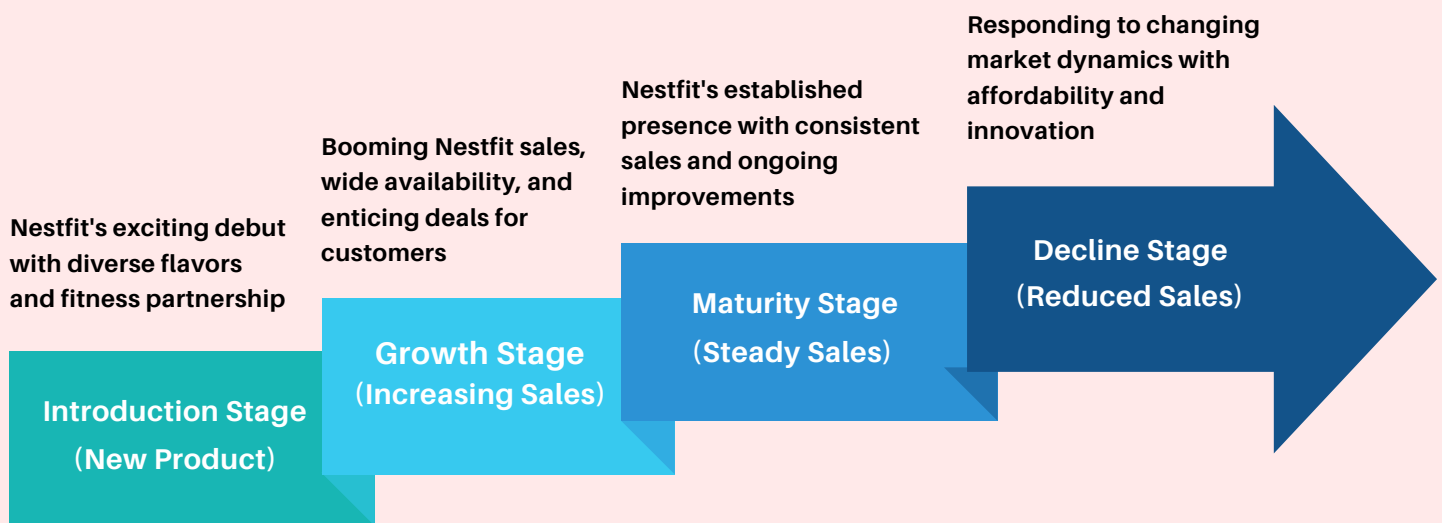
- **Awareness Stage:** In this initial stage of discovering Nestfit, individuals are introduced to a versatile whey protein shake. Nestlé proudly presents Nestfit, available in delightful flavours like vanilla, chocolate, and strawberry. Nestfit appeals to fitness enthusiasts and anyone seeking a healthier lifestyle. Its promotion spans social media and fitness magazines, inviting potential users to explore the benefits of this whey protein shake.
- **Consideration Stage:** As people delve deeper into Nestfit, they uncover a product designed with their convenience in mind. Consumers can choose their preferred flavour, be it vanilla, chocolate, or strawberry. Quality is paramount, with Nestfit's whey protein meeting FSSAI standards. Users are encouraged to take their time exploring Nestfit's options and seeking clarification if needed.
- **Decision Stage:** In the decision-making phase, individuals are poised to make a health-conscious choice. Nestfit's competitive pricing ensures value for money, with special offers like subscription plans and bundles enhancing the decision-making process. Nestfit isn't solely about muscle building; it promotes overall well-being and offers a convenient source of nutrition for busy lives. Opting for Nestfit aligns with fitness goals and dietary preferences, supported by Nestlé's reputation for quality and trust.
- **Post-Purchase Stage:** Once the decision is made, Nestfit continues to be a supportive partner in the user's health journey. User feedback is highly valued, encouraging individuals to share their thoughts and reviews. As Nestfit customers, they gain access to exclusive rewards and loyalty programs, receiving updates on product expansions and special offers via email. Beyond being a mere product, Nestfit has become a steadfast companion in achieving fitness and wellness objectives.

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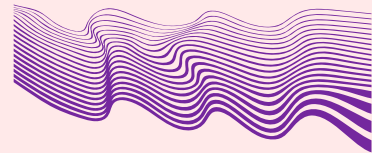
PRODUCT LIFE CYCLE

The Process

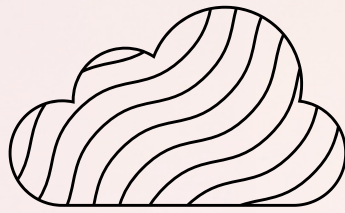


- **Introduction Stage (New Product)**: Say hello to Nestfit, our new fitness partner! Nestlé is thrilled to introduce Nestfit, a fantastic whey protein shake available in flavours like vanilla, chocolate, and strawberry. We're just starting, so we want everyone to know about this great product. Nestfit is perfect for those who love staying active and eating healthy. We're spreading the word through cool ads, social media, and even teaming up with fitness influencers. Plus, our product is top-notch and safe, thanks to Nestlé's quality standards. Join us on this exciting journey with Nestfit!
- **Growth Stage (Increasing Sales)**: Nestfit is on fire! People are loving it, and our sales are going up and up. More and more fitness buffs and health-conscious folks are choosing Nestfit. To keep up, we've made it available everywhere - in stores, online, and even in gyms. We've got awesome deals for our loyal customers, like subscription plans and combo packs. And guess what? We're working on even cooler versions of Nestfit, like low-calorie and organic options. We promise to keep bringing all of you the best in taste, quality, and convenience.

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- **Maturity Stage (Steady Sales):** Nestfit is now a trusted friend for many. Sales are steady because people of all ages love it. We're keeping our fans happy with tasty flavours and different sizes to choose from. Now everyone can find Nestfit easily in stores, gyms, and online. So to celebrate this remarkable achievement we are thinking of adding more healthy stuff like vitamins and probiotics to make it even better. Nestfit isn't just a product; it's now a part of our healthy lifestyle.
- **Decline Stage (Reduced Sales):** Things change, and so do our choices. Nestfit is seeing fewer sales because people have different options now. But nothing to worry about, we know just what to do. We're offering cool discounts and special deals to keep Nestfit affordable. We're also keeping an eye on the market and adjusting prices to stay competitive. Even though sales are slowing down, Nestfit is still a great choice for us. We're working on new ideas to bring back the excitement, like limited-time offers and clear explanations of why Nestfit is still awesome for your protein needs.



Marketing Management

THANK YOU!

