

**School Feeding Program In
Nigeria (A): Tetra Pak's Business
And Development Goal**

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THANK YOU

Question?

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The background of the slide is a deep blue space filled with numerous white stars of varying sizes. In the bottom-left corner, a portion of the Earth is visible, showing green landmasses and brownish-yellow terrain. The text is overlaid on this background in a bold, white, sans-serif font.

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Content

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Company Profile
Market and Industry
Company Performance
Pontero Profile
B2B and CRM
Analysis
Issue and Challenges
Recommendations
Key Implementations

Tetra Pak

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Established on 1952,
based on Sweden.

The world's largest
producer (80%) of
aseptic packaging for
liquid foods.

Grew rapidly through
the 1980s, but slowed
in the 1990s.



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Pontero

The top customer of Tetra Pak based in Italy.

Bought 1 billion packages a year.

Second largest dairy and the leading brand of liquid milk in Italy.

“Quality” is the advertising theme.





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Tetra Pak and Competitor Analysis

Tetra Pak

Differentiate Products and Brands through distinctive packages and label designs

Objectives

We commit to making food safe and available, everywhere

Assumption

Tetra Pak

Strategy

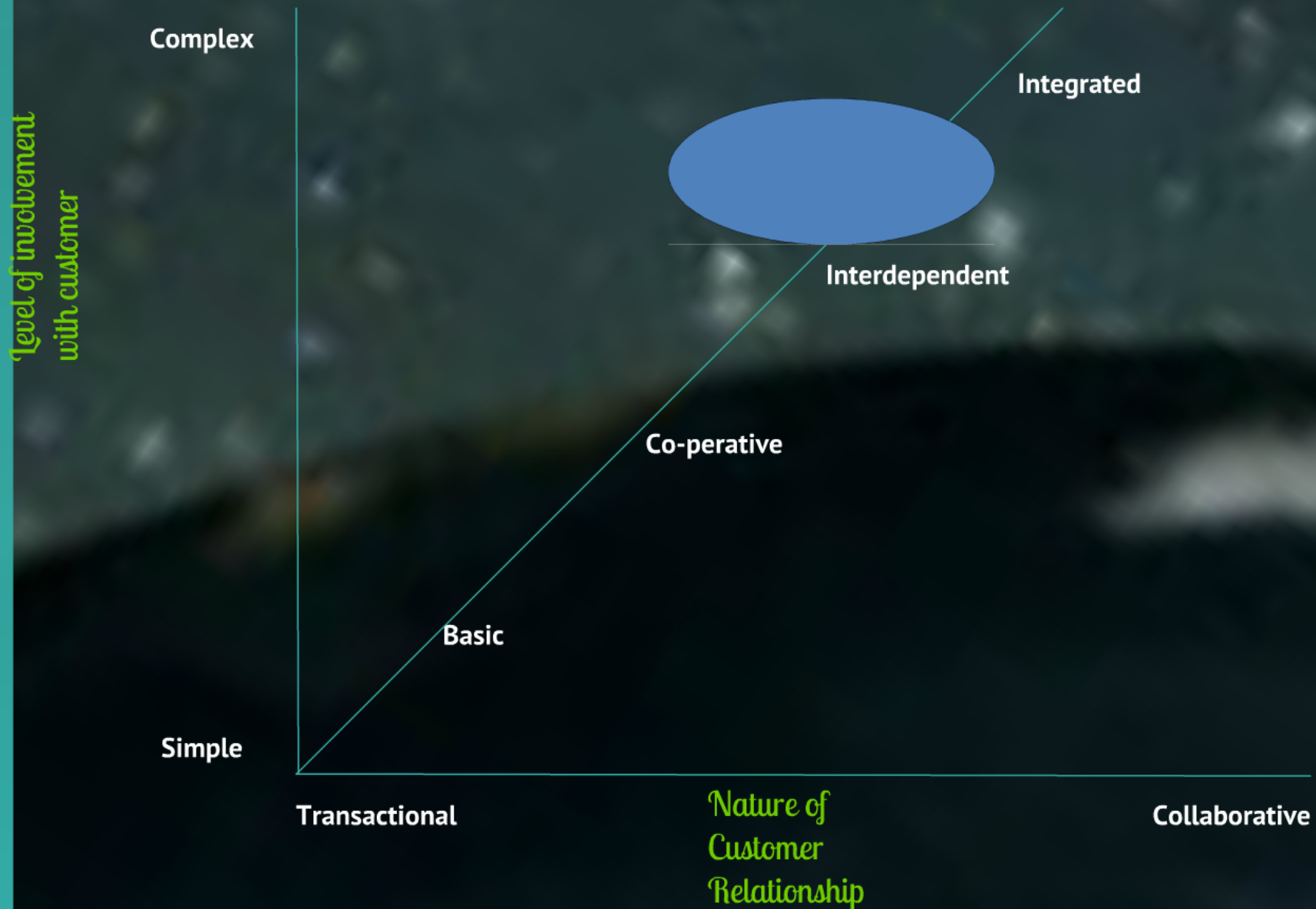
to drive greater efficiency, impact and value for Tetra Aseptic, Innovations in automation, integration and traceability delivering efficiency, quality and confidence

Capabilities

Working closely with our customers and suppliers, we provide safe, innovative and environmentally sound products.)

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Relationship Development Model



Tetra Pak-Pontero Relationship Evaluation

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Profitable for both parties since they started working together

Pontero has always trusted Tetra Pak, thus establishing a mutually beneficial alliance

Pontero has looked at Tetra Pack as its mentor in re-establishing its market share

Tetra Pack benefits from Pontero and vice-versa.