



UNIVERSITI TEKNOLOGI MARA
OPERATION MANAGEMENT (MGT345)

TITTLE :

PRODUCT LIFE CYCLE OF MAGGI

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0 INTRODUCTION

Maggi is a Brand of Instant Noodles made by Nestle India Ltd. It was found by the Maggi family in Switzerland in the 19th century. Nestle launched Maggi for the first time in India in the year 1982. Nestle wanted to explore the potential for such an instant food among the Indian market. It took several years and a lot of money for Nestle to establish its Noodles brand in India. Now it enjoys around 90% market share in this segment. Over the years Maggi has launched several products under its Brand Names. The Brand is popular in Australia, India, Malaysia, New Zealand, Singapore and South Africa.

The key to cooking the perfect curry is using the right blend of spices. That's why MAGGI curry uses 12 different types of spices, each carefully chosen to bring out the authentic taste and aroma of real curry. Star anise, cinnamon sticks and black pepper are among the spices used for MAGGI curry. Curry is exceptionally delicious because its seasoning is made using only real chilies, freshly picked to retain its rich spicy flavour and mouthwatering aroma. Each Maggi curry comes with our signature springy noodles which are delightfully made and measured for good taste to give you satisfaction with every mouthful.

2.0 Maggi

2.1 Maggi Product Life Cycle

What is the brand name that comes to your mind when we talk about noodles ? Most of us would say Maggi. Maggi is a brand of instant noodles, ketchup, sauces, that originally came into existence in the year 1872 in Switzerland and was founded by Nestle. This brand is extremely popular in Australia, New Zealand, India and many other places.

2.1.1 Introductory Stage

The introductory stage for the Maggi product is nestle launched Maggi in India in the year 1982 with its 2 minutes instant noodles. When Nestle launched this product there were a lot of ups and downs, with high failure rates. Maggi, then had no competition and incurred high production cost. A lot of research was also done in this stage which caused frequent modifications.

2.1.2 Growth Stage

The growth stage for the Maggi product is around 1985, the demand for maggi had increased tremendously in india. The entire development cost was recovered and moreover its sale rates had also increased. In 1990, the demand for maggi had dropped a little because of an introduction of a new brand named Top Ramen. So in order to increase its sale Nestle formulated a new flavour which was not well accepted by its consumers. Thus, in 1999, Nestle relaunched the old flavour of maggi, which in turn increased its sales.

2.1.3 Maturity Stage

The maturity stage of Maggi product is Maggi's sales were at peak, production costs were low and profits were high.

2.1.4 Declining Stage

As all know that Maggi is now banned in India due to its high lead content. **Thus** it is going through its declining stage now. Nestle is conducting a lot of research and if they come up with something new and better, then Maggi might be selling its products in the future, or else after the declining stage, this brand would become history in India.