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NESTLE PROJECT



INTRODUCTION


Nestlé is among the leading food and beverages manufacturing company dealing with production of processed and manufactured food products, which has taken leading positions in the international market and has been experiencing growth for more than a century.





CONCEPT OF STRATEGY


Based on the strategic management principles of Nestlé, the company has been able to record success through quality, diversification and market positioning. Originally, the company has to localize its products due to the difference in culture and necessary legal provisions for the product to be sold in different regions.





KEY CHALLENGES


And on the internal side the main threats include the following: I: Fluctuating consumers' preferences II: Environmental constraints III: Complicated value chain. In response to this situation, the firm has focused its efforts on the use environmentally friendly sources and methods of production.





CONCLUSION

The organization's strategic management of globalization, alongside better focuses on advances and sustainability makes Nestlé to continue to thrive. The case solution underlines the fact that the concept of responsible sourcing, digital journey and innovation of new products will aid Nestlé to perform well in the cut throat competition.





RECOMMENDATION

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