Marketing on the Internet of Nescafé Alegria Machine
Internship Report
On
Marketing on the Internet of Nescafé
Alegria Machine

Submitted To:
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Letter of Transmittal

September 10, 2014
Md. Jabir Al Mursalin
Assistant Professor
BRAC Business School
BRAC University

Subject: Submission of internship report

Dear Sir,

I have completed my internship and this is the report which is mandatory requirement for the Internship (BUS400) course. I was an internee in Nestle Bangladesh Limited and after completing the four months of internship, this report has been prepared, which is titled “Marketing on the Internet of Nescafé Alegria Machine.”

The internship program with the Nestle Bangladesh Limited was a wonderful experience. This gave me an opportunity to learn and understand the corporate culture which will be helpful for my future professional career.

I really hope it will meet the expectation and standard. It would be pleasure for me, if this report can serve its purposes and I will be available to explain your queries if you feel necessary.

Sincerely,

Faria Simir Mridila
ID: 10104050
Acknowledgements

I would like to thank the greatest Almighty Allah for all the immense blessings and to let me and help me all the way through to prepare this report.

Firstly, I want to sincerely thank my course MKT 446 (marketing on the Internet) instructor Dr. Fazle Elahi Chowdhury to give such a learning so that I am able to do my internship report in this issue. Afterward, big thanks to my internship supervisor Mr. Jabir Al Mursalin, Assistant Professor, BRAC Business School, BRAC University, for giving me the opportunity to do my internship report under his observation, and also for his interminable support and providing the necessary help for the completion of this report.

I would like to thank Mohammad Masum Uddin Khan, (Country Business Manager, Nestlé Professional, Nestlé Bangladesh Ltd) for his strong believe in me with all his experiences, Alal Hossain Dhali (Manager, NestléProfessional, Nestlé Bangladesh Ltd) for his cooperation and also my supervisor Mr. Sakib Ahmed Chowdhury (Senior Officer, Nestlé Professional, Nestlé Bangladesh Ltd) for his endless supports and transparency towards my work.

I also thank my colleagues Farhan Naveed Chowdhury for helping me to contact with Bikroy.com, Md. Ashraful Hasan Khan and Zaheen Sharar Sayeef for their support and also the entire team for being supportive and compassionate in every little assistance I needed and for creating the opportunity for me to bring out my best performing. Additionally, I would like to thank Mr. Imtiaz Hasan for his help to get information from Kaymu.com. Special thanks to my friend Lusana Rahman for being a strong livelihood to make this report and also Mr. Tarek Zobaer for his interminable support.

I would convey my sincere gratitude to my parents, whose endless reassurance and inspirations have enabled me to give my best effort on and for being a leader at every other aspect of my life. My apologies for any omitted name whose involvement was also harmonizing for any conceivable feature.
Declaration:

I hereby declare that the report namely “Marketing on the Internet of Nescafé Alegria Machine” is completed by me which is based on my practical work experience and a comprehensive study of the existing activities of Nestlé Professionals department of Nestlé Bangladesh Ltd.

I also declare that this report is my original work and does not breach any existing copyright. This particular report has not been previously submitted to any other University/College/Organization for academic qualification/ certificate/ diploma or degree.

I have prepared it for the academic purpose of Bachelor of Business Administration degree which requires practical work experience. As a result, permission needs to be conducted with the author before using it for any kinds of purpose.

Faria Simir Mridila
ID: 10104050
BRAC Business School
BRAC University
Executive Summary:

Nestlé Professional is a key growth business function of Nestlé Bangladesh Ltd whose mission is to provide innovative and creative beverage and food solution for their corporate customers. ‘Nescafé Alegria’ is a new product of Nestlé and Nestlé professional is going to market it. ‘Nescafé Alegria’ machine has very good visual appearance and provides 5 types of premium coffee which have flavor of the exquisite and rich aroma. In this internship report describe the promotion of ‘Nescafé Alegria’ machine to the target customers of the corporate company through internet based market or online marketing. As the target customers are not ordinary regular customers and they are the top management of the corporate a few survey done among some reputed company to select the target customer for this product. Also for ensuring the acceptability of online service in Bangladesh a research has done among some internet based services. In the report SWOT analysis shows the opportunity of new market, in the same way shows the threat of growing competition and lower profitability. As this machine and ‘Nescafé Alegria’ is new in Bangladesh, it should not be marketed in wide range, it should be observed in some fixed zone for some period to overcome all threats and drawbacks. For this ‘Nescafé Alegria’ will be available only in Dhaka for next 5 years. ‘Nescafé Alegria’ machine is only 15000BDT which is comparatively cheaper than then other machine and its look and size with its authentic flavors and smooth aromas of coffee that will create interest in the customers and thus it will create making more possibility.
## Chapter 1: Introduction

1.1 Objective of the Report | 02  
1.2 Origin of the Report  | 02  
1.3 Scope of the Report   | 03  
1.4 Methodology           | 03  
1.5 Limitation            | 03  

## Chapter 2: Company Profile

2.1 Nestlé Overview        | 04  
2.2 History of Nestlé      | 05  
2.3 Nestlé’s Mission       | 07  
2.4 Nestlé’s Vision and Values | 07  
2.5 Nestlé Bangladesh Organization Structure | 07  
2.6 Product                | 08  
2.7 Products of Nestlé in Bangladesh Categories | 09  
2.8 Nestlé Professional’s Overview | 11  
2.9 Nestlé Professional’s History | 12  
2.10 Nestlé Professional’s Goal | 12  
2.11 Nestlé Professional’s Goal | 12  
2.12 Nestlé Professional’s Vision | 12  
2.13 Nestlé Professional’s Objectives | 12  
2.14 Nestlé Professional’s Brand Building | 13  
2.15 Nestlé Professional’s Project | 13  
2.16 Nestlé Professional’s Organogram | 14  
2.17 SWOT Analysis Nestlé Professional | 14  
2.18 Nestlé Professional’s Products | 15  
2.19 NESCAFÉ Alegria      | 17  

## Chapter 3: Job Description

3.1 Internship Experience  | 19  
3.2 Job Responsibilities  | 21  
3.3 Personal Observation  | 22  

## Chapter 4: Digital Marketing of Nescafé Alegria

4.1 Digital Marketing of Nescafé Alegria | 23  
4.2 Background Strategy    | 24  

Conclusion                  | 48  
Findings and Recommendation| 49  
Reference                  | 50  

Chapter 1
Introduction
Introduction:

Internship program is a test drive for a student’s theoretical knowledge and skills. In case of business studies the real life experience make the difference in a bigger aspect. To achieve experience through internship program always tries to reflect the real life scenario and the theoretical assumptions side by side. An internship is a great way to start ones career and become more competitive. In one side for a student the course works build ones basic and this very internship program gives him the real life exposure. I get the opportunity to do my internship in the well-known corporate of Bangladesh- Nestle Bangladesh Limited. And I was assigned to Nestle Professional, a unique business functional whose mission to provide creative beverage and food solution to customer. Nestle Professional combines the global thinking with the local ideas to deliver profitable solutions that enhance customers’ business and making more possible for them. ‘Nescafé Alegria’ is a new product of Nestle in Bangladesh and Nestle professional has the responsibility to promote it. In this internship report describes the promotion of ‘Nescafé Alegria machine’ to the target customers of the corporate company through internet based market or online marketing which is under the project call ‘Step up’.

Bangladesh is a developing country but the explosive growth of in digital technology has brought a new wave of providing information, communication and advertising. According to ITU up to December 2011 in Bangladesh internet users are 5,570,535 which are 3.5% of population. E-marketing has a great opportunity to be widely adopted and has business potential in Bangladesh due to its simple application and for the rapid growth of the use of internet. The fast expansion of the internet, smart gadgets, online banking, changing living style of people and migration in foreign country is making E-marketing more prospects in the Bangladesh. And concerning this huge potential of internet marketing ‘Nescafé Alegria Machine’ can be promote through E-market to their target customer.
1.1 Objective of the Report:

This project consists of two types of objective. They are-

- **Primary Objective:**
  - To understand the digital environment of marketing in Bangladesh.
  - To understand how marketing on internet is used in Bangladesh.
  - To identify the procedures through which online marketing is conducted.
  - To know the effectiveness and efficiency of online marketing practices in the different websites in Bangladesh.
  - To identify the gaps between the offline marketing practices versus online marketing.
  - To find out SWOT analysis of Nestle Professionals and utilize the opportunity by using marketing on internet.

- **Secondary Objective:**
  The secondary objective of the report is to fulfill a partial requirement of having a BBA degree from BRAC University.

1.2 Origin of the Report:

This internship report has been prepared as a part of Internship (BUS400) course of BRAC University. The report titled, “Marketing on the Internet of Nescafe Alegria Machine” is being assigned by my supervisor for the completion of the course, and he has approved my preferred topic for the report. I have collected all the required information from the relevant source. I have tried my best to combine and relate the information with the concept of the report, but due to time limitation and restricted access to information there still remains some limitations.
1.3 Scope of the Report:
I have been assigned to make a report on “Marketing on the Internet of Nescafé Alegria Machine” followed in Nescafé Professionals. There is a number of multiple ways to endorse the brand but for maintaining a standard I have chosen a sample number of varieties.

1.4 Methodology:
Communally primary and secondary sources would be used to collect information for this report. Main source of information about the Nestlé Professional business and for the analysis is collected from several resources of the company. Most of them can be treated as the secondary data. Additionally, I do have the uninterrupted work experiences gathered from the field.

- **Primary data:**
  - Training Session by Nestlé professional’s Leaders.
  - Surveying
  - Distributor Management
  - Face to face conversations with employees, distributors and customers.

- **Secondary data:**
  - Company’s internal website ‘The NEST’
  - Presentation
  - Websites
  - Videos

1.5 Limitation:
The limitations of the report are-

- Covering all the issues might not be possible due to confidential matter.
- All the necessary and additional information might not be possible to get because some companies might be unwilling to provide information.
- Enough secondary sources of information might not be available.
Chapter 2
Company Profile
2.1 Nestlé Overview:

Nestlé is the world's largest food company and the world's largest producer of dairy products. Nestlé is a public limited multinational around the globe, on all continents, with around 330,000 people working in more in an 86 countries with 466 factories and with sales representatives in at least another 70 countries. Nestlé is the world's largest food group, not only in terms of its sales but also in terms of its product range and its geographical presence. Nestlé specializes in the production of baby foods, bottled water, dairy products, ice cream, nutrition, breakfast cereals, beverages, ice cream, chocolate and confectionery as well as a diverse array of prepared foods and miscellaneous pet care products. Since it began over 130 years ago, Nestlé’s success with product innovations and business acquisitions has turned it into the largest Food Company in the world. Today, Nestlé markets a great number of products, all with one thing in common: the high quality for which Nestlé has become renowned throughout the world. The Company's strategy is guided by several fundamental principles. Nestlé's existing products grow through innovation and renovation while maintaining a balance in geographic activities and product lines.

Nestlé is world’s largest health, nutrition and wellness company. They sell over a billion FMCG units every day, generating sales of some CHF 83.6bn in 118 countries across the world in 2011. Although globally it is twice in size of its nearest FMCG (fast moving consumer goods) competitors, on the other hand business expansion is still on the way to become more economically mature in Bangladesh. Equally important that in the most recent times, Nestlé has experienced an organic growth of 40% and this tendency predicted to prolong in the arriving future years.

Nestlé started its business operation in 1994 in Bangladesh and established a factory with world class production and packaging facilities, which is situated in Sreepur, Gazipur. Nestlé Bangladesh directly employs more than 650 people and more than 1000 people are employed by suppliers and distributors in connection to Nestlé Bangladesh. Immensely sold products in Bangladesh are Nescafe, Maggi noodles, Nido and Maggi soup, Maggi Shad-e-Magic, breakfast Cereals such as Corn Flakes and Koko Crunch, Coffee-Mate, Munch rolls and many more. Today Nestlé Bangladesh Ltd. is a strongly positioned organization. The Company is continuously growing through the policy of constant innovation, concentrating
on its core competencies and its commitment to high quality food to the people of Bangladesh.

2.2 History of Nestlé:

Nestlé was founded in 1866 by Henri Nestlé and is today the world's biggest food and beverage company. Nestlé’s history begins back in 1866, when the first European condensed milk factory was opened in Cham, Switzerland, by the Anglo-Swiss Condensed Milk Company. And from then to now today Nestlé is actively dominating the market of world around 140 years. They have expanded around the world and developed a wide range of products designed to suit every taste, need and cultural preference. In these long successful histories key histories are:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1866</td>
<td>Foundation of Anglo-Swiss Condensed Milk Co.</td>
</tr>
<tr>
<td>1867</td>
<td>Henri Nestlé’s Infant cereal developed</td>
</tr>
<tr>
<td>1905</td>
<td>Nestlé and Anglo Swiss Condensed Milk Co. (new name after merger)</td>
</tr>
<tr>
<td>1929</td>
<td>Merger with Peter, Cailler, Kohler Chocolats Suisses S.A.</td>
</tr>
<tr>
<td>1934</td>
<td>Launch of Milo</td>
</tr>
<tr>
<td>1938</td>
<td>Launch of Nescafé</td>
</tr>
<tr>
<td>1947</td>
<td>Nestlé Alimentana S.A. (new name after merger with Maggi)</td>
</tr>
<tr>
<td>1948</td>
<td>Launch of Nestea and Nesquik</td>
</tr>
<tr>
<td>1969</td>
<td>Vittel (initially equity interest only)</td>
</tr>
<tr>
<td>1971</td>
<td>Merger with Ursina-Franck</td>
</tr>
<tr>
<td>1973</td>
<td>Stouffer’s (with Lean Cuisine)</td>
</tr>
<tr>
<td>1974</td>
<td>L’Oréal (associate)</td>
</tr>
<tr>
<td>1977</td>
<td>Nestlé S.A. (new company name)</td>
</tr>
<tr>
<td></td>
<td>Alcon (disposed in August 2010)</td>
</tr>
<tr>
<td>1981</td>
<td>Galderma (joint venture with L’Oréal - full acquisition announced for 2014)</td>
</tr>
<tr>
<td>1985</td>
<td>Carnation (with Coffee-mate and Friskies)</td>
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<tr>
<td>1986</td>
<td>Creation of Nestlé Nespresso S.A. and Herta</td>
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<tr>
<td>1988</td>
<td>Buitoni-Perugina, Rowntree (with KitKat)</td>
</tr>
<tr>
<td>1990</td>
<td>Cereal Partners Worldwide (joint venture with General Mills)</td>
</tr>
<tr>
<td>1991</td>
<td>Beverage Partners Worldwide (joint venture with Coca-Cola)</td>
</tr>
<tr>
<td>Year</td>
<td>Event</td>
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<tr>
<td>------</td>
<td>-------</td>
</tr>
<tr>
<td>1992</td>
<td>Perrier (with <em>Poland Spring</em>)</td>
</tr>
<tr>
<td>1993</td>
<td>Creation of Nestlé Sources Internationales (2002: Nestlé Waters)</td>
</tr>
<tr>
<td>1998</td>
<td>San Pellegrino and Spillers Petfoods  Launch of <em>Nestlé Pure Life</em></td>
</tr>
<tr>
<td>2000</td>
<td>PowerBar (disposal announced for 2014)</td>
</tr>
<tr>
<td>2001</td>
<td>Ralston Purina</td>
</tr>
<tr>
<td>2002</td>
<td>Schöller, Chef America  Dairy Partners Americas (joint venture with Fonterra)  Laboratoires innéov (joint venture with L’Oréal)</td>
</tr>
<tr>
<td>2003</td>
<td>Mövenpick and Dreyer's</td>
</tr>
<tr>
<td>2005</td>
<td>Wagner</td>
</tr>
<tr>
<td>2006</td>
<td>Creation of Food Services Strategic Business Division (2009: Nestlé Professional)  Lactalis Nestlé Produits Frais (associate)  Jenny Craig (disposed in 2013), Uncle Tobys, Delta Ice Cream</td>
</tr>
<tr>
<td>2007</td>
<td>Novartis Medical Nutrition, Gerber, Henniez</td>
</tr>
<tr>
<td>2008</td>
<td>Ruzanna</td>
</tr>
<tr>
<td>2010</td>
<td>Kraft Food's frozen pizza, Waggin'Train, Malher, Technocom, Vitaflo</td>
</tr>
<tr>
<td>2011</td>
<td>Creation of Nestlé Health Science and Nestlé Institute of Health Sciences  Yinlu, Hsu Fu Chi (partnerships) in China</td>
</tr>
<tr>
<td>2012</td>
<td>Wyeth Nutrition</td>
</tr>
<tr>
<td>2013</td>
<td>Pamlab</td>
</tr>
<tr>
<td>2014</td>
<td>Take a look at all our latest news in the Media section</td>
</tr>
</tbody>
</table>
2.3 Nestlé’s Mission:

Nestlé is the world's leading nutrition, health and wellness company. Our mission of "Good Food, Good Life" is to provide consumers with the best tasting, most nutritious choices in a wide range of food and beverage categories and eating occasions, from morning to night.

2.4 Nestlé’s Vision and Values:

To be a leading, competitive, Nutrition, Health and Wellness Company delivering improved shareholder value by being a preferred corporate citizen preferred employer preferred supplier selling preferred products.

2.5 Nestlé Bangladesh Organization Structure:
2.6 Product:

Nestlé’s portfolio covers a vast range of food and beverage category – giving consumers healthier and tastier products in a wide range to enjoy at every eating occasion and throughout life’s stages including times of special nutritional. They have over 70 brands in 12 categories.
2.7 Products of Nestlé in Bangladesh Categories:

<table>
<thead>
<tr>
<th>Products Categories</th>
<th>Brands</th>
</tr>
</thead>
<tbody>
<tr>
<td>Culinary</td>
<td>Maggi noodles</td>
</tr>
<tr>
<td></td>
<td>Maggi Shad-e-Magic</td>
</tr>
<tr>
<td></td>
<td>Maggi soup</td>
</tr>
<tr>
<td>Confectionary</td>
<td>Nestlé Munch Rolls</td>
</tr>
<tr>
<td>Breakfast Cereals</td>
<td>Nestlé Koko Crunch</td>
</tr>
<tr>
<td></td>
<td>Honey Gold Flakes</td>
</tr>
<tr>
<td></td>
<td>Corn Flakes</td>
</tr>
<tr>
<td></td>
<td>Milo Breakfast cereals (coming soon)</td>
</tr>
<tr>
<td>Dairy</td>
<td>Nido Fortified</td>
</tr>
<tr>
<td></td>
<td>Nido 2+, Nido 3+</td>
</tr>
<tr>
<td>Baby cereals</td>
<td>Lactogen</td>
</tr>
<tr>
<td></td>
<td>NAN, Cerelac</td>
</tr>
<tr>
<td>Beverages</td>
<td>Nescafe</td>
</tr>
<tr>
<td></td>
<td>Nescafe Alegria (Coming soon)</td>
</tr>
<tr>
<td></td>
<td>Nescafe 3 in 1, Coffee Mate</td>
</tr>
<tr>
<td></td>
<td>Nestea (Available to a few exclusive places)</td>
</tr>
<tr>
<td></td>
<td>Nes-frappe (Available to a few exclusive places)</td>
</tr>
</tbody>
</table>

Products of Nestlé in Bangladesh Categories

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<td>Maggi soup</td>
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<td>Breakfast Cereals</td>
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<tr>
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<td>Lactogen</td>
</tr>
<tr>
<td></td>
<td>NAN, Cerelac</td>
</tr>
</tbody>
</table>
### Beverages

- Nescafe
- Nescafe Alegria (Coming soon)
- Nescafe 3 in 1, Coffee Mate
- Nestea (Available to a few exclusive places)
- Nes-frappe (Available to a few exclusive places)

### SWOT analysis of Nestlé:

**Strengths**
- Market Leadership
- Diversified portfolio of brands
- Commitment in research and development

**Weaknesses**
- Overreliance on the mature market (U.S.) and a small number of distributors

**Opportunities**
- Emerging markets: India and China
- Increasing demand of healthier variants of chocolates
- E-commerce

**Threats**
- Loss of competitiveness to rivalries that expand into international markets
- Increasing entries of private labels
- Rising prices of major raw materials
2.8 Nestlé Professional’s Overview:

Nestlé Professional is one of the innovative business operations and also a key growth pillars for the Nestlé Group with a mission to provide creative beverage and food solutions for their Out of Home customers and corporate company.

Nestlé Professional combines the global thinking with the local tradition and understanding to make their creative beverage and food solution more worthy and acceptable to their valuable customer and making more possible for them. And they do these:

- Create beverages and systems that are reliable and profitable
- Improve and develop business solutions in partnership with their customers
- Research and analyze consumer preferences and trends
- Discover the Centre’s cutting-edge beverage solutions, including Nescafé Alegria, Nescafé Milano, Viaggi by NESCAFÉ, NESTEA, Vitality and others
- Market positioning, menu creation, promotions and culinary know-how
- Practical and ready-to-use tools to better manage operations
- Nutrition and healthy menu options, without compromising on taste
- Customized menu and food solutions

To achieve Nestlé ambitious growth targets, they need to develop, train and retain the right people and thus they have a global network of 10 000 passionate and committed professionals ever ready to serve their most demanding customers’ needs.
2.9 Nestlé Professional’s History:
In 2006 Nestlé found a business division name as Creation of Food Services Strategic Business Division to create more innovative way food service to customer, after 3 years in 2009 it became Nestlé Professional.

2.10 Nestlé Professional’s Goal:
Help our customers grow their businesses with our creative, branded beverage and culinary solutions.

2.11 Nestlé Professional’s Mission:
“To become an inspiring growth partner that delivers creative, branded food and beverage solutions enabling operators to innovate, and delight their consumers."

2.12 Nestlé Professional’s Vision:
“To deliver profitable solutions that enhance customers’ business in a collaborative, innovative environment which showcases our brands, passion, creativity and expertise.”

2.13 Nestlé Professional’s Objectives:

- Business Growth
- Customer Intimacy
- Product Solutions
- Image Enhancement
2.14 Nestlé Professional’s Brand Building:

2.15 Nestlé Professional’s Project:

Nestlé Professional currently deals with three concentration area. They are-

- **Touch & Feel:**
  Providing good services to the customer with the help of distributors.

- **Perfect Cup:**
  Introduced ‘Amra Korbo Joy’ where Entrepreneurship encourages contributing to our society.

- **Step Up:**
  Compact with Nescafé Alegria Machine.
2.16 Nestlé Professional’s Organogram:

- Mohammad Masum Uddin Khan
  Country Business Manager

- Alah Hossain Dhali
  Manager

- Shudhir Chandra Shaha
  Executive
  (Chittagong)

- Sakib Ahmed Chowdhury
  Senior Officer

2.17 SWOT Analysis Nestlé Professional:

**Strength**
- a. Brand value
- b. Skilled workforce
- c. On average people of Bangladesh spend 63% of their day time out of home.

**Weakness**
- a. Future profitability
- b. Investments in research and development
- c. Future competition
- d. High loan rates are possible

**Opportunity**
- a. New markets
- b. Income level is at a constant increase
- c. Venture capital

**Threat**
- a. Unexpected problems
- b. Rising cost of raw materials
- c. Growing competition and lower profitability
- d. Government regulation
### 2.18 Nestlé Professional’s Products:

<table>
<thead>
<tr>
<th>Product name</th>
<th>Price</th>
<th>Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Option Machine</td>
<td>Price: 26,000 BDT</td>
<td><img src="single_option_machine.png" alt="Image" /></td>
</tr>
<tr>
<td>Double Option Machine</td>
<td>Price: 52,000 BDT</td>
<td><img src="double_option_machine.png" alt="Image" /></td>
</tr>
<tr>
<td>Double Option Cold Machine</td>
<td>Price: 1,20,000 BDT</td>
<td><img src="double_option_cold_machine.png" alt="Image" /></td>
</tr>
<tr>
<td>Nescafé Classic</td>
<td>Price: 460 BDT</td>
<td><img src="nescafe_classic.png" alt="Image" /></td>
</tr>
<tr>
<td>Coffee Mate</td>
<td>Price: 425 BDT</td>
<td><img src="coffee_mate.png" alt="Image" /></td>
</tr>
<tr>
<td>Product</td>
<td>Price</td>
<td></td>
</tr>
<tr>
<td>------------------------------</td>
<td>--------</td>
<td></td>
</tr>
<tr>
<td>Nescafé Premix</td>
<td>500 BDT</td>
<td></td>
</tr>
<tr>
<td>Nescafé Premix Classic Bondhu Pack</td>
<td>5.50 BDT</td>
<td></td>
</tr>
<tr>
<td>Nestea</td>
<td>220 BDT</td>
<td></td>
</tr>
</tbody>
</table>
2.19 NESCAFÉ Alegria:

‘NESCAFÉ ALEGRIA’ has a smooth visual appearance that is more than good looks. It fits neatly into smaller spaces than other coffee machines and has designed to preserve the environment. Anyone can put it anywhere – on the desk, meeting room, reception area etc. This platform offers a complete menu of coffee beverages, from penetrating Espresso to stunningly layered Latte Macchiato. A choice of five beverages from one attractive blend of coffee and individual’s choice of ‘COFFEE-MATE’ creamer or fresh milk.

For Lattes and Cappuccinos, need to add ‘COFFEE-MATE’ creamer into the cup and NESCAFÉ ALEGRIA machine then warms and froths it directly in the cup to create delightful and smooth foam.

For the Nescafe Alegria, the Schedule is:

- 9am Americano – get the day going
- 2pm Espresso – an afternoon “pick me up”
- 4pm Latte Macchiato – almost done with the workday
- 7pm Cappuccino – a great after dinner treat
<table>
<thead>
<tr>
<th>Coffee Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Espresso</strong></td>
<td>It might be small, but it certainly packs a punch. The espresso is famed among coffee drinkers as a fast-acting “pick me up”. It has a superb full-bodied flavor and rich aroma of our unique coffee blend.</td>
</tr>
<tr>
<td><strong>Lungo</strong></td>
<td>A smooth and rich black cup, which is easy to drink, with a natural harmony between the flavors of Arabica with a touch of Robusta beans for balance. It is a great pleasure for coffee lovers.</td>
</tr>
<tr>
<td><strong>Americano</strong></td>
<td>An Americano is ideal for those who like black coffee but not too strong. With its authentic flavors and smooth aromas it is ideal to start the working day or to keep everyone going all day long.</td>
</tr>
<tr>
<td><strong>Cappuccino</strong></td>
<td>Perfect if one’s looking for a treat with a boost. NESCAFÉ ALEGRIA coffee will give one a sublime, frothy Cappuccino with rich aromas and flavors of the exquisite coffee blend aromatic and full bodied.</td>
</tr>
<tr>
<td><strong>Latte Macchiato</strong></td>
<td>A deliciously well-rounded, frothy Latte showing off its perfect layers in every cup. A enchanting, milky coffee, sure to please with its milder coffee notes, a perfect combination for those who search for a gentle boost.</td>
</tr>
</tbody>
</table>
Chapter 3
Job Description
**Job Description:**

**3.1 Internship Experience:**

I had to give a written exam and an oral interview for this internship opportunity. After joining Nestlé Professional I have never felt that I am doing my internship, it’s seem like a permanent job where I have got proper training, trained under some extra-ordinary leaders, practical working and lead a team who is really very aggressive for improvement. Basically everybody works 5 days in a week but Nestlé Professional’s work is 6 days in a week. Every Saturday, the Country Business Manager has given his personal time for meeting with the interns and he always try to share what he learns in his life relating to the career. Comparing with other departments with Nestlé, Nestlé Professional is totally different as in another department you are not that much flexible or independent to control any job. At the same time, Nestlé Professional gives you that real life opportunity which affects one’s life very skillfully if anybody really wants to learn. I have got exclusive training sessions which have not had before in the history of Nestlé Professional. Mohammad Masum Uddin Khan (Country Business Manager) teaches some

Topic entitled-

- Nestle Professional Bangladesh Business Update
- How to find out the Market potential
- Data Management of Machine and Outlet
- Customer Survey
- Ensuring the productivity of the DSR
- Negotiation Skill
- Market Root Plan
- Event Operations
- Street Business Operation/Tea-Bank Operation and Capturing Strategy
- Perfect Sales Call for DSR
Manager of Nestlé Professional, Mr Alal Hossain Dhali deals with the very practical leaning regards the policies, machine facilities and some financial issues such as-

Senior Officer Mr. Sakib Ahmed Chowdhury who is the champion of the Project “Amra Korbo Joy” has clarified the running projects details in both theoretical and practical manner just for example-
3.2 Job Responsibility:

Nestlé Professional believes in giving support and learning components for always learning purpose so they are encouraging interns in only one project but also having knowledge of all of them. As they have three projects so job rotation is sometimes on. I am one of the trainee officers of the project ‘Touch & Feel’ in which individual distributor house serves customer to fulfill the motto of ‘Nestlé Professional’. 63% of Bangladeshi people are taking their food out of their home and capturing that market and satisfy the customers with appropriate service like taking order from them, on time delivery and servicing are basically distributors work. I am the trainee officer of ‘Safe Water’ held on Mohakhali DOHS from where the works are done. Over there, I have run a team of 19 people who engage with Nestlé Professional. Every month they have got a target from Nestlé Professionals and get the job done within the time. Additionally, the head of Nestlé Professional-Mohammad Masum Uddin Khan (Country Business Manager) consigned me to deal with some online venture where we can promote our new coffee machine named ‘Alegria’. For this purpose I have contact with several online site like kaymu.com, e-prothomalo.com and many others to know about their process for marketing on the internet.

Leaning Outcome

There are no windups of learning and I perceive this from Nestlé Professional. Along with good training I have some learning outcome. For instance-
3.3 Personal Observation:

Asia-Australia-Africa regional head Mr. Nandu Nandkishore has visited Bangladesh some days before and he draws a book’s figure and explain that one must do work the common area given below:

Anybody needs passion to do his/her work and mental satisfaction is most important issue. In addition, Transparency is also needed for clear communication. Sakib Ahmed Chowdhury is my supervisor and he told me about one quote of Sun Tzu and that is “If words of command are not clear and distinct, if orders are not thoroughly understood, then the general is to blame. But, if orders are clear and the soldiers nevertheless disobey, then it is the fault of their officers.”

Another learning, is not to do all works together, finish one first then go to another. Most importantly, it will be good if any person has distress in his mind for his work, then he or she will be much more active to do better.
Chapter 4
Digital Marketing of Nescafé Alegria
4.1 Digital Marketing of Nescafé Alegria:

Nescafé Alegria is the premium coffee machine introducing the corporate house in Bangladesh. It is premium because of its-

Before starting it’s selling, Nestlé Professional had stated to plan the entire business from the very beginning and emphasis on each and every small issue. The price of the machine is 15,000 BDT and the Alegria Coffee price is 1200BDT. The potential customers for this machine are basically the CEO or managing Directors whose salary range should be 1, 50,000BDT. To scrutinize, Nestlé Professional does-

✓ Survey the number of office in Dhaka City
✓ Survey the potential restaurant in Dhaka City
✓ Free campaign on American Club and Bashundhara Convention Hall
✓ Testing the machine in office
✓ Giving a machine to Grameen Phone and getting feedback

In the edge of rapid growth of internet, it’s better to promote product on internet as now-a-days everybody has a smartphone. As a result, everyone have a look on the product and knows about it very easily.
4.2 Background Strategy:

- **MARKETING ON THE INTERNET:**
  Marketing on the internet is known as ‘Internet Marketing’, ‘Web Marketing’, and ‘Digital Marketing’. Internet marketing and online advertising exertions are usually used in aggregation with traditional types of offline advertising like radio, television, newspapers and magazines. It is actually talking about advertising and marketing efforts that use the network and email to drive direct sales via electronic commerce. It refers to a set of influential implements and procedures used for promoting products and services through the Internet.

- **IMPLICATION:**
  Marketing on the internet contains a broader range of marketing elements than traditional business marketing attributable to the additional channels and marketing mechanisms available on the internet.
  For the marketing on internet of ‘Nescafé Alegria Machine’, I have chosen Affiliate Marketing, Online Advertisement, Search Engine Marketing, Social Media Marketing and E-mail Marketing.

  **✓ Affiliate Marketing:**
  Affiliate marketing follows when advertisers organize third parties to generate potential customers for them. Third-party affiliates receive payment based on sales generated through their promotion. Now-a-days kaymu.com has been growing rapidly.

## kaymu.com
Rocket internet has started in 2004 by serial entrepreneurs Alexander, Marc & Oliver Samwer. It is incubated more than 100 fast growing online companies all over the world since inception. There are currently 25+ international branch offices on all 5 continents from Africa to South East Asia. It has successfully operated by a highly talented team of Business Development, Operations, IT and Online experts. Currently it has 15,000+ employees in
more than 60+ start-ups around the world. Kaymu.com is one of the successful business models in the world.

Kaymu.com offers the very first customer 1 month free trial contract after having pictures of products with product details. After the 1 month of trial period, any company can get registered with appropriate agreement basis and deal with their product at Kaymu.com. After getting the fully authentication, ‘Nestlé Alegria Machine’ representative can easily do just like an owner. For example-
1. **Log on**

   ![Login Screen]

   Provide Password: kaymu123

   Click on: Login

2. **Check the sales**

   ![Sales Screen]

   Click on: My Sales
3. Go to Pending Dispatch tab directly

4. See buyers details

You can see buyer’s details by clicking on buyer’s username
5. Confirming buyer whether products will be delivered or not

You can see buyer’s details by clicking on buyer’s username.

6. Contact with buyer through email by using ‘Contact buyer’ option

You can also contact the buyer through email by using ‘Contact buyer’ option.
7. **Send direct email to buyers by using message box**

8. **Can only cancel the order when there is no stock, but need to inform customer service first.**
8. Most importantly all order will be cancelled automatically if seller does not react within 48 hour.

9. Representative needs to send product within 48 hour and click on Confirm Dispatch button. Otherwise order will be cancelled.

Click on Confirm Dispatch after you have sent your product. Then a window will appear.
10. *The delivery conducted by these delivery partners.*

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Contact Name</td>
<td>Phone Number</td>
<td>Email Address</td>
<td>Zone1</td>
<td>Zone2</td>
<td>Zone3</td>
</tr>
<tr>
<td>4</td>
<td>DELEX Delivery</td>
<td>Mr. Razin Mahmud (MD/MD)</td>
<td>01896612484 (Available)</td>
<td><a href="mailto:mraza@gmail.com">mraza@gmail.com</a></td>
<td>50 Taka COD within Dhaka</td>
<td>No delivery in Gazipur for time being</td>
</tr>
<tr>
<td>5</td>
<td>FOUR STARS</td>
<td>Aman</td>
<td>1759357600</td>
<td>n/a</td>
<td>50 Taka COD within Dhaka</td>
<td>70 Taka - COD, Sylhet, Chattogram, Rajshahi etc.</td>
</tr>
<tr>
<td>6</td>
<td>JAKHAN TAKHAN EXPRESS</td>
<td>Mr. Rubel</td>
<td>1747531724</td>
<td><a href="mailto:mainul.anshan.asli@gmail.com">mainul.anshan.asli@gmail.com</a></td>
<td>Dhaka City COD - 55 Taka</td>
<td>80 Taka - Dhaka Suburbs</td>
</tr>
<tr>
<td>7</td>
<td>Road Runner</td>
<td>Farnah Tasnim</td>
<td>1957700522</td>
<td><a href="mailto:farnah_tasnim@yahoo.com">farnah_tasnim@yahoo.com</a></td>
<td>80 Taka COD</td>
<td></td>
</tr>
</tbody>
</table>

✓ **Online Advertising:**

Internet based advertising or online advertising is one of the key part of growth of the digital marketing strategy for most organizations and corroborate the business models of digital publishers and online business. In this special report we cover the recent developments and the research about the size of the sector like full stories, data and videos on click-through. Bikroy.com, e-prothomalo.com and e-kalerkantho details are discussed below-
Its mission is to help people in Bangladesh to make great deals, but creating by far largest and most easy-to-use online marketplace.

The advertisement details for Nestlé Alegria machine is given below showing the demo-
### Leaderboard (on search page)

<table>
<thead>
<tr>
<th>Categories</th>
<th>Page views / Month</th>
<th>Rate / Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>First listing</td>
<td>1,020,000</td>
<td>250,000</td>
</tr>
<tr>
<td>Mobile phones</td>
<td>340,000</td>
<td>75,000</td>
</tr>
<tr>
<td>Other electronics</td>
<td>1,710,000</td>
<td>160,000</td>
</tr>
<tr>
<td>Cars &amp; vehicles</td>
<td>1,080,000</td>
<td>160,000</td>
</tr>
<tr>
<td>Property</td>
<td>630,000</td>
<td>100,000</td>
</tr>
<tr>
<td>Jobs</td>
<td>300,000</td>
<td>60,000</td>
</tr>
<tr>
<td>All other</td>
<td>1,060,000</td>
<td>125,000</td>
</tr>
</tbody>
</table>

### Skyscraper (on search page)

<table>
<thead>
<tr>
<th>Categories</th>
<th>Page views / Month</th>
<th>Rate / Month</th>
</tr>
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<tbody>
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<tr>
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<td>340,000</td>
<td>50,000</td>
</tr>
<tr>
<td>Other electronics</td>
<td>1,710,000</td>
<td>87,500</td>
</tr>
<tr>
<td>Cars &amp; vehicles</td>
<td>1,080,000</td>
<td>87,500</td>
</tr>
<tr>
<td>Property</td>
<td>630,000</td>
<td>62,500</td>
</tr>
<tr>
<td>Jobs</td>
<td>300,000</td>
<td>37,500</td>
</tr>
<tr>
<td>All other</td>
<td>1,060,000</td>
<td>87,500</td>
</tr>
</tbody>
</table>

Banners will be live on both Bangla and English version of Bikroy.com.
All prices are in BD/N and exclusive of 15% VAT.

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**Mobile Banner**

Dimensions: 320 x 50 px

Effective way to reach potential customers on the go. This rectangle placement positioned on the Mobile site has a high reach throughout the country, from villages to large cities.
Square
Dimensions: 250 x 250 px

An effective way to reach a target audience. Choose your placement from our main categories such as Mobile Phones, Property or Jobs.

Skyscraper
Dimensions: 160 x 600 px

A cost efficient placement on our search result page with high reach. Great for brand building.
Leaderboard
Dimensions: 728 x 90 px

Strategically positioned below the search bar the leaderboard is viewed by almost every user of the site. A good choice if you want to build brand awareness.
Prothom Alo is one of the leading corporate houses of Bangladesh. Moreover, its daily newspaper “Prothom Alo” published from Dhaka in Bengali language. The online service is now become popular and more accessible for all over the world. The online services are in different form like:

- **Web Site:**
  The online portal of Prothom Alo ([www.prothom-alo.com](http://www.prothom-alo.com)) is one of the popular Bangladeshi Web site in the world. Over 1.6 million visitors from 200 different countries and territories across the world with 60 million page accesses this portal per month.

- **The e-paper:**
  E-prothom Alo ([www.eprothomalo.com](http://www.eprothomalo.com)) is the Number 1 e-paper Web site of Bangladesh. 160 countries, 465 thousand visitors access this web site and each of the visitors stays for 20 minutes on an average.

- **Facebook:**
  Till October ‘13, 768 thousand people are following “prothom Alo” newspaper through Facebook.

- **Prothom Alo Blog:**
  Prothom Alo Blog ([www.prothom-aloblog.com](http://www.prothom-aloblog.com)) provides a platform where thousands of bloggers share their constructive thoughts on various contemporary issues.

- **Prothom Alo App:**
  Nearly 700 thousand Prothom Alo app for smart gadgets has been downloaded till October ’13.
## বিজ্ঞাপনের নতুন মূল্য তালিকা

(১ জুলাই ২০১৪ থেকে কার্যকর)

<table>
<thead>
<tr>
<th>পণ্য পর্যায়</th>
<th>পণ্য নাম</th>
<th>মূল্য (টাকা)</th>
<th>পরিমাণ (টাকা)</th>
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<td>পরিচিতি পণ্য (এপি)</td>
<td>২০০০০ টাকা</td>
<td>২০০০০ টাকা</td>
</tr>
</tbody>
</table>

* জুলাই ২০১৪ থেকে টাইটাইমে আরও একক পণ্য তালিকা প্রস্তুত হবে।

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### যোগাযোগ

**প্রথম আলো, বিজ্ঞাপন বিভাগ**

১৩০ কবি নজরাল ইসলাম এলাকার, কাদাওয়াল বাজার, চট্টগ্রাম ২২১২।

ওয়েবসাইট: [www.prothomalo.com](http://www.prothomalo.com)

এবং [www.prothom-alo.com](http://www.prothom-alo.com)

ফোন: ১৯২২২২, ১২২২২২, ১২২২২২, ১২২২২২, ১২২২২২, ১২২২২২, ১২২২২২, ১২২২২২।

ফোন: ১২২২২২২,।

এবং [advertising@prothom-alo.info](mailto:advertising@prothom-alo.info)

ওয়েবসাইট: [www.prothomalo.com](http://www.prothomalo.com)
To advertise in this renowned e-newspaper, Nestlé Professional just needs to select the eligible place to put the advertisement so that people will get to know about their ‘Nescafé Alegria Machine’.

इ-कालेर कঁট :

✔ Kaler Kantho:
Kaler Kantho is one of the most popular Bengali newspapers in Bangladesh. Its daily print run is over 280,000 copies, along with hard copy they also provide online service through:

✔ Web Site:
The portal of kaler Kantho (www.kalerkantho.com) publish daily news and also arrange online poll “Jonomot Jorip” and provide the old copy of kaler kontho.

✔ Facebook:
Kaler Knatho maintains a social connection through facebook and they have more than sixty two thousand likes in facebook page. They post most viewed and breaking news in this facebook page.

The advertisement details are given below showing the exact location in the newspaper. The advertisement is shown to people for 7days.
প্রিয়াঙ্কা ট্রুলাদ হাই হিলের জুতো
কাজের কাঠ বনানো

প্রিয়াঙ্কা ট্রুলাদ হাই হিলের জুতো দেখে পথে পথে অফিস থাকার সময় পার্কে, বস্তুটি প্রিয়াঙ্কা ট্রুলাদ হাই হিলের জুতো দেখে পথে পথে অফিস থাকার সময় পার্কে দেখে পথে পথে অফিস থাকার সময় পার্কে, বস্তুটি প্রিয়াঙ্কা ট্রুলাদ হাই হিলের জুতো দেখে পথে পথে।

প্রিয়াঙ্কা ট্রুলাদ হাই হিলের জুতো দেখে পথে পথে অফিস থাকার সময় পার্কে, বস্তুটি প্রিয়াঙ্কা ট্রুলাদ হাই হিলের জুতো দেখে পথে পথে অফিস থাকার সময় পার্কে, বস্তুটি প্রিয়াঙ্কা ট্রুলাদ হাই হিলের জুতো দেখে পথে পথে।

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## কালের কর্তা

### Online Advertisement Rate

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Size</th>
<th>Rate (/=)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner</td>
<td>1000 x 90 px</td>
<td>400,000</td>
</tr>
<tr>
<td>First Banner-1</td>
<td>313 x 60 px</td>
<td>100,000</td>
</tr>
<tr>
<td>First Banner-2</td>
<td>313 x 60 px</td>
<td>100,000</td>
</tr>
<tr>
<td>First Banner-3</td>
<td>313 x 60 px</td>
<td>100,000</td>
</tr>
<tr>
<td>2nd Banner-1</td>
<td>313 x 60 px</td>
<td>75,000</td>
</tr>
<tr>
<td>2nd Banner-2</td>
<td>313 x 60 px</td>
<td>75,000</td>
</tr>
<tr>
<td>2nd Banner-3</td>
<td>313 x 60 px</td>
<td>75,000</td>
</tr>
<tr>
<td>3rd Banner-1</td>
<td>313 x 60 px</td>
<td>50,000</td>
</tr>
<tr>
<td>3rd Banner-2</td>
<td>313 x 60 px</td>
<td>50,000</td>
</tr>
<tr>
<td>3rd Banner-3</td>
<td>313 x 60 px</td>
<td>50,000</td>
</tr>
<tr>
<td>First category Banner</td>
<td>658 x 60 px</td>
<td>75,000</td>
</tr>
<tr>
<td>2nd category Banner</td>
<td>658 x 60 px</td>
<td>50,000</td>
</tr>
<tr>
<td>3rd category Banner</td>
<td>658 x 60 px</td>
<td>50,000</td>
</tr>
<tr>
<td>Sidebar Double</td>
<td>313 x 250 px</td>
<td>100,000</td>
</tr>
<tr>
<td>Sidebar Single</td>
<td>313 x 150 px</td>
<td>50,000</td>
</tr>
<tr>
<td>Category Banner (half)-1</td>
<td>313 x 60 px</td>
<td>30,000</td>
</tr>
<tr>
<td>Category Banner (half)-2</td>
<td>313 x 60 px</td>
<td>30,000</td>
</tr>
<tr>
<td>Bottom Banner</td>
<td>1000 x 90 px</td>
<td>100,000</td>
</tr>
<tr>
<td>Sidebar Double on single page</td>
<td>313 x 250 px</td>
<td>100,000</td>
</tr>
<tr>
<td>Sidebar Single on single page</td>
<td>313 x 150 px</td>
<td>75,000</td>
</tr>
<tr>
<td>Full Banner above on single page</td>
<td>658 x 60 px</td>
<td>100,000</td>
</tr>
<tr>
<td>Full Banner below on single page</td>
<td>658 x 60 px</td>
<td>100,000</td>
</tr>
</tbody>
</table>
✓ Search Engine Marketing:

Search engine optimization gives cost effective ways to drive audiences and paid search engine advertising guarantees immediate customers for whatever phrases that need. Frequently, companies direct a small share of their efforts and budgets to domain names and search engine strategies like search engine optimization (SEO).

The ultimate building blocks of search engine marketing are:

1) **Keywords and Labels:**
   Longsuffering searcher behaviors - pages/documents actually seem at the top of search programs based on searcher goals and performances

2) **Accessibility and Navigation:**
   It includes information architecture, design, layout, technical format which has an accessible site steering scheme and URL structure that search engines can edge
   Authentication in the form of objective, third party link development and social signals
Marketing on the Internet of Nestlé Professional

Search results for "nescafé alegria"
- nescafé alegria coffee machine
- nescafé alegria north america home page
- nescafé alegria coffee machine review
- nescafé alegria coffee and beverage solutions
- nescafé alegria
- nescafé alegria coffee
- nescafé alegria for sale
- nescafé alegria a510
- nescafé alegria commercial

Google search results for "Alegria coffee machine"
- alegria coffee machine
- alegria shoes
- alegria shoe shop
- alegria sandals

Search results for "Coffee Machines - OLX.com.bd"

Home | Nescafé Alegria Welcome
https://www.nescafe-alegria.com/
Welcome to the official Nescafé Alegria website. Keep your workforce motivated with beautiful tasting coffee.
Register - Machine - Meet your Office Barista - Coffee

Machine | Nescafé Alegria
The Nescafé Alegria is built to make great coffee. It even makes coffee fun.
✓ **Social Media Marketing:**

Social media is the key to share message and connect to customer's social networks. In addition, product branding through tagging and sharing Facebook, twitter, linked in have revolutionized social media, and changed the way marketers communicate.
Promotion on Facebook

Subscribing Youtube Nescafé Alegria
E-mail Marketing:

E-mail marketing is sending an email solely to communicate a promotional message. Nestlé Professionals try to collect a list of customer or prospect email addresses to send direct promotional messages. They can send e-mail marketing messages to their LinkedIn connections and to other LinkedIn users who accept messages outside their own connections using three basic messaging methods-

a) Basic messaging inbox:

The basic messaging inbox permits one to send messages to one or more connections.

b) Group announcements:

Group announcements allow individuals to e-mail the members of LinkedIn group.
Conclusion:

The dragonfly having four wings signifies the importance of integrated effect and is parallel to the wrinkle effect. ‘Dragonfly Effect’ shows how synchronized ideas can be used to create rapid transformations through internet with Focusing, Grabbing the Attention, Engagement and Taking Actions. Nestlé professionals started focusing to grab attention for big engagement of only Dhaka city people and take some valuable actions for marketing on internet of Nescafé Alegria machine which has great coffee, made easy and undoubtedly “A premium taste that enhance your sophistication with a glint”.

Prepared By | Faria Simir Mridula
Findings & Recommendation:

Till date there is no other flexible and small sized coffee machine has offered to any kinds of corporate houses or any commercial purpose in Bangladesh. Nestlé Professionals ‘Step Up’ project is dealing with this Alegria machine. Without any kinds of calculation and experiment, this project will not go in a long run. Fortunately, to achieve the key of success in this project Nestlé Professionals is doing a lot of home-work. Internet is very powerful to engage a good number of people. So a good recommendation is to follow the dragonfly effect to prosper in this project. The dragonfly effect is quick, effective and fast way to use marketing on the internet. The method relies on four essential skills-
Reference:

1. Internet marketing


2. Newspaper banngladesh


3. Prothom Alo

   (From Wikipedia, the free encyclopedia, http://en.wikipedia.org/wiki/Prothom_Alo)

4. Nescafé Alegria


5. The DragonFly Effect

   (By- Jennifer Aaker, Andy Smit,
   http://books.google.com.bd/books?id=iynakyn3G5cC&pg=PA145&lpg=PA145&dq=dragonfly+effect+definition&source=bl&ots=stOzHZfZd&sig=rSWZg9De0OH5CiD rVzOsf20kMXo&hl=en&sa=X&ei=Z_8NVO_YJsr-8QXf7YGgAQ&sqi=2&ved=0CEAQ6AEwBA#v=onepage&q=dragonfly%20effect%20definition&f=false)