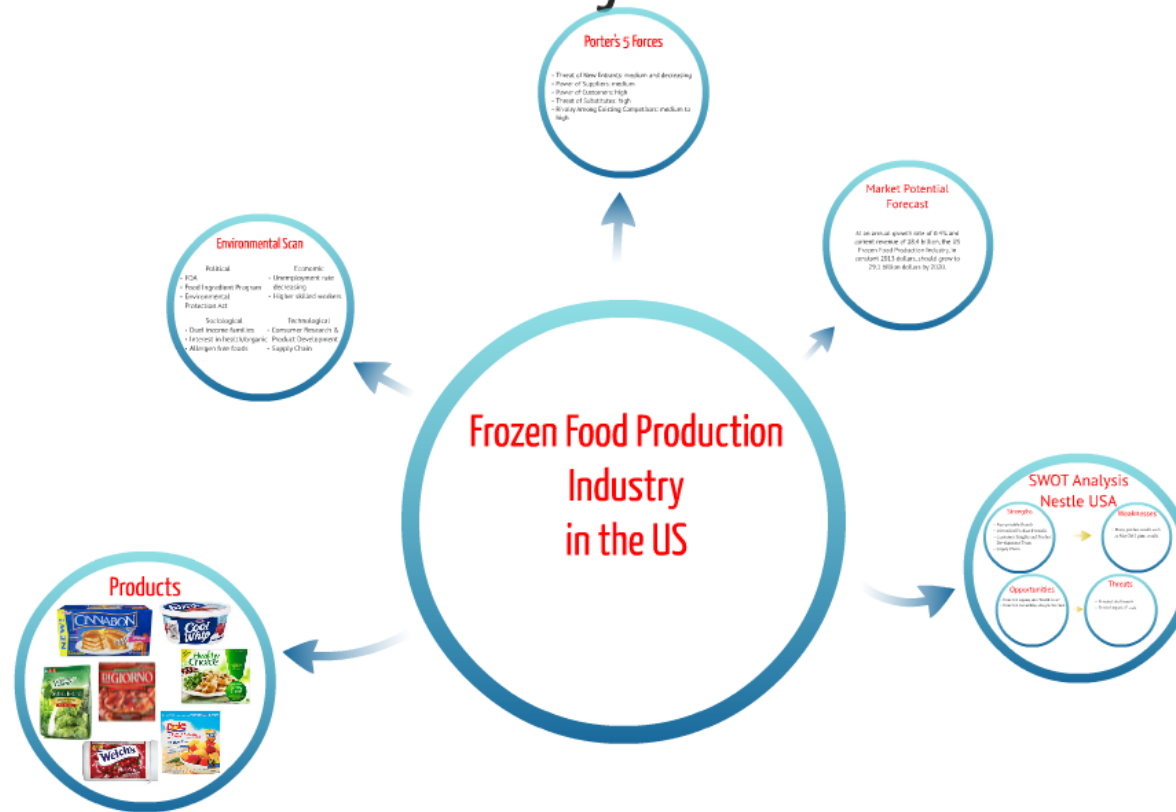
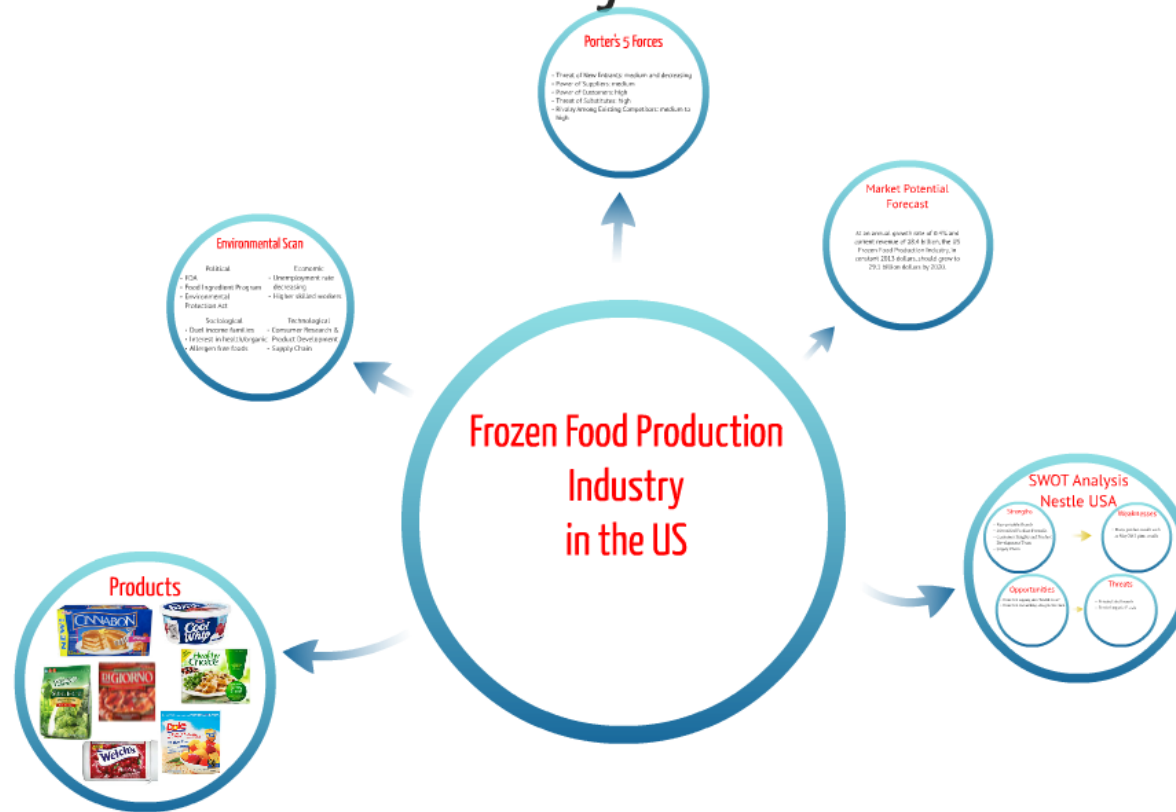


# FROZEN FOOD PRODUCTS Harvard Case Solution & Analysis



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# Frozen Food Production Industry in the US



# Products



# Environmental Scan

## Political

- FDA
- Food Ingredient Program
- Environmental Protection Act

## Economic

- Unemployment rate decreasing
- Higher skilled workers

## Sociological

- Dual income families
- Interest in health/organic
- Allergen free foods

## Technological

- Consumer Research & Product Development
- Supply Chain





# Porter's 5 Forces

- Threat of New Entrants: medium and decreasing
- Power of Suppliers: medium
- Power of Customers: high
- Threat of Substitutes: high
- Rivalry Among Existing Competitors: medium to high

# SWOT Analysis

## Nestle USA

### Strengths

- Recognizable Brands
- Diversified Product Portfolio
- Consumer Insights and Product Development Team
- Supply Chain

### Weaknesses

- Many product recalls such as May 2013 pizza recalls

### Opportunities

- Continue tapping into "health craze"
- Continue researching allergen free food

### Threats

- Private label brands
- Fresh/Organic Foods



# Market Potential Forecast

At an annual growth rate of 0.4% and current revenue of 28.4 billion, the US Frozen Food Production Industry, in constant 2013 dollars, should grow to 29.1 billion dollars by 2020.