



Document

NESTLÉ

From *Nestlé website*

Nestlé is a Swiss multinational food and beverage company headquartered in Vevey, Switzerland. It is the largest food company in the world measured by revenues.

Nestlé's has a plethora of products including baby food, bottled water, breakfast cereals, coffee, confectionery, dairy products, ice cream, pet foods, and snacks. 29 of Nestlé's brands have annual sales of over 1 billion Swiss francs (about \$1.1 billion), including Nespresso, Nescafé, Kit Kat, Smarties, Nesquik, Stouffer's, Vittel, and Maggi. Nestlé has around 450 factories, operates in 86 countries, and employs around 328,000 people. In 1974 Nestlé began its quest to diversify by becoming a main shareholder of L'Oréal, one of the world's largest cosmetics company. In 2011, Nestlé was listed No. 1 in the Fortune Global 500 as the world's most profitable corporation.

Feel free to explain the document or use the following questions as a guideline

Questions

1. Characterize Nestlé (nationality, size, products, human resources)
2. How did Nestlé begin to diversify?
3. What was Nestlé named in 2011?
4. Explain how you think diversification helps Nestlé be so successful.