

A STUDY ON THE IMPACT OF NESTLE

Submitted in partial fulfillment of the requirement for the reward of

BACHELOR OF COMMERCE

By

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39740166



BACHELOR OF COMMERCE SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE

Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI – 600119

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **POOJA.J(39740166)** who has done the Project work entitled **A STUDY ON THE IMPACT OF NESTLE** under my supervision from December 2021 to February 2022.

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External Guide

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Dean, School of Management Studies

Submitted for Viva voice Examination held on _____

Internal Examiner

External Examiner DECLARATION

I **POOJA.J(3974166)**. Hereby declare that the Project Report entitled "**A**

STUDY ON THE IMPACT OF NESTLE

CITY" done by me under the guidance of Dr. THAMILSELVAN .R, M.Com, M.B.A, MPhil, B.Ed., Ph.D., Associate Professor, Department of Management Studies is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce degree.

DATE:

PLACE: CHENNAI

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ABSTRACT

- Nestle is an internationally renowned MNC which has acquired its Position in the market through rigorous strategy making and product innovation . It has developed and changed dynamically with the changing times and the demand . Preference and taste of the consumers . The focus product differentiation strategy is not only satisfying the changing generation needs but is also coming up with products which work on a variety of bases. Nestle as a company wants its consumers to learn about their products , product aspects , potential customer benefits , how to use maintain or even dispose of maximising their satisfaction levels . The major objective of this research is to analyse nestle of the company . Throughout the this project we have evaluated the founding the establishment of this mega industry . Nestle never fails to project its value , purpose and ambitions. A Good marketing is the art of finding , development and profiting from its given opportunities. Hypoallergenic, extensively hydrolysed formula, for relief from the symptoms of cow's milk protein allergy (CMPA) and/or severe gastrointestinal impairment
- Extensively hydrolysed, lactose-free, hypoallergenic, whey-based formula for effective first-line relief from symptoms of cow's milk protein allergy (CMPA) and/or severe gastrointestinal (GI) impairment
- Contains 2'FL and LNnT⁺ to nurture infants' developing immune systems
- Specifically designed to facilitate absorption and support gut recovery
- Nutritionally complete. Suitable as a sole source of nutrition from birth or supplementary feeding from 6 months and up to 3 years of age to support healthy growth and development
- Halal certified

CHAPTER - 1

INTRODUCTION

1.1 MANAGEMENT

NESTLÉ's relationship with India dates back to 1912, when it began trading as the NESTLÉ Anglo – Swiss Condensed Milk Company (Export) Limited, importing and selling finished products in the Indian market.

After India's independence in 1947, the economic policies of the Indian government emphasised the need for local production. NESTLÉ responded to India's aspirations by forming a company in India. NESTLÉ has been a partner in India's growth for over a century now and has built a very special relationship of trust and commitment with the people of India. The Company continuously focuses its efforts to better understand the changing lifestyles of India and anticipate consumer needs in order to provide Taste, Nutrition, Health and Wellness through its product offerings. The culture of innovation and renovation within the Company and access to the NESTLÉ Group's proprietary technology/Brands expertise and the extensive centralized Research and Development facilities gives it a distinct advantage in these efforts. It helps the Company to create value that can be sustained over the long term by offering consumers a wide variety.



1.2 GOVERNANCE

Corporate governance is defined, described or delineated in diverse ways, depending on the writer's purpose. Writers focussed on a disciplinary interest or context (such as accounting, finance, law, or management) often adopt narrow definitions that appear purpose-specific. Writers concerned with regulatory policy in relation to corporate governance practices often use broader structural descriptions. A broad (meta) definition that encompasses many adopted definitions is "Corporate governance" describes the processes, structures, and mechanisms that influence the control and direction of corporations'.

The Nestlé Corporate Business Principles

Our [Corporate Business Principles form the basis of our culture](#), our values and our Creating Shared Value (CSV) strategy. The principles are available in various languages, and we have a formal commitment to provide all employees with training on them. The ongoing implementation of relevant business codes, policies, processes and tools ensures compliance. We monitor their application and effectiveness through various channels, including our CARE audits.

The Corporate Business Principles are reviewed by our Executive Board and aligned with international best practice and standards such as the UN Global Compact (UNGC) Principles.

ESG and Sustainability Council

Our new ESG and Sustainability Council advises Nestlé's Executive Board on how to make informed and science-based decisions, while providing strategic leadership and execution support for the business. It drives the focused and aligned actions to deliver our Net Zero Roadmap for example.

Members of the ESG and Sustainability Council include Executive Board Members:

[Bernard Meunier](#)

[Laurent Freixe](#)

8 Major Characteristics of Good Governance

1. Participation. The participation of citizens in the process of governance is the key characteristics of good...
2. Rule of Law. Another important characteristic of good governance is rule of law. It needs a fair legal framework to...
3. Transparency. Governance needs transparency for the fair delivery of services to the citizens. It ensures a balance...
4. Responsiveness. Responsiveness has a basic necessity of the administration which can motivate the interrelation.

Good governance

Good governance is the process of measuring how public institutions conduct public affairs and manage public resources and guarantee the realization of human rights in a manner essentially free of abuse and corruption and with due regard for the rule of law. ...

STRATEGY

Nestlé's pricing strategies

- Nestlé Price skimming. Price skimming is a pricing strategy in which a company charges a high price initially and lowers...
- Inexpensive pricing strategy. Amongst its wide range of brands, Nestlé offers a fair price for quite a few of its brands...
- Bundle price strategy. With time Nestlé has understood that people do not usually do their groceries every day, instead,...
- Penetration pricing strategy. Penetration pricing is a pricing strategy that an organisation uses to offer new products...

Nestlé's Swiss sales is only % of their total global sales Global brand strategy Nestlé has products that resonate all over the world under a unified brand. These brands are unified under the Nestlé banner, which delivered a value and reputation of a global food company while the products delivered its own specific attributes

Therefore, in terms of operational efficiency, Nestlé can be seen to be sustainably competitive. Secondly, Nestlé's current strategy was focused on renovating and innovating its product line through reorganizing its R&D. Lasserre (2012) suggests that organizations such as Nestlé could be trying to gain a critical mass advantage.

Making strategic choices

We focus our energy and resources where unlocking the power of food can make the greatest positive impact on the lives of people and pets, the environment, and our shareholders and other stakeholders. Products that are healthy for consumers and the planet make for good business. That is why we take the following actions:

- Apply our expertise in nutrition, health and wellness - developed over more than 150 years - to help people, families and pets live happier, healthier lives.
- Bring distinctive, premium innovations to market fueled by creative exploration and consumer insights, pioneering nutrition science and culinary excellence.
- Meet the needs of the modern consumer with healthy, delicious, convenient products for conscious, time-constrained lifestyles.
- Offer more plant-based food and beverage options to be consumers' first choice as they diversify their diets.
- Produce affordable, safe and high-quality nutrition for everyone, regardless of their income level, taking advantage of our long-standing presence around the world.
- Strive to package and deliver our products in ways that are safe and protect the environment.
- Commit to ambitious sustainability goals to advance the health of the planet, drive societal progress and support sustainable, healthy food systems.

Our long-term value creation model is based on the balanced pursuit of top- and bottom-line growth as well as improved capital efficiency. We create value guided by three strategic pillars:

- Growth through continuous innovation.
- Operational efficiency.
- Resource and capital allocation with discipline and clear priorities, including through acquisitions and divestitures.

TARGET AND INITIATIVES

Corporate social responsibility initiatives of Nestle - ...

Here's a list of CSR Initiatives taken by Nestle in India Nestle healthy kids programme: Project Jagriti Details about the project Project Serve Safe Food Project Vriddhi (Rural Development) Project HILLDAARI (Plastic Waste Management Awareness Campaign) Water Conservation Programmes WASH pledge Water productivity mapping of major Indian crops

Some of the key actions we're involved with include transforming our portfolio to launch more products with a better environmental impact that contribute to a healthier diet, scaling-up initiatives in agriculture to support regenerative agriculture and reduce emissions, and using 100% electricity on all Nestlé sites.

Our governance structure

The Board of Directors, Chairman, CEO and Executive Board supervise and manage our role in society and the CSV strategy. They are supported by the internal management bodies and relevant committees (as noted below) to deliver on our ambitions and commitments.



The Nestlé

COMMUNICATION :

• The Nestle Company: Communication Process

- Identify the Web Site, the Sender, and Perceived Receiver. The website I have chosen is a website of Nestle, which is an...
- Analyze the Integrated Business Communication. Integrated marketing communications is a method of attaining the goals of...
- Assess the Media Richness of the Section. In their 1988 article regarding media richness theory, Daft and Lengel state,...
- Describe How The Message Is Framed. The 'About Us' section is divided into eighteen subsections,

Nestle has developed a huge amount of downward communications, but upward communications is more welcomed. Upward communication is perfectly combined with an open culture of Nestle, and it is particularly encouraged in the cases of redressal and grievance. Horizontal communication is also encouraged in Nestle.

Nestle and Communication



Organizational communication plays a significant role for a company's management as it serves as a foundation for planning and a platform for the implementation of the future strategic changes. It serves as a way to promote motivation by sending to employees a clear message how tasks should be done and what improvements are needed for the further excellent performance. It also serves as a valuable source of information and adds value to the decision-making process. Communication can alter human behavior and attitudes, as well-informed workers used to have more positive attitude. It is a strong instrument for socializing and provides significant assistance in the controlling process ("Importance of Communication in an Organization").

Organizational communication is working extremely efficient in such a global food producer as Nestle. The company has multiple branches all over the world, and it has managed to work effectively through the help of Web communication. The process of communication is not only effective within the company's workers, but also between customers and food suppliers, as the possibility to order products on-line has been enacted.

Direction of Communication in Nestle

The hierarchy of the Nestle Company is built in a way, where both upward and downward open channels of communication are managed, which creates a very good working environment to employees and increases the effectiveness of work.

Downward communication is the one that is running to a worker by means of formal channels that include policy manuals, regulations, charts and other rules (Sandilands). Nestle has developed a huge amount of downward communications, but upward communications is more welcomed. Upward communication is perfectly combined with an open culture of Nestle, and it is particularly encouraged in the cases of redressal and grievance.

Horizontal communication is also encouraged in Nestle. Within this hierarchy, managers have proven their accountability, and open horizontal communication engages everyone to work on one's personal development and achievement of the company's results. Nestle is the company that has certain prerequisites and values, among which are trust, honesty, transparency and respect, which are essential conditions that are present during effective communication. Thereafter, the style of running business at Nestle is the same as its communications. Dealing with people is always full of integrity and transparency, which stimulates balanced open dialogues. This type of communication is one of the most effective in Nestle. However, the diagonal type of communication is also present at Nestle Company, as sometimes the management board members make decisions on behalf of the company and communicate them to lower positions. Thus, even members of the management team communicate with one another before making a final decision, and the practice of asking for feedback of what a person thinks is the best for the company in case of change implementation is not a rare matter.

Formal and Informal Communication in Nestle

The working environment in Nestle is very informal, and this motivates people to communicate easily with co-workers. Nestle Company promotes communication between all managerial levels, and suggestions are even encouraged, as some bright ideas for improvements can come from the very bottom where workers see the situations from inside. Employees are encouraged to participate in different activities and decision-making processes, which are offered by the company on a daily basis. Moreover, the management of the company asks the opinion of workers, promotes the practices of regular feedback both on peer-to-peer, subordinate to manager and manager to subordinate levels.

Employees usually contact one another through emails or phone, which means that this organization has many open channels for communication. If the company needs to make a major decision, the members of the general management board communicate with one another, and then the information is cascaded to the lower levels. The company has a network of communicational links that helps it to achieve institutional goals and objectives ("Organizational Behavior of Nestle").

Formal type of communication is only used when needed, and it happens when they need to announce certain official events, dates or policies. The company has a lot of external communication, which refers to commercial breaks, media advertisements, printed media, president's messages, annual reports and others. It is also important to mention that Nestle is one of those companies that takes care of consumers needs and allocates numerous resources in order to build and support the strength of the communication channel between the company and its consumers.

Type of your assignment

Spacing

Urgency

Writing level

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Communication in Nordstrom

The other part of the following paper includes an interview that was conducted with a shop assistant in Nordstrom in order to get an insight on how the communication is built in their company and what are the similarities and differences with Nestle. Jenny has been working for Nordstrom as a sales assistant for more than two years, and she claims that “Nordstrom is the company that puts its customers above everything!”. No one can dispute that, as this company is famous for its refund policy and special treatment of customers. Thus, this company does not work as Nestle does, and employees do not usually benefit from upward or horizontal communication. “In majority of cases we are being informed what changes are coming”, – said Jenny during the interview. Thus, she is happy with performance appraisals, as open communication is encouraged within the company. Jenny considers the communication in Nordstrom as “formal, because its appeals to customers”.

Recommendations for Nestle

Being a part of Nestle ‘big family’ only for a couple of months during my summer internship, I have understood that communication in this company is on the high level. People speak with one another openly and transparently, and even if management team has made a decision to make certain unpleasant changes (close a projects, dismiss employees), it does it officially and with a feedback to what has happened. “The Nestle Corporate Business Principles are at the basis of our company’s culture, which has developed over the span of 140 years”, and they have infiltrated into the process of communication (“Nestle’s Corporate Business Principles.”). The management of this organization cares equally about its workers and customers, which is why it puts many efforts to make the processes of communication very effective by selecting informal and upward communications.

Thus, one suggestion to improvement can be made. The problem is that sometimes communication is broken in everyday business activities due to the fact that the company operates all over the world in multiple cultural surroundings and areas (Carollo). Thereafter, the suggestion to improvement may be related to further investment in electronic communication channels that would make it more efficient. The proposal is to build telepresence rooms in all locations. Communication in Nestle does not need other improvements, except for more focus.

In conclusion, it is important to mention that Nestle has improved its communication channels since nowadays it is done via mails. Feedback and other messages are sent electronically, and the company has its own prototype of a Messenger System. Actually, informal and horizontal communications, as well as upward, add the most of value to Nestle Company as they resemble its vision and principles. People feel free to talk with colleagues, subordinates and managers; they are welcoming feedback and try to improve; communication is open and transparent. All these factors motivate employees to work efficiently, generate new ideas, and improve their skills as well as get new knowledge. Simple workers have no fear to communicate with top management as they know that the honest feedback can only help to make the company better.

RISK AND OPPORTUNITIES

Climate risks and opportunities are included in the scope of our risk management framework, processes and reporting. Nestlé's Enterprise Risk Management (ERM) Framework is designed to identify, assess and mitigate risks to minimize their potential impact and support the achievement of Nestlé's long-term business strategy.

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Illegal rainforest destruction controversy – In 2017, Nestle was alleged of involvement in the destruction of Sumatra's last tract of rainforest. It faced severe criticisms from NGOs and environmentalists in this regard.
 Water scarcity – Nestlé's production is highly dependent on water

However, demand for the commodity is likely to witness a sharp downturn due to the global pandemic situation. U.S. is among the worst hit countries due to coronavirus with the unemployment rate reaching all time high by the end of first quarter of FY2020. The country has observed its worst unemployment rate since the great depression era. The unemployment rate climbed to nearly 14.7% in April 2020 with nearly 20.5 million people losing their jobs. Amid this sharp declining trend, the precious metals industry of the country is likely to witness stagnant growth in the short term.

pandemic. The new aid packages, specifically directed to jump start the manufacturing, may act as a positive sign for the industry participants in the near future.

- Self-assessment;
- Simple and flexible;
- Multi-functional team;
- Risk owned

Company level: The Nestlé Group Enterprise Risk Management Framework (ERM) is used to identify climate change risks and opportunities (CCRO) in order to minimize/seize their potential impact on the Group. A top-down assessment is performed at Group level once a year to create a good understanding of the company's mega-risks, to allocate ownership to drive specific actions around them and take relevant steps to address them. CCRO identified are assessed in relation to their magnitude of impact and likelihood. The identification includes an assessment of external and internal environment in which the organization operates. This may include business, social & physical, 9 regulatory, reputational environment and key business drivers. To identify material CCRO at company level, we use opinion-leader reputation research; surveys involving sustainability experts and consumers; feedback from stakeholder convening; extensive media scan; internal business impact survey; and our corporate risk map. E.g. outcomes of stakeholder meeting are used to better understand potential gaps between internal and external perception on CCRO and their impact on reputation. Asset level: Site specific assessments use ERM. The CCRO identification process includes use of structured techniques, e.g. flow-charting, system analysis, Fault Tree studies or operational modelling, or more general techniques e.g. 'what-if' and scenario analysis. The identification of issues that may pose a risk/opportunity are documented, including the trigger effect, controls in place and their level of efficiency. This is supported by an expert team of engineers. Potential CCRO e.g. floods, droughts, interruption of supply caused by climate changes are assessed. The Nestlé Global Property Loss Prevention Program provides an in depth identification of our exposure to property risks around the world climate change risks. This enables us to form decisions about the future standards of prevention and protection. Nestlé determines priorities with regards to climate change risks and opportunities based on the assessment of the materiality and priority based on combined analysis of likelihood and impact. Likelihood has six levels: almost certain, highly probable, probable, fairly likely, unlikely, almost impossible, coded as A, B, C, D, E, F. Four impact ranges are defined: major, significant, moderate, negligible, coded as 4, 3, 2, 1. In addition to threats (negative impact/contribution), we also analyze the impact of opportunities (positive impact/contribution). With assessment of likelihood and impact, all threats and opportunities are coded, like (C, 3). A likelihood/impact matrix (with both threats and opportunities) determines the different levels of priorities the company will take to mitigate risks and enhance the opportunities, including climate change. For example, all the risks coded (A,2), (A,3), (B,3), (C,3), (A,4), (B,4), (C,4), (D,4) are categorized as top priorities (high exposure) which are reported and concrete action plans to mitigate these threats must be in place. Based in part on a media and competitive scan, we have identified global megatrends, assessed their relevance to our Creating Shared Value focus areas and economic, environmental and social issues, and prioritised issues on a materiality matrix based on level of stakeholder concern and level of potential impact on Nestlé. In 2013, climate change mitigation remains a central concern; stakeholder interest in climate change adaptation is rising as the effects of climate change begin to make themselves felt, particularly in rural communities.

Nestlé in Society Alignment Board We have also established a quarterly Nestlé In Society Alignment Board, chaired by our Chief Executive Officer, Paul Bulcke. This board is an umbrella organisation that oversees the strategic implementation of Creating Shared Value across all our businesses. It leads the development and evolution of our CSV and sustainability objectives and strategies at Group level including climate change, while reverting to the Executive Board for input and confirmation. It also liaises with and ensures coherence with our CSV Council, which gives external input to our activities. It helps ensure consistency with our overall climate change strategy and foster alignment between Nestlé activities that influence policy.

CSV Council The Nestlé Creating Shared Value council, created in 2009, brings together external experts in corporate strategy, nutrition, water and rural development and climate change to assess our progress and discuss CSV opportunities and challenges. The CSV Council currently has 11 members. They are appointed for three years, and meet annually. In addition to advising the Chairman and CEO on our CSV agenda, the Board members also participate in our annual CSV Global Forum and select the winner of the Nestlé Prize in Creating Shared Value. To ensure that all engagements are consistent with the overall Nestlé strategy on climate change, position statements are available and reflect Nestlé's official position on specific issues that may prompt questions from external stakeholders, such as the media and NGOs. The Nestlé Policy on Environmental Sustainability and The Nestlé Commitment on Climate Change are available to all employees and used them internally to align our position vis-à-vis climate change.

1. Persons, society, beliefs, and attitudes are all factors to consider.

Nestlé's unmatched success, per Harvard University, is due to its multi-cultural mentality. This multi-cultural mindset contributes to the product's and value chain's added value.

2.Geographical reach unrivaled

This organization, which has been around for over 160 years, offers a wide variety of food and beverage alternatives to its clients. Nestlé is a multinational corporation with operations in 190 nations, 500 facilities, and 400,000 employees.

3.Capability in research and development that is unrivaled

Nestlé invests 1.6 billion dollars in research and development each year and boasts the food industry's most comprehensive scientific and innovation network. Nestlé has a staff of 4000 scientists and professionals guiding them via scientific research to achievement.

4.Portfolio of products and brands that is unrivaled

Nestlé

asts the world's greatest assortment of food and beverage goods. Nestlé goods are consumed by people of all ages, from infants to the elderly. Nestlé goods have a strong track record of generating high levels of consumer loyalty.

5.Decentralization

Nestlé is a firm believer in sourcing local raw resources for their goods. It not only benefits the town's local farmers but also promotes the economy, leading to the area's general growth.

6.Strong supply chain operations

The Nestlé group fosters local creativity, integrates technology, and is working to improve the transparency of the raw materials used in its products. As a result, the company can generate significant operating savings.

7.Digital Transformation

Nestlé's commitment to digital transformation in areas such as marketing, social networking sites, e-commerce, production, and supply-chain management has enabled them to become data-driven. This allows them to cater to the specific demands of their customers and enhance customer satisfaction. Nestlé used artificial intelligence to alter 70 ecosystems in 2019 and customize 20% of their customer interactions.

Nestlé's Weaknesses

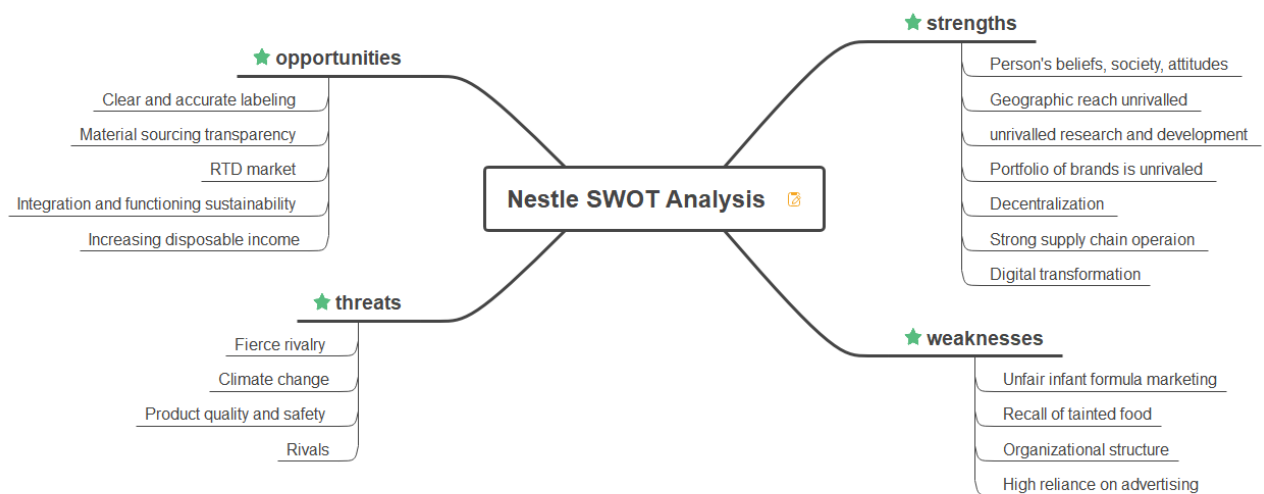
The shortcomings of a firm prevent it from reaching its full potential. A poor brand, elevated turnover, excessive debt levels, an insufficient supply chain, or a lack of cash are all areas where the firm must develop to remain competitive.

Has been chastised for selling tainted food, wasting a lot of water, and other unethical methods.

Nestlé has recently received a lot of unfavorable press. They have lately been chastised for utilizing lead in the making of Maggi. The following are some of the claims leveled against Nestlé:

- Unfair infant formula marketing

Nestlé still controls several well and successful food brands in the world. Regrettably, it must contend with a rapidly changing supermarket industry in which old brands are rapidly losing their effectiveness. Nestlé may face a stronger challenge from changing consumer behavior, such as the demand for more organic produce in Europe and the United States, as well as rising expenditure on take-out and restaurant meals. To achieve competitive advantages, it may have to develop new items or refurbish existing brands.



1References

- [SWOT Analysis of Nestle](#)
- [Extensive SWOT Analysis of Nestle](#)
- [PESTLE ANALYSIS](#)

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BUSINESS ANALYSIS

COCA-COLA SEGMENTATION, TARGETING, AND POSITIONING

Our methodology to assess the impacts of climate-related risks on Nestlé

he issue of climate change presents one of the most difficult decision-making challenges a CEO might face – a case study of balancing uncertainty with costs to bring about changes that will require significant lead times. Businesses like ours that take climate change seriously are investing today because we're thinking about tomorrow.

This is how automotive executives must have felt in the 1970s and '80s, when they made the difficult choice to invest billions of dollars to make smaller and more fuel-efficient cars that were also going to be less profitable. This is how IBM's CEO must have felt in the early '80s, when they decided to invest massively in smaller and less profitable PCs instead of just clinging to the immensely profitable mainframe computer business. This is how media executives must have felt as they poured money into digital assets over the past two decades even though their printing presses were not yet fully written off.

Personally, I was not exactly an early adopter when it comes to addressing climate change. In the early 2000s, when I had just become CEO of a global healthcare company, I was agnostic and wanted to see more proof that the massive investments required to address global warming were really needed. However, as more and more evidence has arrived, the need for action has become quite clear to me. Not all the facts are in today, but we know enough to act with a sense of urgency to address what is contributing to droughts and causing oceans to rise. Business leaders can no longer afford to be skeptical and interminably patient, waiting for every theory to be vetted or every climate model to be proven. The overall mechanism of action and direction of travel is clear. We should not expect comprehensive public policy and unanimity to do the job for us.

This is a moment of truth for industry leaders.



As a company that will continue to provide the nutrition needs of a growing population, we understand that we will need to reduce our environmental footprint, even as our business grows. That's why we support stable and consistent government policies that will guide all sectors toward the targets of the Paris Agreement. We would welcome clarity on carbon pricing and the requisite regulations so that our business can plan, with some degree of certainty, our path to progress.

A company like Nestlé has been able to thrive for more than 150 years by always looking around the corner and anticipating the world's needs. This foresight is a key ingredient of our success. To my fellow CEOs and leaders across other industries, I would respectfully suggest that contemplation is not a viable strategy to address climate change or a sensible way to run a business. Let's come together and commit to a shared future so that we will be able to look back at this moment in history not with regrets of how we failed, but with admiration for what we achieved.

We have more than 2000 brands ranging from global icons to local favourites, and we are present in 190 countries around the world. Nestlé's purpose is enhancing quality of life and contributing to a healthier future. We want to help shape a better and healthier world. We also want to inspire people to live healthier lives. This is how we contribute to society while ensuring the long-term success of our company. Our values are reflected in the way we do business, always acting legally and honestly with respect both for our own people and those we do business with. Creating Shared Value remains the fundamental guiding principle for how Nestlé does business. CSV is the strategy tool that Nestlé uses to operationalise and manage all the actions it takes to ensure it creates value for shareholders and for society. Our focus areas are firmly embedded in our purpose of enhancing quality of life and contributing to a healthier future. Individuals and families, our communities and the planet as a whole are interconnected, and our

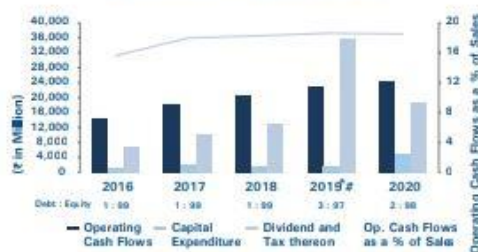
efforts in each of these areas are supported through 36 specific commitments towards 2020. These commitments will, in turn, enable us to meet our ambitions for 2030 in line with the timescale of the Sustainable Development Goals (SDGs). Our 2030 Ambitions are to: help 50 million children live healthier lives; to help to improve 30 million livelihoods in communities directly connected to our business activities; and to strive for zero environmental impact in our operations. The Nestlé Corporate Business Principles rule the way we do business and form the basis of our culture and values. The 10 principles, which provide the foundations for our commitments and our Create Shared Values strategy, incorporate the 10 United Nations Global Compact's (UNGC) Principles and are divided into five areas - consumers, human rights and labour practices, our people, suppliers and customers, and the environment. Climate change is one of the most important global issues of our time. It causes extreme weather events that impact a range of factors, from water availability and growing conditions to migration patterns. As a global food and beverage company, we are also impacted by climate change. We are determined to help our farmers build resilience to these changes as well as reducing our impact on the climate.

Who is entitled to benefit from these incentives? The type of incentives Incentivized performance indicator Comment managers (nonmonetary) project Emissions reduction target Energy reduction project Energy reduction target Efficiency project Efficiency target Behaviour change related indicator that lead to air emission reduction, including GHG. Energy managers Monetary reward Emissions reduction project Emissions reduction target Energy reduction project Energy reduction target Efficiency project Efficiency target Behaviour change related indicator Meeting GHG emission reduction targets including Scope 1 & 2 emissions. The short term bonus payout is determined by the degree of achievement of a number of annual operating objectives, including the reduction of GHG emissions. Energy managers Recognition (nonmonetary) Emissions reduction project Emissions reduction target Energy reduction project Energy reduction target Efficiency project Efficiency target Behaviour change related indicator Recognition awards are given for outstanding energy consumption reduction projects that lead to air emission reduction, including GHG. For example, in 2014, recognition awards were given for successful energy reduction projects and savings in Germany, France, China and Chile. In addition, in 2014 Chile has been awarded a Gold Certificate of Appreciation in recognition of their well-prepared Environmental Roadmap in the area of Manufacturing. Brazil has been awarded a Energy saving Gold Award Certificate of Appreciation in recognition of their outstanding Energy reduction achievement in Zone America. Energy managers Other nonmonetary reward Emissions reduction project Emissions reduction target Energy reduction project Non-monetary rewards, based on star ratings, are given to energy champions

Percentage of emissions calculated using data obtained from suppliers or value chain partners	Explanation
	activity in each of the three respective sectors.
	Determination of scope 3 emissions associated with capital goods expanded on the methodology used for that of Purchased goods and services. Primary data was collected internally on 2014 total spend for capital expenditure. The spend data was categorized into five categories followed by identification of the NAICS industry sector associated with each category of spend data. Total spend in each category was used as the indicator of economic activity and used as the input in the EIO-LCA on-line tool.
100.00%	Fuel-and- energy- related activities (not included in Scope 1 or 2) Relevant, calculated 12574
	Owens Corning is referencing factors from U.S. Energy Information Administration (EIA) 1605(b), IPCC 2006, and U.S. EPA eGRID where appropriate.
100.00%	
	Fuel and energy related activities, not accounted for in Scope 1 or Scope 2, are factored from mobile energy sources which are directly related to production output. These emissions are developed from energy use related to such items as on-site vehicles and forklifts.

NESTLÉ INDIA LIMITED

SOURCES AND UTILISATION OF CASH

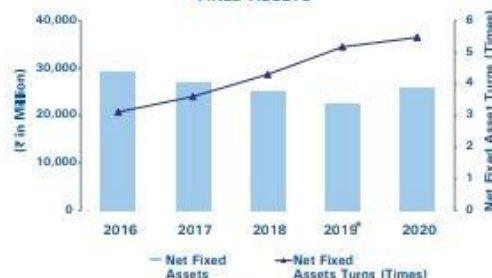


Ratios in % of sales from 2017 onwards are impacted due to implementation of Goods and Services tax.

[#] Includes special interim dividend of ₹ 180 per share paid in 2019 out of accumulated profits of previous years.

* Figures have been reinstated in accordance with implementation of Ind AS 116 Leases.

FIXED ASSETS

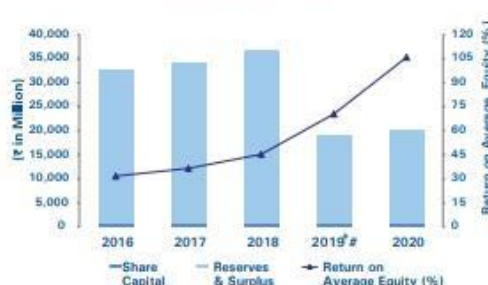


Fixed Assets includes Property, Plant and Equipments and Capital work-in-progress.

Ratios in terms of sales from 2017 onwards are impacted due to implementation of Goods and Service tax.

* Figures have been reinstated in accordance with implementation of Ind AS 116 Leases.

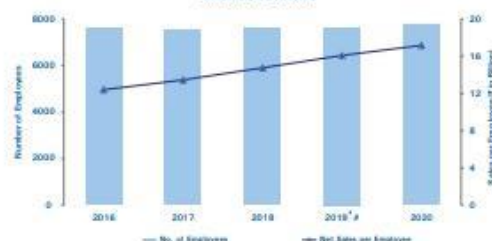
SHAREHOLDERS' FUNDS



[#] Reserves & Surplus impacted by payment of special interim dividend of ₹ 180 per share in 2019 out of accumulated profits of previous years.

* Figures have been reinstated in accordance with implementation of Ind AS 116 Leases.

EMPLOYEE BASE



Ratios in terms of sales from 2017 onwards are impacted due to implementation of Goods and Services tax.

Dividends

The Board of Directors have recommended a final dividend of ₹ 65.00 per equity share amounting to ₹ 6,267 Million for the year 2020. The total dividend for 2020 aggregates to ₹ 200 per equity share which includes interim dividend of ₹ 135.00 per equity share paid on 20th November 2020. The dividend recommendation is in accordance with the Dividend Distribution Policy of the Company which is annexed and forms part of the Annual Report and the same is available on the Company's website and can be accessed at <https://www.nestle.in>

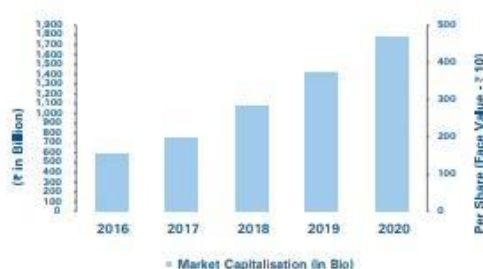
Material changes affecting the Company

There have been no material changes and commitments affecting the financial position of the Company between the end of the financial year and date of this report. There has been no change in the nature of business of the Company.

Amount Transfer to Reserves

Your Directors do not propose to transfer any amount to the reserves.

MARKET CAPITALISATION



Market Capitalisation is based on year end closing share price quoted on the Bombay Stock Exchange.

OVERVIEW OF ORGANIZATION

NESTLÉ



Nestlé

Good Food. Good Life

NESTLÉ INDIA

Nestlé India is a subsidiary of Nestlé S.A. of Switzerland. The company insists on honesty, integrity and fairness in all aspects of its business and expects the same in its relationships.



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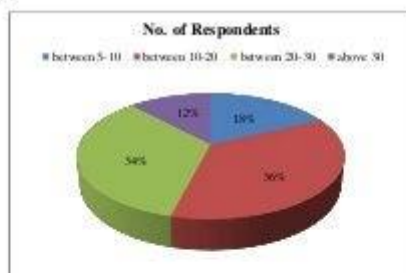
DATA ANALYSIS

Table 1: Age wise classification

Data:

SR NO.	AGE	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Between 5-10	9	18%
2	Between 10-20	18	36%
3	Between 20-30	17	34%
4	Above 30	6	12%
	total	50	100%

Analysis:



Interpretation:

According to the above analysis it is concluded that there surveyed 50 respondents out of which 9, 18, 17, 6 belongs to age group of 5-10, 10-20, 20-30, above 30 respectively.

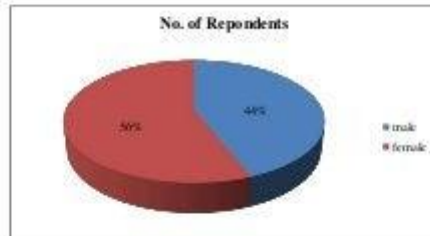
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Table 2: Sexwise distribution

Data:

Sr. No.	SEX	NO. OF RESPONDENTS	PERCENTAGE (%)
1	male	22	44%
2	female	28	56%
	total	50	100%

Analysis:



Interpretation:

According to the above analysis it is concluded that I have surveyed 50 respondents out of which 22 are male and 28 are female

10.

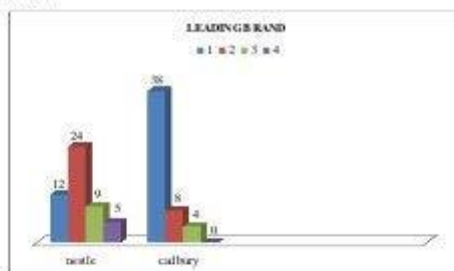
QUESTIONNAIRE

1) Which is the leading brand according to you, Rank the following?

Data:

BRANDS	1	2	3	4	TOTAL
NESTLE	24%	48%	18%	10%	100%
	12	24	9	5	50
CADBURY	76%	16%	8%	0%	100%
	38	8	4	0	50

Analysis:



Interpretation:

- ~38 respondents say Cadbury is a 1st leading brand in the market.
- ~24 of the respondents say Nestle is a 2nd leading brand in the market.

11.

ENERGY IN NESTLE

Our bodies' main sources of energy are carbohydrates and fats. We can also use protein and alcohol as sources of energy. The energy content of food is measured in kilocalories (kcal) or kilojoules (kJ). One kilocalorie is equivalent to 4.2 kilojoules. Not all types of food contain the same amount of energy. Of all of the food types, fat provides the most energy. Alcohol is also very high in energy. Carbohydrates and protein, on the other hand, have half as many kilocalories:

- 1 gram of fat provides approx. 9 kcal
- 1 gram of alcohol provides approx. 7 kcal
- 1 gram of carbohydrate provides approx. 4 kcal
- 1 gram of protein provides approx. 4 kcal

Our Energy Requirement

Energy requirements vary from person to person. The amount of energy we need each day depends on many factors. In addition to our age and gender, body weight and physical activity also play a part. The following overview shows the average amount of energy required across different age groups.

Input must equal output

People who consume more energy than their body needs for an extended period will put on weight. It is therefore important to eat in moderation to keep your body weight within a healthy weight range. Are you carrying a few excess pounds? Then a combination of more exercise and reduced calorie intake is the most effective way to get back to your ideal weight.

To maintain energy balance, input must equal the output, which corresponds to a steady state of equilibrium which helps in maintaining good health.

Source Of Energy In Indian Diets:

The main source of energy in Indian diets are carbohydrates, fats and protein. But the main source is carbohydrates derived largely from cereals present in them. These cereals constitute 80 % of our diet, and provide 50-80% of daily energy intake.

When Our Bodies Become Energy-Savers

A calorie-controlled diet can also be helpful when losing weight. However, not every diet is recommended. Make sure that your meals are varied and balanced and that the diet does not promise significant weight loss over a short period of time. It is especially important not to let a weight-loss diet become a matter of habit. While you are on this temporary diet, your body will adjust to receiving less energy. It becomes an "energy-saver". As soon as you start eating normally again, the energy stores will fill up quickly to prepare for the next period of hunger. People's weight is often higher after they have been on a calorie-controlled diet than beforehand.

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Emissions trading

Emissions trading is a market-based approach to controlling pollution by providing economic incentives for reducing the emissions of pollutants. The concept is also known as cap and trade (CAT) or emissions trading scheme (ETS).

Carbon emission trading for CO₂

What is emissions trading?

Emissions trading (also known as cap and trade, emissions trading scheme or ETS) is a market-based approach to controlling pollution by providing economic incentives for reducing the emissions of pollutants.

Effectively designed emissions trading programs provide:

- Environmental certainty, established by the overall pollution limit.
- Flexibility for individual emissions sources to tailor their compliance path to their needs.
- Incentives for efficiency and innovation that lower implementation costs.
- Incentive for early pollution reductions as a result of the ability to bank surplus allowances.
- Low administrative costs.
- Accountability for reducing, tracking and reporting emissions.

Emissions trading programs are best implemented when:

- The environment and/or public health concerns occur over a relatively large geographic area.
- A significant number of sources are responsible for the pollution problem.
- Emissions can be consistently and accurately measured.

Under the right circumstances, emissions trading programs have proven to be extremely effective. They can achieve substantial reductions in pollution while providing accountability and transparency by making the data available through systems

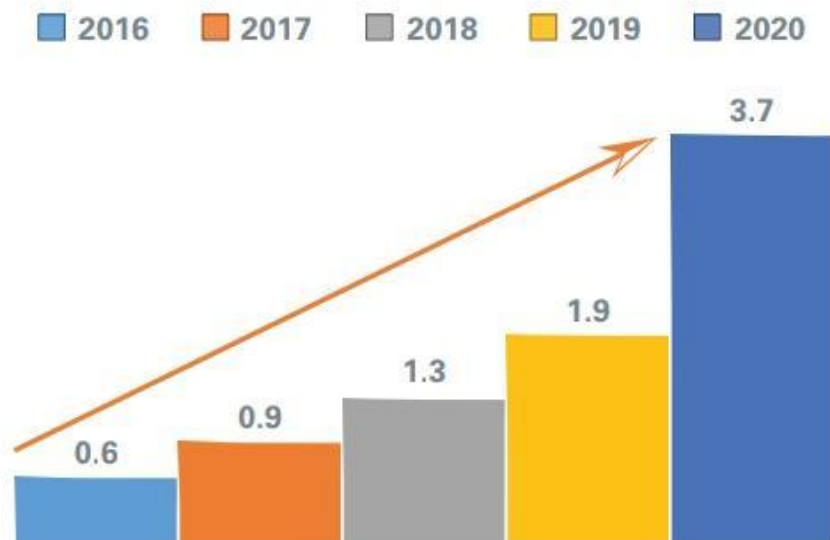
Leading to....Creating Significant Value For Investors

MARKET CAPITALIZATION



*As on 31st Dec. 2020 INR 1 Billion is INR 100 Crore. Source : Bombay Stock Exchange.

Growing Contribution of E-commerce to Domestic Sales



1.13 LIMITATIONS OF THE STUDY

- The study uses the data collected from respondents through survey. The data collected are then analyzed to get results. The results can change according to the size of the sample i.e., the number of people allotted to answer the questions. The size of the sample here is 140 respondents. when the sample size increases the results probably might also vary. The study identifies and analyses only few factors which affect the Preferences of the Investors in Chennai city whereas there might be many other factors that will also have an effect on the Preferences of Investors. This leaves a research gap as there are factors that need to be taken into consideration on a later period.

1.14 CHAPTER FRAMEWORK

CHAPTER 1 : INTRODUCTION

This chapter consists of the introduction to the study , the various industry profiles, the need , scope and objectives of the study along with its limitations and also includes the chapter framework of the study.

CHAPTER 2 : REVIEW OF LITERATURE

This chapter consists of research paper of Authors who have conducted detailed research study into the investment preferences of investors.

CHAPTER 3 : RESEARCH METHODOLOGY

This chapter consists of research design , methods of data collection, sample size , period of study, statistical tools used and the hypothesis of the study.

CHAPTER 4 : FINDINGS, SUGGESTIONS AND CONCLUSIONS

This chapter consists of the findings , suggestions and the conclusions of the study.

CHAPTER – 2

REVIEW OF LITERATURE

The secondary data was taken from various review of literature. Such literature review is given below. Researchers have made studies on the factors that influence the investment decisions of an individual. The focus has mostly remained on core factors such as age, gender, income, profession, education and financial knowledge. Several studies have been done to identify the investment behaviour of salaried class of people, retail investors and households.

Madhavi Karanam and R. Shenbagavalli, (2019), The study reveals a very high association between the profession and the investment choices. Thus, we can conclude that occupation is a major influencer with respect to risk-return perspective and the investment choice.

Jain Priyanka and Tripathi L.K. (2019), The outcomes of present study shows that any person's investment decisions are influenced by so many factors. Individual decides the aims according to his own priorities would be of great relevance to investors, financial planners, policy makers and wealth managers etc.

M. Rani Subathra and S. Bulomine Regi (2018), This paper focus towards elements of retail investors to invest in stock market, obstacles of investment and their satisfaction after investment. Based on stratified random sampling, samples were collected. The study reveals that, post investment satisfaction is necessary for every investment mode. So, more awareness should be made among the small and medium range investors regarding investment in stock market.

Neha S Shukla, (2016), Through this research paper, an analysis has been made about investor's preference towards investment avenues and the study focused on the salaried personnel only. Savings are invested in assets depending on person's knowledge of different investment options, risk taking ability and demand of return. Savings form an important part of the economy of any nation, with the savings invested in various options available to the people, the money acts as the

driver for the growth of the country. It was found that there is no relationship between education with investment while there is significant relationship between age and income.

Sathiyamoorthy C, (2015), The objective of the study is to understand the investment pattern and awareness towards salaried class Investors and the findings suggested that majority of the respondents are saving money as Bank deposits for the safety of an unpredictable future.

Apparao E. and Kishore Babu N, (2015), It was found from the study that urban people were more aware of the different investment schemes than the rural. The perception of most investors on the safety and liquidity of different investment avenues is unfavourable and more than 20 percent of respondents are not satisfied with after sale services of stock broking firms. The main aim to invest was earning regular income.

Senthil.D, (2015), In this study on investment behaviour the author concludes that occupation is dependent on all overconfident factors such as, Loss Aversion, representativeness and Price anchoring factors while investor investing in capital market. Education level is dependent on overconfident factors and representativeness factors.

Parimalkanthil K. and Kumar Ashok, (2015), The study brings out that the individual investors hold on to Fixed Deposits, Policies of Insurance co., Postal savings Insurance, Growth oriented funds. Investors prefer low risk investment like posts/FD etc. and avoid risky investment such as mutual funds, corporate securities. This behavior may be because of lack of awareness, poor investment climate, and lack of confidence.

Puneet Bhushan, (2014), in their paper they examine the awareness level and investment behaviour of salaried individuals towards financial products. Results of the study suggest that respondents are quite aware about traditional and safe financial products whereas awareness level of new age financial products among the population is low. Also, majority of the respondents park their money in traditional and safe investment avenues. It also finds that financial literacy level was getting affected by gender, education, income, nature of employment.

A.N. Paunikar, (2014), The study undertaken by the author was in relation to the financial aspects of ELSS. The study pointed out that the salaried class is not much aware of the ELSS scheme and other investment. Major trust for investment is in postal investment/PF, or towards LIC policy. Maximum savings are invested as fixed deposits. Even within investors in mutual funds, which is lower, majority of them prefer ELSS scheme, while only a few go in for other mutual funds. Salaried class paid stress on good returns on investment.

Patil Sonali and Nandawar Kalpana, (2014), the study reveals that Investors are aware about investment avenues yet they prefer to invest in bank deposit, real estate, and gold looking for safety and security on investment. The study also revealed that there was no relationship between income level and awareness of investment avenues, also the educational qualification and awareness of investment are had no relationship. Investments made, are for safety and guided by other factors like tax benefits and returns.

Archana Kanungo, (2014), This article conveys that the socio-economic factor of the investor has an important role to play in the investment strategy of the investors. There is a direct relationship between investors decision on investment and saving. The strategic position of the LICO'S for the insurance, customer service and satisfaction has become a key to the success.

Deerajen Ramaswamy, (2013), The paper took four fundamental aspects in financial literacy which are, level and importance, definitions and theories, constraints and measures to improve financial literacy. The study found that most of the students had a medium level of knowledge and skills in savings and borrowings it also concluded that there is no significant difference in the level of financial literacy between male and female respondents. The paper also found that age, gender, language, race and income level was not having an impact on the level of financial literacy.

Savita and Lokesh Gautam, (2013), It was observed that investment by way of premium paid for life insurance policy, followed by provident fund contribution and fixed deposits savings were the most popular forms of investment. The other forms of investment followed. The paper also revealed that the savings for tax purpose was the maximum in age group 50-60 and least in age group 20-30.

Bharathraj Shetty and M. Muthu Gopalakrishnan, (2013), The paper studied the investor's preferred towards various tax savings schemes as eligible under Income Tax Act 1961. It was concluded that individual in order to reduce their tax burden through tax planning does resort to tax saving investments. The tax savings investments does not give the same advantages to all investor alike. It is also suggested by the researcher that the government and financial institution & local people about various, tax savings Schemes, introducing attractive investment schemes, organize investor education programme.

Basabi Deb, (2013), The study undertook study of factors affecting the choice of investors in choosing a policy, types of benefits provided by life insurance policy.

Author concluded that people have now have got a choice beyond LIC and now have started depending on private players. Investors have started viewing insurance as one which offers protections. Buying behaviour depends on number of factors such as, psycho-graphical, economical, social , political and legal etc. Investor look for more benefits from the company's, and are largely satisfied with the insurance companies.

CHAPTER-3

RESEARCH METHODOLOGY

3.1. RESEARCH DESIGN

The research is descriptive in nature. This research identifies the factors affecting the preferences of the Investors on investment options and describes the significance each factor have on the investment options.

3.2 SOURCES OF DATA

The research uses both Primary and Secondary data.

3.2.1 Primary Data

Primary data has been collected from 154 respondents using questionnaire (survey method).

3.2.2 Secondary Data

Secondary data was collected from reviewing various literature related to investment options and investment preferences.

3.3 STRUCTURE OF QUESTIONNAIRE

The questionnaire has been framed and circulated to collect primary data. The questionnaire contains

- Direct questions
- Close end questions
- Dichotomous questions
- Multiple choice questions

3.4 SAMPLE SIZE

The population size is indefinite as the number of people investing in different investment options is large in number. It is difficult to access the population. The sample size is 154. The respondents are from various locations spread across Chennai City.

3.5 SAMPLING TECHNIQUE

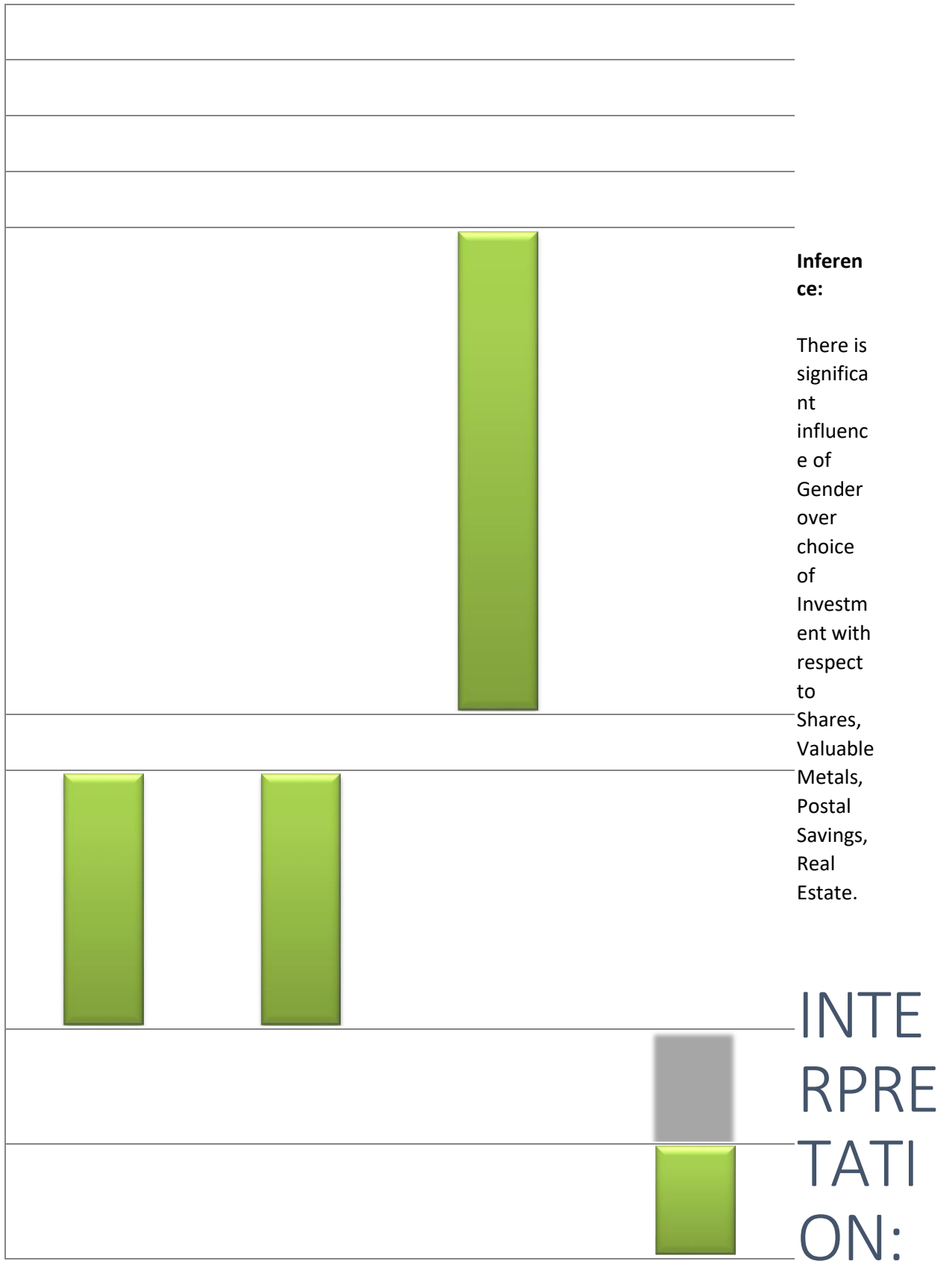
Sampling technique is the technique used to select the sample size. Convenient sampling technique is used for this research. Investors were taken according to the convenience of the research study. The respondents are from various locations spread across the country.

3.6 PERIOD OF STUDY

The study was conducted for a period of 3 months starting from December 2021 to February 2022.

3.7 HYPOTHESIS

- A culture that emphasizes employee wellness, and also helps staffers minimize stress, will also reap benefits. This may be harder during times of economic duress, when layoffs are a fact of life, and many employees may be working harder and often for lower tips and fewer benefits- but all the more reason to understand the importance of staff recognition.
- According to the analysis for Nestle, the Nestle always takes these 5 top approaches to motivate:
 - 1. Say thank you, with meaningful gifts
 - 2. Put it in writing
 - 3. Give them career-development opportunities
 - 4. Endorse a healthy lifestyle
 - 5. Use your [Foodservice Rewards](#) as incentive
-



Nestlé - Mission

Nestle's mission statement says, "**Good Food, Good Life**" which is to provide consumers with the best tasting, most nutritious choices in a wide range of food and beverage categories and eating occasions, from morning to night.

Nestlé - Business Model

Nestlé is a powerhouse of consumer brands spanning across baby foods, bottled waters, powdered drinks, cereals, coffee, drinks, pet-care, and more. The company made almost \$92 billion in 2018, with high margins on its powdered and liquid beverages (coffee, cocoa, and malt beverages and tea categories).

A spokesperson for Nestlé said, "As the 'Good Food, Good Life' company, we enhance quality of life and contribute to a healthier future. Winning with consumers is the source of our sustainable financial performance and our way to earning trust and maintain our market leadership. Based on a compelling Nutrition, Health and Wellness strategy, our company delivers sustainable value over the short term and the long term."

In short, Nestlé focuses on generating demand for its current brands, while improving its operational efficiency, and by allocating massive amounts of capital to buy and sell relevant consumer brands, which help the company to keep its dominance in the consumer food and beverage industry.

Nestlé - Growth and Revenue

Nestle SA revenue for the twelve months ending June 30, 2020 was \$0 million, a NaN% increase year-over-year.

Year Annual Revenue Percentage change

2019	\$93.469B	-0.36%
2018	\$93.805B	+2.42%
2017	\$91.59B	+0.47%

Nestlé - Investments

Nestlé has made 7 investments. Their most recent investment was on Nov 9, 2020, when Prometheus Biosciences raised \$130M.

Date	Stage	Amount	Organization Name
Nov 9, 2020	Private Equity Round	\$130M	Prometheus Biosciences
Jul 20, 2020	Venture Round	€110K	Foodcloud
May 1, 2018	Grant	\$150K	Mumm
Jun 20, 2017	Series C	\$77M	Freshly
Dec 7, 2004	Funding Round	-	Wagner Tiefkühlprodukte
Oct 1, 2002	Funding Round	-	SAPHIR

Nestlé - Acquisitions

Nestlé has acquired 30 organizations. Their most recent acquisition was Mindful Chef on Nov 8, 2020.

Acquiree N

CHAPTER-5

FINDINGS, SUGGESTIONS & CONCLUSIONS

5.1 FINDINGS

Findings of the investigation Acknowledging Nestlé's efforts We want to thank IBFAN for acknowledging our determination to cancel promptly an event in South Africa that was not compliant with our Policy after it had brought it to our attention.

FINDINGS and SUGGESTIONS

1. The overall data across the background characteristic categories show that across the background categories the preference for Cadbury chocolate and milk products is better than Nestle.
2. Most respondents would purchase both Chocolate and Milk products of Cadbury for its Taste and that of Nestle for its price.
3. It can be seen that more percentage of respondents has seen the advertisement of both Cadbury and Nestle products.
4. Both companies have been using the promotion media to enhance the reach of their message to the target audience.
5. The overall effectiveness of the Cadbury products has been rated higher than that of Nestle products.
6. It is observed that for Chocolate and Milk products of Cadbury as well as Nestle, most of the respondents take festive season or mood and Word of mouth communication respectively as more important factors affecting their buying individually. Whereas packaging as a factor affects the decisions for both the products in Cadbury.
7. It can be seen that across all the predefined background characteristic categories, more percentage of respondents are satisfied with the availability of quantities or Size of Milk products and Chocolate of Cadbury as well as Nestle.

8. It can be observed that most percentage of respondents are satisfied by the packaging of Chocolate and Milk products of both Cadbury as well as Nestle.
9. Most percentage of respondents believes that there is a difference in Milk products and Chocolate available in India & Other Countries of Cadbury & Nestle.
10. Most of the respondents buy Chocolate and Milk products from Regular retail shops, Medical stores and Super markets, whereas most of them do not buy from Special stores like; Customs shop or a Dollar shop.
11. It is observed that Pastries seem to be the nearest substitute of the chocolate and milk products as most percentage of respondents across all the categories shows the readiness for the same.
12. Most percentage of respondents believes that there exists a significant price difference between the products of Cadbury and Nestle and that Cadbury has more prices than Nestle although it is not justified.
13. It is seen that most of the respondents believe that they have not been disappointed by any brand of Cadbury or Nestle.
14. Respondents have not been found to attach much importance to the brand ambassadors of these companies. However Cadbury does more advertising of its products and has an advantage of brand ambassador over Nestle.
15. It is observed respondents strongly believe that chocolates and milk products increase weight and are not sufficient to substitute normal food

5.2 SUGGESTIONS

RECOMMENDATION

For a company that will turn one hundred in a decade, Nestle has almost

tried all of the strategies there can be. Nestle company has expanded internationally, helped countries' economies grow, be environmentally conscious and create joint ventures with other companies in which enhanced Nestlé's and these companies' performance positively. Followed are a couple of recommendations in which might enhance their performance which are:

- Avoid actions that are bound to fail Even though there is no way that someone can know the future, but a good management team should be able to extrapolate if a plan they have might back fire such as the scandalous event resulting from their oil practices, for cosmetics, activities mentioned earlier. They should've expected that dealing with such activities might result in leakage and that they should've taken precautions before head.
- Invest on R&D Nestle should concentrate on that in order to come up with new products. Since the company started out to serve infants in need for nutrition, Nestle should enhance and find way to enrich their product with substances and vitamins that will provide children their daily needs of calcium and even mothers.

5.3 CONCLUSION

Nestlé is a multinational bundled sustenance organization established and headquartered in Switzerland. It came about because of a merger in 1905 between the Anglo-Swiss Milk Company for milk items set up by the Page Brothers in Cham, Switzerland, in 1866 and the Farine Henri Nestlé Company set up in 1867 by Henri Nestlé to give a baby sustenance item. Nestlé's trademark of winged animals in a home, got from Henri Nestlé's own emblem, inspires the qualities whereupon he established his Company. A few of Nestle brands are universally famous, which has made the organization a worldwide business sector pioneer in numerous product offerings, including milk, chocolate, ice cream parlor, filtered water and pet nourishment.

- These standards are to be regarded all over the place and under all circumstances. The administration will actualize the important procedures to guarantee that these standards are upheld at all levels.

group survey and research on Nestle Company in this Management Our Principles assignment has definitely benefit us of the advantages and knowledge. Nestle is the largest company which is in the world's leading food manufacturer and the market leader in both coffee and mineral water, produces a wide range of products including prepared dishes and cooking aids, milk-based

products, cereals, instant coffee and baby foods. Besides, Nestle is a organic model of organizational design.

ANNEXURE

QUESTIONNAIRE:

1. AGE :

- a. 18 – 30 years
- b. 31 – 40 years
- c. 41- 60 years
- d. Above 60 years

2. GENDER :

- a. MALE
- b. FEMALE

3. EDUCATIONAL QUALIFICATION

- a. SCHOOL
- b. UNDER – GRADUATE
- c. POST – GRADUATE
- d. OTHER

4. WHICH COMPANY BRAND WOULD YOU NORMALLY PREFER TO BUY FOR MILK PRODUCTS AND CHOCOLATE.

- a. CADBURY
- b. NESTLE

5. DO YOU CONSUME CANNED PRODUCT

- a. YES
- b. NO

6. DO YOU HAVE ADEQUATE KNOWLEDGE ABOUT THE VARIOUS INVESTMENT AVENUES PRESENT :
- a. YES
 - b. NO
7. HOW OFTEN DO YOU CONSUME CANNED FRUIT PRODUCTS?
- a. DAILY
 - b. 2 --- 4 DAYS A MONTH
 - c. 2—4TIMES A MONTH
 - d. OTHERS
8. HOW DO YOU CONSUME CANNED FRUIT
- a. IN FRUIT SALID
 - b. WITH CREAM
 - c. IN MILK SHAKE
 - d. WITH FRUIT JUICE
 - e. PLAIN
9. WHICH BRAND OF CANNED FRUIT WOULD YOU PREFER AMONG FOLLOWING ?
- a. DEL MONTE
 - b. MITCHELL
 - c. NESTLE
 - d. DOLEE
 - e. POLAC
10. WHAT DO YOU THINK OF AVAILABILITY OF CANNED FRUIT OFFERED BY CURRENT MARKET PLAYERS
- a. HIGHLY AVAILABLE
 - b. MODERATELY AVAILABLE
 - c. RARELY AVAILABLE
 - d. VERY RARELY AVAILABLE
 - e. AVAILABLE ON LEADING STORES AND RETAIL OUTLETS
 - f. OTHERS

14. AS THERE ARE LIMITED FLAVORS AVAILABLE IN CANNED FRUIT PRODUCTS IF MORE FLAVORS ARE MADE AVAILABLE ,WHICH OF THE FOLLOWING WOULD YOU PREFER?

- a STRAWBERRY
- b PEACH
- c WATERMELON
- D CHERRY
- E GRAPE FRUIT
- F GRAPE
- G BLACK CURRENT
- H OTHERS

15. RATE THE FOLLOWING FACTOR ACCORDING TO THEIR INFLUENCE ON YOUR BUYING BEHAVIOUR WHEN YOU ARE GOING TO PURCHASE CANNED FRUIT ?

- a. PRICE
- b. AVAILABILITY
- c. ATTRACTIVE AND HYGENIC PACKING
- d. QUALITY OF THE PRODUCT
- e. BRAND NAME
- f. OTHERS

16. IS BRAND IMAGE AN IMPORTANT ASPECT PRIOR TO PURCHASE OF A PRODUCT?

- a. YES
- b. NO

17. HOW LIKELY DOES THE FOLLOWING

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
POLITICAL AND ECONOMIC IMPACT					
NATURAL CAUSES					
LACK OF KNOWLEDGE					

GOVERNMENT POLICY CHANGES					
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18. WHAT DO YOU THINK OF NESTLE AS A BRAND

- a. VERY GOOD
- b. GOOD
- c. AVERAGE
- d. POOR
- e. VERY POOR

19. HOW MANY NESTLE PRODUCTS ARE CONSUMED BY YOU OR AT YOUR HOME IN A DAY ?

- a. 1---- 3
- b. 4----6
- c. 7----9
- d. OTHERS

20. IF NESTLE LAUNCHES CANNED FRUIT IN THEIR PRODUCT LINE YOU WILL

- a. I WILL DEFINETLY
- b. MAY BE TRY IT
- c. I WILL NOT TRY
- d. OTHERS