

Report On

“Social Welfare Issues and Prospects of the Project  
“Amra Korbo Joy”.”

By  
**S.M.Mehedi Mahfuz**  
**15304107**

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business and Administration.

BRAC Business School  
BRAC University  
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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

**Student's Full Name & Signature:**

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**S.M.Mehedi Mahfuz  
15304107**

**Supervisor's Full Name & Signature:**

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**Md. Shezanur Rahman  
Lecturer  
BRAC Business School  
BRAC University**

## **Letter of Transmittal**

Md. Shezanur Rahman,

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Dear Sir,

It is a great honor to present my internship report on “Social Welfare Issues and Prospects of the Project

“Amra Korbo Joy”. I had been appointed as an intern in the Nestlé Professionals function at Nestlé Bangladesh. So, I have prepared a report on this function.

I have greatly attempted to complete the internship report from the data I received while working at Nestlé Bangladesh. Also gathered the relevant secondary information from different resources possible. I have tried my best to cover all the aspects of the topic required in my internship report.

I trust that the report will meet the desires.

Sincerely yours,

---

S.M.Mehedi Mahfuz

15304107

BRAC Business School

BRAC University

## **Non-Disclosure Agreement**

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between Nestlé Bangladesh and the undersigned student of BRAC University, S.M.Mehedi Mahfuz.

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Nestlé Bangladesh Limited

.....

S.M.Mehedi Mahfuz

## **Acknowledgement**

In the first place, I offer my sincerest thanks to Mr. Sudipto Chakkraborty for allowing me the chance to do my Internship at Nestlé Bangladesh and finish my task.

Also, I express gratitude toward Mr. Sohebur Rahman for his guidance all through the entire work process and to adapt to the way of life and guidelines that Nestlé Bangladesh follows. I additionally wish to offer my thanks towards the entire Nestlé Bangladesh group for directing me during the underlying phase of my program at whatever point as fundamental. I likewise thank my individual Intern associates to help me during my Internship.

I additionally thank my Internship Supervisor and Lecturer of BRAC Business School Mr Md. Shezanur Rahman for giving me the chance to take a shot at the venture and guide me through the entire task.

## **Executive Summary**

Nestlé is world's biggest wellbeing, nourishment and health organization with a strategic "Great Food, Good Life" which really drives the organization to furnish purchasers with the best tasting and most nutritious food decisions in a wide scope of food and drink classifications and eating events. Albeit all-inclusive it is twice in size of its closest FMCG (quick moving buyer products) contenders, in Bangladesh its excursion is similarly new.

Nestlé Bangladesh Limited, an entirely possessed auxiliary of Nestlé S.A., began its business creation in 1994 .Today Nestlé Bangladesh Limited is firmly situated to develop through its strategy of consistent advancement and remodel, focusing on its center capabilities and pledge to high caliber, with the point of giving the best quality food to the individuals of Bangladesh.

The report depends on a working undertaking and the point of the report is to make sense of issues and prospects of social showcasing in our nation and the impression of individuals about road selling of Nescafé .This report is structured in five significant parts. At first the initial words about the report were portrayed in the primary fragment named "Presentation". The following section "Organization Profile" contains the historical backdrop of Nestlé, Product/administration contributions, Operational system organogram, Nestlé Bangladesh Ltd. What's more, the Visions, crucial what's to come.

Next section is about my activity and significant duties; where I have attempted to portray the undertaking, my activity and a portion of its disadvantages.

In the accompanying piece of this I have examined about the discoveries of the investigation of undertaking "Amra Korbo Joy" in subtleties like client observations, administrator and dealers recognitions, and conceivable future and so on. The last and last part contains the finishing up part. Before reaching any inference dependent on this report it might be noticed that there may be need information, yet at the same time it might be helpful for planning any further investigation

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# **Chapter 1: Introduction**

## **1.1: Prelude**

Social promoting is new showcasing methodology followed by each association and every one of them has some social obligations as they make benefit from the market and social advertising is another method of reimbursing obligation to the general public by giving new thoughts in showcase. Nestle experts, a vital specialty unit of Nestle Bangladesh Ltd, began an undertaking named "Amra Korbo Joy" to sell and advance Nescafe and Nestea through utilizing road channels of showcasing with least favored individuals therefore they could make opening for work for them and above all advance their image.

Nestle encourages a few people to go into business utilizing Nestle brands and supports who are named as "administrators". These administrators incorporate underestimated individuals as vendors of Nescafe and Nestea where they sell their items in the avenues and acquire some cash for their family. Nestle profited by the program by making their items accessible wherever in the city.

## **1.2: Background of the Study**

As a piece of the BBA educational program, this report was set up to help me effectively gain the necessary temporary job credits for finishing the BBA program from BRAC University. So as to begin taking a shot at the report, I finished around Three months of work at Nestlé Bangladesh ltd. furthermore, the substance of my report depends on these three months. I have attempted my best to make this report educational and advanced so the genuine articles can without much of a stretch be shown. I utilized all the most recent information and data. I have been serving this organization as an assistant under Nestle Professional division for most recent three months. This is an entry level position venture concentrate on So, I am persuading the chance to be extremely near exercises of Nestlé Bangladesh Ltd. My boss Md. Shohebur Rahman and my line chief Mahmudul Hasan Zisha guided me and helped me all through my time at Nestle and furthermore helped me make this report productive.

### **1.3: Scope of the Study**

This paper talks about the current business operation of Nestlé Bangladesh Ltd. There is only detail description of the marketing function of the company because of the availability of information to me as I was working in one of the marketing function at Nestlé Bangladesh Ltd. Moreover in the project part I will try to identify the overall marketing functions of Nestlé Bangladesh Ltd.

Nestle Bangladesh Limited practices social marketing in our country through their project “Amra Korbo Joy” and this project is under Nestle professionals where I worked for three months as an intern. I witness this project closely and to know the problems and prospects I took information from different kind people and persons involved with this project to identify the real scenario as I try to include those in this paper.

### **1.4: Statement of the Problem**

Nestle attempted to enter in road channels utilizing minimized individuals who are less instructed in this way it's hard to execute the arrangement effectively. In the event that Nestle attempts to get information about the market for research, it's less dependable to utilize those information gathered from these peddlers. Nestle is attempting to mark their items with this program as opposed to utilizing regular specialized apparatuses yet the viability of this program is difficult to quantify. Area of execution of the program is likewise significant. The program ought to likewise make advance to the general public for its prosperity where they have to convey colossal data and messages to the market.

### **1.5: Objectives of the Study**

The objective of the study is to focus on one broad issue that is social marketing problems and prospects and how Nestle Bangladesh Ltd do it with their project “Amra Korbo Joy”. This study also covers some other factors related to the marketing and general functions of Nestlé Bangladesh and its effectiveness which are included under the heading of specific objectives.

**Specific Objectives:**

- To identify company's problems of social marketing and possible solutions in context of "Amra Korbo Joy"
- To find out the prospects of social marketing in context of "Amra Korbo Joy"
- To know about Nestlé Global and Nestlé Bangladesh Ltd.
- To understand the marketing practices of Nestle Bangladesh Ltd.

**1.6: Methodology****Selection of the Topic:**

My supervisor assigned me this topic of the study. Before the topic was assigned, it was thoroughly discussed so that a well-organized internship report can be prepared.

**Sources of Data:**

Primary and secondary data was used in making the project. Main source of information about the business of Nestlé Bangladesh and for the analysis is collected from various resources of the company. Most of them can be treated as the secondary data. Furthermore, I also have experience from all the field work I did for the project.

**Primary data:**

**Direct market observations:** I worked in the Nestle Professionals team and observed the market closely. It helped me understand how Nestle does business worldwide

**Operator management:** I was managing and supervising the operators. This helped me understand their task and function

**Face to face conversations with employees, distributors and consumers:** I tried to gather information from employees of the company, distributors and consumer by talking with them face to face.

**Survey:** I conducted a survey on this project where respondents were of different ages, genders and occupations with a questionnaire, liker scale, open ended question etc. The data were collected from three different places; Dhaka University campus, Dhanmondi Lake areas and Shohorawardi Medical Collage areas, Jahangirnagar University , Dhaka medical college area, Motijheel where sellers of this project sell coffee.

### **Secondary data:**

**Company's reports:** secondary data I used to prepare this report were found in Annual and other reports of company

**Presentations slides:** to show the current scenario of this project to employees for deciding the future steps, Presentation slides were used. I also used them as my secondary data.

**Websites:** Company's website is a source of secondary data. Different websites and journals were also helpful.

## **1.7: Limitations of the study**

- Time Constraints: There was short of time. It is difficult to understand the overall marketing strategies of a giant company like Nestlé Bangladesh in three months.
- First experience: As it is first experience in corporate world, there was always scarce of knowledge and experience of mine. Therefore, getting the exact picture is always a challenging task for a new comer especially for the interns.
- Hard to get Information: It is likely that managers might be skeptical about sharing certain company information with the interns. Though I tried my best to get valuable information from them and then use it in my report.
- Authenticity: The collection of primary data is always a difficult thing because it is hard to ensure the authenticity of the data. To make it more authentic I made a survey of hundred people of different categories in different places.

## **Chapter 2: Company Profile**

Nestlé S.A is a Swiss worldwide food and Beverage Company headquartered in Vevey, Switzerland. It is the biggest food organization on the planet estimated by incomes and positioned 72 on the Fortune Global 500 of every 2014.

Nestlé has an essential posting on the SIX Swiss Exchange and is a constituent of the Swiss Market Index. It has an auxiliary posting on Euronext. In 2011, Nestlé was recorded No. 1 in the Fortune Global 500 as the world's most gainful organization. With a market capitalization of US\$233 billion, Nestlé positioned No. 9 in the FT Global 500 2013

In the food business Nestlé is the most confided in name with top notch items. — "Great food

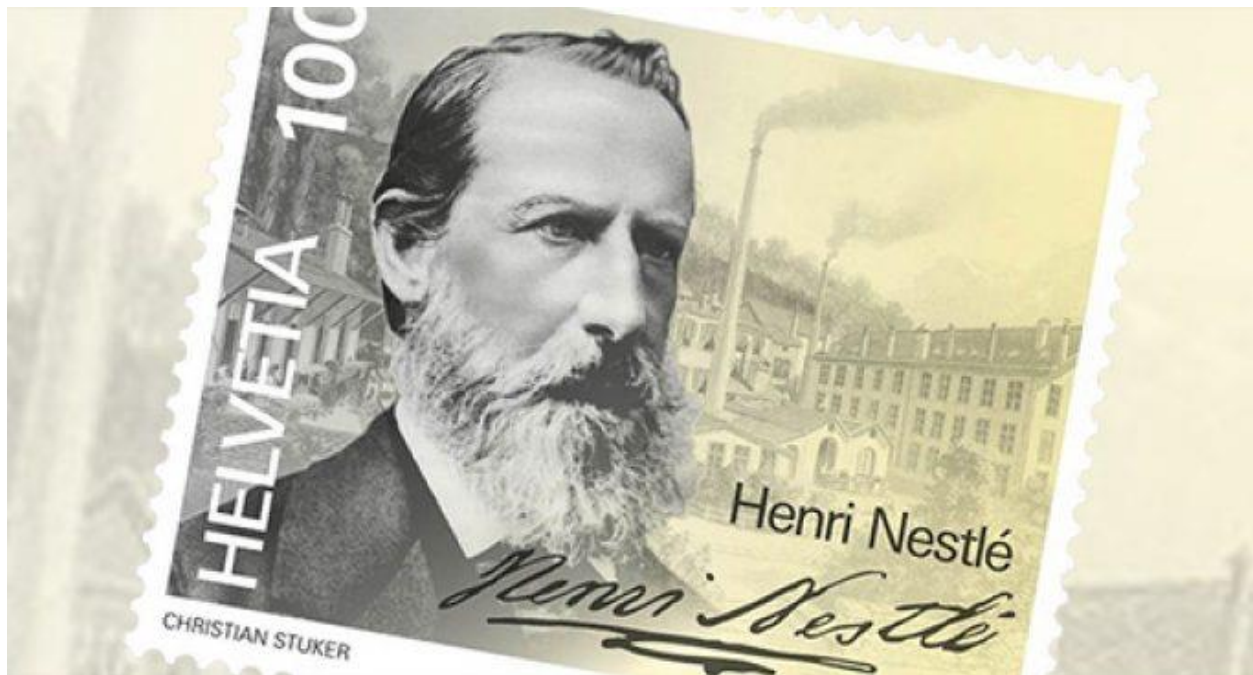
Great Life" is the mission of Nestlé, which drives the organization to furnish purchasers with the best tasting and most nutritious decisions in a wide scope of food and refreshment classifications and eating events, from morning to night. The vision of —creating shared worth and the own one of a kind —Corporate Business Principles —shaped the organization culture and made them a solid speculator more than 86 nations of the world. Today Nestlé utilizes around 280000 individuals and have processing plants or tasks in pretty much every nation of the world with an all-out value of CHF 62.60 billion.

### **2.1: History of Nestlé**

Nestlé's origins date back to 1866, when two separate Swiss enterprises were founded that would later form the core of Nestlé. In the succeeding decades, the two competing enterprises aggressively expanded their businesses throughout Europe and the United States.

In August 1867, Charles (US consul in Switzerland) and George Page, two brothers from Lee County, Illinois, USA, established the Anglo-Swiss Condensed Milk Company in Cham, Switzerland. Their first British operation was opened at Chippenham, Wiltshire, in 1873.

In September 1866, in Vevey, **Henri Nestlé** developed a milk-based baby food, and soon began marketing it. The following year saw Daniel Peter begin seven years of work perfecting his invention, the milk chocolate manufacturing process. Nestlé's was the crucial cooperation that Peter needed to solve the problem of removing all the water from the milk added to his chocolate and thus preventing the product from developing mildew. Henri Nestlé retired in 1875 but the company, under new ownership, retained his name as Société Farine Lactée Henri Nestlé.



Nestlé S.A

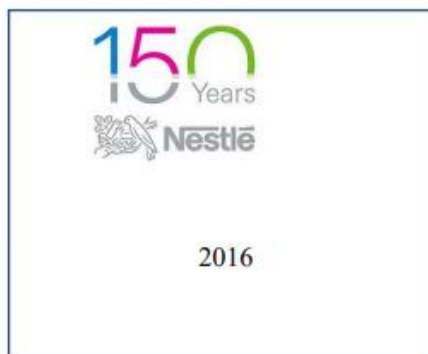
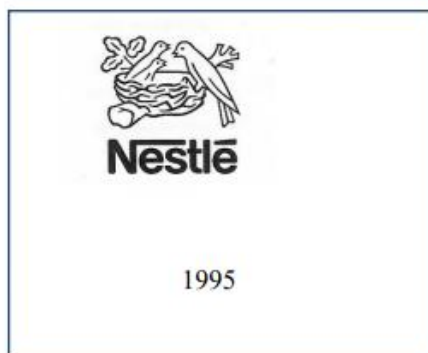
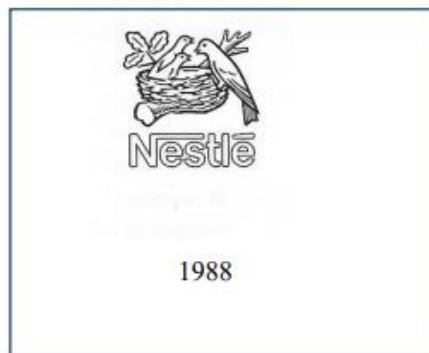
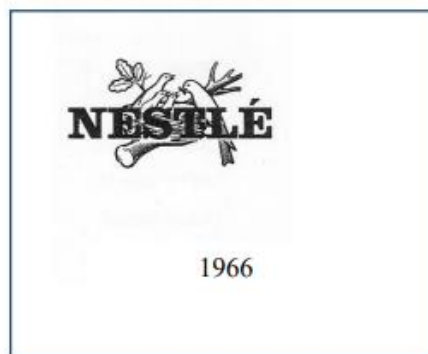
Nestlé with headquarters in Vevey, Switzerland is the world's leading nutrition, health and wellness company. Nestlé has divided its worldwide operations into three zones:

- Europe
- Regions (Adriatic, Benelux, Iberian and Russia + Eurasia)

- Americas
- 4 Regions (Austral-America, Bolivarian, Caribbean and Central American)
- AOA3 Regions (Asia, Oceania, and Africa)



## 2.2: Evolution of Logo:



### 2.3: Product of Nestlé global

Nestlé has 8,000 brands, with a wide range of products across a number of markets, 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.

**Appliances:** Baby Nes, Dolce Gusto, Nescafé Alegria, Nescafé Barista, Nespresso, Special.T

**Baby Nutrition's:** Cerelac, Gerber Graduates, Mucilon, Natur Nes, Nestum, Nidal (brand), Nido

**Baking:** Libby's Pumpkin Toll House

**Bottled Water:** Arrowhead, Buxton Comtrex ,Deer Park, Hépar Ice, Mountain OzarkaPanna, Perrier Poland, Spring, Pure Life, Quézac, San Pellegrino ,Vittel Zephyrhills

**Cereals:** Cheerios, Chocapic Chokella, Cini Minis, Clusters Cocoa, Crisp Cookie, Crisp Corn Flakes, Country Corn Flakes, Curiously Cinnamon Fitness, Fitness Fibra Gold Flakes, Golden Grahams, Golden Nuggets, Honey Gold Honey

**Chocolate and Desserts:** Blue Riband, Breakaway Butterfinger, Cailler Caramac, Carlos V Chico, babies Choclait Chips, Choco Crossies, Chocolate Log Chokito, Chunky Club, Coffee Crisp, Crisp Crunch, Die Weisse, Drifter Golden Rough Goobers

**Coffee and Beverage:** Abuelita, Baby Nes, Carnation Caro, Chuckie (beverage), Coffee-Mate, Dolce Gusto, Juicy Juice, Klim La Lechera, Lion Menier, Milo, Nescafé, Nescau, Nesfruta, Nespresso, Nesquik (mix), Nesquik, Ready-To-Drink Nestea, Nestlé Chocolate, Nestlé Dessert ,Ovaltine, RicoréSjora, Sublime Sweet Leaf

### 2.4: Nestlé Bangladesh

Nestlé Bangladesh began its activities in Bangladesh in 1994, as a joint endeavor between Transcom Bangladesh Ltd. what's more, Nestlé SA. In the end inside barely any years into activity Nestlé SA took over purchasing out all offers. From that point onwards Nestlé genuinely began its tasks through bringing in different items just as through setting up processing plants in Shreepur, Gazipur. The condition of the circular segment office produces and repacks a few lines

of items. Among the items being delivered the most popular ones are Nestlé Cerelac, Maggi Noodles and Munch Rollz. Other than these items like Nescafe, Lactogen, and Nido are imported from various areas of the world and are repacked here in the nearby office. Our plant is arranged at Sreepur, 55 km north of Dhaka. Nestlé contributed Tk. 110 center so far since 1994. Notwithstanding oats, the industrial facility produces moment noodles and repacks milks, soups, and newborn child nourishment items. Different items, for example, espresso, breakfast grains and confectionary things like Fox's Candy are imported from other Nestlé areas. As of now the association has in excess of 700 individuals engaged with different full-time positions. These workers are dissipated in the 5 districts of Nestlé in Bangladesh. In Bangladesh Nestlé is headquartered in Tejgaon - Gulshan Link street. The Headquarters or more alluded as Head Office suits both nearby and outside workers. Nestlé everywhere throughout the world have indicated elevated expectations of business respectability and practices. It has indicated no trade off in consistence to various lawful and ecological viewpoints and have consequently become the World's Leading Nutrition Health and Wellness Company.

## **2.5: Mission**

Nestlé is the most trusted name with high quality products. —Good food Good Life is the mission of Nestlé, which drives the company to provide consumers with the best tasting and most nutritious choices in a wide range of food and beverage categories and eating occasions.

## **2.6: Vision**

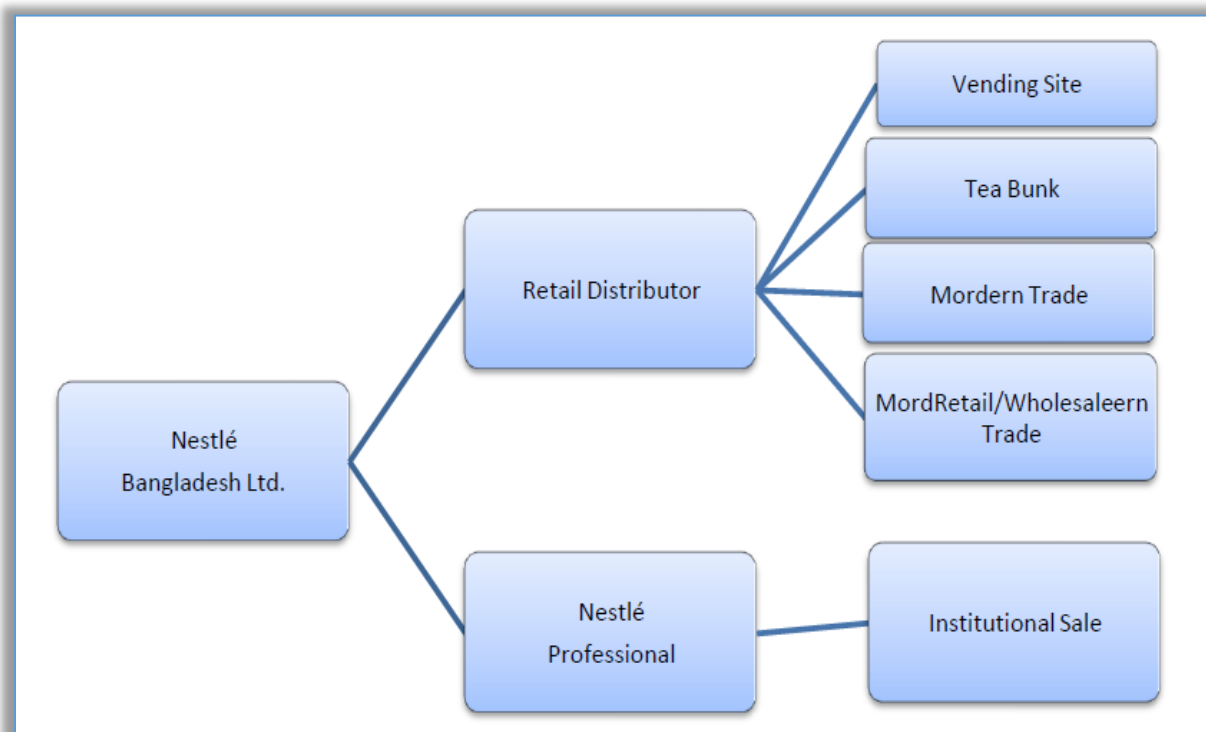
The vision of creating shared value a company for every moment of everyday from Day to Night, Birth- Old age.

## **2.7: Goals**

- Sustaining as a world's leading Nutrition, Health and Wellness Company
- To manufacture high-standard products.

- Reaching consumers through ensuring cost efficiency.
- Promoting Safety is by choice.
- Producing large volume to achieve production cost economies.
- Enabling quality products to be sold out at obtainable prices.
- Enhancing the awareness among people about using water resources.

## 2.8: Customers of Nestlé Bangladesh Limited



### Customers of Nestlé Bangladesh

Nestlé Bangladesh Limited markets its items all through the nation with the assistance of the merchants. A section from that, Nestlé Professional is a different capacity which is liable for the institutional deal. There are at present 80 merchants of Nestlé Bangladesh results of which 76 are retail wholesalers and staying 4 are Nestlé Professional's wholesalers giving items to the out of

home utilizations. The entire nation is partitioned into six districts: Dhaka North, Dhaka South, Chittagong, Sylhet, Bogra and Khulna.

The retail wholesalers flexibly Nestlé items to four kinds of outlet, while Nestlé Professional Wholesalers flexibly items to various establishments.

## **2.9: Functions of Nestlé Bangladesh**

Day by day demand and trust on the Nestlé products are growing. Focusing on the substantial Growth and the other business perspective, the company developed its own functional areas. Currently the existing functional areas are

**The General Management:** They take care of the overall operation of the company and make the key decisions.

**Human Resource:** HR focuses the management of employees and organizational culture; moreover HR professionals are also responsible for retaining the people who are making the difference with their competitors at the end of the day.

**Supply Chain:** Supply chain ensures the stable supply of the products according to the demand of the customers.

**Marketing:** looks after the existing brands, market share and product development of the products.

**Nutrition:** Nestlé is the world's largest Nutrition Company that is why the importance of the Nutrition products is much more in compared to the other food companies; as a result they created a totally separate team to look after the Nutrition products, such as, CERELAC, LACTOGEN.

**Finance and control:** Finance and control deals with the financial transactions and most importantly they also apply the control mechanism to remain the company complaint financially and procedurally.

**Sales and Nestlé Professionals:** They are responsible for earning revenue for the company, but sales goes for the retail distributors and Nestlé Professionals looks after the institutional sales of products of Nestle Bangladesh Ltd.

## 2.10: Product of Nestlé Bangladesh

All inclusive Nestlé has loads of item. Close around 8000 item Nestlé has world broadly yet in

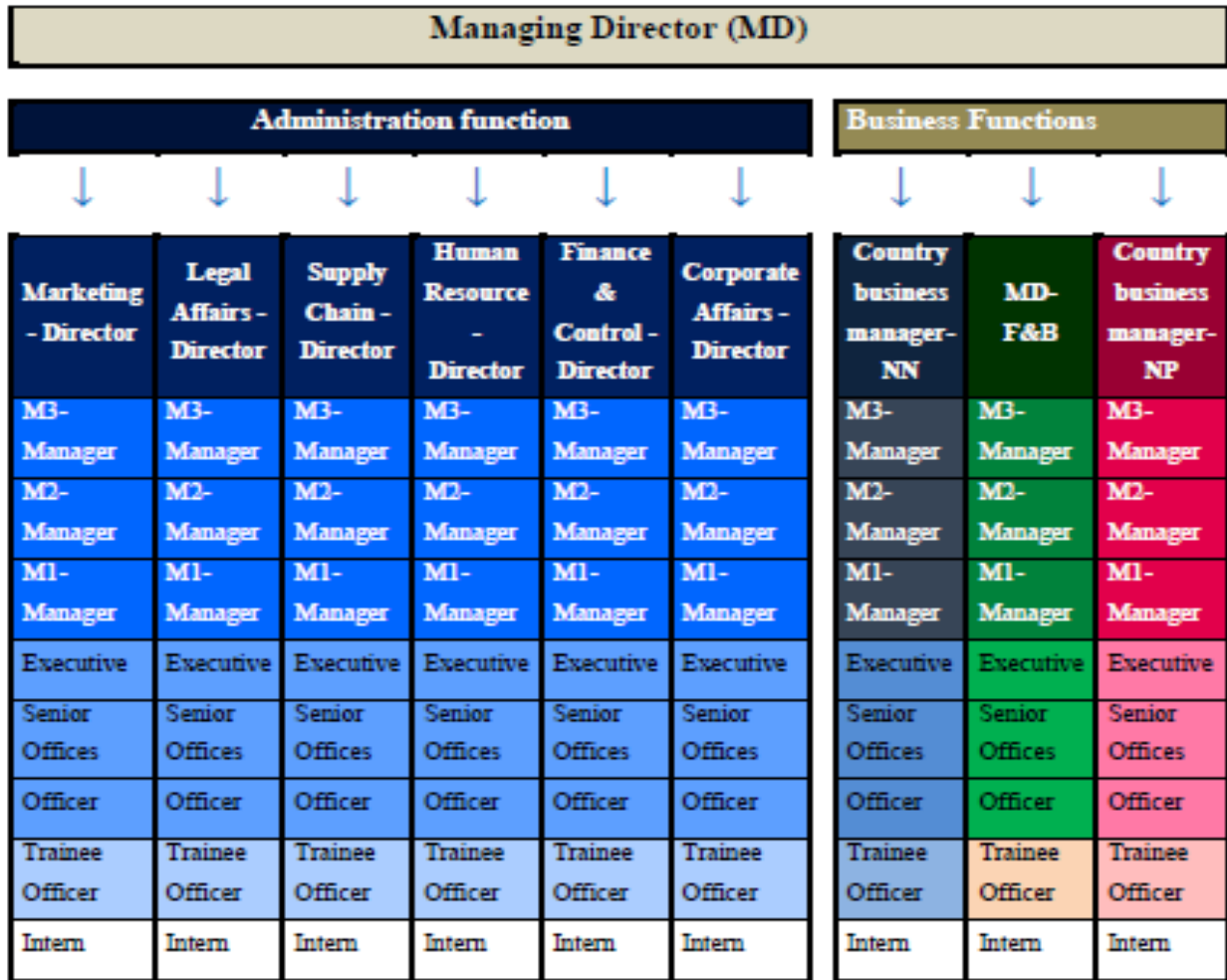
Bangladesh we have just 20 items in the market. Nestlé accepts all nourishments and refreshments can be agreeable and assume a significant job in a decent and solid eating routine and way of life; subsequently regardless of how short the product offering might be nevertheless it guarantees a similar quality in contrast with different nations.

<b>Category</b>	<b>Product Name</b>
Culinary	Maggi: Maggi Noodles, Maggi Healthy Soup, Maggi Cube, Shad-e-Magic
Dairy	Nido Fortified, Nido Growing up Milk
Beverage	Nescafe Classic, Nescafe 3 in 1, Coffee Mate, Nestea (Only available for Vending Machine)
Nutrition Formula	: Lactogen, Lactogen Recover, Pre-lactogen, All 110, Nan, Baby n Me, Cerelac (Different Flavors)
Breakfast Cereal	Koko crunch, Corn Flakes
Confectionery	Munch



## 2.11: Nestlé Bangladesh Organogram

### 2.2 Nestlé Bangladesh Organogram



Nestlé Bangladesh Organogram

Managing Director is the head authority of Nestlé BD his name is Deepal Avikrama. Principally he is the CBM for F&B work however lawfully an organization must have somebody in its MD/CEO position.

Nestlé BD isn't enrolled in Bangladesh capital market so it doesn't have CEO. So the most elevated authority is MD.

Directorship is the second most elevated level of Nestlé. All the CBM and division head fall under this evaluation. The together is known as MANCOM or the top managerial staff. CBMs are dependable to drive the development of the organization. So they center around the general business of their capacity particularly deals. Different executives need to keep up their own areas of expertise which bolster the business, development and smooth activity of the organization.

M3 chiefs are the mid-level of the executives. Classification business supervisors, review head, SC director SVP of HR are the M3 level. M2 level has the brand directors, venture champions. Administrators, senior officials, and officials are the first line of supervisors. Every office has individuals in these positions yet those are named distinctive according to office.

The section level situation for Nestlé is learner officials. It is the first situation for lasting worker.

At the most reduced level there are understudies. Every one of the office has entombs and they are directed and prepared by lasting representatives of various levels.



## **Chapter 3: Analysis of “Amra Korbo Joy” (A Project of Nestle)**

### **3.1: Sense of Social Marketing**

Social promoting is the orderly utilization of advertising alongside other related ideas and procedures to accomplish explicit conduct objectives for social government assistance. Social promoting redesign society's prosperity by advancing legitimacy products, or to make a general public wiping out bad mark merchandise. This promoting approach can be utilized for battles, for example, to energize individuals use safety belts, follow speed limits or not to smoke in public.

As a conventional control, Philip Kotler and Gerald Zaltman set up social advertising in 1971 at the point when they distributed their article "Social Marketing: An Approach to Planned Social Change" in the Journal of Marketing. From that point forward, advertisers begin presenting social showcasing thoughts, refining its techniques and chipping away at the best methods for prodding far reaching changes in social conduct in an assortment of fields. Today, general wellbeing and ecological concerns is the most utilized themes in the rundown of social advertising.

Social showcasing consistently attempts to advance adoptable thoughts (not merchandise) which can profit both the individuals and society.

There are numerous ways to deal with get cultural change through viable social advertising however the essential center is consistently to do useful for society. Regardless of whether it is attempting to persuade general society to stop smoking or urging individuals to wear safety belts, open advantage is the key point.

Social showcasing in this way ought not to be mistaken for other comparable terms: web based life showcasing, green or maintainable advertising, and business promoting with a social core interest.

Web based life advertising is a stage which utilized by some aggregate gatherings of web properties that are distributed principally by clients for the reasons for building on the web networks. Instances of some social stages are Twitter, Facebook, YouTube, and LinkedIn. They can be utilized to create exposure for social showcasing efforts yet it isn't their basic role. Manageable showcasing is a thought for a company to exhibit their corporate social obligation.

Albeit a business organization may take part in social promoting. However, in the event that it is for the motivations behind advancing their own business that doesn't qualify as a social advertising. For example, advancing help for open radio. Business promoting with a social center may run the range from publicizing another 100 percent reused plastic water jug to urging individuals to purchase a more eco-friendly vehicle. While these advertising efforts are advancing eco-accommodating items that will unquestionably have benefits for society. Their essential center isn't cultural acceptable however it is selling an item.

### **3.2: Social Marketing Practices in Bangladesh**

Social showcasing implies utilizing advertising standards and methods to impact target crowd conduct that will profit society just as the person. A definitive recipient of social advertising is the general public or the individual on the grounds that their point is to improve them though business promoting center more on expanding the association's productivity rather than culture's government assistance.

Various social showcasing programs have been actualized in Bangladesh by different change operators. Government-controlled establishments, for example, Department of human rights, Department of Public Health Engineering (DPHE), Department of Narcotics Control, Ministry of Disaster Management); International offices, (for example, UNICEF, WHO, Action Aid, USAID); Non-government offices, (for example, BRAC, SMC) have driven a few fruitful social advertising efforts in Bangladesh. These change operators have applied social promoting way to deal with forestall physical and mental injury, control contamination, empower sound conduct, improve monetary prosperity of target crowd and include network in social turn of events. A portion of the striking models are National Arsenic Communication Strategy and crusade by the UNICEF and DPHE, street wellbeing mindfulness battle at national and network level by BRAC with the assistance of Danish government office, tranquilize anticipation and control program by Dhaka Ahsania Mission, bringing issues to light against corrosive savagery by Acid Survivors Foundation, making mass mindfulness about power sparing by Power Division of the Ministry of

Power, Energy and Mineral Resources, making mindfulness about family arranging projects and items by Social Marketing Company (SMC) , vaccination battle to forestall measles and rubella by Ministry of Health and Women Welfare.

Some business associations likewise practice social advertising in our nation. Nestle drives a task called "Amra Korbo Joy" by which they attempt to guarantee financial strengthening to oppressed individuals. Another global organization Unilever has an undertaking named "Pallydut". With this undertaking they attempt to send their items in remote zones by utilizing jobless individuals and country conveyance systems. Unilever attempts to help them by allowing them a chance to win cash.

### **3.3: Project “Amra Korbo Joy”**

"Amra Korbo Joy" or (We will Overcome) is a significant task structured by Nestle Professional Bangladesh which is one of the key specialty unit of Nestle Bangladesh. The fundamental point of this venture is to sell and advance their items (for example Nescafé and Nestea) through utilizing road channels of showcasing just as training social advertising.

The idea of this task "Amra Korbo Joy" first originated from an African market of Nestlé. In 2010, Nestle (Kenya) thought of a thought of "My Own Business" which is known as "MYOWBU" in Africa. This plan of action is created by Nestle Professional to enter the road channels. The reason for this task is to advance their image by making opening for work for the least favored class of society.

As indicated by worldwide patterns, espresso is the quickest developing refreshment on the planet. There are a wide range of approaches to expend our preferred mug of espresso like-hot, dark, cool, smooth, foamy, improved and layered. A significant number of these patterns emerge in out-of home where espresso venders consistently attempt to enhance, separate and shock their customers.

Espresso serves diverse day by day need states and has become some portion of numerous every day customs.

### **3.4: Purpose**

The reason for this undertaking is to make a self-supporting plan of action for advancing Nescafé and Nestea - tea brand in the road channel. Organizations are rehearsing social promoting over the world and this task "Amra Korbo Joy" is a piece of Nestles' social showcasing program in our nation. This model must assistance in making business people in less lucky social classes. Through this task, Nestle attempt to help a segment of low-earned individuals to do their own business alongside keeping their image "Nescafe" noticeable in the lanes.

### **3.5: Background**

Absence of perceivability and source of inspiration materials of Nestlé drinks is an issue. Perceivability of Nescafé and Nestea - Tea brand ought to be guaranteed in another manner that likewise gives a suitable plan of action to both administrator and Nestlé. In short-"Perceivability, Profitability, Responsibility" all through Bangladesh.

The visibility of our product is to ensure that you feel like having a cup of our coffee every time you hear about it. The profitability can be measured by the fact that all the puzzle pieces fall into place when the Seller, Operator and Nestlé. How we measure it is through increased income and having a profitable business of their own through increasing product consumption. Our responsibility is to increase the minimum wage of our country until it is USD 100 per month.

### **3.6: Project Objective**

1. Perceivability of Nestlé refreshments all through Bangladesh. In spite of the fact that this task is working in Dhaka now, it will be spread through the nation very soon.

2. Productivity for administrators and dealers. Administrators are profited by developing their own business and dealers get profited by gaining cash for job. Every unit must act naturally continued monetarily.

3. Responsibility towards:

a. Consumers - Cleanliness

- i. Use Jar water or accessible water whichever is more secure
- ii. Not reuse unsold Nescafé blend
- iii. Clean blending spoon at any rate once per 5 cups

b. Society- Include less fortunate social classes

- i. Individuals living under the destitution line
- ii. Working class males and females (females are less likely to work here)
- iii. Through vagrants who lives in roads
- iv. Through NGOs (Non-Governmental Organizations)

c. Law - Operate with full compliance.

### **3.7: Operational Objective**

One individual (representative of Nestlé merchants, Operators or is independently employed) is outfitted by Nestlé with 1 shirt, 1 top, 1-3-liter jar, 2 plastic holders (For COFFEEMATE), 3 spoons and 1 sack to convey it all in the front. Completely prepared, full kit weighs something around 5 kg. Every individual works 8 hours per day in 2 shifts for each day totaling 26 days out of every month (Fulltime) or 4 hours in 1 move for every day totaling 26 days (Part-time). Every individual should sell 1 jar or 50 cups @15 BDT per shift (timing and sum are gotten from test promoting).

This undertaking incorporates Nestlé merchants, Nestlé proficient workers, Nestlé deals group, Operators (Any individual or association who works business or institutional food or drink outlets as a business in out of home and follows the lawful, cleanliness and operational necessities of Nestlé).

### Financials for NESCAFÉ –Per cup

Price per cup	15 BDT
Cost per cup (NESCAFÉ, Coffee-mate, Sugar, Cup, Water)*	7 BDT
Gross profit per cup	8 BDT
Net profit per cup	8 BDT
Breakeven cups	24 (Per day)

### Financials for NESCAFÉ -Your Total Business

Particulars	Per Day	Per Month
Number of cups sold	50	1300
Sales revenue	$(50 \times 15) = 750$	19500

Gross Profit	$(50 \times 8) = 400$	10400
Net Profit (for operator from a seller)	$(2.75 \times 50) = 137.5$	3575

In brief the objectives are below:

**Seller Focused Approach** (Seller must not be exploited)

- Timely incentive distribution
- Timely salary distribution

**Perfect Operational Efficiency-**

- MOP (Method of Preparation) testing every week through weight-machine
- 3Ws- Perfecting *Whom to sell, Where to sell and When to sell.* –Time-wise Hot spot based selection and sales management
- Collecting week after week purchaser criticism
- Reporting day by day through SMS

**Perfect Quality Efficiency-**

- Ruthlessly executing Branding, Hygiene, Safety and control necessities.

**3.8: Project Operation:**

### **Recruitment - Operator, Seller, Distributor:**

- The initial step is to enlist wholesalers, administrators and dealers. Wholesaler should deal with income, Micro-Distribution, stockpiling for unit, and so forth. Employing of manager and long haul perspective on the business are vital to progress.
- Operators should howling to deal with the Cash stream additionally may have a food handling license, kitchen and storeroom in accordance with Nestle norms and spotlight on dealing with the venders.
- Sellers ought to be dependable, clean and satisfactory who has enterprising soul. They ought to have food handling license (if necessary) and age must be 18 years.

**Acquirement of Kits:** The accompanying must be thought of while obtaining a kit.

- **Weight:** Recommended material for manufacturing the kit is fiber glass material due to its low weight.
- **Flask:** The total weight of the flask and kit must be considered before purchase.
- **Solace:** The cushioning of the unit on the shoulders and the tying should offer solace when the merchant is conveying the pack.
- **Practicability:** Identify whether administrators or dealers need to utilize sachets or tinned item and assuming this is the case, guarantee that there is a spot to store all the gear required to encourage the selling for example the tin/sachets.
- The flask should be a pumping unit to prevent sellers from having to pour hot water.
- **Life of the kit:** The normal life expectancy of a unit is 2yrs.
- Ought to have a distribution for damaged units as buffer stock.

**Branding:** "Amra Korbo Joy" merchants become the brand representative, in this way the branding's look and feel must be in accordance with the rules. Items which can be branded include uniforms (such as T-shirts, aprons and caps), the kit itself, cups and flasks.

**Agreement for the Operator and Seller:** The agreement goes about as a manual for the terms and states of the business. This is significant in any type of business as it subtleties the degree of duty, association and insurance of the two parties.



### **3.9: Project Execution:**

The first impression consistently endures and that must be outfitted towards a fruitful dispatch. Appropriate preparing is imperative to sell the partner's representatives of the brand. The arrangement underneath should assist with guaranteeing a decent beginning.

**Training:** The trainings led for both the merchant and the administrator on the standard working strategies and on essential Food Safety and Hygiene as clarified later. Beginning compulsory preparing is viewed as complete if the vender knows and following-

- Branding, Hygiene, Food wellbeing and operational, control/Performance observing prerequisites.
- Perfects the MOP (Method of preparation) of a cup of NESCAFÉ tried utilizing a weight machine.
- Monthly preparing on charisma organized by Nestlé

**Capture key locations:** We have in our database more than 1000 special areas around Universities and schools to concentrate on. After every vender goes to these areas, first week is utilized to survey the courses and locate the problem areas and ideal time to concentrate on. In view of this the merchant realizes Where to go and When to go

**Branding requirements:** Sellers become the brand representative and must be in accordance with the rules. Things to be constantly marked include:

- Uniforms (T-shirts, tops)
- The unit (Must be perfect and sewed when required)
- The flagon Washed with heated water day by day before activity starts
- Cups-Branded cup.

**Cleanliness Requirements:** this necessity must be followed and managed carefully

- Shower or wash day by day
- Must wash hands before dealing with food

- Finger nails must be kept short and clean
- Wear clean garments
- Keep hair short or held together appropriately
- Use another glove consistently

**Observing:**

- Daily announcing of deals per administrator Via SMS
- Monthly audit of ACTUAL versus TARGET deals. Apply remedial activity where execution is beneath target.
- Ongoing observing quality affirmation consistence - retraining where fundamental.
- Collecting and ordering customer input on the product(s)

**3.10: Day-to-Day Operation**

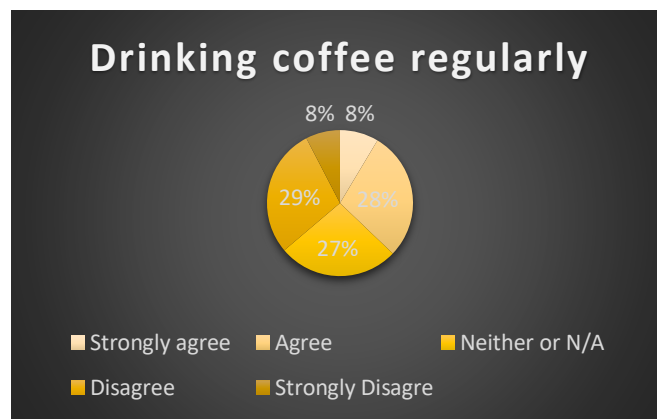
- The administrator purchases items from an approved NP merchant.
- The administrator initiates venders from the close by network to sell.
- The dealers get the unit with the flagons every morning and sells NESCAFÉ to purchasers in the allotted zone.
- The administrators just as the dealer gain their living on the quantity of cups sold every day. Every day activities are managed by a Nestlé assistant.
- This Intern should visit every administrator week after week, during the visit he/she does a quality check meets in any event 10 paying clients to quantify buyer reaction and enlists new administrators.
- This is a self-inspiring project and both the administrator and dealer Nestle on the day by day salary they might want to procure, however clinging to a set least cups for every day to guarantee Nestlé's speculation is shielded.

## Chapter 4: Findings of the Study

I led a review more than 100 respondents of various types of individuals in better places. Individuals offered their thoughts and I got some data about their decision, inclinations and need. I likewise gathered information from merchants to think about them and their suppositions about the venture. In this part I'll depict those.

### 4.1: Drinking Coffee Regularly

Espresso started from Ethiopia. The main legitimate tale about the starting points of espresso dates from around 1454 when Yemenis utilized it. It got mainstream in sub-Saharan regions and not long after around the globe when the Dutch began exchanging it around the globe. From the outset it was not all that well known in our nation among mass individuals until 2000 and was for the most part utilized by extravagant individuals. Nestle at that point presented their image Nescafe and it became famous in our nation. Presently it's nearly as well-known as tea in urban zones.

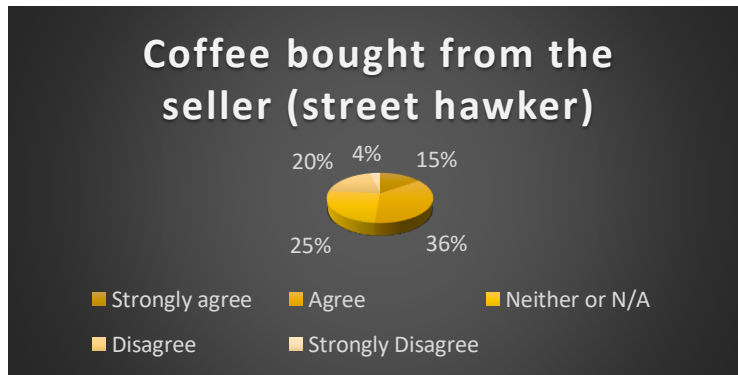


**Figure 5: Drinking Coffee Regularly**

### 4.2: Coffee bought from the seller

Espresso is accessible in packs in store in our nation. Additionally coffeehouses, tea slow down and stands or booths give espresso to our clients. Merchants of "Amra Korbo Joy" are road vendors

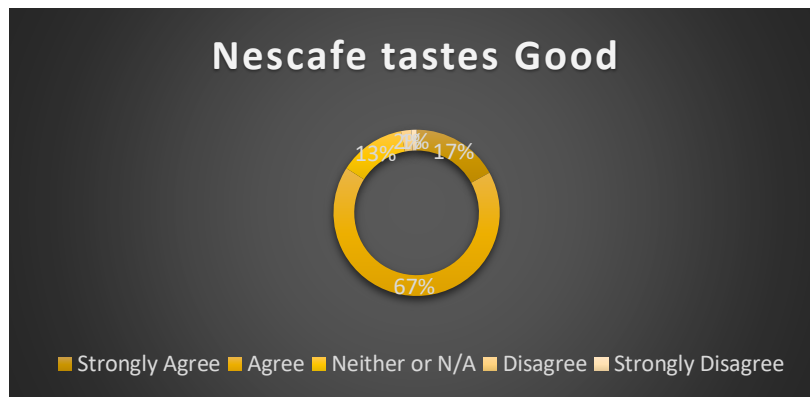
who sell espresso strolling around the lanes. It's anything but difficult to track down them in lanes or in jam-packed spots like TSC, Shahbag, Dhanmondi Lake or in Motijhil territories.



**Figure 6: Coffee bought from the seller**

### 4.3: Customers' Perception on Taste, Price and Ingredients

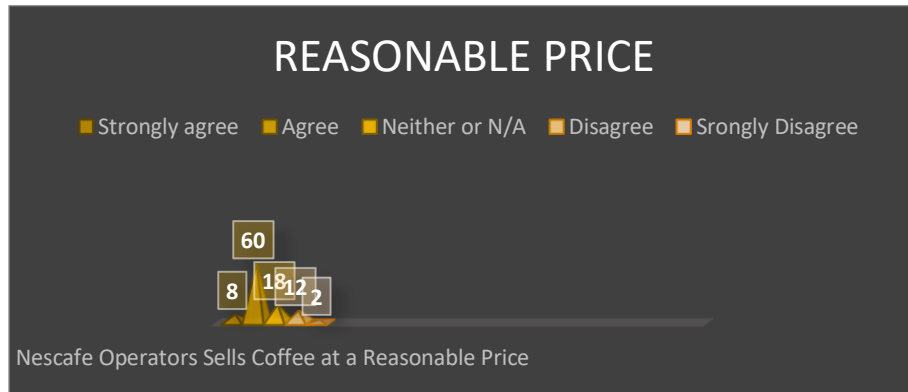
Nescafe is the most famous espresso brand everywhere throughout the world. In our nation without a doubt clients reacted decidedly with its taste. We found that 67% of our respondents concurred that they like the flavor of Nescafe.



**Figure 7: Taste of Nescafe**

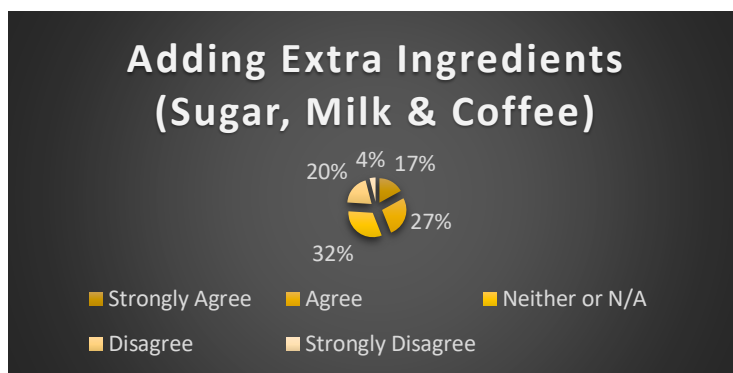
Prominence of any item to a great extent relies upon its cost. In Bangladesh where individuals has less cash to use value influences in items sells. One mug of espresso in road costs 15tk. Clients

think this cost is sensible to them for getting one mug of espresso. Just 14% differ that Nescafe merchants sell espresso at a sensible cost.



**Figure 8: Price Acceptance**

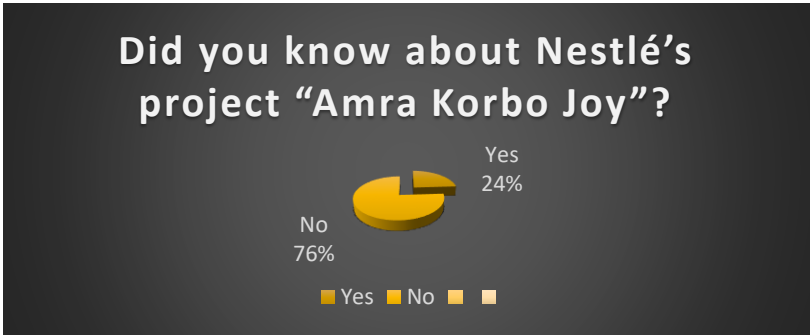
Venders utilize blended fixings which incorporates espresso, sugar, and milk to make some espresso. It is highly unlikely to include any additional fixings like additional espresso or sugar or milk where many need to stay away from sugar and they couldn't evade it as the fixing is pre-blended. It makes some disappointment among clients as some of them lean toward a tweaked mug of espresso.



**Figure 9: Extra Ingredients**

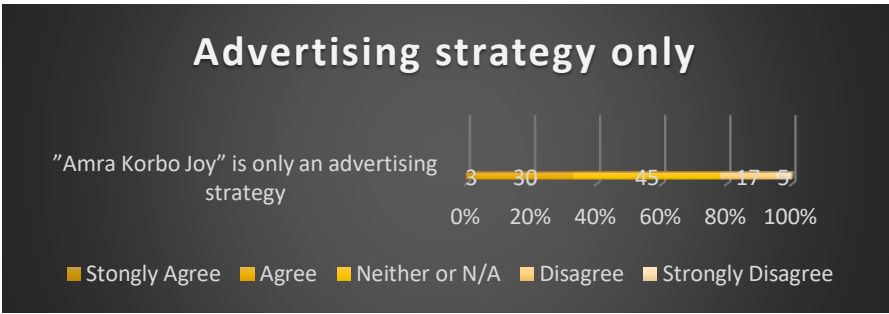
#### 4.4: Customers' Perception on the Project "Amra Korbo Joy"

Individuals offered various thoughts about this task. It is anything but an advertising system of Nestle so individuals are new to it. The vast majority of the respondents don't think about the undertaking. The individuals who know about it, thought about the task by getting some information about it when they purchase espresso from them. Merchants wear a top and a shirts of Nescafe with a logo of "Amra Korbo Joy." When I directed my review I educated them about this task and revealed to them the insight regarding the venture.



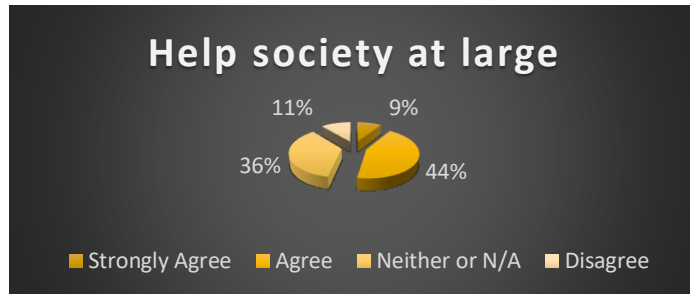
**Figure 10: Acquaintance of the Project**

Despite the fact that "Amra Korbo Joy" isn't a publicizing system of the organization a few respondents believe it's an ad of the brand. In my study a large portion of the respondents offered impartial input about the venture. Huge number of individuals think this isn't a publicizing technique rather it's a social advertising system of Nestle.



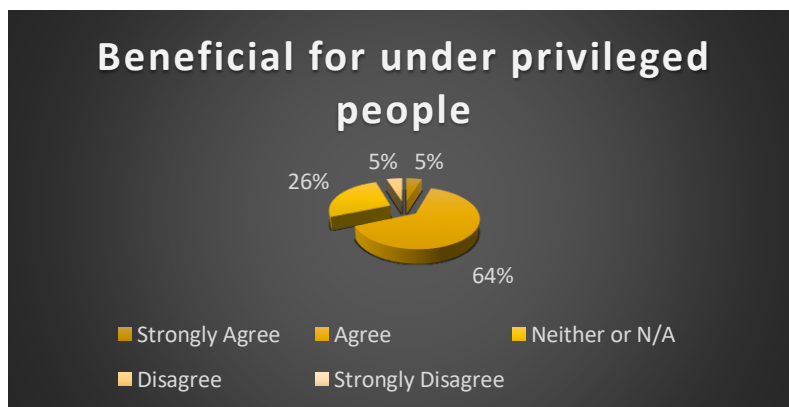
**Figure 11: Sense of Customers**

Individuals think this kind of task helps society on the loose. In our nation, individuals have a constrained salary source and "Amra Korbo Joy" is helping some advantaged individuals to acquire some cash for their family.



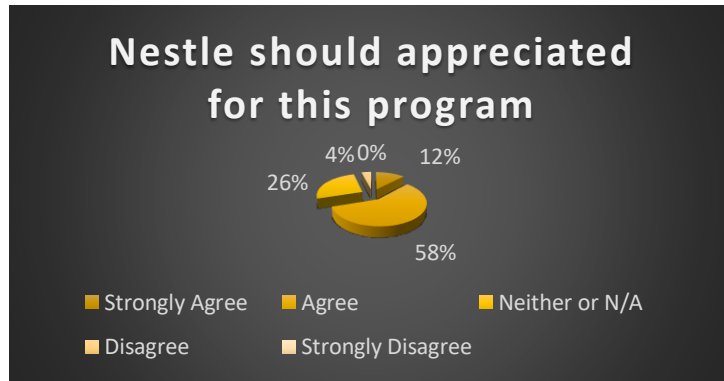
**Figure 12: The Project Helps Society**

Countless respondents concur that this task is valuable for under favored individuals in our general public. Whenever individuals have less chance to win cash in our nation this sort of venture is useful.



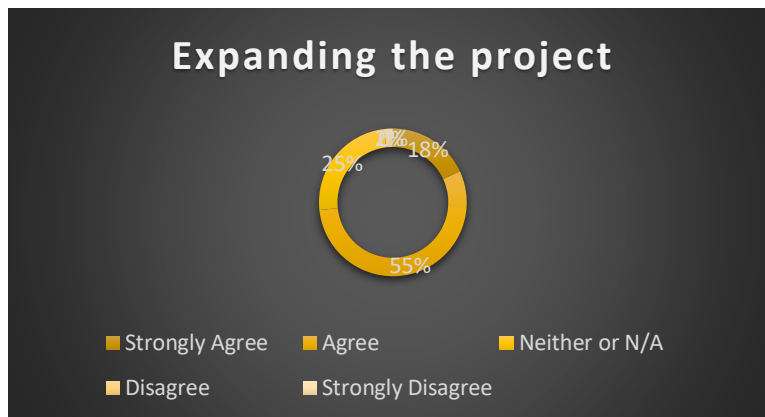
**Figure 13: Valuable for Society**

In our general public organizations attempt to make more benefit and they rather consider individuals of the general public. This possibly the motivation behind why individuals figures Nestle should acknowledged for this program.



**Figure 14: Appreciation**

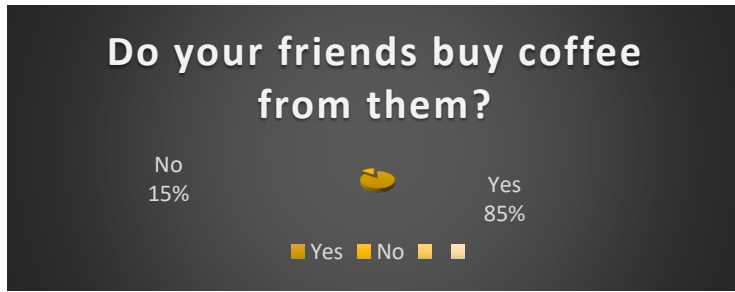
The vast majority of our respondents figure this venture ought to be extended. As they might suspect this venture is useful for under advantaged individuals, development of this task will help society by interfacing more individuals.



**Figure 15: View on Expansion**

The majority of our respondents know about the venders. Venders stroll around the lanes to sell espresso so it's anything but difficult to meet them and purchase espresso from them. The majority of the respondents said that their companions purchase espresso from them. This isn't care for they are visit purchaser yet they are not new to the dealers.





**Figure 16; Acceptance among Friends**

Individuals realize that there are peddlers in the boulevards who sell espresso yet a large number of them don't think about the undertaking. I asked them whether they educate their companions about this undertaking and they gave positive input.



**Figure 17: Apprise Friends**

#### **4.5: Operators and Sellers and Their Stories**

Achievement of the undertaking generally relies upon what administrators and merchants are thinking about it. "Amra Korbo Joy" is where Nestle attempts to engage individuals by setting up their own business and make some opening for work for favored individuals. On the off chance that they are content with what they are doing and their procuring, at that point we can say that this undertaking is effective.

There are 10-12 administrators in Dhaka and in excess of 100 merchants are selling in the lanes under them. A few administrators began three months prior where some are working together for

over two years. Dealers are visit work changer however some of them are doing this for over two years.

Administrators and dealers are not all that informed. As their instructive capability is lacking, the greater part of them are happy with their activity and income where administrators are likewise content with their own business as they began a business without capital which was extreme for them to oversee and contribute.

Working time of venders are isolated into two move each has four hours began from 9A.M. day by day however this time is adaptable. Numerous dealers sell in one move where numerous beginnings working from night. In the event that vender sells his espresso in two hours, at that point he doesn't have to accomplish work increasingly except if he works for two movements. Profit of merchant relies upon to what extent he works and what number of cups he sells every day so in the event that he sells less by working less time, at that point it's his freedom yet administrator sets an objective of equal the initial investment. A vender wins 150tk-500tk every day where an n administrator acquires 200tk-700tk every day normally yet in events it goes up for both. There is another factor. Profit in winter is higher than in summer as individuals love to savor espresso chilly climate and strolling in the avenues in noontime in summer is extreme so worker maintenance in summer in exceptionally intense the same number of dealers left the activity during this season.

"Amra Korbo Joy" concocts a mean to help oppressed individuals by building up their own business and for this situation this undertaking is successful. They think this expanded their way of life. The benefit or pay they make from here backings them well. The majority of the cases the administrator or merchant is the bread worker of their family and the benefit or salary they make from here causes them to live their occupation. At times a greater amount of their relatives likewise win and those additionally bolsters their family and this expanded pay of their family encourages them from numerous points of view. This work is positive than different works additionally as they don't have to do substantial physical assignments or put cash in business.

Venders face a few issues in the avenues or where they go to sell espresso. Here and there police interfere with them to sell in jam-packed spots and security watchmen of parks and shopping centers additionally inquire as to whether they attempt to sell in those spots. There are a few people who don't pay cash subsequent to drinking espresso and danger them on the off chance that they

ask the cost. A few clients don't think this cost is sensible and deal with vendors in the wake of drinking.

Administrators face issues like merchants leave from work, demolition of gear or offering cash to individuals who do coercion from individuals. Some of the time dealer fell debilitated in work spot and administrator needs to give them some essential clinical backings costs.

The greater part of the administrators planned to start business however they had absence of monetary backings and "Amra Korbo Joy" encourages them to dispose of this issue and bloom their appreciated dream. A large number of them intended to work together however had no particular thought or backing. At times a few administrators start another business and doing with it or doing work in different places too. For merchants not every one of them do just this to make pay. Some of them are cart puller or works in lodging as server and they works here for one move for additional salary.

Merchants know about condition contamination as they are prepared and they urged their client not to through their squandered cups around the roads. They don't think they approach significant expense for espresso they sell as they face less issues with the cost.

Merchants are road vendors and they attempt to draw in purchasers by what typically sellers do as they go to clients and tell "Apni ki ek cup coffee khaben" or "Aiee Nescafe" and this call procure them cash.

Administrators and dealers are content with this venture so far as achievement of the undertaking relies upon their remaining admirably. The majority of them are happy with their income or own business however there are a few issues too which ought to be made plans to make this venture effective.

#### **4.6: Risks and Constraints**

The dangers and limitations of the task are given beneath.

- Significant turnover of representatives is an issue. Merchants every now and again leave the activity. Control must be kept up with the goal that the gear (Amar Korbo Joy unit) is held in such a circumstance.

- Refilling in transit is an issue. On the off chance that topping off can be effectively done, 3 cups can be sold with 150 cups of espresso for each day.
- Location is the way to progress. Activity must be in places with many individuals (for instance Marketplace, Town square, Transport center, Commercial and mechanical area, individuals gathering spots, lodging and eatery areas and so on.) Sellers aren't dependable consistently. By and large it has been seen they don't appear on time considerably after ordinary management.
- It is hard to locate a decided vender for this business and the reasons are dithering on accomplishing the work which seems, by all accounts, to be very normal since they feel short of wearing the uniform and convey the sack and walk all around the lanes and sell espresso for the duration of the day, analysis from others is another indispensable explanation.
- In request to maintain a strategic distance from high transportation costs numerous merchants basically dismissed the bid for employment. In spite of the fact that they get 20tk as transportation cost every day.
- Sellers experienced numerous sorts of obstructions while selling in explicit areas, places, parks and so on in numerous spots like parks protections ordinarily doesn't permit peddlers to enter. What's more, sell while parks are constantly jacked with individuals so this goes about as another issue. In explicit clubs or in parks, club individuals undermine the dealers or even request pay off as an end-result of permitting them to sell else they don't allow the merchants to sell in those spots which are constrained by them.
- Sellers some of the time don't work as per the agreement. They essentially leave the activity before the finish of the period or even flee without advising. This is a major issue for this venture to work.
- It has been seen that administrator's disrupt the organization norms that is they don't pay the venders an acceptable measure of pay so because of low pay dealer leaves. Likewise the administrators don't take appropriate consideration of them, don't

remain adjacent to them if any issue emerges accordingly vender chooses to leave. In spite of the fact that there is a nonstop oversight this sort of issue happens routinely.

- If target is accomplished, at that point per additional offer of cup merchants get commission. So as to sell more they don't concentrate on the nature of the espresso. They attempt to offer more so as to expand the quantity of deals and get more commission.
- Customers gets disappointed since the quality and taste doesn't stay up to their desire and along these lines the words that Nestle vowed to keep as far as quality and taste basically gets good for nothing.
- Customer grievance about value, quality and amount are a typical situation however whines on costs will in general be high than grumbles on amount. Some of the time merchants inquire as to whether the interest is higher.
- When it comes to client response, in many situations it has been seen our venders made a positive picture in the brains of clients through the nature of espresso. They have served and many have enjoyed the new idea that Nestle have actualized yet out of the considerable number of clients there have been rare sorts of people who passed contrary remarks on the venders, didn't purchased some espresso yet at the same time ridiculed the dealers or even didn't care for the espresso and the new idea of selling espresso yet they are not very many in number. It must be remembered that each situation has an advantages and disadvantages.
- Operator here and there is by all accounts out of track since we made sense of they don't keep up the money related records that happens, doesn't monitor the marketing projection on everyday schedule, doesn't remember the costs that brings about and in this way toward the month's end. at the point when figures don't coordinate like it should be, they neglect to pick up their ideal benefit and therefore needed to endure a misfortune and there comes a moment that they conclude either to ascend by being increasingly dynamic in the up and coming long periods of maintaining the business and proceed with it or they shut the entryways and return home.

- Huge costs related in preparing the vendors, setting the merchants on different areas and other variable costs like transportation, water bubbling. It might create the impression that if items are bought, however merchants leave the activity out of nowhere without a notification then items are left inactive and it gives off an impression of being a sunk expense for the administrator as long he doesn't get a dealer close by.
- Keeping an eye on vendors who are working in different areas is extremely intense on the grounds that it gives off an impression of resembling an excessive number of eggs in a single bin.
- In the mid-year, deals of espresso goes down so vendors don't want to stroll in the road for the duration of the day and sell less number of cups. They either searches for something option or chooses to leave in this manner carry the business to an end.
- Even after broad preparing it's extremely difficult to make the merchants work impeccably. The measure of sugar, espresso mate, espresso they put in a cup to set up some espresso isn't generally precise. Strategy for planning (MOP) acts a significant issue as well, in this way will in general increment the expense and toward the month's end it ends up being hard for administrators to coordinate the figures like it was foreseen in the first place.
- Normally dealers are permitted to disappear for four days per month yet it has been seen they take more leave and doesn't follow the agreement appropriately. Consequently toward the month's end it ends up being hard for an administrator to pay the pay because of lower number of profits from deals.
- Some vendors have developed a decent association with their customary clients for example - retailers of explicit stores or road businesspeople. At times they request to include more blend while making the espresso and it is beyond the realm of imagination to expect to deny them. So the strategy for planning doesn't adhere to what it really should be so it builds cost and target can't be reached.

- Sellers who came legitimately from the town think that its hard to get a spot to live in the beginning period so in reality the administrators need to hold up under the expenses of giving them Nestlement. Despite the fact that this is an uncommon situation.
- If not appropriately guided, venders defy the norms and sell as per their desire consequently it hampers the business and nature of the espresso.

## Chapter 5: Recommendations and Conclusion

### 5.1: Possible Solutions and Recommendations

- Firstly the timespan wasn't sufficiently adequate to finish my temporary position report with the genuine result since I have been utilized as an assistant for a half year though as indicated by my scholastic calendar I will undoubtedly present my report inside a quarter of a year so right currently it's impractical to show the real result and information I will pick up all through the entry level position period.
- It isn't sure of what the real result will be. We have a strategic that is to spread the utilization of Nescafé in every single corner of the city and there over the long haul to spread it all through the nation however inside these three months and with progressively three months to go it is difficult to pronounce whether this venture is economical and will it satisfy our vision.
- As one of the task heads I generally propose to my boss to build the vender's advantages since dealers are the core of this undertaking. At first, they don't give a lot of consideration in regards to that issue however now following four months of working; everybody those are related with this task they become acquainted with that we must have more advantages for the merchants in the event that we need to keep them into the market.
- Some of the serious issues that have been talked about before occurred at first at a high pace of set up yet as time passed by things began to get leveled out.
- An enormous accentuation to be paid on the planning of espresso to ensure quality is kept up, cleanliness necessities are met, to ensure fixings are utilized appropriately, an excess of use may acquire costs which the administrator should bear so broad preparing on the arrangement of some espresso. Estimations ought to be done through weight machine. On the off chance that legitimate estimations are done all the time, targets will be simpler to accomplish and costs won't leave hands.



- Transportation costs show up as one other serious issue so merchants are approached to live approach their region and administrators house so they can have simple access.
- Operators ought to be checked carefully with the goal that they follow the approaches set by the organization.
- Keeping track of administrators' monetary records is required in any case toward the month's end results won't meet the objective in this way administrators wrap up the business and return home.
- It is the obligation of the administrators to consistently record the exchanges in the record book and keep the region official refreshed about every day number of deals and costs that bring about.
- Sometimes it has been seen that venders don't invest their best energy on work and can't meet the day by day deals target and toward the month's end, administrators think that it is hard to pay the compensation due the less incomes so it is the obligation of both region official and administrator to carefully screen he merchants while they are on work and in outrageous cases, a decrease in pay will function as a viable instrument since dealers aren't happy to give their best exertion.
- Usually four days leave for each month is allowed for each vender yet it has been seen they either skip work or they disappear from work which then again doesn't give more significant yields to administrator, so in the event that they take leaves more than four, their pay will be deducted along these lines this will go about as dread for the dealer and will keep them from taking leaves.
- Sellers should develop their own system in those regions where they are appointed to offer therefore it will empower them to sell more.

## 5.2: Conclusion

"Amra Korbo Joy" is such a plan of action, that can realize huge change for the entirety of its partners. All immediate and aberrant partners in the worth chain must be profited by this business. This meets Profitability. For buyer end it will be that equivalent ideal cup of overall perceived espresso brand-Nescafe with lower cost wherever which guarantees Visibility. As a piece of Corporate Social Responsibility, AKJ is the venture that has each perspective to create business visionaries in less blessed social classes which involves Responsibility. Choices that adversely sway the merchant can bigly affect the accomplishment of the business. Cost expands, change of plan of action, precarious administrators, gracefully issues, and so forth can leave them demoralize. This can affect cup deals and at last outcome in merchants deserting the venture. There is anyway 1 key factor that decides accomplishment in Amra Korbo Joy: **The Seller**

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