

Internship Report on Nestlé Bangladesh Ltd.



Course: BUS400

Submitted to

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Inspiring Excellence

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Subject: Submission of Internship report on Nestlé Bangladesh Limited.

Dear Sir,

I am Rubaet Rahman, student of BRAC Business School. It is a great pleasure to present to you my internship report after working for 3 months with Nestlé Bangladesh Ltd.

This is the final internship report for the course BUS 400. I have given detailed information about the core activities I have executed during my internship period and also have tried to relate the work activities and learning experience as much theoretical knowledge as possible. I would like to thank you for guiding me throughout the semester. I earnestly hope that the report will meet the standards that the institute has set for us. Despite many limitations that I had to confront, I have to put my utmost effort to make this report accurate and reliable as possible.

Thank You

Sincerely Yours

Rubaet Rahman

11204058

BRAC Business School

Acknowledgement:

At first I express my deep acknowledgment and sincere thanks to Almighty ALLAH for providing me sufficient strength to make this report successfully and also my respected advisor Mohammad Rezaur Razzak Sir for his valuable guidance. Also, the co-operation of my internship supervisor Ferdoush Khan, who guided me properly to get the information, along with the other members of Nutrition department was truly appreciable. Then comes the contribution made by all those my intern colleague who helped me a lot during my internship period. Without their valuable input, this report could not have been successful. I also want to extend my greatest thanks to all those who are associated and contributed in this work.

Executive Summary:

Globally Nestlé is a truly public company with over 250'000 shareholders of which around one third are Swiss. No single shareholder owns more than 3% of the stock. As the world's leading nutrition, health and wellness company, Nestlé is the worldwide leader in various product category. Over the past years it has concentrated on furthering organic growth and performance improvement.

At the very fast, this report provided a short overview on Nestlé global and Nestlé Bangladesh Limited beside with business vision and mission. The second part is about short description on Nestlé Nutrition department. The third part is about my learning, experience, observation along with my duties and responsibilities that I performed as an intern in Nestlé Nutrition department. I wrote there what I have done in these three months. I tried to provide small descriptions of every job I performed there last three months. In last part I have finished my report expressing my thankfulness towards the organization and concluded with the references.

List of Abbreviations:

NNI = Nestlé Nutrition Institute

SHSH = Stay Healthy Start Healthy

PR = Purchase Requisition

PO = Purchase Order

OMP = Operational Master Plan

IF = Infant Formula

FA = Final Artwork

NCE = Nestlé Continuous Excellence

GUM = Growing Up Milk

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Chapter 01: About Company

1.1 Company Overview:

Nestlé is a Swiss multinational food and beverage company headquartered in Vevey, Switzerland. According to DuBois (2011), Nestlé is the biggest food company in the world measured by revenues with a market cap of roughly 191 billion Swiss francs -- which is more than 200 billion U.S. Dollars, and it is ranked #72 on the Fortune Global 500 in 2014.

Nestlé was founded in 1866 by Henri Nestlé, a German pharmacist, who to save the life of a neighbour's child launched a food product called the "Farine Lactée Nestlé" which was a combination of cow's milk, wheat flour and sugar. In 1905, Anglo-Swiss Condensed Milk Company, founded by Americans Charles and George Page, merged with Nestlé for expansion. The company grew significantly during the First World War and again following the Second World War by expanding its offerings beyond its early condensed milk and infant formula products. The company has made a number of corporate acquisitions such as Crosse & Blackwell in 1950, Findus in 1963, Libby's in 1971, Rowntree Mackintosh in 1988, and Gerber in 2007. Today Nestlé has more than 2000 brands worldwide with a wide range of products including coffee, bottled water, milkshakes and other beverages, breakfast cereals, infant foods, performance and healthcare nutrition, seasonings, soups and sauces, frozen and refrigerated foods, and pet food (Nestlé).

1.2 Mission:

While Nestlé's mission is to be the world's leading nutrition, health and wellness Company, Nestlé Bangladesh has set its target which aligned with Nestlé's mission of "Good Food, Good Life" by providing consumers with the best tasting, most nutritious choices in a wide range of food and beverage categories and eating occasions, from morning to night.

1.3 Vision:

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.

1.4 Nestlé Bangladesh Ltd:

The world's largest food and nutrition company Nestlé started its first commercial operation in Bangladesh in 1994 (bangaladeshiwebdirectory.com). In 1998, Nestlé Bangladesh became a fully owned subsidiary of Nestlé S.A. (South Asia) as Nestlé S.A. took over the 40% remaining share from Nestlé Bangladesh's local partner, Transcom group. Currently Nestlé Bangladesh Ltd. has only one factory which is situated at Sreepur, 55 km north of Dhaka. Products like instant noodles, cereals and repacks milks, soups, beverages and infant nutrition products are being produced in this factory. Nowadays, Nestlé Bangladesh Ltd. is a strongly positioned organization. The Company will continue to grow through its policy of constant innovation and renovation, concentrating on its core competencies and its commitment to high quality, with the aim of providing the best quality food to the people of Bangladesh.

Chapter 02: About Nutrition Department:

2.1 Nutrition Department:

The nutrition department contributes the highest in terms of sales and revenues, and also holds the highest market share in the nutrition sector in comparison to its competitors such as Biomil, My Boy, Horlicks, Dano, Baby Care, Nactalia and others. The success behind this department owes to the Nutrition Director of Nestlé, Luke John Gomes, who has been driving the department to the highest ladder of success through his distinctive strategies and the unremitting commitment, hard-work and support of the nutrition team.

Johnson explains that the departmentalization process results in groupings of functional areas, divisions or teams. Nestlé uses a functional organizational structure where people with similar knowledge and skills are grouped together. This makes it possible for employees to become specialists in their field. The Nutrition department has been divided into four teams – Performance Development Team, Field Operation Team, Scientific Affairs & Compliance Team and Marketing Team. The backbone of this whole department is the Area Nutrition Officers/Nutrition Officers from the Field Operation Team who execute the BTL campaign. The purpose of this campaign is to build brand awareness and drive sales through specific offers/promotions (Wikipedia.org). Since infant formula or baby food products for children under the age 5 cannot be promoted under BMS and WHO Code, the field operation team cannot communicate with the target customers (mothers) and therefore through BTL campaign the team targets the health professionals as our target customers make purchase decision based on expert opinion.

This team is supported by supported by Performance Development Team which trains and develops them how to convince or deal with the Health Care Professionals. Scientific Affairs & Compliance Team provides them with all the scientific information that should be disseminated to the health professionals and make sure that their activities are within the compliance. Then there is Marketing Team who has overall responsibility for growing revenue, increasing market share and contributing to company growth and profitability (Ian Linton). The key responsibility of Nutrition Marketing team is to create demand on consumer's end and

increase consumer engagement through execution of various activities and continuously coming up with new marketing strategies without violating the BMS and WHO Code.

The diagram below illustrates how the entire Nutrition Function supports the field area operation team:

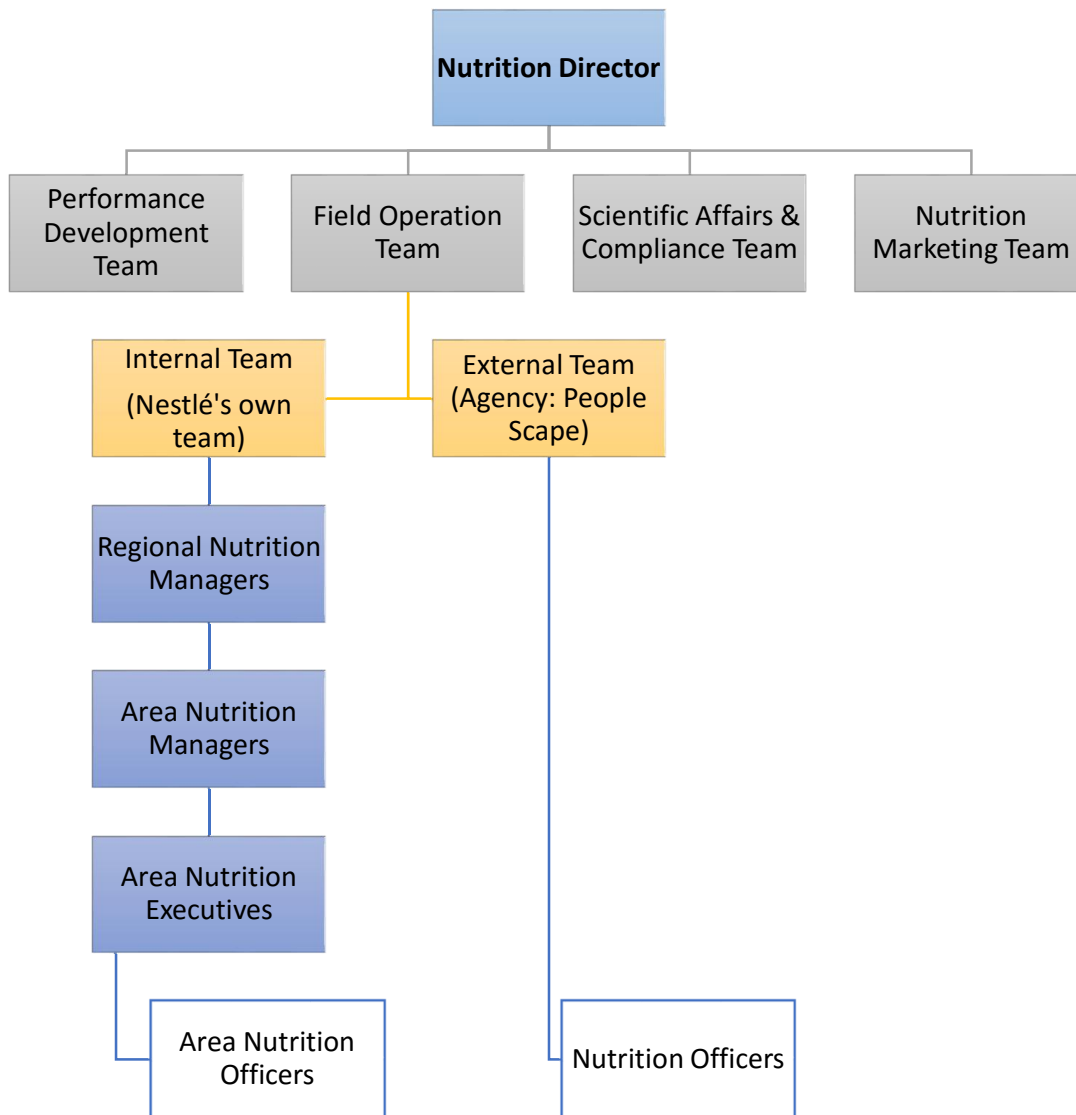


Figure 1: Hierarchy of Nutrition Department

2.2 Role of Nutrition Department:

The role of the Nutrition Department is not only to make available nutrition products but also to promote an understanding and practice of the science of nutrition for the enhancement of the physiological and social well-being of the target group such as mothers and their infants, primarily through research, education and product safety.

2.3 Goal of Nutrition Department:

The goal of nutrition department is “Together, nurturing a healthier generation.” The department believes that Nestlé alone cannot create a healthier generation; to achieve the goal support from multidimensional sectors are needed such as mother, father, friends and family, workplace, health professionals, NGOs and so on. Therefore, Nestlé Nutrition works towards aligning all the sectors through their strategic planning to accomplish their goal.

2.4 How Goals are Achieved?

The goal of the department is achieved through strategic planning strategic planning with the help of Nestlé Continuous Excellence. Strategic planning is an organizational management activity that is used to set priorities, focus energy and resources, strengthen operations, ensure that employees and other stakeholders are working toward common goals and outcomes/results, and assess and adjust the organization's direction in response to a changing environment (Balanced Scorecard Institute). Nestlé Nutrition Department follows a system approach to carry out its strategic planning effectively; it's called “Nestlé Continuous Excellence” (NCE) which vision is zero waste, one team and 100% engagement. Through this approach the department tries create a positive gap against the competition.

NCE helps to keep the department on track and employees focused on the future. It has been designed in a chart form keeping short-term goals in mind, and placed in front of each desk providing a direction to the employees what needs to be achieved and how they need to be achieved.

A sample has been provided in figure 02 with details below for better understanding.



Nestlé Continuous Excellence													
Key Priorities	Targets & Drivers	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Delight Consumers	What to achieve?	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month
	*Target												
	How to achieve?	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month
	*Activities that ensure what consumers value												
Build Brand Image	What to achieve?	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month
	*Target												
	How to achieve?	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month
	*Activities that ensure business development												
Deliver Competitive Advantage	What to achieve?	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month
	*Target												
	How to achieve?	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month	Targets of the month
	*Activities that Ensure the best offer on shelf												
Excel in Compliance	Ensuring all the activities are within the compliance	Approval received from the mandatory authorities	Approval received from the mandatory authorities	Approval received from the mandatory authorities	Approval received from the mandatory authorities	Approval received from the mandatory authorities	Approval received from the mandatory authorities	Approval received from the mandatory authorities	Approval received from the mandatory authorities	Approval received from the mandatory authorities	Approval received from the mandatory authorities	Approval received from the mandatory authorities	Approval received from the mandatory authorities
Review		Review Quarterly				Review Quarterly				Review Quarterly			

Figure 2: Nestlé Continuous Excellence

Key Priorities:

It means identify what's important to the department. Nestlé Nutrition Department has 4 key priorities – delighting consumers which focuses on ensuring what consumers value; building brand image which focuses on ensuring business development; delivering competitive advantage which focuses on ensuring the best offer on the shelf; excelling in compliance which focuses on ensuring all the activities are executed within the compliance. These priorities set a direction for the department to achieve its mission.

Targets:

It means what they must achieve at the end of the year. Here expected objectives are mentioned that clearly state what the department must achieve to address the priority issues.

Drivers:

A driver is most commonly a factor that contributes to the growth of a particular business (Investor Words). It is a list of activities that need to be executed in order to achieve the targets set by the department.

Calendar:

Then activities are further broken down and allocated to each month starting from January to December. Beside each activity the name of that person will be mentioned who will be accountable for that particular activity.

Review:

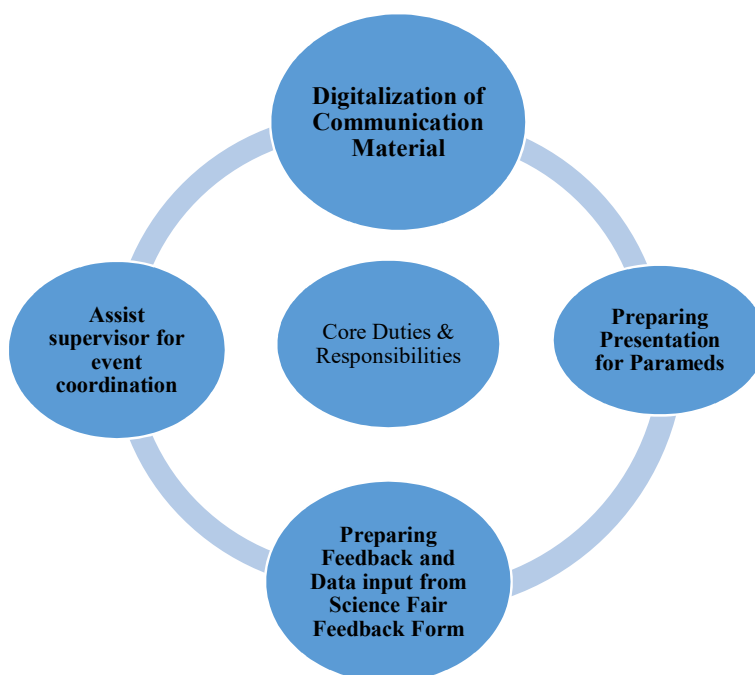
To ensure the plan performs as designed, the department director holds regularly scheduled formal reviews of the process and refine as necessary. He conducts quarterly review session with the whole team to ensure the activities are being executed and the targets are being achieved within the due time.

This is how Nestlé Nutrition Department gets to where they want to go. The strategies, action plans and budgets all framed in a chart communicates how effectively the department has allocated time, human capital, and money to address the priority issues and achieve the defined objectives and eventually the goal of the department.

Chapter 03: About Duties, Learning and Observation

3.1 Duties & Responsibilities:

The following are the duties and responsibilities I have performed in the Nutrition Marketing Department:



3.1(i) Digitalization of Communication Material:

One of my major responsibilities is looking after the NNI Communication Material & Science Fair Communication Material which is a part of communication material for Doctors and nurses. The purpose of this material is to both attract and retain Doctor-Parameds by consistently creating and distributing relevant and valuable content for their profession through our field officers. Basically through this Communication Material, we communicate with our target doctors and create knowledge sharing platform for creating a healthier generation. What I have learnt is if you deliver information instead of pitching your products or services, it makes your customers more intelligent. As a result, they ultimately reward us with their business and loyalty.

Since the communication material is a creative and technical, the Nutrition Department has outsourced the service from “Protishobdo” a creative agency and “Analyzezen” a digital agency, to make the communication application successful. From our study we learn that outsourcing farming out of services to a third party for increased efficiency, to focus more on core competencies, to achieve innovation and so on.

The tasks that I do to make the communication application successful are given below:

1. **Content Creation:** One of our winning strategies of communicating with our target customers is proper information through which we ensure Doctors-nurses engagement. Thompson (2014) suggests that higher degrees of engagement mean a deeper commitment, more time, more emotion and more of a relationship. So, I make sure the activities are done within the due time to ensure higher degree of respondent engagement.

As one of our key priorities is excel in compliance, we ensure the authenticity of the information during the content creation stage which means no information is disseminated without any valid referencing. So, what my responsibility is when I receive the first version of content, I cross-check the entire content to make sure content is error-free such as no grammatical, spelling, sentence structure and punctuation mistakes. The next step is I collect the required references from the agency to ensure the validity of the information. Once it is prepared, then I forward it to the line manager after whose approval, the agency starts preparing the final output.

2. **Content Approval:** The second stage is getting approval from the top authorities. Once the final output is ready, I once again cross-check the entire content and run for approval from senior authorities – Brand Manager, Legal Specialist, and Nutrition Director. If they are satisfied with the final output’s appearance and validity of the information, they write “ok” along with their signatures in the approval box (figure:2) and if they suggest changes, then I have to contact with the agency and make sure the third version is ready as per the suggestions given in the approval box. Then once again I have to run for approval and make sure there is “ok” comment and signature from each authority. The procedure is lengthy but the purpose is to protect the brand image as well as company’s image and ensure brand building and consumer satisfaction.

Brand: NNI					
Description: Science Fair Communication Material					
Brand Manager: Shamina Zaman					
Function	Content for Approval	Comment	Date In	Date Out	Sign
Brand Manager*	Creative/Content/ Regulations/Factual information				
Scientific Advisor*	Scientific Content/Claims				
National Field Operations Manager	Application field				
Performance Development Manager	Regulatory mandates				
Legal Manager*	Legal aspects				
Nutrition, Health & Wellness Specialist*	Nutritional content/Nutritional claims				
Scientific Relationship Manager*	Code compliance (Local/WHO)				
Marketing Manager	All mandatory signatures				
*Mandatory signatures					

Figure 3: Approval Format of Communication Material

3.1(ii) Preparing Presentation for Parameds:

"Nestlé Start Healthy Stay Healthy" is the first 1000 days of a baby's life - from conception of pregnancy to his/her 2nd birthday. This initiative aims at generating awareness and educating them about right nutrition during this crucial period, which can have a direct impact on a child's mental as well as physical ability to learn and grow. The First 1000 days lay the foundation of a healthier life for the babies. The awareness is spread through various mediums such as nutrition science fair, Parameds training program etc. I prepared Bangla power point presentation for Parameds training program basis on provided information.

3.1(iii) Assist supervisor for event coordination:

According to Williams, with large events, such as weddings, conferences or corporate parties, an event coordinator is invaluable. The coordinator takes care of the details, freeing others up to socialize, network and enjoy the event itself. One of my responsibilities was helped the supervisor to coordinating the two big event "Nutrition Nightingale" in Westin hotel and Post Graduate Pediatric Nutrition (PGPN) convocation in Le Meridian hotel. Where I have worked behind the scenes organizing many aspects of the event. I coordinated the following aspects of the event to make it a successful. For example meeting with agency to organize the program, scheduling meeting with area manager, preparing certificate, participants list, Doctors list, pre-meeting work, post meeting work, day long on event work etc.

3.1.(iv) Preparing Feedback and Data input from Science Fair Feedback Form:

As I have mentioned earlier about nutrition science fair, it is an educational initiative taken by Nestlé Nutrition to provide a platform to the Parameds offering valid scientific and nutrition related information that ensure the well-being of the mothers and their babies. Nestlé Nutrition organizing science fair in many district every month under supervision of NNI. In every month more than thousands of feedback form comes from those program. One of my responsibility was collecting those thousands form, from line manager and start to prepare those data for representation for future improvement.

3.1.(v) Other tasks:

In addition to these responsibilities I also had to take care of some other office tasks. Such as, communicate with the Area line manager on monthly basis to ensure they have received some official item on time. I had to send many organizational documents through courier service for intra departmental Programs and prepared certificates for competition program.

3.2 Learning Experience through Different steps:

3.2.(i) Knowledge sharing in different way:

After working for Nestlé Nutrition, I learnt that marketing is a new influential medium through which an organization can become successful in the world of marketing since it provides two-way communication system where you are not only communicating with your target customers but also getting immediate response when there is a huge amount of increase in sales. Thus, an organization is able to make a profitable relationship with its customers. Though Nestlé Nutrition can't communicate or directly promote about their baby related products with their consumer for some code related issues from Bangladesh government and World Health Organization as well so they always have to come up with something extra ordinarily innovative for communicating with their consumer by different way and letting consumer know that Nestlé serves quality nutritious food for their life in a really helpful manner. So, it was a great learning experience for me where I understood the importance of marketing to survive in the competitive and tough law against product sort of environment. Such as:

- **Indirect communication to Customers:** Customers of Nestlé Nutrition are really intelligent and well educated though they Nestlé communicates with nutritionist and doctors specially for making them understand about Nestlé's products, how those are important and helpful. So Nestlé Nutrition team has to take doctors valuable time to make them understand and suggesting Nestlé's product to their patient rather than doing direct promotion to its ending consumer because that would be against BMS Act (Breast Milk Substitute Act for Bangladesh) and WHO code (World Health Organization code for breast milk substitute). And Nestlé strictly follows these codes while they promote their products to any of their consumers (If the particular product is under the scope of BMS act or WHO code) So, I have learnt that through

educating your customers you are actually increasing product awareness which will eventually result into sales generation.

- **Increased Visibility:** When you provide informative or interesting communication materials to health care experts and communicate with them through knowledgeable and helpful information's then they learn it, think about the beneficiary sides of Nestlé's products and finally they suggest it to other people for them, their family and future family people. Nestlé gets increased visibility by using various kind of communication tools with its target market like informative documents, digital devices like laptop, tabs, Google card board, smart phone etc.

- **Higher trust levels from customers:** I have also learnt that if you can ensure valid content and also link an expert who has knowledge about the product, consumers will find your products more reliable and higher trust levels from customers will be gained which influences will purchase decisions.

- **Increased customer loyalty:** According to Thompson (2015), customer loyalty is the most important factor in business today as it not only results into repeat purchases, but bring up more opportunities via word of mouth. Here Doctors and other medical professionals are the main factor for us to increase our customer loyalty. What we do we offer many educational program like, post graduate paediatric nutrition program, workshop, seminars for doctors. Through this is we are not only focus on the information that will make our target health care professionals more intelligent about the nutritional fact and about Nestlé nutrition but also try to build relationship and emotional attachment. Emotional appeal is viewed as a key to brand loyalty where our target professionals feel more positive about the brand.

3.2.(ii) Event Management:

Event management is the co-ordination, running and planning of all the people, teams and features that come together to create every kind of event (Event Business Academy). I have learnt that while launching an event, there are four components we need to look into:

- ❖ **Defining objective:** First we need to define the objective of an event. The purpose of the event, “Nutrition Nightingale”, Quiz competition among nurses, which I was part of, was creating awareness about the importance of Mothers 1000 days and the nutrition side of a mother eventually helps her upcoming baby or her baby who is feeding her breast milk every day.
- ❖ **Identifying the target audience:** We need to identify the audience who will be a part of the event. Our event included primarily nurses of Dhaka city’s hospital and we organize intra hospital nutrition quiz competition in hospitals where nurses comes to participate in quiz competition.

- ❖ **Creating the event concept:** We need to come up with a concept around which the knowledge sharing campaign and other activities will be built. The concept of our event was “Shaping a Healthier Generation.” Through this concept we tried to convey our message that proper knowledge is the best form of nurturing a healthier

- ❖ **Planning and coordinating the event:** To make an event successful a proper planning and co-ordinating the event is very important. Our event planning included budgeting, scheduling, site selection, acquiring necessary permits, arranging decor etc.
- ❖ **Post-event evaluation:** After the event has been conducted it is important to do a post-event evaluation to analyze the success rate of the event and the things that went wrong and should be given more attention to in the following events.

3.2.(iii) Below the Line Promotional Activities:

Nestlé strictly comply with World Health Organization’s International Code of as well as Local Code for Marketing of Breast-milk Substitutes. As per these codes, Nestlé cannot advertise or promote infant formula to the public or educational material relating to the use of infant formula to be displayed publicly in hospitals and clinics. I have learnt that nutrition products such as infant formula products (Lactogen & NAN), complementary food products (Cerelac), growing up milk products (Nido 1+ & 3+) for the children up to 5 years cannot be promoted through above-the-line promotional activities where a wider spread of audience is targeted to promote brands through TV, radio, newspaper print, internet etc. (Manral, 2011).

Therefore, Nestlé Nutrition Department uses BTL promotional activities as they are more niche-focused and effectively help in building brand awareness among the target customers. According to Manral (2011), BTL interaction gives the marketer the ability to modify their messaging in a more personal manner to the audience. Therefore, BTL promotional activities are more effective. During this World Breastfeeding Week, I have learnt about a lot of BTL promotional activities that were being carried out by the Nutrition Department, such as:

SHSH Advertorial: A SHSH advertorial on breastfeeding went to many newspaper explaining the benefits of mother's milk and the nutrition it contains. As mentioned earlier, SHSH is a campaign educating mothers with a lot of scientific and nutrition-based information. What I have learnt is pull strategy is applied to this BTL promotional activity. Beal states that pull strategy is where interest for a specific product or service is created within a target audience that then demands the product from channel partners. If you think wisely, strategically these advertorials create a positive image of the company and demand for Nestlé nutrition products on the consumer's end. For example, the advertorial that was published for World Breastfeeding Week which mainly focused on those nutrients those are present in mother's milk as well as the products that are provided by Nestlé Nutrition. Hence, when customers are educated they create interest for products that have similar benefits if they cannot breastfeed. In addition, when they see our products or these products are prescribed by health care professionals, they can recall and relate to the information learnt from the advertorials. Thus, demand is generated for nutrition products.

Lactation Corners: Another BTL promotional activity initiated by Nestlé Nutrition is establishing Lactation Corners all over Bangladesh. Lactation Corners are being set up in various hospitals and clinics to help the mothers to breastfeed their child in a secured and private space. This may appear as a corporate social responsibility (CSR) initiative which refers to a business practice but from my perspective it is an image-building initiative.

Nestlé Nutrition Institute (NNI) Seminar and Science Fair: Nestlé Nutrition arranged a NNI seminar at its head-office inviting 111 key opinion leaders from medical fraternity. The Nestlé

Nutrition Institute shares leading science-based information and education with health professionals, scientists and nutrition communities and stakeholders, in an interactive way (Nestlé Nutrition Institute). Another initiative by NNI was Science fair in every district. Through this Nestlé share many child nutrition related information through practically, showing multimedia etc. Through this they make strong relationship with local government official & different stakeholders. What I have learnt is through this BTL promotional activity is the importance of building relationship with external stakeholders. External stakeholders are those who are affected by or can affect a business's actions directly and indirectly (Boundless) such as health care professionals, policy makers, government officials and media and so on. If you think strategically, Nestlé Nutrition can't promote its products to the target customers, mothers, for which the Area Nutrition Officers to go to the health care professionals who prescribe Nestlé nutrition products. Therefore, by building long-term relationship with stakeholders, the organization can survive longer in the market.

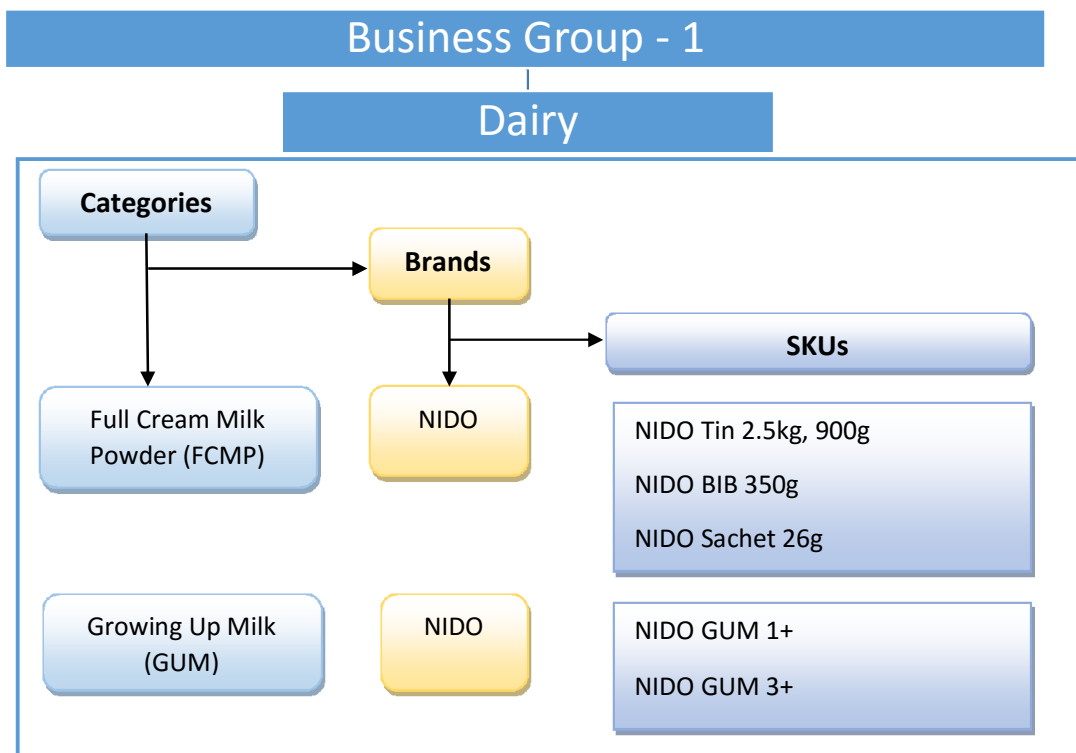
3.2.(iv) Agency Office visit:

Agency office visit is one of the core responsibilities for me because we have to see something about our communication material that could not possible to show in our office. I had visited several times in different agency for working purpose. Through this I saw their working environment, pattern of their work etc. This kind of visit enhance my experience about creative agency & digital work agency.

3.2.(v) Product Knowledge:

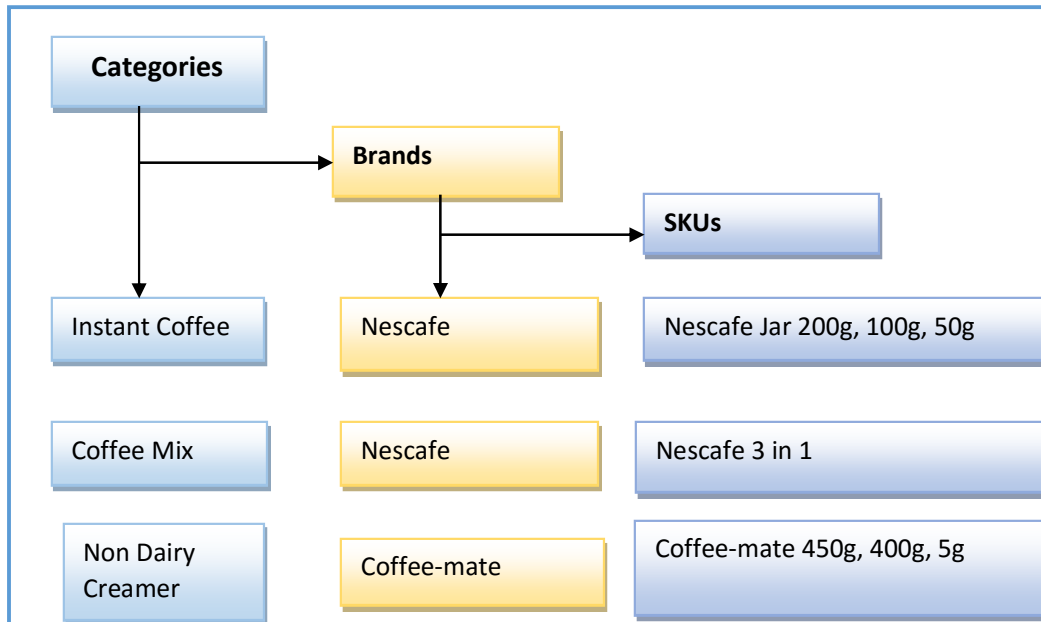
While working on Nestlé Head Office, I visited different functions, interacted with other interns regarding the products issue and these activities enhanced my product knowledge. Product knowledge is an understanding of a good or service that might include having acquired information about its application, function, features, uses and support requirements. I think being a part of an organization, it's very important to have in-depth about knowledge about the products and services the organization is dealing with, then you can build your strategies such as marketing, demand & supply and procurement, manufacturing strategies etc.

Nestlé has more than 100 business groups, these are the areas where Nestlé is doing its business, and Nestlé Bangladesh Ltd. deals with only six – Dairy, Beverages, Foods, Confectionary, Cereals, and Infant Nutrition. Under the six business groups there are 13 product categories, they are specific classes which consist of group of related products (Mimi). Moreover, What I have learnt is there are at least 10 brands and more than 50 SKUs. A brand is a name, term, design, symbol or other feature that distinguishes one seller's product from those of others (Wikipedia, 2015), whereas, a SKU is warehousing item that is unique because of some characteristic such as brand, size, colour, model etc. and therefore, accounted for separate from other items (BusinessDictionary.com). Below a detailed illustration has been given to represent the product hierarchy under six business groups:



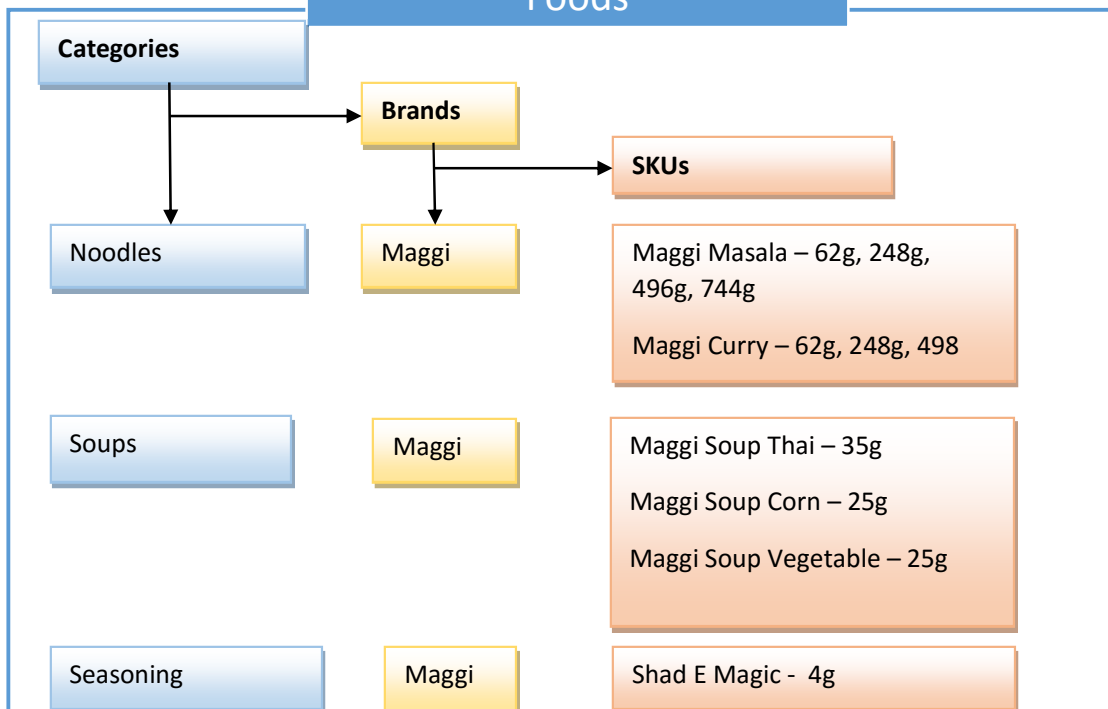
Business Group - 2

Beverages



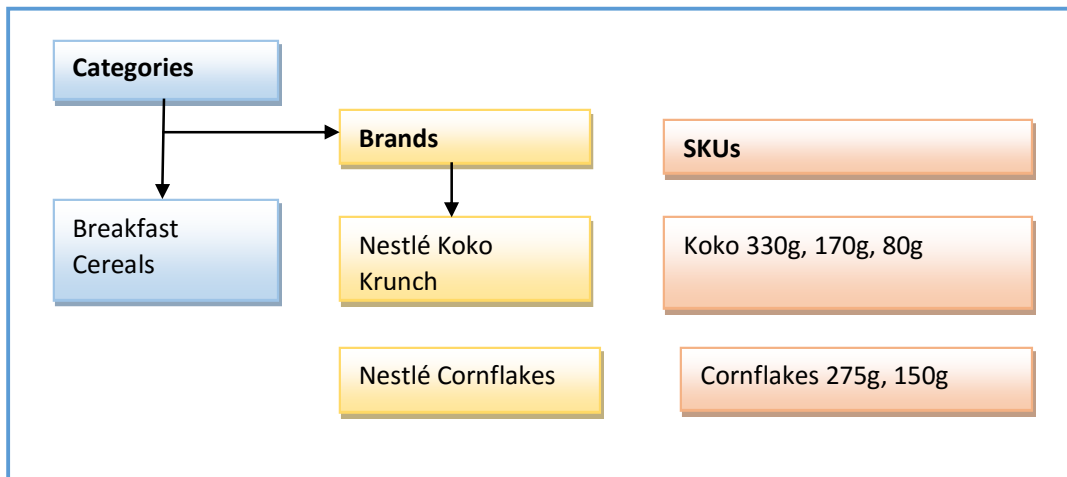
Business Group - 3

Foods



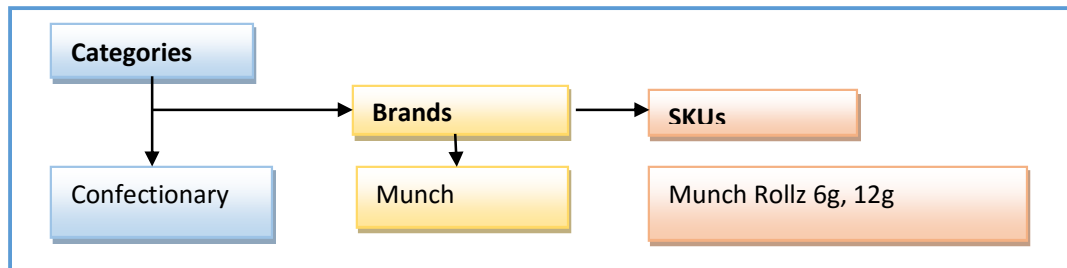
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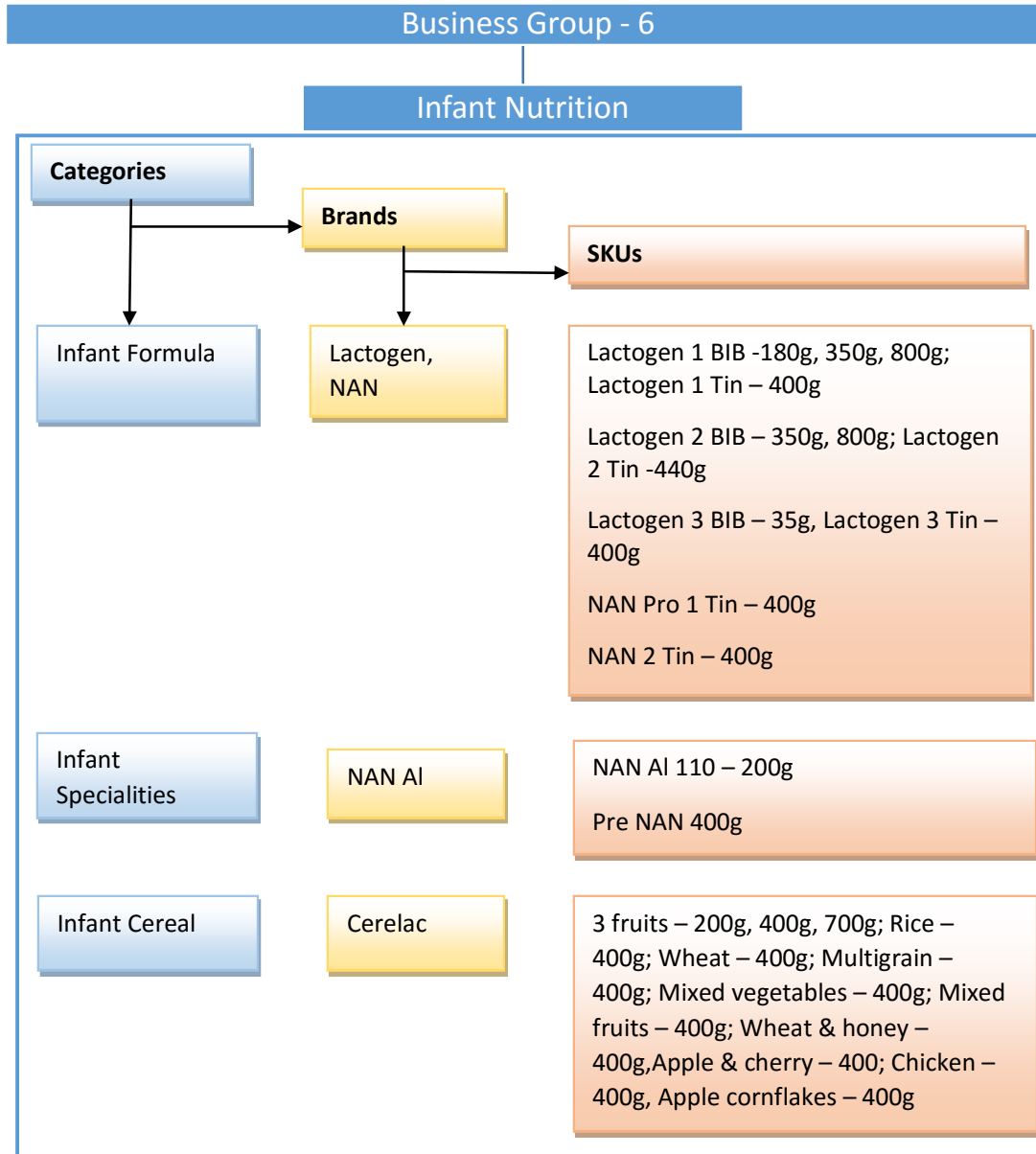
Cereals



Business Group - 5

Confectionary





3.2 (vi) Coffee with Mancom

Nestlé is one of those few organizations which provides learning opportunity even through the management community (Mancom), who sits at the top of the organizational hierarchy level. This interactive session between the interns and the Mancom is arranged by Human Resource Department aiming to educate the interns about the cross-functions. The session usually highlights the journey of the Mancom and how the respective person climbed the ladder of success, how a particular function runs, what are its goals and how these goals are achieved. Consequently, people who are not working in that particular department, get a clear overview how the cross-functions are operate and contribute towards company's success, and at the same time they can take inspiration from the struggle of the Mancom. Besides, it fills the gap between the two hierarchy levels providing an excellent opportunity to know each other in this effective engaging session.

3.3 Working Experience with Colleagues:

I truly agree with Hill who suggests that a good working relationship with those around us has several benefits such as one enjoys his/her work more. I have different working experience with different groups of people. Such as:

Working experience with other interns:

There are more than 50 interns working at Nestlé and though I did not get the opportunity to work with these people much since they work in different functions, I bonded with most of them over a coffee at coffee corner with high tables and bar stools and a LCD TV, established on each floor. This may seem like a distraction, but it encouraged me to stick around and socialize with other interns who have helped me out with a lot of information procedures and guidelines which weren't given by my supervisor such what's the working hours for interns, how to get workstation ID, access to internet, printer and where to get lunch from etc. Another important point is that, here I found many interns from renowned reputed University, such as Dhaka University, Rajshahi University, Bangladesh University of Professionals etc. along with renowned private University. Which are helped me to understand their perception regarding corporate culture, educational culture and social Value. They all had been very welcoming and helpful with whom I have open and honest communication.

Working experience with fellow intern:

The working experience with my fellow intern, Fariha Ahmed, Shamina Chowdhury, all are very cooperative, supportive and very helpful. All we joined Nestlé on the same day and work in the same department. Together we have done lots of work and through this team work, I realised that a great work relationship with your team members can actually make any work fun, and when you are satisfied with your work, your productivity escalates too.

I do feel that there is a huge difference between the team work I experienced at Nestlé and at BRACU where I had to work in a team to complete a project. While working in a team at Nestlé I found that people here take their job very seriously since this internship program opens up job opportunities to interns. Therefore, you will often see people striving to prove their eligibility. On the other hand, this spirit and determination was not found in everyone while working in a team with BRACU students. Besides, the most common problem with BRACU students was the free rider problem. For BRACU students it was easy for them to restrain from

their project work and leave the work for their team-member. However, at Nestlé almost every individual has definite roles and responsibilities and they are highly accountable of their responsibilities. Therefore, everyone completes their work with sincerity.

3.4 Difficulties & Challenges:

Despite the working environment at Nestlé being fun and positive, there were few challenges I faced through my journey in this organization.

- 1. Fitting In:** Before joining Nestlé Bangladesh, I was at Grameenphone Bangladesh as a temporary employee for a period within which I adjusted myself with the corporate environment, the co-workers and my work as well. One of the challenges that I faced when I started internship to Nestlé was trying to fit in to the new work culture. It was like starting all over such as building a good relationship with my supervisor based on trust and dependability, bonding with co-workers and doing new duties and responsibilities. So trying to fit in to the new environment was time-consuming and frustrating at the beginning since I did not have the same enthusiasm I had working for the first organization. Because the function I worked for, it is all about nutrition related work. However, later I realised that I had a lot to learn from this place, that's why I started taking my work seriously and also worked towards overcoming the challenge of fitting in.
- 2. Short Form:** Another challenging task was that I was not familiar with meaning of the abbreviations used in the workplace. For example, NNI (Nestlé Nutrition Institute), IF (Infant Formula), NCE (Nestlé Continuous Excellence), CCSD (Channel Category Sales Development), NPS (Net Proceed Sales), PO (Purchase order), PR (Purchase request), FA (Final Artwork), GUM (Growing Up Milk), and so on. Therefore, initially I used to take more time than other interns in executing my work. To overcome this challenge, I started asking the employees and the other interns who have been working here for long to explain the meaning of these short forms and they were very supportive and helpful in this matter. Now, whenever anyone uses short forms, I can link it with the meaning and act more swiftly as per the instruction.

3. Dealing with Agencies: Another challenging work was dealing with agencies. In most cases, agencies had to be pushed to complete the task within the due time. So, I had to constantly call and email them to make sure the work is done on time. Moreover, they would never complete a work accurately. My job was not only to make sure the work is done on time but also that it's error-free because once I give approval for final output, the materials are sent for field communication. Since I am accountable for my work, I focus on accuracy of the work but what frustrating was reviewing a single work multiple times to ensure accuracy. For example, for NNI Communication, the local creative agency sent a new design for which I had to cross-check each and every word, value, colour tone and proper alignment . I had to keep reviewing and updating the work until a completely error-free design is created to be sent for another agency for creating application for our digital material.

Workplace Ethics and Integrity Issues

According to Velasquez, ethics refers to well-founded standards of right and wrong that prescribe what humans ought to do, usually in terms of rights, obligations, benefits to society, fairness, or specific virtues. Since Nestlé has a world-renowned image, the company places a lot emphasis not only on working within compliance but also ensuring all works are done within the ethical boundaries. Basically, Nestlé nurtures a working environment that upholds ethical practice and is committed to standards and good quality services. As a result, I did not have to face any ethical issue at my workplace. Another important point is that, everyone knows we make good food for good life. There are nothing to hiding. That perceptions affect in working place. So everyone do their best job in working place.

Besides, in future if I am confronted with any workplace dilemma, I can always contact the company ombudsman, who is in charge of handling employees' informal concerns pertaining to workplace ethics. He not only resolves the problem but also assure employees' anonymity; so, if I ever put into any uncomfortable or threatening position, I will be provided with confidential service by the Head of Legal, our ombudsman.

3.5 Perception of the Organization before & After:

Perception is the process of selecting, organising and interpreting information in order to make sense of the world around us. Before joining Nestlé I had the common perception about the organization like rest of the public that it is a leading multinational company with strong world-wide reputation. They offer a wide range of products across a number of markets, including beverages, breakfast cereals, infant foods, chocolates, seasonings, soups and noodles, pet food and so on. So, I barely had any knowledge about the operations of Nestlé until I got the opportunity with this world-renowned organization. Nestlé has ranked in the top ten, moving up three places from last year to become the highest scoring Food and Beverage Company in the 2013 study. One of the important things that I learnt is Nestlé does not offer products to its customers; it offers “trust.” Consumers trust, admire and are willing to support Nestlé because the company has been constantly delivering on their expectations, from high quality products to fair business practices, good social responsibility and strong financial results. Another interesting fact that I learnt apart from striving to become the leading company in food and beverage sector, Nestlé has been constantly trying for Creating Shared Value (CSV) which is a business concept intended to encourage businesses to create economic and social value simultaneously by focusing on the social issues that they are capable of addressing. In 2006, Nestlé adopted the CSV approach, focusing on three areas – nutrition, water and rural development – as these are core to their business activities. So, it can said that my perception did not change but it has definitely got stronger the more I got to learn about the organization.

3.6 Expectations vs. Reality:

What were my expectations?

Before I started off my internship, I had perception that internship is nothing more than a requirement to complete my graduation degree. Besides, after hearing a lot of distressing stories from my seniors about internship, I developed the notion that companies usually exploit interns or make them do clerical work as they are inexperienced and often they are treated with disrespect. So, what I was expecting from my internship program was working at a moderately renowned organization with very few responsibilities which would not help me to learn something new or contribute to personal development.

Reality?

Reality showed me a different picture and changed my notion towards internship program once I joined Nestlé Bangladesh Ltd. The abundance of responsibilities that I was given and the trust they showed me worked as motivational factors for my performance development. Performance development is the combination of both performance management and employee development and it describes both managing the work that needs to be done and providing opportunities for professional growth and development (Human Resources).

Was I satisfied?

Employee satisfaction is the extent to which employees are happy or content with their jobs and work environment (Custom Insight). I was undeniably satisfied as an employee while working for Nestlé because I got the opportunity to work in a positive and fun environment where I enjoyed executing my duties and responsibilities without feeling pressurized. Besides, factors like intrinsic and extrinsic motivators led to further satisfaction at workplace.

According to Armstrong (2006) Herzberg's theory suggests two groups of factors; intrinsic motivators (recognition, autonomy, achievement, and the work itself) and extrinsic motivators (pay, company policies and working environment) that motivate employees. While working at Nestlé the intrinsic motivators such as huge amount of work responsibilities, the autonomy I had while executing my duties and responsibilities and appreciation of my work from my supervisor and other employees have led to an increased satisfaction and also motivated me to

work even harder. On the other hand, the extrinsic motivators such as the warm and friendly working environment, great people and the policies that provide you the flexibility to balance your work as well as your personal work such as studies made this journey more satisfactory and memorable. In short, I was highly satisfied while working at Nestlé.

3.7: Recommendation:

The internship program at Nestlé Bangladesh is very well planned and it was an excellent experience I learned a lot and networked with everyone as much as I can. Thus there wouldn't be too many changes that I would like to bring to the program and within the company. However, there is always scope for improvement

- My knowledge during the internship period was limited roughly to the modality of one department. However, given a chance, I would like to interact with the marketing department and learn more about the marketing.
- Nestlé Bangladesh Limited is a well-known organization, and the management is extremely flexible. This causes some kind of ineffectiveness, which may eventually have an unfavourable impact on the organization. Therefore, the management should be stricter for the progress of the company.

Chapter 04: Conclusion

Nestlé has been running for around 149 years and next year they will celebrate 150 years. Within these years they have made a benchmark as the leading nutrition, health and wellness company. The nutrition department contributes the highest in terms of sales and revenues, and also holds the highest market share in the nutrition sector in comparison to its competitors. Working in this department was one of the utmost opportunities I ever have. I was so happy to see the way of functioning in a renowned FMCG. Which was ultimately increasing my confidence and increased my desire for learning different things. Working with the team of talented people really established my understandings about corporate life and gave me a sustainable professional thinking pattern.

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