

# Nespresso Israel Ltd in Hot Drinks (Israel)

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## Abstracts

Nespresso Israel Ltd focuses on targeting new consumer audiences and improving its service and buying experience for existing consumers. For example, the company targeted students in its marketing campaign for the new Inissia pod coffee machine launched in 2016, and also began targeting the business market. By launching a new application and website, the company improved the service for existing consumers, and it is expected to continue innovating and launching new services for consumers over th...

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