



Nestlé

Good Food, Good Life

Brand Activation: The Process of Door- to- Door Activity of Nestlé Bangladesh Limited (MAGGI Shad e Magic Masala)



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Internship Report On

“Brand Activation: The Process of Door- to- Door Activity of Nestlé Bangladesh Limited (MAGGI Shad e Magic Masala)”



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Date: September 03, 2018

Letter of Transmittal

September 03, 2018

Ahmed Abir Choudhury

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Subject: Submission of Internship Report.

Dear Sir,

I hereby would like to acknowledge you about the fact that I am pleased to submit my internship report on “**Brand Activation: The Process of Door- to- Door Activity of Nestlé Bangladesh Limited (MAGGI Shad e Magic Masala)**” as part of the requirement of BUS 400 course. This report has helped me to consider the work process I have been gone through this three months period. Sir, with due respect, I would like to thank you for being such a supportive supervisor and guide.

I have prepared this report with full sincerity and tried to cover all relevant points so that it portrays the idea of my experience which I have gone through in these three months period. I am looking forward for your kind appraisal for the report so that I can evaluate what I have put here.

Sincerely,

Nishat Tasnim

ID: 14104133

BRAC Business School

BRAC University.

Acknowledgement

It is surely a great opportunity for me to be pleased for thanking some individuals who have helped me a lot through- out writing the whole report. Their endless encouragement and effortless contribution have helped me to find it easy for writing the report.

First and foremost, it is none but Almighty Allah, who has bestowed me with good and sound health and allowed me to sincerely work on my report. I would like to thank my parents for their advices at hard times. I would also thank my faculty advisor, Ahmed Abir Choudhury, Lecturer at BRAC Business School. He was there as an inspiration and his guidance was present throughout my internship period. This report is to be submitted to him for final grading and evaluation.

I am obliged to my internship supervisors, Mr. Muhammad Abdul Hakim Shaon and Ms. Sani Akter, respectfully the Brand Activation Department and Category Sampling Department at Nestlé Bangladesh Limited for their excellence mentorship from the very first day of my journey as an Intern. Their cooperation was beyond explanation which contributed immensely on my learning. I would like to thank all the employees and other Intern Colleagues who were very compliant and helpful to me.

Last but not the least, I want to thank BRAC University for all the exposure for learning within these four years. Like any other student of BRAC University, I am proud to be a part of this amazing institution.

Executive Summary

Nestlé is not just a company name but it is also a name which has reached many hearts by the emotion it carries. It is a trusted brand which is serving quality products for 150 years with the mission “Good Food, Good Life”. This reputation of Nestlé and its various brands did not build up in a day. It is recognized as the leader in Nutrition, Health and Wellness. The Secret Behind its Consistent success is that the company never compromised with its product quality.

Nestlé Bangladesh started its journey in 1994 and in 1998 it became a fully owned subsidiary of Nestlé S. A. This report describes the history of Nestlé and its journey. This company went through many mergers and acquisitions and by that it established such a global reputation gradually. The employees at Nestlé Bangladesh take pride for their mentionable history. Nestlé Bangladesh has some success factors which they never compromise. For this reason, they have been in peoples’ hearts throughout these years.

This report has been presentable based on reflections assembled about the company and its door- to- door activity to activate the sale of the product, specifically for MAGGI Shad e Magic. The internship involved a huge myriad of different functions and roles to play, but the focus of this report is on the door- to- door activity of MAGGI Shad e Magic. Nestlé believes that the ultimate consumers’ opinion, preferences and word of mouth is immensely valuable towards building a strong brand image. The report gives an overview into Nestlé, its product range, Nestlé Bangladesh Limited, internship experience, door- to- door activity of Nestlé Bangladesh limited, brand activation of MAGGI Shad e Magic, competitor analysis of this particular product and problem to solution analysis.

The project, “**Brand Activation: The Process of Door- to- Door Activity of Nestlé Bangladesh Limited (MAGGI Shad e Magic Masala)**” was undertaken to have a better understanding of door- to- door activity process, reasons, competitor analysis of the product, customer profiling, pricing method, promotional activities and analysis of the observed problem and their suggested solutions. The main aim for designing the report in such a way is to find out the possible problems that can be faced while direct selling programs or door- to- door selling.

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Part 1: Organizational Part – Nestlé Bangladesh Limited

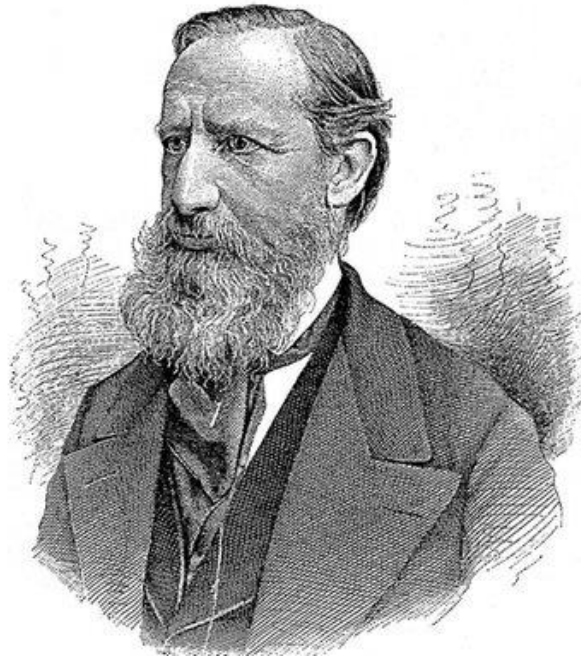


Figure 1.1: Henry Nestlé



The Nestlé History

At Nestlé, they call it “The Nestlé History” because the company is one of the pioneer multinational company in the world at present with more than 150 years of experience. The company is named after its founder’s name, Henri Nestlé. In the year of 1867 Henri Nestlé who was a Swiss pharmacist invented an infant milk formula, ‘Farine Lactée’ (flour with milk) in Vevey, Switzerland for those infants who could not be breastfed. This restricted infant mortality rates highly. History tells that the concept of making this formula mainly came into his mind from his neighbour as the baby of his neighbour could not be breastfed and used to cry loudly. But the main history of Nestlé begins in the year of 1866 with the foundation of the Anglo – Swiss Condensed Milk Company when company was established by US brothers Charles and George Page. In the year of 1905, after competing each other for 38 years Nestlé and Anglo- Swiss merged to form the Nestlé Group. As the age of 60 when Henri Nestlé sold the company which bore his name was already an international success through selling his infant formula into five continents across the world. From that time to present Nestlé Global is operating directly in five continents on this planet which are Asia, Africa, Australia, North America and South America. The company has its first loss in 1921 due to an economic slowdown during and after the First World War. After that, the company began to spread their field of operations as the transportation system began to develop at that time through acquiring other companies all over the five continents which are respectively Nescafe in the year of 1938, MAGGI in 1947, Vittle in 1960, in 1980s Nestlé acquired Rowntree, Friskies, in 1990s Perrier and Power Bar, in 2000s Gerber, Novartis, Purina and Henniez, in the year of 2010 Jacks and Waggin Train. Moreover, Nestlé also acquired 50% share of world famous cosmetics brand L’oreal in the year of 2014. (S.A., 2006)

At present Nestlé is ranked as 64th on the fortune 500 list of 2017 with a sale of CHF 89.5 billion in the year of 2016 and 89.8 billion in the year of 2017 all over the world. (Nestlé Annual Report 2017, 2017) In the year 2018 it has hold 10th position in best global website. (Ranking the Brand, 2018)

The company has 418 factories in 86 countries where 328,000 employees are employed directly. The company is selling directly in 191 which are all over the world except European countries. The vision statement of the company is “Enhancing quality of life and contributing to healthier future” and the mission statement is “Good Food, Good Life”.

The entire adventure of Nestlé has experienced many high points and low points. It had confidence in the branding that connects with the general individuals and their needs in day by day life. Step by step it created and it covers many nourishment and refreshment food and beverage category globally.

Nestlé Bangladesh Limited

Nestlé Bangladesh Limited began its operation in 1994 as a joint venture with Transcom Group Limited according to the Foreign Direct Investment (FDI) policy of Bangladesh. As the law demands for at least 5 years of joint venture relationship with any Bangladeshi company to enter in Bangladeshi economy for any foreign company. So, Nestlé South Asia (S. A.) made the deal with Transcom Group Limited as at that time they had a very good distribution channel across the country. In the year of 1998, after completing 5 years of joint venture relationship Nestlé S. A. took over the remaining 40% share from Bangladeshi local partner when Nestlé Bangladesh became a fully owned subsidiary of Nestlé S. A. till now a group of senior employees are present who worked from 1994 in Nestlé Bangladesh Limited. Its factory facility is arranged in Sreepur, Gazipur which is 55 kilometres from Dhaka city. Nestlé Bangladesh utilizes around 650 individual's direct employees. In addition, around 1000 individuals are utilized by distributors and suppliers in circuitous association with Nestlé. (Nestlé in Bangladesh, n.d.)

The product that are offered by Nestlé Bangladesh Limited in current market of Bangladesh are given bellow according to their product category:

1. **Dairy Products:** NIDO Fortigrow, NIDO Forti Choco and Nestlé Every Day.
2. **Culinary Products:** MAGGI Corn Soup, MAGGI Masala Noodles, MAGGI Chicken Noodles, MAGGI Thai Soup, MAGGI Shad e Magic.
3. **Beverage Products:** Nescafe, Nestlé Coffee Mate, Nestlé Fruita Vitals (Mango, Apple, Guava, Red Grape)
4. **Breakfast Cereals:** Nestlé Cornflakes and Nestlé Koko Krunch.
5. **Nutrition:** NAN, Cerelac, Lactogen 1, Lactogen 2, Lactogen 3, NIDO 1+, NIDO 2+ and NIDO 3+.

Fundamentally, some well- known brands are available in Bangladesh among more than 2000 brands of Nestlé Global.

Nestlé Bangladesh is doing its business successfully because there are some success factors that are involved here. They are,

- a) Strong brands/ relationship with target consumers in respect to individual brands.
- b) Research and development department for product development.
- c) Innovation and renovation of new product and strategy.
- d) Product availability in Bangladesh according to the demand.
- e) Favouring long-term development over short- term profit.
- f) Long-term commitments and relationships.
- g) Respect for and integration with diverse cultures.
- h) Proper conduct and ethical values as basic requirements for management and employees.
- i) Recognition that consumers deserve information about the products they buy and the company behind the brand.

Though Nestlé Bangladesh Limited is a public limited company which is enlisted in the Dhaka Stock Exchange (DSE) but till now the company did not sell its share in public. The company is operated by its board of directors in Bangladesh. The current Managing Director of Nestlé Bangladesh Limited is Deepal Abeywickrema. (*Mohajan, 2015*) Doing my internship in Nestlé Bangladesh Limited was a dream for me from the day I came to know that how they treat their interns and most importantly the learning scopes from the line managers and the overall work procedure. There were a number of my seniors who graduated from BRAC University and been an intern at Nestlé Bangladesh, shared their experiences with us and from then I got really inspired and set my goal to see myself working for Nestlé Bangladesh Limited. Now my dream came true and all that an intern can expect from a Multination Company (MNC) is given here or I would rather say they try to teach an intern more in respect to any other MNCs in Bangladesh. I would be grateful to Nestlé Bangladesh throughout my life because of what they are teaching and giving me the opportunities to learn every day.

Part 2: Project Part- Brand Activation: The Process of Door-to-Door Activity of Nestlé Bangladesh Limited (MAGGI Shad e Magic Masala)



Figure1.2: Snapshots of the Activity

Introduction of the Project

MAGGI Shad e Magic activation activity is a project or event which is basically a focused marketing concept for creating awareness among the rural user and non- users of MAGGI Shad e Magic masala. The target group for the activity is the women of the selected areas where we can reach them easily. The project was designed to reach not less than 240,000 households through a descriptive activity for four months. For activating this, we have divided the whole country into 44 distribution points. In Nestlé Bangladesh Limited, there are 3 activation teams which are working under different categories of product and the activation team which I am assigned to work with is Culinary Product category. As MAGGI Shad e Magic Masala is a culinary product for households who chooses to enhance the test of their foods, so any activation done by the respected brand will be managed by our brand activation team.

At the very beginning of any activation project the brand demand is analysed and its amount of reaching target market through activation. In case of MAGGI Shad e Magic Masala the brand planned to reach 240,000 families counting existing and non- users of the item all over the country. At the first stage of our activation process, we ask for tender dropping to the renowned activation agencies. After that we choose the best fitted agency fulfilling all the requirements of us. The agency is chosen based on their unique and effective ideas for reaching target consumers or households, current reputation, previous working experience with Nestlé and budget figure. For the door- to- door activity of MAGGI Shad e Magic Masala we have selected the agency named I- Creation which is a concern of Channel I. during the tender dropping period, many agencies like Legazo, Sky Tracker, Unitrend etc. presented their ideas in front of us. among them the company and brand brought I Creation's thought for coming to 240,000 family units taking after the criteria of selecting agency.

Selecting agency doesn't wrap up the method, or maybe starts the action or able to say the starting stage of the action. Agency starts arranging the plan to begin the activity and for that they got to prepare the supervisors to begin with whom are getting to coordinate the brand representatives afterwards. When the preparing session of supervisors wrap up, the preparing session for the brand representatives begin. Amid this preparing period the total procedure is observed by supervisors from the agency and the territory officer of that distribution point. Training the brand representatives is the most important phase in the

whole door- to- door activity. Because the later on activities are totally depend on them. Their sincerity, loyalty and hard work end of the day will eventually make the activity a successful one. Brand representatives are appointed according to the target to achieve and the potential acceptance of the activity in that particular area. For example, Chittagong Metro 1, Jatrabari, Sylhet, Khulna have the highest target to fill up and for that these distribution points need more brand representatives.

Door- To- Door Activity Design (MAGGI Shad e Magic Masala)

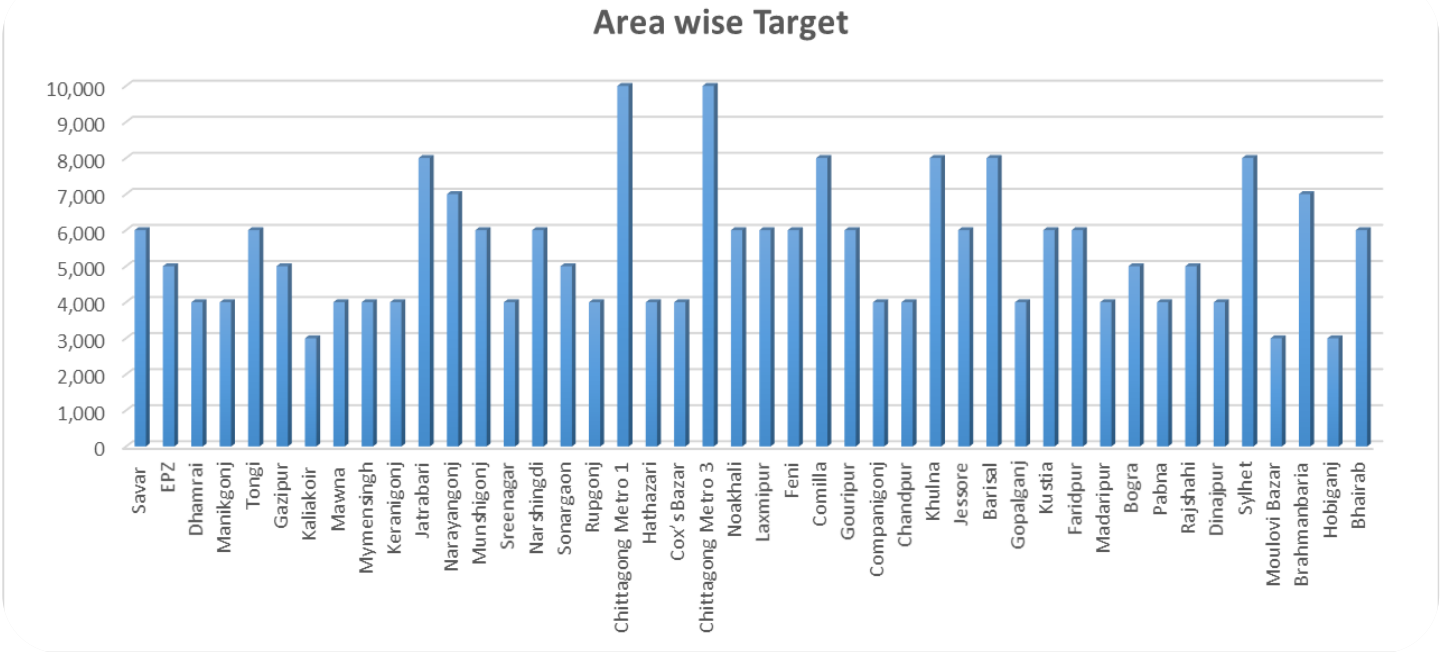
Planning a door- to- door activity was simple, but actualizing it effectively was the challenge. We partitioned the complete nation into 6 zones. They are Dhaka North, Dhaka South, Chittagong, Khulna, Bogra, Sylhet. The distribution point's name and covering district with the target to achieve with appointed Brand Representative's numbers are given below:

No.	Distribution Point	Location	Region	Target	Brand Representative
1.	Sarker and Brothers	Savar	DHN	6,000	10
2.	Shara Enterprise	EPZ	DHN	5,000	8
1.	Riaz Enterprise	Dhamrai	DHN	4,000	7
2.	Reza Enterprise	Manikgonj	DHN	4,000	7
3.	S. I Trading	Tongi	DHN	6,000	10
4.	Rehbin Traders Gazipur	Gazipur	DHN	5,000	8
5.	Solan Traders	Kaliakoir	DHN	3,000	5
6.	Rehbin Traders Mawna	Mawna	DHN	4,000	7
7.	Arko Traders	Mymensingh	DHN	4,000	6
8.	Audhora Enterprise	Keranigonj	DHS	4,000	7
9.	Delwar Enterprise	Jatrabari	DHS	8,000	14
10.	Khaja Traders	Narayangonj	DHS	7,000	10
11.	Awlad Enterprise	Munshigonj	DHS	6,000	10
12.	Progati Enterprise	Sreenagar	DHS	4,000	7
13.	Sohel Trading Corporation	Narshingdi	DHS	6,000	10
14.	Hasan Distribution	Sonargaon	DHS	5,000	8
15.	Global Distribution	Rupgonj	DHS	4,000	7
16.	Haque & Sons	Chittagong Metro 1	CHT	10,000	17

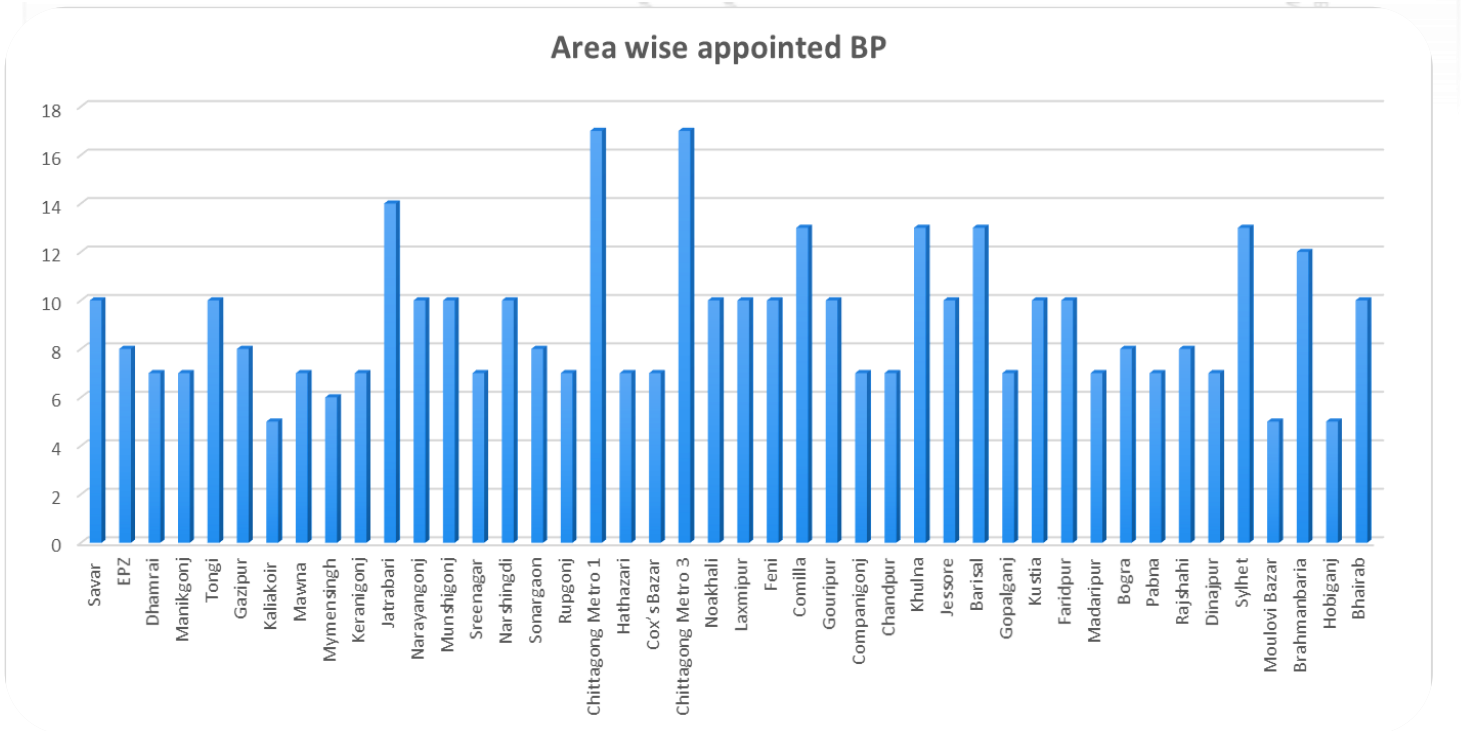
17.	New Generation Trading	Hathazari	CHT	4,000	7
18.	Sazzad Distribution & Electric	Cox's Bazar	CHT	4,000	7
19.	Prime Distribution	Chittagong Metro 3	CHT	10,000	17
20.	Sankar Rajan Saha	Noakhali	CHT	6,000	10
21.	Hassomoye Traders	Laxmipur	CHT	6,000	10
22.	Rupali Traders- Feni	Feni	CHT	6,000	10
23.	Rupali Traders- Comilla	Comilla	CHT	8,000	13
24.	Islam Food & Beverage	Gouripur	CHT	6,000	10
25.	Aysha Traders	Companigonj	CHT	4,000	7
26.	Narayan Store	Chandpur	CHT	4,000	7
27.	Javed Traders	Khulna	KHL	8,000	13
28.	Mojibur Rahman	Jessore	KHL	6,000	10
29.	S. K.Traders	Barisal	KHL	8,000	13
30.	Pragati Proshadhani	Gopalganj	KHL	4,000	7
31.	Joydev Paul & Sons	Kustia	KHL	6,000	10
32.	Roy Traders	Faridpur	KHL	6,000	10
33.	Disha Traders	Madaripur	KHL	4,000	7
34.	Datta Enterprise	Bogra	BOG	5,000	8
35.	Araf Enterprise	Pabna	BOG	4,000	7
36.	M. S. Enterprise	Rajshahi	BOG	5,000	8
37.	Popular Enterprise	Dinajpur	BOG	4,000	7
38.	Tahir & Sons	Sylhet	SYL	8,000	13
39.	South Sylhet Traders	Moulovi Bazar	SYL	3,000	5
40.	Banik Enterprise	Brahmanbaria	SYL	7,000	12
41.	Sharif Store	Hobiganj	SYL	3,000	5
42.	Patwary Enterprise	Bhairab	SYL	6,000	10
				240,000	401

Table 1.1: Door- to- door activity design

GRAPH 1.1: Area wise set target



GRAPH 1.2: Area wise appointed BP

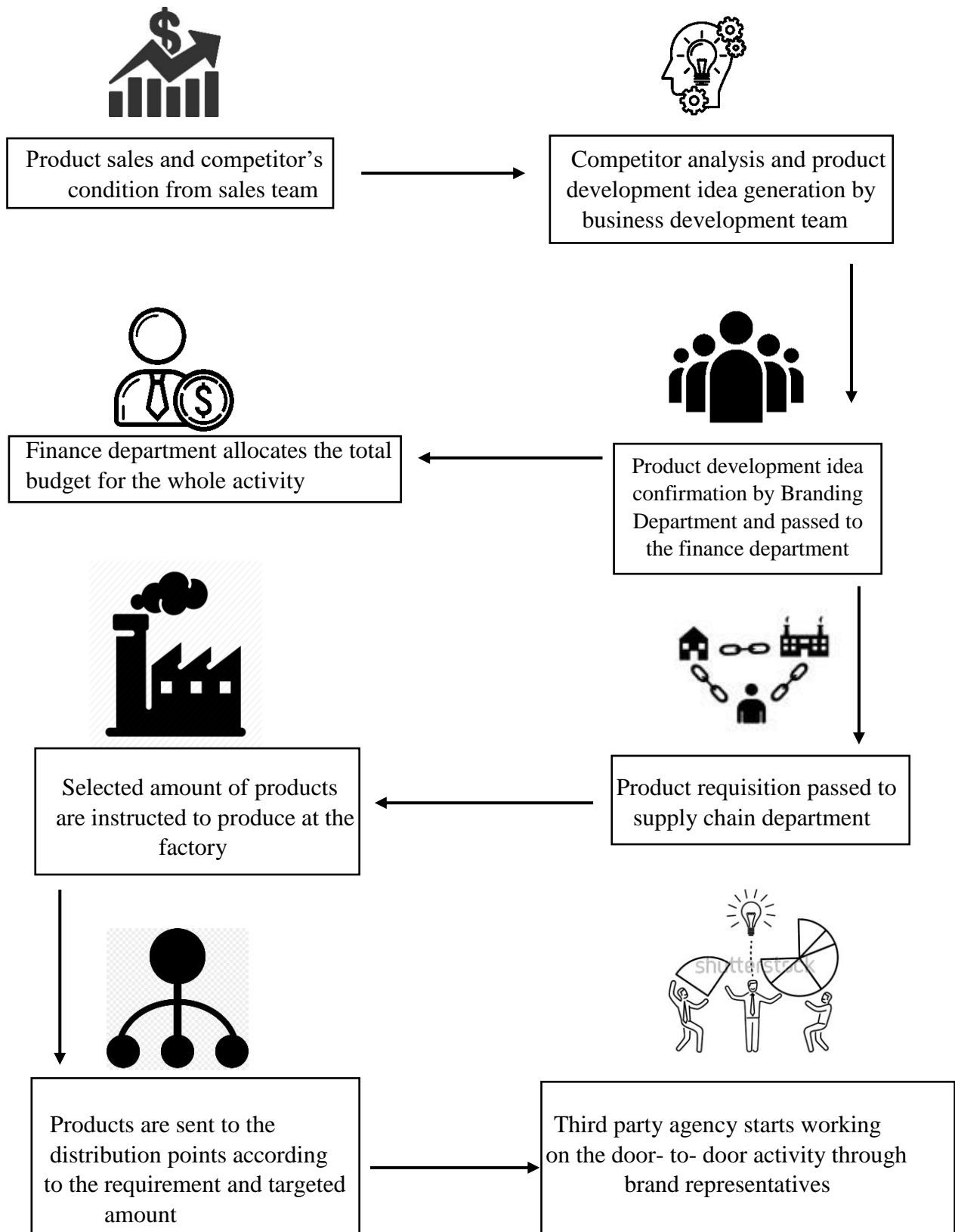


This target has been decided according to the customer segment and the availability of the targeted audience.

Supervisor selection process started on 18th April, 2018 and BP selection held on 19th April, 2018. After that the door- to- door activity started from 23rd April, 2018. It is a three months long activity and has 2 phases to be completely done with. The Activation processes are given below:

- ✓ BP (Brand Representative) approaches consumer's home knocks and asks permission to talk
- ✓ After the consumer agrees the BP contacted the consumer about
 - Product benefit
 - In what preparations she can use it in
 - How to use it
 - Ingredients of MSM (MAGGI Shad e Magic)
 - Health benefits of MSM (MAGGI Shad e Magic)
- ✓ BP then tried to induce sales with a special offer of 3 MSM @ 10 TK (4gm each)
- ✓ BP then took consumer information for database that is maintained by I- Creation team and use the data for target achievement calculation.

The process of MAGGI Shad e Magic Masala brand activation activity is a lengthy process as it involves finance, supply chain and MAGGI branding department all together. The process is shown below:



Previous Activities of MAGGI Shad e Magic

- Promotional Activities

There are several types of promotional activities that are run for MAGGI Shad e Magic. They are mentioned below:

- i. Website of Nestlé Bangladesh Limited contains a vast amount of information which includes a number of recipes using Nestlé Products.

The screenshot shows the Nestlé Bangladesh website interface. At the top is a blue navigation bar with links: Home, About us, Our stories, Brands, Careers, Healthy Cooking, Media, Nestlé in Society, and Ask Nestlé. Below this is a breadcrumb trail: Home > Nestlé > Healthy Cooking > Main Meal > MAGGI Shaad-e Magic Bhuna Khichuri Recipe. On the left, there is a sidebar menu with categories: Breakfast, Main Meal (highlighted), Snacking, and Indulge Yourself. The main content area features the title 'Bhuna Khichuri with MAGGI SHAAD-E MAGIC' and a large image of the dish served in a wooden bowl. To the right of the image are three call-to-action buttons: 'Contact us Get in touch', 'Tell us Compliance concerns', and 'Ask Nestlé FAQs'. Below the image, there are two columns: 'Method of preparation' and 'Grocery List'. The 'Method of preparation' section includes a serving size icon and text: 'Serving Size for Adults: 4' and a four-step recipe. The 'Grocery List' section is a dark green box containing 12 numbered items.

Method of preparation

Serving Size for Adults: 4

1. Fry the bay leaves and ginger with oil in a fry pan.
2. Then add rice, lentils, clove, cinnamon and cardamom and fry for 8-10 minutes.
3. After frying, add 5 cups of hot water, salt and green chilli, stir well, cover and keep standing over indirect heat (on top of a flat pan heated with low heat) for 20-22 minutes.
4. Now add MAGGI SHAAD-E MAGIC, stir well and keep standing over indirect heat for a few more minutes. Serve the delicious Bhuna Khichuri with MAGGI SHAAD-E MAGIC.

Grocery List

1. 3 packets MAGGI SHAAD-E MAGIC
2. 2 cups pulao rice
3. 1 cup fried moong dal (lentil)
4. 1 tablespoon ginger paste
5. 2 pieces bay leaves
6. 3 pieces cinnamon
7. 2 pieces cardamom
8. 2 tablespoons oil
9. 4 pieces green chilli
10. ¼ teaspoon salt
11. 3 pieces of cloves
12. 5 cups hot water

Figure1.2: Snapshot of recipe from Nestlé Bangladesh Website

- ii. TV advertisement or celebrity endorsement is an important part for any product. For MAGGI Shad e Magic, we have endorsed famous actor ‘Masuma Rahman Nabila’.



Figure 1.3: Celebrity Endorsement of MAGGI Shad e Magic

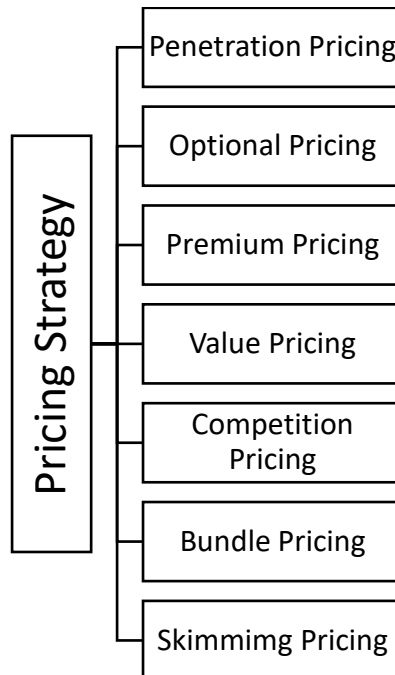
- iii. During Ramadan, MAGGI Shad e Magic recipes had shown in several channels like RTV, Digonto TV, Ekhushey TV after Magrib Adhan just to let the target customers to know about the product features that MAGGI Shad e Magic can be used in many foods other than only noodles.
- iv. Few months back, MAGGI begun a cooking show appeared in NTV named “MAGGI Taste and Magic” which said formulas that were made with this masala. These formulas made a difference individuals to discover out more almost the item and inevitably they developed intrigued in it. That made the clients to purchase this item more.
- v. MAGGI gives away free “Shad e magic” masala with other products (like Parachute colonut oil) and also with Nestlé’s own products (like MAGGI 2 min Noodles) as sales promotion.

- Issues Regarding Previous promotional activities

The issue regarding previous promotional activities are-

- Customers were not able to recall the television commercial and recipe show that published in different television channels.
- The promotional activities were not as elaborative and informative that needed to be to make the consumers knowledgeable about the usage of the product.
- The strategies did not cover the whole target market that MAGGI Shad e Magic Masala needed to reach.

- Pricing method



GRAPH 1.3 Different types of pricing strategy

Pricing strategy that MAGGI Shad e Magic follows is penetration pricing strategy, because in penetration pricing strategy product quality remains high according to the volume it provides and the price remains low at the same time. Per pack MAGGI Shad e Magic costs 5 taka.

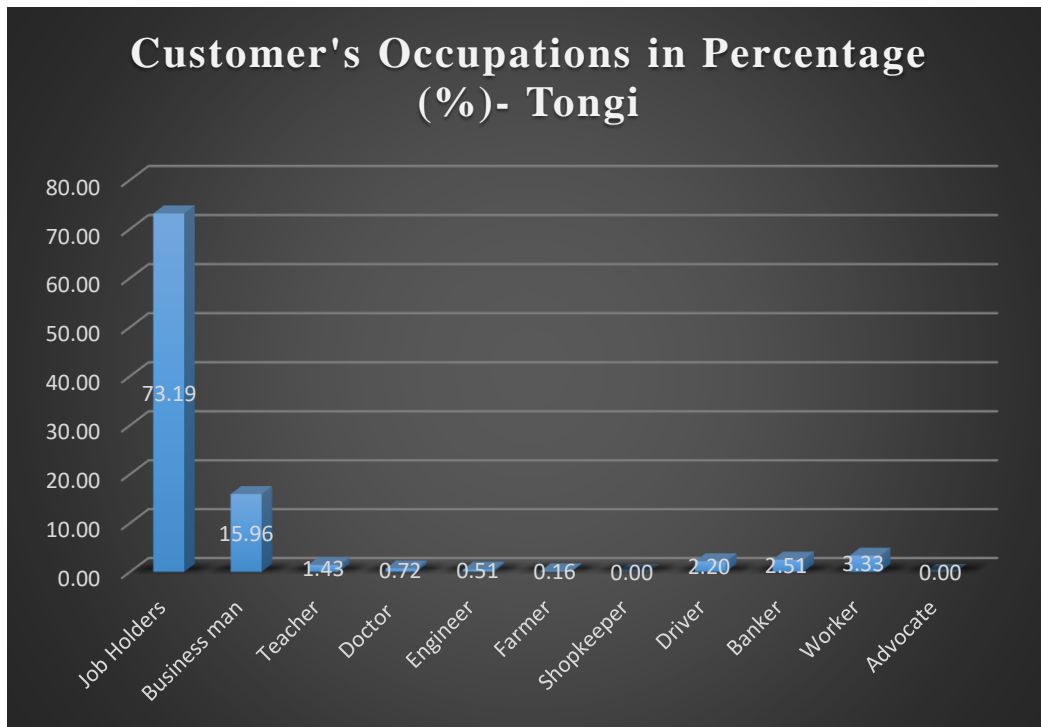
However, for the door- to- door activity we are charging 10 taka for 3 packs of MAGGI Shad e Magic where one pack is free with two packs of MAGGI Shad e Magic.

- Customer profiling

Restricting the customers inside the demographic conventions, we have impulses expected that everybody inside the same bunch has comparative needs. But in reality, customers nowadays build their identity based on their interface, which in turn drives their behaviour and consumption design. For MAGGI Shad e magic, the customer profiling has been chosen by the economic point of view. As it is a product for budget oriented product so it can be easily fit for mass market. However, MAGGI Shad e Magic is available for mass market and for the customers who are acknowledged enough to use the product. For example, here is mentioned some of the peak point's customer profiling and their graphical representations. However, the target household of Tongi area is 6,000 and the target fulfilment is reached to 6,098. The customer profiling according to the demographic segmentation is given below:

Table 1.2: Tongi Demographic segmentation (Occupation wise)

Occupations	Amount	Percentage (%)
Job Holders	4463	73.19
Business man	973	15.96
Teacher	87	1.43
Doctor	44	0.72
Engineer	31	0.51
Farmer	10	0.16
Shopkeeper	0	0.00
Driver	134	2.20
Banker	153	2.51
Worker	203	3.33
Advocate	0	0.00
	6,098	



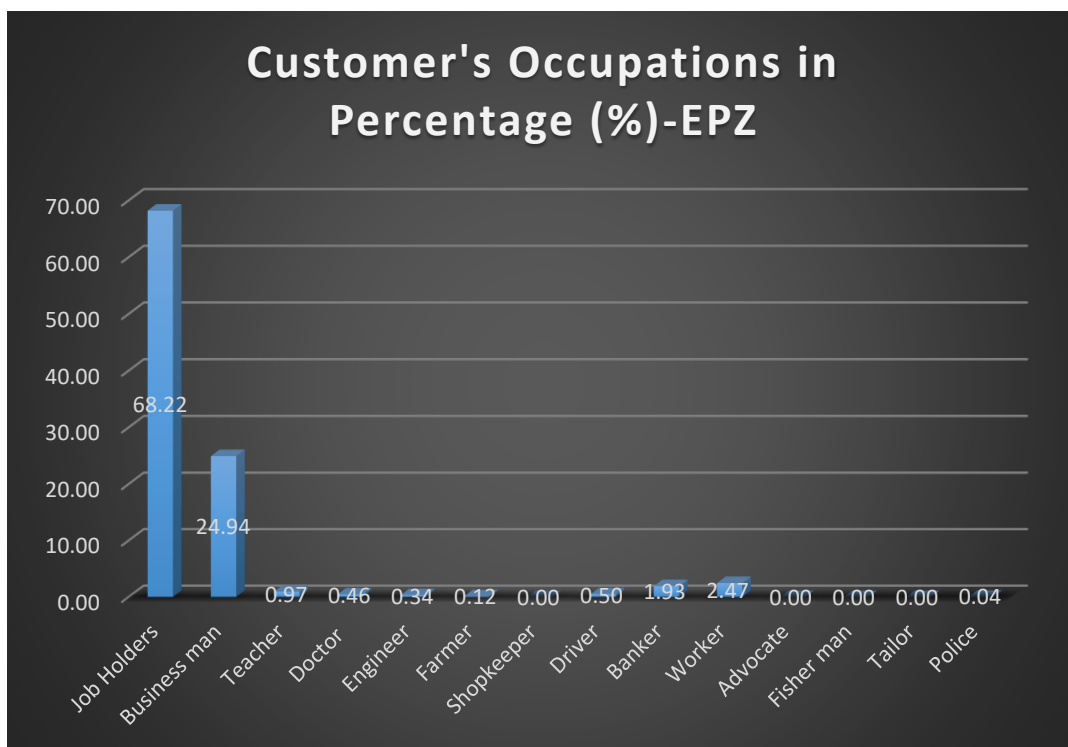
GRAPH 1.3: Customer's Occupation percentage (Tongi)

The target household of EPZ area is 5,000 and the target fulfilment is reached to 4,971.

The customer profiling according to the demographic segmentation is given below:

Table 1.3: EPZ Demographic segmentation (Occupation wise)

Occupations	Amount	Percentage (%)
Job Holders	3,391	68.22
Business man	1,240	24.94
Teacher	48	0.97
Doctor	23	0.46
Engineer	17	0.34
Farmer	6	0.12
Shopkeeper	-	0.00
Driver	25	0.50
Banker	96	1.93
Worker	123	2.47
Advocate	-	0.00
Fisher man	-	0.00
Tailor	-	0.00
Police	2	0.04
	4,971	

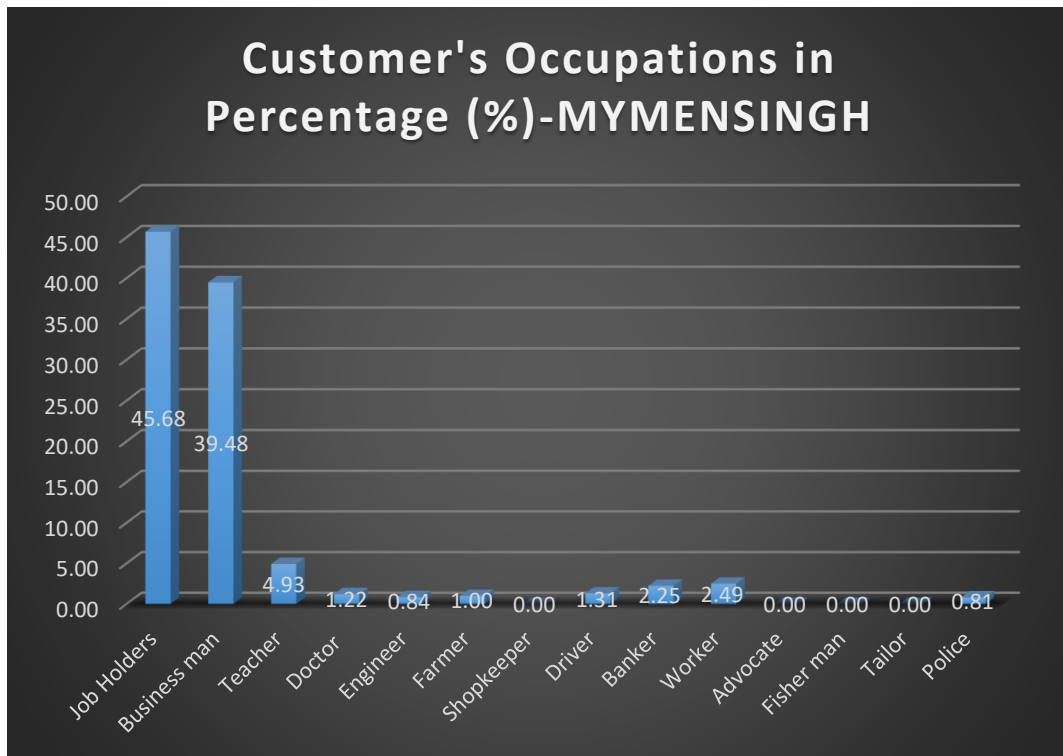


GRAPH 1.4: Customer's Occupation percentage (EPZ)

The target household of Mymensingh area is 4,000 and the target fulfilment is reached to 3,207. The customer profiling according to the demographic segmentation is given below:

Table 1.4: MYMENSINGH Demographic segmentation (Occupation wise)

Occupations	Amount	Percentage (%)
Job Holders	1,465	45.68
Business man	1,266	39.48
Teacher	158	4.93
Doctor	39	1.22
Engineer	27	0.84
Farmer	32	1.00
Shopkeeper	-	0.00
Driver	42	1.31
Banker	72	2.25
Worker	80	2.49
Advocate	-	0.00
Fisher man	-	0.00
Tailor	-	0.00
Police	26	0.81
	3,207	

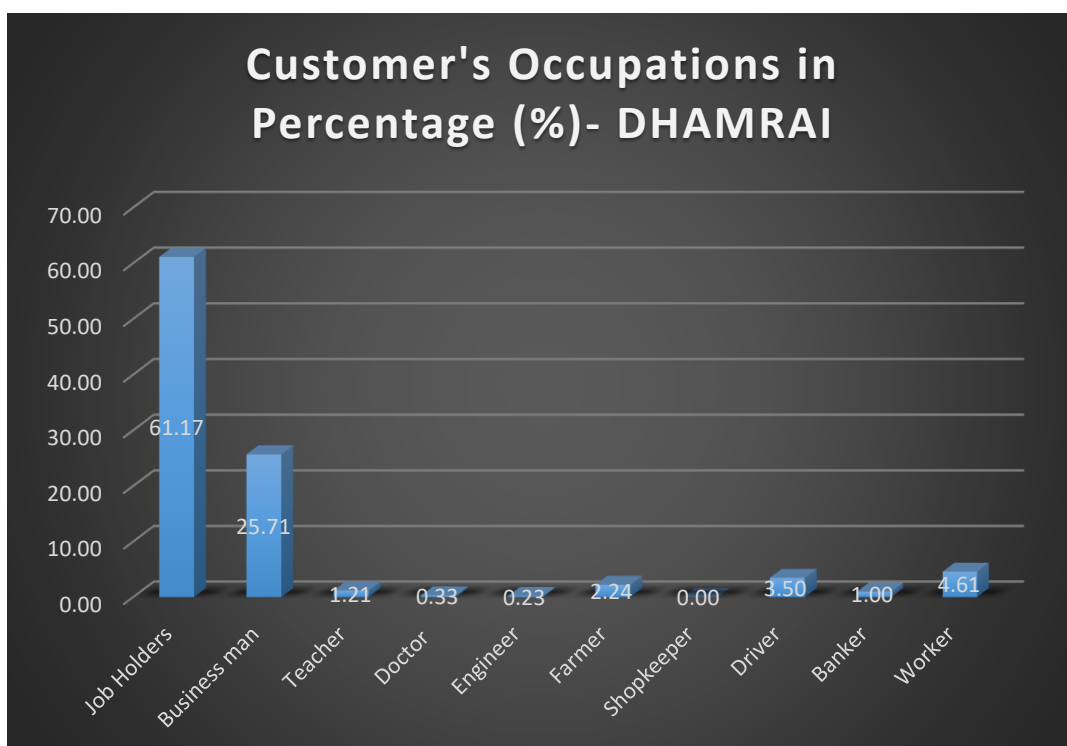


GRAPH 1.5: Customer's Occupation percentage (MYMENSINGH)

The target household of Dhamrai area is 4,000 and the target fulfilment is reached to 3,886. The customer profiling according to the demographic segmentation is given below:

Occupations	Amount	Percentage (%)
Job Holders	2,377	61.17
Business man	999	25.71
Teacher	47	1.21
Doctor	13	0.33
Engineer	9	0.23
Farmer	87	2.24
Shopkeeper	0	0.00
Driver	136	3.50
Banker	39	1.00
Worker	179	4.61
	3,886	

Table 1.5: DHAMRAI Demographic segmentation (Occupation wise)

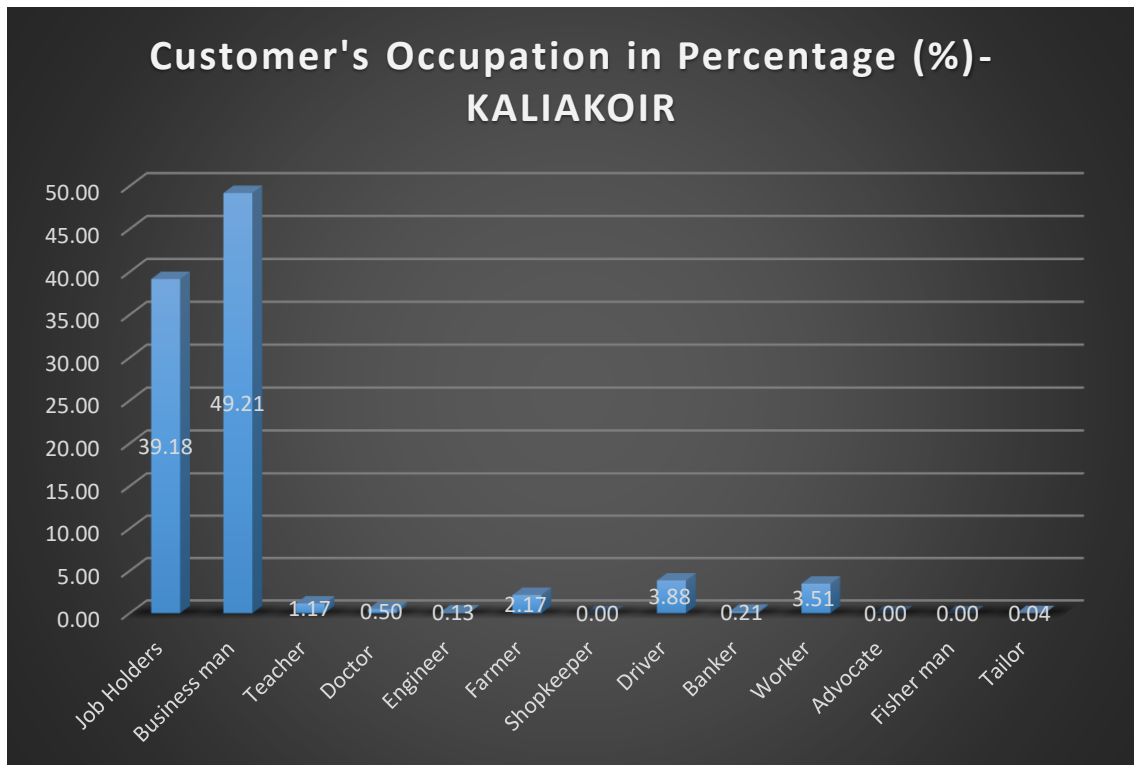


GRAPH 1.6: Customer's Occupation percentage (DHAMRAI)

The target household of Kaliakoir area is 3,000 and the target fulfilment is reached to 2,394. The customer profiling according to the demographic segmentation is given below:

Occupations	Amount	Percentage (%)
Job Holders	938	39.18
Business man	1,178	49.21
Teacher	28	1.17
Doctor	12	0.50
Engineer	3	0.13
Farmer	52	2.17
Shopkeeper	-	0.00
Driver	93	3.88
Banker	5	0.21
Worker	84	3.51
Advocate	-	0.00
Fisher man	-	0.00
Tailor	1	0.04
	2,394	

Table 1.6: KALIAKOIR Demographic segmentation (Occupation wise)

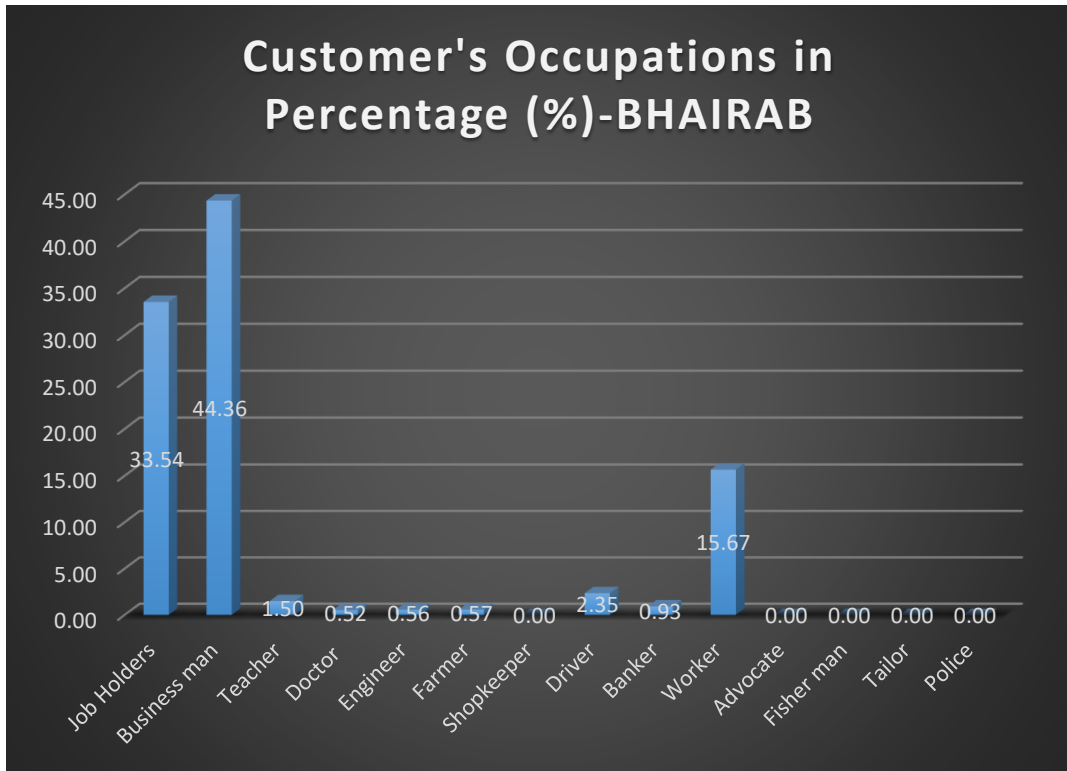


GRAPH 1.7: Customer's Occupation percentage (KALIAKOIR)

The target household of Bhairab area is 6,000 and the target fulfilment is reached to 6,121. The customer profiling according to the demographic segmentation is given below:

Occupations	Amount	Percentage (%)
Job Holders	2,053	33.54
Business man	2,715	44.36
Teacher	92	1.50
Doctor	32	0.52
Engineer	34	0.56
Farmer	35	0.57
Shopkeeper	-	0.00
Driver	144	2.35
Banker	57	0.93
Worker	959	15.67
Advocate	-	0.00
Fisher man	-	0.00
Tailor	-	0.00
Police	-	0.00
	6,121	

Table 1.7: BHAIRAB Demographic segmentation (Occupation wise)

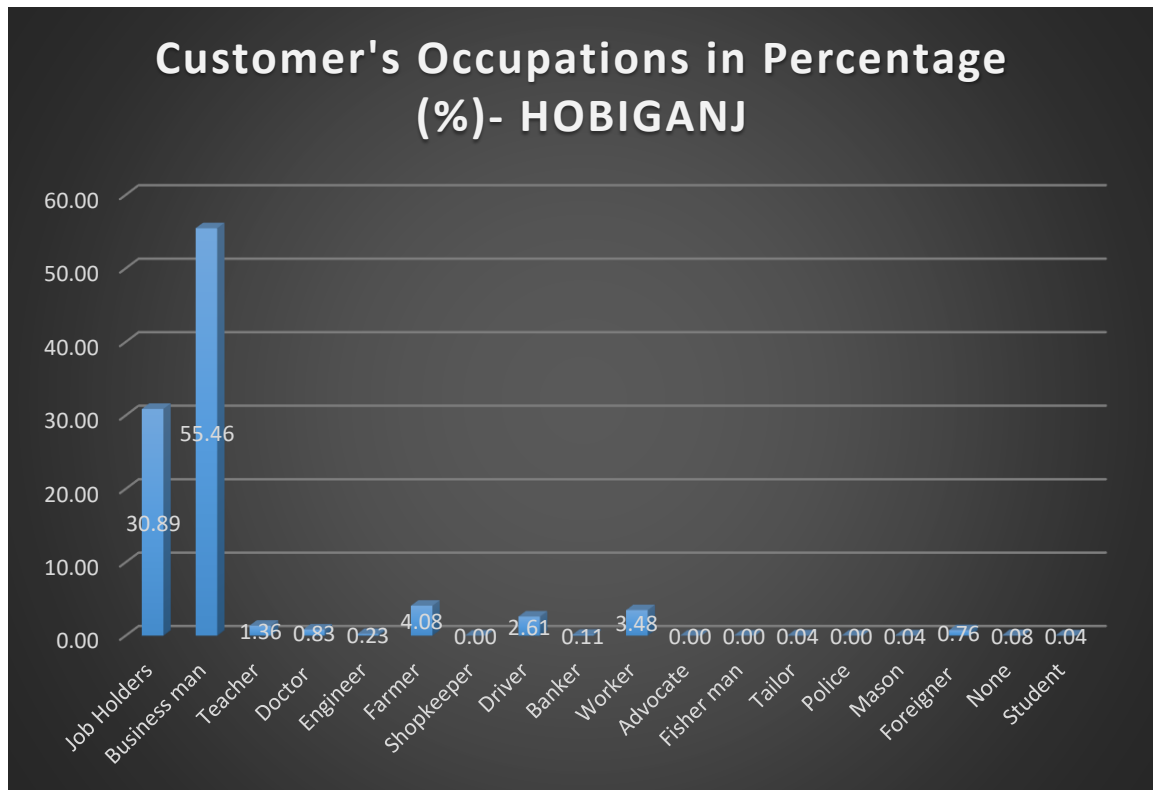


GRAPH 1.8: Customer's Occupation percentage (DHAMRAI)

The target household of Hobiganj area is 3,000 and the target fulfilment is reached to 2,645. The customer profiling according to the demographic segmentation is given below:

Occupations	Amount	Percentage (%)
Job Holders	817	30.89
Business man	1,467	55.46
Teacher	36	1.36
Doctor	22	0.83
Engineer	6	0.23
Farmer	108	4.08
Shopkeeper	-	0.00
Driver	69	2.61
Banker	3	0.11
Worker	92	3.48
Advocate	-	0.00
Fisher man	-	0.00
Tailor	1	0.04
Police	-	0.00
Mason	1	0.04
Foreigner	20	0.76
None	2	0.08
Student	1	0.04
	2,645	

Table 1.8: HOBIGANJ Demographic segmentation (Occupation wise)

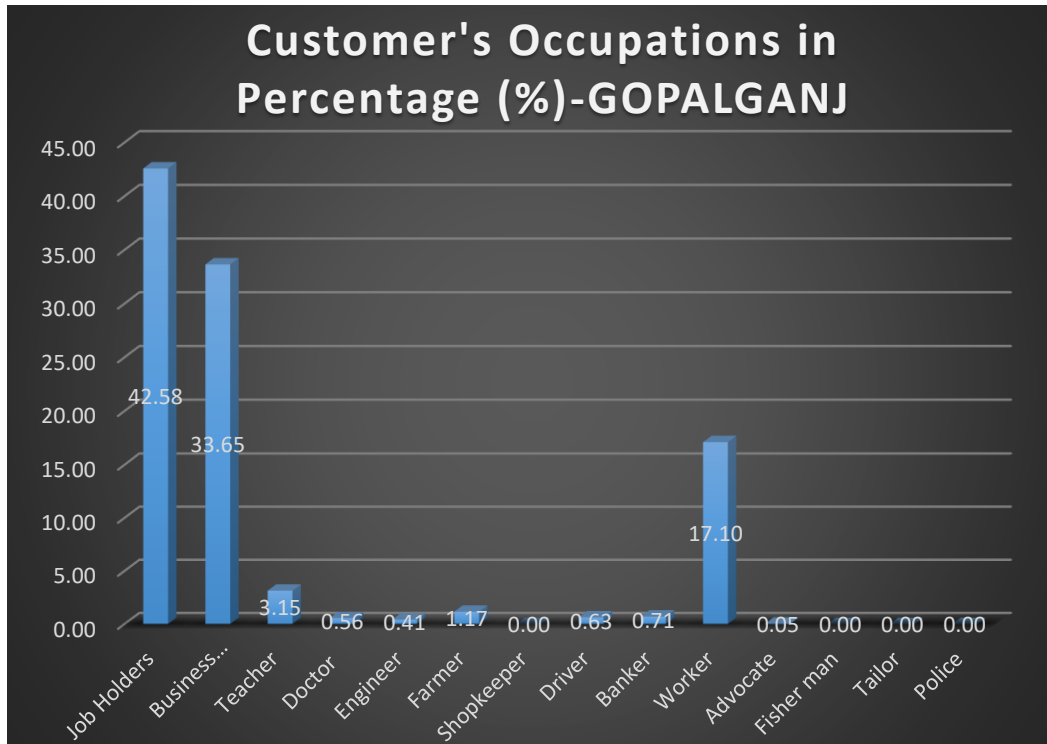


GRAPH 1.9: Customer's Occupation percentage (HOBIGONJ)

The target household of Gopalganj area is 4,000 and the target fulfilment is reached to 3,941. The customer profiling according to the demographic segmentation is given below:

Occupations	Amount	Percentage (%)
Job Holders	1,678	42.58
Business man	1,326	33.65
Teacher	124	3.15
Doctor	22	0.56
Engineer	16	0.41
Farmer	46	1.17
Shopkeeper	-	0.00
Driver	25	0.63
Banker	28	0.71
Worker	674	17.10
Advocate	2	0.05
Fisher man	-	0.00
Tailor	-	0.00
Police	-	0.00
	3,941	

Table 1.9: GOPALGANJ Demographic segmentation (Occupation wise)

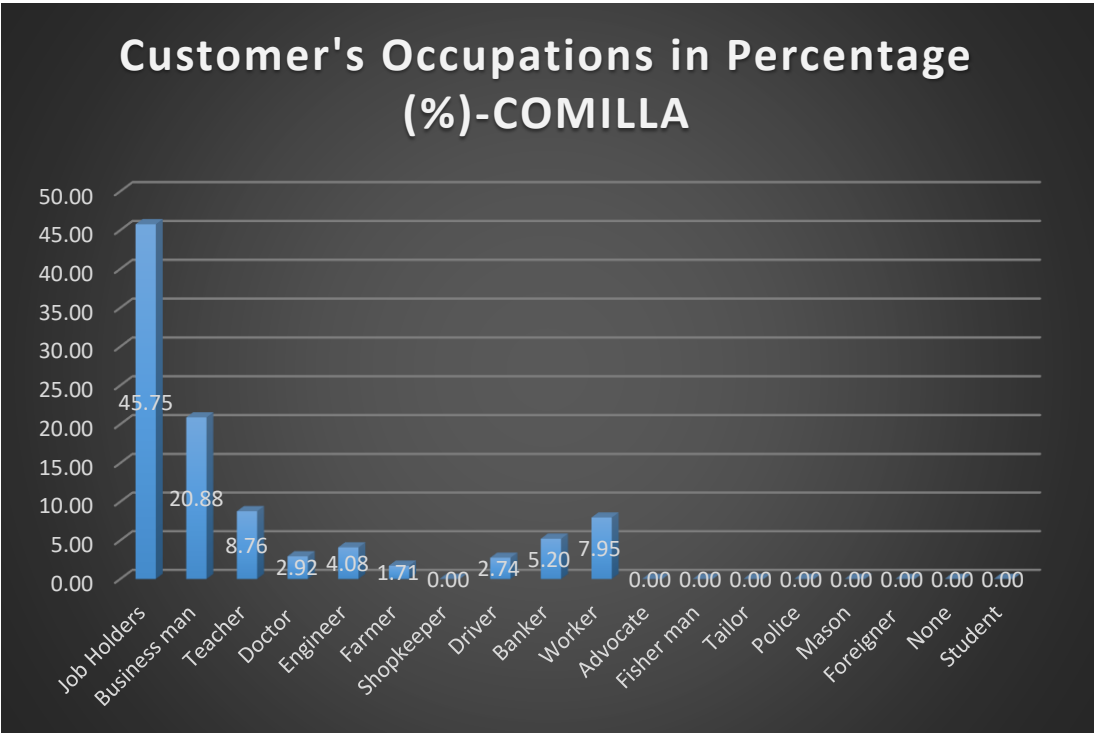


GRAPH 1.10: Customer's Occupation percentage (GOPALGANJ)

The target household of Comilla area is 8,000 and the target fulfilment is reached to 7,840. The customer profiling according to the demographic segmentation is given below:

Occupations	Amount	Percentage (%)
Job Holders	3,587	45.75
Business man	1,637	20.88
Teacher	687	8.76
Doctor	229	2.92
Engineer	320	4.08
Farmer	134	1.71
Shopkeeper	-	0.00
Driver	215	2.74
Banker	408	5.20
Worker	623	7.95
Advocate	-	0.00
Fisher man	-	0.00
Tailor	-	0.00
Police	-	0.00
Mason	-	0.00
Foreigner	-	0.00
None	-	0.00
Student	-	0.00
	7,840	

Table 1.10: COMILLA Demographic segmentation (Occupation wise)







GRAPH 1.11: Customer's Occupation percentage (COMILLA)

Competitor Analysis of MAGGI Shad e Magic Masala

The main competitors of MAGGI Shad e Magic Masala are Radhuni, Knorr, PRAN, ARKU, ACI pure, BD Food, Rani, Sajeeb and Pakistani Brand 'Shan'. The analysis of competitor's market are given below:

❖ RADHUNI

RADHUNI Powdered Seasonings are made from chosen assortment of crops and seeds. All basic unstable oils of the flavors are kept intaglio with the present day crushing innovation. These powdered flavors guarantee the taste and enhance of domestic pounded flavors and can be utilized to plan any of the specified dishes.

		<p>RADHUNI Tehari Masala</p> <p>Radhuni tehari masala could be a one of a kind combination of diverse extraordinary flavors, which encourage everybody to cook delicious tehari at their domestic in an easy way.</p> <p>Price and Net Weight: Taka 40/= (40 gm)</p>
		<p>RADHUNI Chatpati Masala:</p> <p>Mix of diverse flavors makes the planning of chatpati so simple at your domestic.</p> <p>Price and Net Weight: Taka 34/= (50 gm)</p>
		<p>RADHUNI Biryani Masala:</p> <p>The correct blending of diverse flavors agreeing to the age-old formula of biryani comes to you in radhuni biryani masala. You can get the interesting taste of lamb, meat and chicken biryani at your domestic with ease.</p> <p>Price and Net Weight: Taka 50/= (40 gm)</p>

		<p>RADHUNI Fish Curry Masala:</p> <p>The combination of flavors in radhuni fish curry masala brings out the conventional taste of neighborhood fish curry. Any kind of fish can be cooked with radhuni fish curry masala.</p> <p>Price and Net Weight: Taka 45/= (100 gm)</p>
		<p>Chicken Masala</p> <p>Radhuni chicken masala has all the flavors vital to get ready a chicken dish in fair the correct sums with fair salt, chicken, onions, oil and Radhuni chicken masala, you'll be prepared to cook a delicious chicken dish.</p> <p>Price and Net Weight: Taka 14/= (20 gm)</p>
		<p>RADHUNI Kabab Masala:</p> <p>Radhuni kabab masala may be a wealthy blend of flavors vital for planning mouth-watering kababs.</p> <p>Price and Net Weight: Taka 85/= (50 gm)</p>
		<p>RADHUNI Meat Curry Masala:</p> <p>Radhuni meat curry masala has the proper combination of chilli, turmeric, coriander, cumin, fenugreek etc. for the bonafide taste of meat curry. it can be utilized for cooking all sorts of meat.</p> <p>Price and Net Weight: Taka 60/= (100 gm)</p>

Table 1.11: Competitor analysis (RADHUNI)

- **Distributor:** SQUARE maintaining a strong distribution network for its spices in the country. At present a total no. of 112 (One hundred twelve) highly experienced distributors are engaged to market the products throughout the country.

- **Promotion:** Radhuni masala is captured most extreme advertise share of flavor businesses through their appealing promotion and other special exercises which offer assistance Radhuni masala to hold a driving position for a long time in spice industry in our nation.

❖ **Knorr:**

Unilever's number one brand, Knorr may be a boundless worldwide brand with energy for nourishment at its heart. Knorr's history dates back to 1838 when Carl Heinrich Knorr spearheaded tests in drying seasonings and vegetables to protect their enhance and wholesome esteem. Knorr has developed to ended up a well-loved, worldwide brand with a wide extend of bouillons, soups, sauces, snacks, and total suppers to assist individuals around the world to appreciate the taste and enhance of great nourishment without the difficult work that more often than not goes with it.



		<p>It is perfect for Biryanis,Pulao, Chinese dishes and Flavors. Improves the taste and enhance of Soups and Sauces.Ideal for making vegetable stock. Can be sprinkled on servings of mixed greens and marination of cold meats.</p> <p>Price and Net Weight: Taka 25/= (85 gm)</p>
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Table 1.11: Competitor analysis (KNORR)

- **Distributor:** Unilever is basically the distributor of Knorr noodles, soup and masala. It is making available the products through 150 plus distribution points initially. Not only that, they are working on expanding their business through increasing the distribution points. Currently they are focusing on highlighting their popular brand Knorr by putting a separate shelf in some particular retail shops as well as establishing their very own Knorr restaurant.

- **Promotion:** The marketing and promotional campaigns run by Knorr is just like MAGGI. They show recipes in television channels, online advertisements and sponsorship of different programs. They have their own youtube channel where they put all the different recipes using Knorr products.



Figure 1.4: Recipe show in youtube official channel (KNORR)

❖ PRAN

PRAN Culinary products are world class products to make cooking easier. These are internationally acclaimed food products ensuring highest quality and maintenance through globally accepted certification. It has a unique model of sourcing and displays Bangladesh's finest food on a custom-designed stand in some of the best food shops. (Culinary, n.d.)

- **Distributor:** PRAN-RFL is the distributor of PRAN Masala products. it has some strength by which it compete in the market and try to become unique to those areas Strong distribution channel, Human resource, Wide drinks category, The have their own factory, dairy and manufacture.
- **Promotion:** The PRAN-RFL group follows the Pull strategy. Pull strategy is directing the promotional mix at ultimate consumers to encourage them

		<p>PRAN Spice Mix Chatpati</p> <p>PRAN Chatpati Mix is a simple mix of flavors and herbs to form the well-known Bengali nibble, Chatpati. Typically a fast, superb elective to cooking the snack.</p> <p>Price and Net Weight: Taka 30/= (50 gm)</p>
		<p>PRAN Shader Masala</p> <p>PRAN Shader Masala may be a delightful blend of flavors to include additional enhance and flavoring to your curries and dishes.</p> <p>Price and Net Weight: Taka 5/= (4 gm)</p>

Table 1.12: Competitor analysis (PRAN) to ask the retailer for the product.

❖ **BD Food:**

BD Foods Ltd is distinctively renowned for its constant dedication to excellence. We remain passionate in our approach to deliver the best food products through the most desirable business values and practices. (BD Food, n.d.)


		<p>BD Curry powder</p> <p>Red chilli, Coriander, Cumin, Black Pepper, Turmeric, Cinnamon, Mace, Clove, Cardamom, Bay-leaf, Ginger, Garlic & salt.</p> <p>Price and Net Weight: Taka 50/= (100 gm)</p>
		<p>BD Fish Curry Spices</p> <p>Red chilli, Coriander, Cumin, Black Pepper, Turmeric, Cinnamon, Mace, Clove, Cardamom, Bay-leaf, Ginger, Garlic.</p> <p>Price and Net Weight: Taka 25/= (50 gm) Taka 50/= (100 gm) Taka 80/= (200 gm)</p>

Table 1.13: Competitor analysis (BD Food)

- **Distributor:** As a household brand name in a country of 160 million people, the distribution capability of BD Foods is an immense feat. They have a strong presence in every corner of this 52,000 square mile country.
- **Promotion:** BD Food doesn't run a vast of promotional activities rather they focus on their supply chain management. However, they have a few number of television commercials and shelf strips in the modern trades as well as in the small retail shops all over the country.

However, there are ACI Pure masala, Sajeeb Masala, Rani, Shan etc are ruling the masala market in Bangladesh. But MAGGI is owning the 60% of the market in its culinary category. In Bangladesh, local brands are more available and reasonable priced rather than the foreign brands. Hence, its depends on customer preference and widely depend on marketing strategies that the brands follow.

Problem Statement

One of the most important goals of any problem statement is to define the problem being addressed in a way that's clear and precise. Its aim is focus the process improvement team's activities and steer the scope of the project.

The purpose of this report is to identify the necessity of doing door- to- door activity and the process of it by Nestlé Bangladesh Limited. The main target group is the lower and lower middle class family from rural areas. It is proposed that in addition to have difficulties in reaching the target population, proper communication and educated group of Brand Representatives may help to boost the target amount at the reaching point. There are two definitive problems that is being pointed out for this particular activity. One is unaware and non- users of MAGGI Shad e Magic Masala and another one is the target group who are unaware about the product features. Both are differentiated from each other on the basis of product users and non- users. A group of target market who do not know about the product and another group of target customers who use the product but do not aware of the features or the proper usage of the product.

- **Unaware and non-users of MAGGI Shad e Magic Masala:** The purpose of the activity is to capture the target market who haven't been informed or reached yet. There are a plenty of target market who have never heard of MAGGI Shad e Magic Masala but willing to use seasonings in their foods. The target is to let them know about the product and include them under the users or aware group of customers. Currently there are 2 television commercials which are on aired regularly in almost all television channels in Bangladesh. These commercials show the benefit of using the product but as internet is becoming more popular, our target market do not watch television frequently nowadays.
- **Unaware about the product features:** There are a group of people who uses MAGGI Shad e Magic Masala but do not know that it can be used in cooking other

foods or making different recipes other than only noodles. On the other hand, health conscious customers are concerned about the amount of testing salt present in the seasoning. So the target is to let them informed about all the queries through face to face communication.

- **Growing competitor market:** Fast growing competitors market is a huge concern for MAGGI Shad e Magic Masala. Almost all of the brands are trying to make a continuous customer engagement or communication which is influencing customer's mind tremendously. The main competitors of seasoning market are the local brands like Radhuni, Arku, PRAN etc. To sustain in the market, MAGGI needs to make continuous customer communication and engagement. Moreover, for this purpose MAGGI Shad e Magic Masala needs to focus on direct communication ways like door- to- door activity.

Timeline of MAGGI Shad e Magic Masala

As I mentioned earlier in the report, the beginning of the activity till the end of the activity was all planned before- hand. The time schedule of the project with their starting and ending date age given below:

No.	Distribution Point	Location	Starting date	Ending Date
1.	Sarker and Brothers	Savar	23-Apr-18	30-May-18
2.	Shara Enterprise	EPZ	23-Apr-18	28-May-18
3.	Riaz Enterprise	Dhamrai	26-Apr-18	02-Jun-18
4.	Reza Enterprise	Manikgonj	23-Apr-18	04-Jul-18
5.	S. I Trading	Tongi	28-Apr-18	02-Jun-18
6.	Rehbin Traders Gazipur	Gazipur	24-Apr-18	15-Jul-18
7.	Solan Traders	Kaliakoir	24-Apr-18	12-Jul-18
8.	Rehbin Traders Mawna	Mawna	02-Jun-18	05-Jul-18
9.	Arko Traders	Mymensingh	23-Apr-18	27-May-18
10.	Audhora Enterprise	Keranigonj	29-Apr-18	29-May-18
11.	Delwar Enterprise	Jatrabari	28-Apr-18	09-Jun-18
12.	Khaja Traders	Narayangonj	25-Apr-18	24-Jun-18
13.	Awlad Enterprise	Munshigonj	25-Apr-18	06-Jun-18

14.	Progati Enterprise	Sreenagar	30-Apr-18	04-Jun-18
15.	Sohel Trading Corporation	Narshingdi	29-Apr-18	17-Jul-18
16.	Hasan Distribution	Sonargaon	10-May-18	23-Jul-18
17.	Global Distribution	Rupgonj	10-May-18	04-Jul-18
18.	Haque & Sons	Chittagong Metro 1	29-Apr-18	30-May-18
19.	New Generation Trading	Hathazari	09-May-18	30-May-18
20.	Sazzad Distribution & Electric	Cox's Bazar	13-May-18	01-Jul-18
21.	Prime Distribution	Chittagong Metro 3	29-Apr-18	30-May-18
22.	Sankar Rajan Saha	Noakhali	09-May-18	07-Jul-18
23.	Hassomoye Traders	Laxmipur	28-Apr-18	07-Jul-18
24.	Rupali Traders- Feni	Feni	07-May-18	09-Jun-18
25.	Rupali Traders- Comilla	Comilla	29-Apr-18	08-Jul-18
26.	Islam Food & Beverage	Gouripur	15-May-18	18-Jul-18
27.	Aysha Traders	Companigonj	13-May-18	26-Jun-18
28.	Narayan Store	Chandpur	09-May-18	02-Jun-18
29.	Javed Traders	Khulna	20-May-18	30-Jun-18
30.	Mojibur Rahman	Jessore	06-May-18	09-Jun-18
31.	S. K.Traders	Barisal	10-May-18	28-Jun-18
32.	Pragati Proshadhani	Gopalganj	05-May-18	05-Jun-18
33.	Joydev Paul & Sons	Kustia	10-May-18	01-Jul-18
34.	Roy Traders	Faridpur	10-May-18	07-Jun-18
35.	Disha Traders	Madaripur	05-May-18	05-Jul-18
36.	Datta Enterprise	Bogra	28-Apr-18	27-Jun-18
37.	Araf Enterprise	Pabna	12-May-18	07-Jul-18
38.	M. S. Enterprise	Rajshahi	03-May-18	03-Jul-18
39.	Popular Enterprise	Dinajpur	15-May-18	01-Jul-18
40.	Tahir & Sons	Sylhet	26-Apr-18	01-Jul-18
41.	South Sylhet Traders	Moulovi Bazar	28-Apr-18	08-Jul-18
42.	Banik Enterprise	Brahmanbaria	28-Apr-18	02-Jul-18
43.	Sharif Store	Hobiganj	26-Apr-18	27-Jun-18
44.	Patwary Enterprise	Bhairab	29-Apr-18	27-Jun-18

Table 1.14: Time line of MAGGI Shad e Magic Masala

The starting date is solely dependent on the training requirement of the supervisors and brand representatives. The timeline is calculated based on the target to be fulfilled in that particular area. The selected timeline for the activity is from April 23, 2018 to July 25, 2018. The extra 2 weeks are kept for calculating the outcomes and the overall summary of the door- to- door activity.

Nestlé Bangladesh always follows a Gantt chart for running any activation project which helps both the company and 3rd parties to do their individual work on due time. Moreover, it also helps to check or finish each work on due time. We began the work for the project on 23rd April, 2018 and till now we are working on the after phase of the activity which is evaluation phase.

Literature Review of Door- to- Door Activity

Door- to- door activity is basically run for building strong customer based relationship with the companies. Most of the multinational companies follow direct sales method like this. There have been many books and articles published focusing on the direct sales method, its pros and cons and its future opportunities.

A journal named “Opportunities & Challenges in the Indian Market” is focused mostly about the Indian market and its way of doing business and building customer relationship. It says, the Indian way of doing commerce is relationship based. Indians would incline toward to have a great relationship and common trust, some- time recently doing commerce. This takes time and ought to take put on a business level conjointly on an individual level. Once the trust is there, the relationship will last for a long time. (*Opportunities & Challenges in the Indian Market: Lessons learned from Dutch Companies in India*)

In a report on “ Marketing the Modern Kitchen for early adoption of improved cook stoves in Bangladesh: A marketing and behavioural change strategy” says to reach the “rural middle class” and “rural lower class” emphasising on relatively large businesses in Bangladesh with existing distribution networks capable of efficiently reaching the low price sensitivity group as disposable income is available consumers typically employ two means to generate awareness and interest when activating new products: a) mobile marketing vehicles, and b) informal hawkers or brand promoters. (*BANGLADESH MODERN KITCHEN MARKETING AND BEHAVIOR CHANGE STRATEGY, 2013*)

A research paper written by Mohammad Shafiqul Islam (SUST) and Mohammad Woli Ullah (SUST) for Bangladesh Development Research Center named “People’s Participation in Health Services: A Study of Bangladesh’s Rural Health Complex” says, The study uncovers that the cooperation status of the individuals is exceptionally critical for the health characteristics, confronting physical issues, legitimate sanitation, recurrence of doctor visits, and removal to healing centers. The respondents that had great wellbeing and are health conscious live nearby hospitals and are hence able to require treatment from the clinic which means our target customers must live nearby the hospitals and health clinics as they need to be educated about the ingredients’ level in the product. (*Mohammad Shafiqul Islam, 2009*)

A journal named “Door-to-door sales: the forgotten channel” by The Boston Consulting Group says the product and service best suited to door-to-door activity produces high lifetime esteem or advantage from a few sort of discussion and exhibit. Numerous number of offerings related with lifetime esteem have solid edges and create a stream of incomes over time to assist cover the taken toll of the sales. (*Dylan Bolden, 2008*)

Part 3: Findings from Door- to- Door activity of MAGGI
Shad e Magic Masala

Observation

- Nestlé Interns are immensely involved into overall sales process and they get to observe, maintain and control various projects. My observation from the overall activation process was satisfactory. I got a chance to maintain a strict standard of door- to- door activity through instructing the 3rd party agency.
- Though supervisor gets to choose which data to access and analyse, an intern is authorized to monitor and direct the activity on behalf of the supervisor.
- In Nestlé, direct market experience is provided to an intern through market visit and observations. Throughout the whole activation process, I faced difficulties like product sampling which means selling activity products to the retail points. But immediate actions have been taken by the 3rd party agency directed by us.
- Direct sales is one of the toughest marketing strategy that is totally depend on the trust of the consumers. Throughout the years Nestlé has built a strong customer relationship that has helped us to reach our targeted group effortlessly.
- Immediate action regarding product sampling is important to avoid the immense hamper in target achievement. As our target is to make the target customers knowledgeable about the product not just focus on the target achievement, product sampling is considered as a serious matter.

Recommendation

There are certain recommendations that can be made after running an activation like MAGGI Shad e Magic Masala door- to- door activity. These recommendations are totally suggested from my perspective after being part of this project. The recommendations are given below:

MAGGI Shad a Magic door-to-door activity is currently going on in 44 distribution points all over the country starting from 23rd April, 2018. The process of the activity starts with handing over the responsibility to the agency named I Creation and they started the activity through selecting supervisors and brand representatives. The communication between supervisor and brand representatives matters the most to get the desired outcome from the whole activity. Brand representatives are given the proper training by the Territory Officers from the particular distribution points for this door-to-door activity. For this particular activity, we have instructed the brand representatives to reach the households and informing them regarding the product and its uses rather than just focusing on its sales. However, MAGGI Shad a Magic is consisting of 3 packs in one leaflet that contains recipes and

required information about the product where we are offering one pack free with two packs costing 10 taka (4 gm) only. Though the target is to reaching the target market and to inform them about the uses of the product, it is really important for us to focusing on brand building as well. For this, we have targeted to reach 240,000 household all over the country.

Achievements through the activity:

As the activity was running almost for 3 months, there are some clear achievements that should be mentioned. They are given below-

- We have come to know that most of our target customers are not acknowledged that MAGGI Shad a Magic can be used in many other recipes other than only Noodles, which means that our structure and target for this activity is in the right track.
- Not only the customers of urban areas but also the customers from rural areas showed interest to use MAGGI Shad a Magic.
- Continuous communication from Nestlé Bangladesh Ltd. customer care service and as well as the activators (Agency- I Creation) from the activity is making a strong brand image and brand recognition in the consumer's mind.
- Through this activity, we have come to know the recommendations, queries and suggestions from our target customers directly in person which makes the future decisions to take more effective and consumer centric.

There are certain recommendations or areas of improvement that can be made after running an activation like MAGGI Shad e Magic Masala door- to- door activity. These recommendations are totally suggested from my perspective after being part of this project. The recommendations are given below:

Areas of improvement:

Running a door-to-door activity requires adaptability and continuous improvement in the areas where customers feel free to refer the product, specifically the brand itself that represents the image of the company as a whole. We have learned through-out the whole activity that there are several points that should be brought under improvement list. They are given below-

- The packaging of the MAGGI Shad a Magic did not match with the time being that should be up to date or the regular pack so that it doesn't make any conflict with the offer going on.
- We should focus on training the supervisors more so that the communication gap between the Territory officer and supervisors doesn't make an issue during the activity.
- We should instruct the agency to visit the activity areas more frequently.
- The age limit and requirements of appointing a brand representative should be strictly maintained.
- Data management app for the brand representatives should properly maintained and that should be instructed to the agency strictly.
- Agency should take proper precautions to stop product sampling incidents at the first place so that brand representatives feel demotivated to sell the products to the retail stores instead of doing the door-to-door activity.
- In the areas where the activity is going on, we should make sure that the same products and offers are available in the nearby retail stores.

Moreover, MAGGI Shad a Magic door-to-door activity made us learn the areas that should be improved and the proper actions to take in the right time.

Limitations of Door- to- door Activity of MAGGI Shad e Magic Masala

Creating any marketing strategy requires looking at the pros and cons of any particular technique. Coordinate promoting methodologies maintain a strategic distance from standard retailers so that the dealer can offer items specifically to customers; helpfully, this dodges the broker.

Telemarketing is one methodology one may utilize in coordinate marketing in calling potential clients to produce intrigued. Pros and cons exist in both marketing strategies. However, the cons or the disadvantages are mostly the challenging one. They are given below:

- ✓ The current climate condition of Bangladesh was not favourable for the project for which the brand promoters were working. The continuous raining made it difficult for them to work.

- ✓ The activation team could not reach its individual target due to rain and they faced a lot of problems as different areas of Dhaka and Chittagong were flooded due to rapid rain.
- ✓ As the target customer of MAGGI Shad e Magic Masala for this activity are the rural people. So to make them educated about the product and its features were a bit difficult for the brand representatives.
- ✓ As it is a seasoning product so letting the target customers know about the ingredients and safety measures was a bit lengthy.
- ✓ It was a door- to- door activity and the reliability level was totally dependent on the brand representatives. If they want, they can sell the products in the retail shops instead of going door- to- door. However, there is always proper measures are taken in this regard.
- ✓ Monitoring the activity of agency was another tough call as they are the third party organizer and will always try to create lacking in the activity. So continuous monitoring of the activity was needed here.
- ✓ As we were taking the mobile number and occupational information from the target customers, it was difficult to ensure them about the security of their information.
- ✓ Maintaining this huge activity that is going on in 44 distribution all over the country and ensuring proper authenticity of the work was a big challenge.

Learning Reflection

Being a marketing student, combining both my bookish knowledge and the real market scenario was a learning experience for me. Noticeable however was that each organization has its own set of values that govern its choices. Also, unlike what is taught theoretically, an individual's experiences rather their curricular background play an important role in deeming them fit for a job. Lastly, a marketing intern has to be adapt in all fields such as Human Resource Management, Finance, Supply Chain Management and Sales due to the nature of their work.

The reason behind such consideration is because in human resource management not only do interns a keen eye for people, they also have to manage others such as DSRs (Distributor Sales Representatives), Merchandisers and MIS operators, agency authorities to get their work done.

In finance, a marketing intern has to maintain the figure given by the finance team through the sales team. In supply chain management, in some cases the intern has to assess how much POSM (point of sales material) is required for the best execution of the agenda.

Throughout the whole project I have learnt how to manage people, allocate products at the best possible time, balancing the material and value based marketing system, ensuring target achievement and the value of time maintenance which I am sure will be helping me in my coming future in the corporate world.

Conclusion

Nestlé is a 150 years of age organization and being such a chronicled association Nestlé takes each measure circumspectly which may appear to go moderate. Be that as it may, Nestlé dependably focus for the long run. As result here and now picks up are not obvious. Being a Nutrition, Health and Wellness company Nestlé stresses on the societal components where individuals are locked in and upgraded. From the ranchers where crude materials are created to manufacturing plant where a definitive item is delivered to conveying wholesalers and achieving buyers, the whole framework and the store network is sorted out. The conveyance focuses and the dispersion focuses are lined up with the head office constantly and furthermore the processing plant which empowers productive operations. In any case, Nestlé works in a developed way where everybody is educated about every one of the circumstances.

Working in an association which is 150 years of age is at least a benefit. The experience increased filling in as an assistant neck-to-neck with to a great degree experienced worker was tremendous. In a nation like Bangladesh, the area store network is developing. Particularly for a MNC like Nestlé, it is vital that every one of the elements of their activation work is done appropriately following their consistence. Bundling may appear like only a cover however for Nestlé Bangladesh it is a wrapper as well as it depicts its notoriety. Any miscommunication or non-standard quality can specifically influence the organization name.

Consequently, the bundling area is assuming an essential part. Among every one of the elements of NBL marketing, activation is the main and unique elements. Activation project has till now been exceptionally successful in boosting company's each year's sales. As a MNC, certainly this organization is persistently experiencing advancements and it can be trusted that it will pick up the worldwide magnificence in Bangladesh too.

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