

School Feeding Program In Nigeria (B): Tetra Pak Fortifies The Business Model

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1. Who we are

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- **Mission:** to offer the most attractive and complete carton packaging range from food packaging to consuming cosmetic products
- Private owned company and part of the Tetra Laval Group
- Based in Lund and Lausanne
- Market leader in the food packaging industry
- Revenue of €9.98 billion in 2010
- More than 22000 employees
- **Next milestone:** enter the cosmetic packaging industry



2. Analysis of the industry

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What industry is Tetra Pak entering?

- Size, growth rate and projection
- Industry structure
- Key success factors
- Environmental friendly trend
- Key players in the industry



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3. Analysis of the market

- Target analysis: Domestic packaging
- Market segmentation: Brands
- Buyer behavior: Depends on the quality and costs
- Competitor analysis

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Strength: innovation, brands

Weakness: lack of experience in cosmetic industry

Opportunities: larger population, developing market

Threats: strong technology support rivals, domestic companies themselves, new brands in the industry



4. Marketing plan

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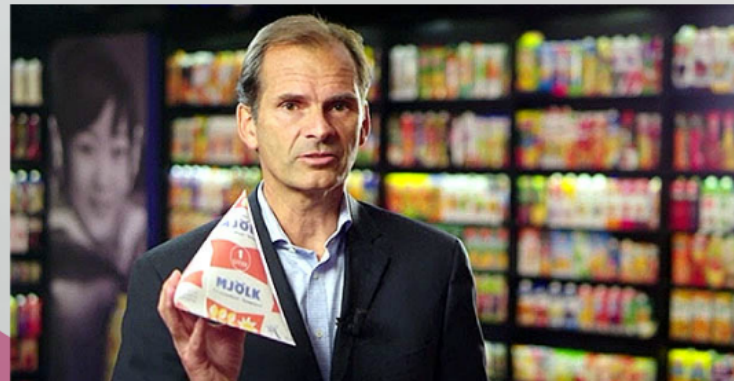
- **Product positioning:** close to existing one, in introduction stage
- **Company's Image:** revolutionary and environmentally-friendly packaging
- **Pricing:** penetration strategy, very competitive introduction price
- **Promotion:** two ways, advertisements, PR, word-of-mouth marketing
- **Place:** use existing distribution system and enlarge where necessary



5. Management and staff

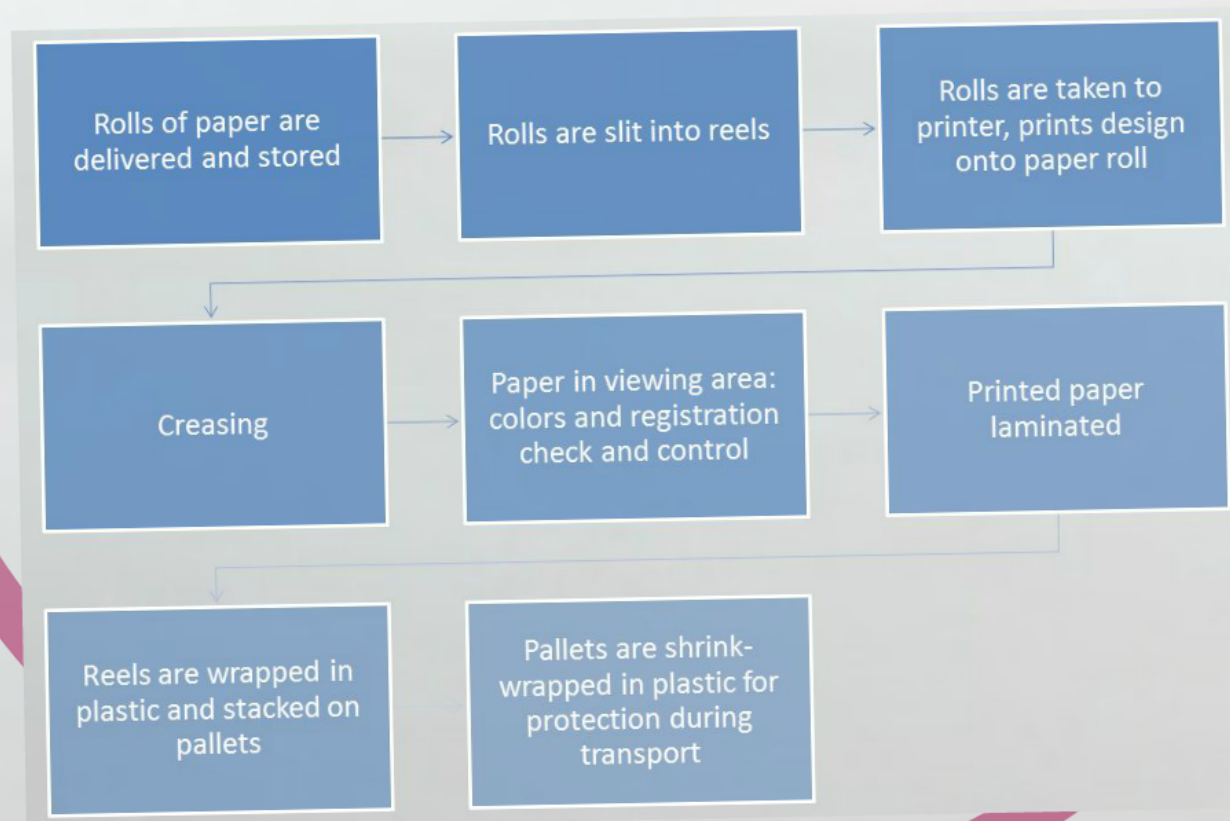
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- Tetra Pak was founded in 1951 by Ruben Rausing (initial manager)
- Today Tetra Pak's CEO is Dennis Jönsson
- Human Resources department priority is to focus in the growth, innovation, environment and performance
- The evolution of Tetra Pak group staff is growing continuously
- 2012: 22,896 employees in 170 countries



6. Operations plan

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7. Product design

- Describe product
- Current stage of product development
- Needed development
- Challenges and risks in product
- Trade secret vs patents

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