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**Практичне заняття 13
International Management**

## Case Study: Nespresso

#### Introduction to the Case Study

#### Introduction

#### Nespresso

1986

History

History

1993

1992

1994

1995

1987

1988

1989

1996

1986

Nespresso was born

Introduction of the Nespresso Club

1990

1991

First Nespresso Internet Site

1997

1998

First e-commerce platform

Introduction of recycling in Switzerland

1999

History (cont.)

2009

2003

2004

2007

2005

2002

2010

2013

2014

2011

2016

2000

2001

2008

2012

2015

2006

Today

First Nespresso Boutique in Paris

Launch of Ecolaboration™

First campaign with George Clooney

Nespresso becomes one of the first brands to partner with YouTube in their YouTube Brand Partner Program

George Clooney becomes Nespresso global brand ambassador

#### Key competitors

* Starbucks
* Senseo
* Tassimo

#### Key competitors

#### Strengths and weaknesses

### **Strengths and weaknesses**

High prices;

Monoproduct Capsules;

Limited distribution.

Quality and sustainability of the product;

Diversity;

Design;

Sales outlets;

After sales service;

Nespresso Club;

Personalized costumer service;

Brand awareness and identity.

#### CRM

#### Structural Systems

• Internal/External data bases

• Satisfaction inquiries

• Centralization around social media (Twitter, Facebook, Instagram, etc.)

#### Advantages and disadvantages

#### International Management Issue

Its Nespresso machines;

Its communication;

Three main keys:

#### International Management Issue

Its customer relationship management strategy;

#### Conclusions