

**Report On**

***A study on Nestle Start Healthy Stay Healthy Bangladesh: Is It Successful Enough at Educating the Parents on Children's Health?***

**By**

**Anika Anjum**

**17104212**

**An internship report submitted to the BRAC Business School (BBS) in partial to sectional fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA)**

**BRAC Business School**

**BRAC University**

**June, 2022**

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## Declaration

It is hereby declared that

1. This internship report submitted to BRAC Business School, is my/own original work while completing my Bachelors of Business Administration degree at BRAC University.
2. The report does not contain material previously published, accepted, submitted or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report contains materials which has been observed and learned through practice and experience by the intern during the internship period.
4. I/We have acknowledged all main sources of help.

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

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Anika Anjum

17104212

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

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Mr. Ahmed Abir Choudhury

Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

Mr. Ahmed Abir Choudhury,

Lecturer,

BRAC Business School,

BRAC University, 66 Mohakhali, Dhaka-1212

**Subject:** Submission of Internship report on, “A study on Nestle Start Healthy Stay Healthy Bangladesh: Is It Successful Enough at Educating the Parents on Children's Health?”

Dear Sir,

It gives me great pleasure to inform you that I, Anika Anjum, 17104212, have finished writing my internship report. This report is a composition of the knowledge, assistance, and outcomes I gained during my three-month internship at Nestle Bangladesh Limited.

The study "A study on Nestle Start Healthy Stay Healthy Bangladesh: Is It Successful Enough at Educating the Parents on Children's Health?" is the one I choose to write about under your guidance. I was able to finish and advance my knowledge in the field of marketing, which mostly handled promotional and research operations along with competitor analysis, with the help of my supervisor, Mohammed Shafquat Karim, and my line-manager, Anan Shikdar. In order to become familiar with the corporate culture and acquire the corporate experience, I spent this time observing, analyzing, studying, and shadowing the daily working activities, management, and deliverables of the Brand Executives and business partners, particularly the E-commerce Team. Additionally, I want to thank you for your kind assistance with patience and direction during the course of my internship.

Hoping you would be kind enough to accept my internship report.

Sincerely,

---

Anika Anjum

17104212

## Non- Disclosure Agreement

This agreement has been made and entered into by both parties involved; the organization Nestlé Bangladesh Limited (NBL) and the under-signed student of BRAC University, Anika Anjum, ID: 17104212, of the BBS department. The information shared has been overviewed by Mohammed Shafquat Karim, the on-site supervisor.

## Acknowledgement

“A study on Nestle Start Healthy Stay Healthy Bangladesh: Is It Successful Enough at Educating the Parents on Children's Health?” is the topic of my internship report, which I would like to begin by thanking my academic supervisor, Mr. Ahmed Abir Choudhury sir, for his constant support, assistance, and guidance throughout the entire process.

I want to sincerely thank my line manager and on-site supervisor for giving me the chance to learn about, become more accustomed to, practically experience, and become calmer and more confident in the corporate atmosphere.

Additionally, I would like to convey my gratitude to all of the brand officers, managers, and business partners who have given me the information, guidance, support, and advice I needed to finish my report, including my fellow interns and coworkers. By giving me company responsibilities that I knew would help me in my future ambitions, they made sure I had a good working experience and learned useful skills at NBL.

My time here has been filled with learning, building relationships, and improving my KSAs, all of which have greatly fueled my desire to advance in my professional goals.

## Executive Summary

This report thoroughly explores all the departments that work in a coordinative manner to obtain the organizational goals successfully. I made an effort to summarize my experience, knowledge, and contribution to NBL. With a sophisticated research and development division, as well as a thorough logistics, manufacturing, and procurement control team, Nestlé is renowned as a corporation that focuses on nutrition, well-being, and wellness and offers the highest-quality goods.

I have tried to capture how the nutrition department in NBL operates, what are the common methods of marketing and promoting the brands under this specific department and how exact the nontraditional method of marketing works here. I have also emphasized on how the Facebook page Nestlé Start Healthy Stay Healthy operates and who this page targets to promote the nutritional information of children's diet.

Moreover, I have conducted thorough research with survey questionnaire on the effectiveness of the aforementioned media, how the parents perceive this method of subtle marketing.

This paper includes an overview and the analysis of how much social media pages can educate a certain target group of parents in Bangladesh.

At the very end, I have provided some recommendations as to how the page can improve, how new strategies can be implemented in order to successfully provide authentic information to the parents in a way they enthusiastically accept and also knows about the brand.

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## Chapter 1: Overview of Internship

### 1.1: Student Information

**Name:** Anika Anjum

**ID:** 17104212

**Program:** Bachelors of Business Administration

**Major:** Marketing

### 1.2: Internship Information

#### 1.2.1: Company Details

**Period:** The organization I am currently employed in takes interns based on the projects in hand per year. Therefore, my internship period is going to be of 12 months. I had started on the 1<sup>st</sup> of March 2022, and thus it will end on 1<sup>st</sup> of March 2023 as per the contract. However, the minimum requirement of internship period set by my university is of 3 months. Therefore, in order to obtain my grade for BUS400 successfully, my internship period would get counted from the date mentioned above to May 31<sup>st</sup>, 2022.

**Company Name:** Nestlé Bangladesh Limited (NBL)

**Department:** Nutrition

**Function:** Marketing

**Address:** NINAKABBO, Level 4, 227/A, Tejgaon Gulshan Link Road, Tejgaon Industrial Area, Dhaka 1208, Bangladesh

#### 1.2.2 Information of the Internship Company Supervisor

**Name:** Mohammed Shafquat Karim

**Position:** Brand Manager

#### 1.2.3 Job Scope – Job Responsibilities/ Description/ Duties as a Marketing Intern

During my internship period, my main duties were to assist my line manager and my supervisor in various tasks, which included-

- Coordinating with the supervisor, the line manager, and the stakeholders: During my internship period, I have had to communicate with different stakeholders, vendors, agencies in order to help my supervisor with achieving the short-term goals for his respective brand (i.e., keeping track of promotional activities set for each quarter, organizing meetings with vendors and agencies to discuss the quarterly requirements, etc.).

- Providing assistance in promotional activities and marketing campaigns: At NBL Nutrition department, the communication procedure is non-traditional. The department deals with marketing materials that mainly aims the doctors and parents of babies under 5 years. Thus, all the contents need to be prepared keeping the consumer sensitivity in mind. Researching before promoting any content was one of the most important tasks.
- Preparing presentations for promotional activities: Some of the promotional activities required proper presentation in order to get approved by the compliance department and the brand managers.
- Supporting the team of marketing department in regular administrative tasks: Communicating with various people everyday for various kinds of tasks have been another general task. I had to communicate with the vendors and agencies mainly, in order to follow up on their ongoing projects and instruct them on the new ones.
- Analyzing competitor market: Collecting data on the competitor brands and analyzing the success and failure factors for those brands in order to come up with strategies to improve the assigned brand at the organization.

Some of my specific tasks/duties included following up with the agencies regarding ongoing projects, creating story boards for promotional materials per quarter, researching and coming up with proper data analysis in order to create AV (Audio Visuals) for the nutritionists and the doctors. I have also worked as an editor of all the print marketing materials before they went for use in the fields.

### 1.3 Outcomes of the Internship

#### 1.3.1 Student's Contribution to the Company

Adding to the responsibilities mentioned above, there are some specific lists of projects that I am assigned in and will be doing throughout my whole internship period. Those are-

- Researching for the Detailing Aid (DA) that is published each quarter and sent out to area nutrition officers (ANO) who would later present those to the doctors (mainly the child specialists) so that the doctors can encourage mothers on feeding their babies formula milk along with breastfeeding if they would like to. All of these data about what formula milk contains which vitamins and minerals are extremely sensitive and call for cross-checks because these are related to infants. No parents should feed their babies anything without looking into what nutrition the food/milk contains. Therefore, I have to go through as much as data I can get from different child specialists, medical reports so that the data included about certain formula milk or infant cereals are authentic and credible.
- Presenting digital contents to the external employees of NBL Nutrition department, who are responsible for communicating with different channels and making them aware of the products that they would be selling. Since Nutrition department mainly focuses on Infant

Formula (IF) and Infant Cereals (IC), the people who sell these products are also required to be cautious and fully aware of what they sell. Therefore, an external team employed by NBL goes out to educate the sellers. My responsibility is to study all the materials regarding different Infant formula brands and present them to the external employees, briefing them about the whole plan that they need to execute each quarter.

- Updating all IF and IC brands visuals and descriptions on the E-Commerce sites; e-commerce sites are these days one of the most popular methods of purchasing products, especially when it comes to purchasing infant products like Lactogen, NAN, NIDO GUM (Growing Up Milk), Cerelac. These products are often not found in the regular shops because of the premium pricing and also because of legal and regulatory framework of selling them; thus, parents often find e-commerce sites convenient to buy these for their babies. However, up until now, the e-commerce sites only contained a few pictures of the packshots of the respective brands and generalized descriptions for all stages for each brand. That way, the consumers were not able to get an informative insight about the products that they were purchasing.

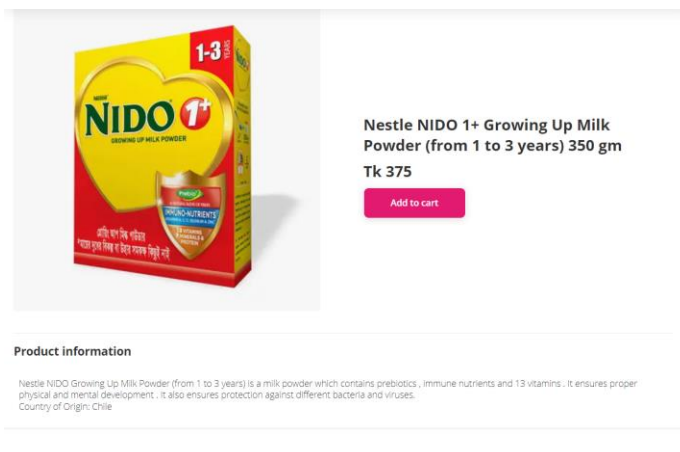


Figure 1: NIDO GUM Stage 1+ taken from Pandamart (only one front shot of the pack and less description on what it contains); before implementation of the updates required on the e-com sites

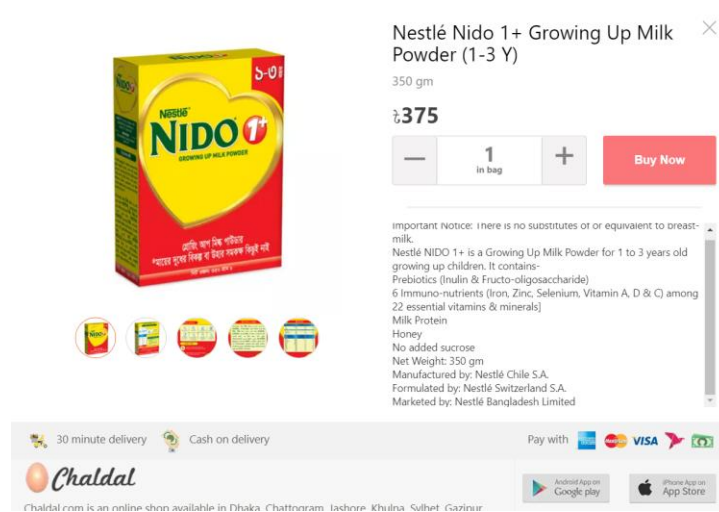


Figure 2: HQ front shot and 4 other infographics for NIDO GUM 1+ taken from Chaldal, after implementation of the new strategies

- Working with the global brand officers of Nestlé, in order to launch a new packaging for NIDO GUM. Which is a growing up milk powder aiming to add in the nutritional values in babies' health ranging from 1 to 5 years. The packaging would be coming up with a slight upgrade in price and all, and since Nestlé is a global organization, there must be coordination between the global products and the local products of the organization. That is why, I have had to sit with the brand officers from overseas in follow up sessions, so that I could gain insights and suggestions from them about the new package launching. This process helped boost up my interpersonal skills.

### 1.3.2 Benefits to the Student

Under the supervision and guidance of both my on-site Line-manager Anan Shikdar and my supervisor Mohammed Shafquat Karim, I could have my visions clearer as to how exactly I wanted to pursue my career. My career's transitioning moment was the internship period. I was able to put the theories I have learned from my university into practices, which helped me comprehend and apply the ideas that we had been taught throughout the years. It was challenging to decide which precise job route I want to pursue because I majored in marketing, which is a vast sector in business studies, such as- content writing, growth hacking, branding and promoting, sales, etc. I was confused about exactly which department in the marketing sector I wanted to work in. During my internship, I got to engage in different activities within the marketing sector and apply the knowledge learned from my major to a single career field in order to benefit the NBL and my personal growth as a whole.

Additionally, I learned how the organization operates and the significance and contribution each department makes within the organization. I had the good fortune to learn what teamwork entails, fit in with the corporate culture, gain insight into the non-traditional marketing process, and have first-hand knowledge with the steps of the promotional activities that is required for the products that cannot use traditional and common promotional methods. My internship also gave me the opportunity to work with some of the doctors and nutritionists, which also gave me a perspective of a completely different field.

When I was scheduling and conducting meeting with different agencies, I understood how rapport builds between two sides of marketing: creative and corporate marketing. I had to visit the agencies sometimes as well. There I had the opportunity to supervise how the digital content creators work, add my own ideas with theirs.

All of the aforementioned gaining helped me eventually polish my interpersonal and leadership skills in a more formal manner. I understood the importance of effective and efficient work as I had to deal with my studies along with my internship as well. I also became more punctual in terms of doing my office works timely; in other words, I could truly brush up my time management skills. Lastly, working with colleagues of different ages and positions made me learn how to adjust and coordinate in a diverse workplace.

### 1.3.3 Problems and Difficulties Faced During the Internship Period

Since I have been an intern with no prior corporate world experience, I found it challenging to comprehend the work being done online due to the pandemic that has gripped the nation. When I first started the internship in March, we had to work from home three days a week and two days from Head office. Therefore, it took me a while to properly be familiar with my colleagues. Lack of interaction and the actual vivid experience of the work were thus some of the issues. My line manager and my supervisor, though, were there to assist me at every turn.

To make it easy to respond to changes and adapt with it, the policies and practices of Nestlé Bangladesh Limited (NBL) are carried out in such ways. NBL was in fact one of the first organizations to switch to home-based operations to deal with the lockdown all over the country. I have been fortunate enough to work for a company with a well-organized structure with dedicated departments to assist with easy transitions.

Another challenge that I have been facing from the beginning of my internship period is the lack of data that are available and non-confidential. Often, I could not do satisfactory data analysis because of the unavailability of required data such as sales data. Interns are not usually allowed to get access to such data, therefore when I did competitor analysis, I only had to rely on the general data that are found in internet and the ones which my supervisor could give me access to.

#### 1.3.4 Recommendations to the Company (on Future Internships)

NBL takes pride in the internship program that it offers. Currently, from 2022, the internship program of Nestlé Bangladesh Limited is named as “Nesternship” and it is said to be a development and grooming program for the youth of the country along with being an internship program. Therefore, all the interns in the organization are given the scope to work together in their own space called “Intern Block”, and are allowed to get the best exposure of corporate culture.

However, just like every organization has some setbacks, the IT facilities for the interns of NBL are not as flexible as for other employees. Interns are blocked from accessing a lot of research sites through the workplace laptop or computer, which slows down productivity for the interns who are responsible for research works.

As much as the interns can get the corporate world exposure doing internship at NBL, the growth opportunities for interns are little compared to other organizations in the same sector. Which is understandable, since NBL offers a comfortable work culture and thus the employee turnover rate is also low.

## Chapter 2: Organization Part

### 2.1 Overview of the Organization: Nestlé

#### 2.1.2 Company Overview

With sales of CHF 91.6 billion in 2014, Nestlé is now acknowledged as the largest food and beverage corporation in the world. Every day, the business sells one billion products globally. Since its founding 155 years ago, the company has offered safe, high-quality nutrition through more than 2000 brands all around the world. Nestlé currently operates through 186 countries, however as per a study from 2020, it has 376 factories spread throughout 81 different nations. As a multinational corporation (MNC) with a presence around the world, Nestlé employs about 273,000 people, who will ensure CHF 84.3 billion in group sales by the year 2020.

Henri Nestlé, a Swiss chemist, founded the organization in 1866. With stockholders from every country in the globe and no one owning more than 3% of the company, Nestlé is regarded as the multinational of multinationals. Nestlé is the market leader in instant noodles in the SAR market with Maggi, soluble coffee with Nescafé, infant nutrition with Lactogen, NAN, NIDO GUM, chocolate and malt beverages, and last but not least, its culinary elements with Nestlé professionals. The business is also a co-leader in the pet food and care sectors (*The Nestlé Company History*, n.d.).

#### 2.1.2 Mission

“Nestlé is the world’s leading nutrition, health and wellness company. Our mission of ‘Good Food, Good Life’ is to provide consumers with the best tasting, most nutritious choices in a wide range

of food and beverage categories and eating occasions from morning to night”, as per (Mission & Vision, n.d.).

### 2.2.3 Vision and Values

As per the “mission and vision” and the “about” section of the official website of Nestlé (*Mission & Vision*, n.d.) and (*About Us*, n.d.), “To be a leading, competitive, Nutrition, Health and Wellness Company delivering improved shareholder value by being a preferred corporate citizen, preferred employer, preferred supplier selling preferred products”, is the vision statement of the organization.

Nestlé's vision statement stresses that they focus on being the top health and wellness brand without any compromise on their core values, standards for food quality, or integrity.

The values of Nestlé are consistent with their respect for the present and the future, as well as for themselves and others around them; in other words, for the whole nation.

### 2.1.4 Strategies

Nestlé wants to provide a range of goods and services that will nourish people for a healthy future and are structured to change in response to consumer expectations. Nestlé's nutrition, health, and wellness specialists have been working on the established model for more than 150 years in order to comply with this. This enables businesses to adjust their production to satisfy the present need for products that are both nutritious and delicious, when they are tailored to fit the demands and wants of local and worldwide customers, at fair pricing.

### 2.1.5 Purpose

The goal of Nestlé is to use the potential of their food to improve everyone's quality of life now and in the future. They focus on playing a significant role in fostering a healthier future.

### 2.1.6 Nestlé Bangladesh Limited

The mission and vision set by the global organization are shared by Nestlé Bangladesh Limited. In 1992, a joint venture between Transcom Limited and Nestlé SA, Switzerland, served as the catalyst for the entire enterprise. Nestlé Bangladesh opened its first factory at Sreepur in 1994, where it began conducting business. Nestlé Bangladesh was a wholly owned subsidiary of Nestlé S.A. by the year 1998.

NBL has been offering nutritious and quality products to the consumers of Bangladesh at every stage of life for the past 20 years in an effort to support the country's transformation into a stable, health-conscious society. Since we offer these products to our family and other loved ones in addition to buying them for ourselves, the company believes in offering the finest value. The organization ensures quality by actively participating in the community, offering the necessary

training, enhancing the lives of people around, promoting nutritious foods, and enlightening the public about nutrition in the food that they consume. Nestlé Bangladesh is working constantly to create an environmentally friendly business, with a goal of getting rid of all the plastic packaging within the next 10 years from now.

There have been a few mention-worthy initiatives taken by NBL in the past few years (Initiatives of Nestlé Bangladesh, n.d.), some of those are-

- Amra Korbo Joy
- Clean Drinking Water
- Responsible Sourcing
- Nestlé Healthy Kids (NHK)

Their first focus is to ensure the safety and reliability of their products, and this is done for every product in their product line.

Some of the popular products currently in the market of Bangladesh by NBL are (Nestlé in Bangladesh, n.d.) – Nescafé, Lactogen, NAN, NIDO GUM (Growing Up Milk), NIDO Fortigrow, Maggi noodles, Maggi soup, Maggi seasonings, Nestlé Milo, Nestlé Cornflakes, Cerelac, Nestlé Koko Krunch, NAN AL110, PreNAN, Kitkat, etc.



Figure 3: Some of the Global and Local Brands of Nestlé which has strong presence in consumer market (Tabassum, 2021).

### 2.1.7 Timeline of different major activities of NBL in Bangladesh

Nestlé Bangladesh Limited has paved its way through achieving different milestones over the past decades. Some of those activities that helped the organization flourish are-



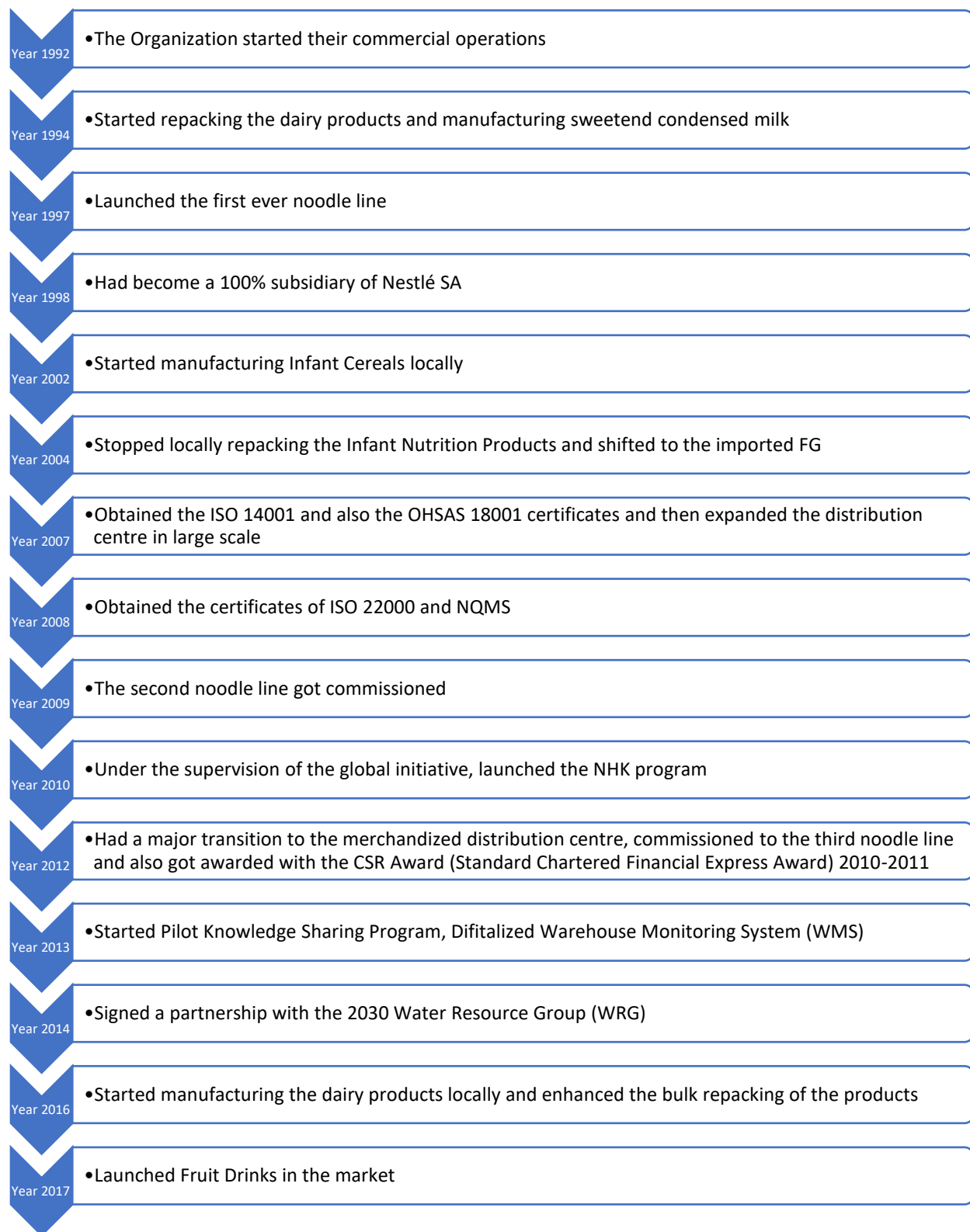


Figure 4: The Timeline of some of the operations of NBL (Tabassum, 2021)

## 2.1.8 Functional Departments of NBL: Operational Management

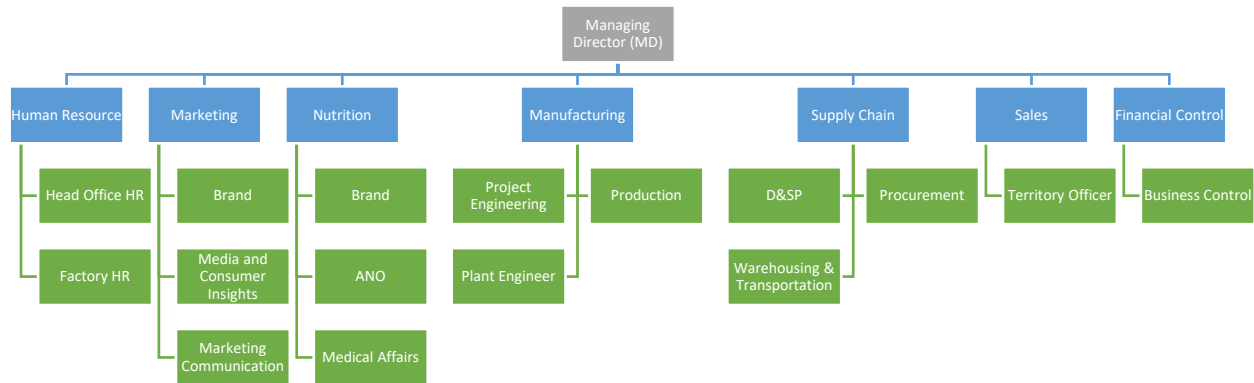


Figure 5: Organogram of NBL (Tabassum, 2021)

## 2.2 General Management Practices

The department of general management is in charge of Nestle Bangladesh Ltd.'s overall activities and operations. They combine all of the Nestle Bangladesh Ltd.'s resource materials, reports, data, and other studies, review them with the entire management team, and make critical choices for the long-term improvement of the business. The leadership style of the organization is usually democratic; the employees working under their respective managers are made sure that they are well-equipped with all the resources and information they need in order to make decisions without feeling any pressure from above.

Employees from all departments are assigned to various projects by their respective subordinates, i.e., managers. To complete the project successfully after being assigned, the employees have to work collaboratively with other colleagues as per the organization's needs. All of these exhibit Nestle Bangladesh Ltd.'s strong leadership style.

## 2.3 HR Practices at NBL

The hiring, retaining, managing and training the employees to reach their full potential are within the supervision of Nestle Bangladesh Ltd.'s human resources department. Candidates currently go through a process that is basically done in two steps for internship positions, though this may change if needed. The pay structure is set up in a way that Nestle Bangladesh Ltd. interns who work for the company for a full year are eligible for salary increases after every quarter. As a result of the strong collaboration between HR interns and interns from other departments, the human resource department's interns experience a significant learning curve. The TA (Talent

Acquisition) team under the HR department is responsible for conducting all the procedures of recruiting the interns and other employees for the organization. Some of the core steps that the team maintains while employing someone are- understanding the need of specific position within the organization, sourcing and attracting interested potential applicants, screening, assessing their capabilities, evaluating their performances throughout the recruitment process, selecting suitable candidates, onboarding them with a warm welcome, and finally signing them in.

Throughout the employment period at NBL, employees also get to learn, get trainings for their suitable positions, get rewards when they perform well for any specific project. That way, NBL HR team recognizes the contribution of an employee to the organization, which further help the employee focus towards more development.

In a nutshell, this team is in charge of hiring and retaining staff, examining the remuneration structure, assessing and proposing further ways to make the workplace more engaging, and ensuring that the business runs smoothly.

## 2.4 Marketing Practices

The marketing department emphasizes on existing brands of the organization, the market-share of a particular product, and the development of both new and existing products. They also keep an eye on all laws and regulations before marketing or advertising a product because all products in a category cannot be advertised in the same way. Baby food, for instance, may only be promoted through the doctors; it cannot be publicly marketed.

Marketing with Nestlé is a lucrative, thrilling, and demanding career opportunity due to the strength of Nestle's brand portfolio and variety of brand activities, which include global icons such as KitKat, Maggi, and Nescafé as well as both local and regional choices.

It's true that "Brand Building the Nestlé Way" is a special approach that sets the marketing operations in the firm apart, both professionally and financially. The marketing position encompasses all facets of brand management with the responsibilities that are direct or indirect for brand communication, advancement, product designing and packaging, and consumer perception. The Marketing Managers, brand officers work together within Marketing and with the other departments including Sales, R&D, Technical Applications, eBusiness, vendors and other agency partners due to their focus on developing engaging and satisfying brand experiences for the consumers.

## 2.5 Nutrition

The importance of nutrition products is substantially bigger for Nestlé than for other health and nutrition companies because it is the top nutrition company in the world. To manage brands like NAN, NIDO GUM, CERELAC and LACTOGEN, the organization consequently created a new team. The team collaborates closely with medical specialists as well. Basically, this wing of NBL

can be divided into three team responsible for different functions related to the IF and IC brands. The teams are- Brand, ANO (Area Nutrition Officers), Medical Affairs teams.

### 2.5.1 Brand

NBL Nutrition department mainly operates with 4 brands that can be further divided into two branches- Infant Formula (IF) and Infant Cereals (IC). These four brands are mainly looked after by brand officers of the respective brands. The brands for Infant formula are-

**NAN-** Formulated for the babies of 6 months up to 5 years for babies who need special care in terms of consuming the nutritious milk. Nan is specially designed with Human Milk Oligosaccharides and OPTIPRO (optimized protein) that can be beneficiary for the gut for babies and infants.

**LACTOGEN-** Lactogen is specifically designed to ensure a healthy immune system for the infants. The formulated milk helps with adding up calcium friendly fat blend in the nutritional value of the baby milk.

**NIDO GUM-** This is a growing up milk formula that focuses mainly on the cognitive and psychomotor development of the babies.

The Infant Cereal includes the brand **Cerelac** and **Ceregrow**. These two brands have varieties of products that can be sources of family diets when children start having food other than only breastfeeding.

The marketing and promotional practices for the brands of the nutrition department is slightly different from the usual marketing approaches for the other food and beverage products. As specially formulated milk/food are for the newborns and children up to 5 years old, there are some regulatory and legal issues in terms of directly selling them in the consumer market. The country has established law that for infant and babies who breastfeed, there can be no alternative for this source of nutrient for babies. However, in some cases, some infants may require additional nutritious value in their diets. Therefore, there products by Nestlé can come in hand. However, Nestlé also supports all the established law set by the government and thus, the basic target for promoting these products are the doctors. Only when the doctors would suggest these products as suitable for their babies, the parents may be interested into buying these products.

That is why, the primary marketing materials such as the Detailing Aid (DA) containing research data about the nutritional values of the respective brands are distributed each quarter.

### 2.5.2 ANO (Area Nutrition Officer)

Since these products cannot be promoted directly in the consumer market, Nestlé has a team of Nutrition Officers based in different areas, known as Area Nutrition Officers. The responsibility of these officers is to pass on the information to different channels of distributions. They even

communicate the promotional materials with the doctors in order to make them truly understand the benefits of such products for the babies. Only a doctor can prescribe or suggest these products to the parents.

### 2.5.3 Medical Affairs

Since the Nutrition department has to deal a lot with the doctors and the medical reports, the organization has an in-house medical team with doctors and other medical representatives who can conduct research on the formulation of the products and analyze the reports before they are set out for promotions to other doctors.

The medical affairs team and the corporate affairs team collaboratively work together in enhancing the quality of the products and their promotional activities.

These teams are mainly accountable for following the guidelines in the compliance team on the promotion of breast milk replacements and are a trustworthy source of information regarding newborn nutrition and feeding techniques. This group plays a significant and essential role in Nestle Bangladesh Ltd.

## 2.6 Manufacturing and Supply Chain Operations

After gathering all the information on market trends and demand, the manufacturing team works on sustainable manufacturing of the products and the supply chain operation secures supply of the final product along the entire chain. The quality of goods that reach clients and customers is the responsibility of the supply chain employees of NBL. To do this, they collaborate with corporate teams to create demand predictions and suppliers globally to ensure commodities are sourced ethically. To ensure the right supply of our products, they coordinate with operations to balance inventory levels. The supply chain operation team is in charge of maintaining and delivering the products safely once they are manufactured in order to fully and promptly satisfy the needs of its customers and clients.

As a strategic ally, the procurement team within the supply chain department aids the company in attaining long-term success. The procurement specialists of Nestlé make sure that materials are acquired ethically and that quality is delivered. The division provides a range of services, including of course the procurement management for specially processed raw materials, packing, and other utilities. It has hubs in Malaysia, Panama, and Switzerland. The hubs' cooperation in keeping an eye on local expenditure can also benefit markets.

## 2.7 Sales Function

The company's revenue-generating division is taken into account by Nestle Bangladesh Ltd.'s sales department. In order to maintain cross-functional coherence, this department collaborates closely

with other departments. They offer fascinating insights into the market's supply as well as demand for the goods, and using those data, the marketing division creates promotional campaigns for that particular product.

They are in control of our supply chains mainly facing the consumers, route to market strategies, operations in field sales, and client relationships. These industries care about satisfying clients and making sure the goods are accessible as often as they want them.

They also focus on developing the selling propositions that are fact based, administering distribution networks, and boosting field sales. They also define category strategies and objectives. After that, a member can become general management or pursue a niche.

## 2.8 Financial Control

In addition to handling financial transactions, financial control also implements control systems to maintain the organization's fiscal and legal compliance. Daily technicalities fall under the functionalities of the IS/IT17 department, which is a division of the Finance team.

The finance team is in charge of leveraging the competitive advantage, continuing to support the operational foundations, fueling the growth platforms, as well as making sure the other departments of the organization always deliver. They aid in formulating wise company judgments and innovative strategy. Additionally, they help the respective brand managers to maximize company growth, liquidity, and shareholders' equity. They are genuine change agents who want to produce long-term advantages.

There are several roles to fill, ranging from business associates to the manufacturing controllers. This function has professionals in a number of fields, including Internal Controls, Tax, Insurance or pensions, Risk Monitoring, Audit, Acquisitions & Corporate Development, and Treasury. Even a department under this wing exists that helps businesses with reporting and analysis.

## 2.9 Industry and Competitive Analysis

### 2.9.1 PESTLE Analysis

PESTLE analysis enables us to comprehend the business from a local perspective and how it is performing in its home or host nation (Pratap, 2021).

The PESTLE analysis of NBL is as follows-

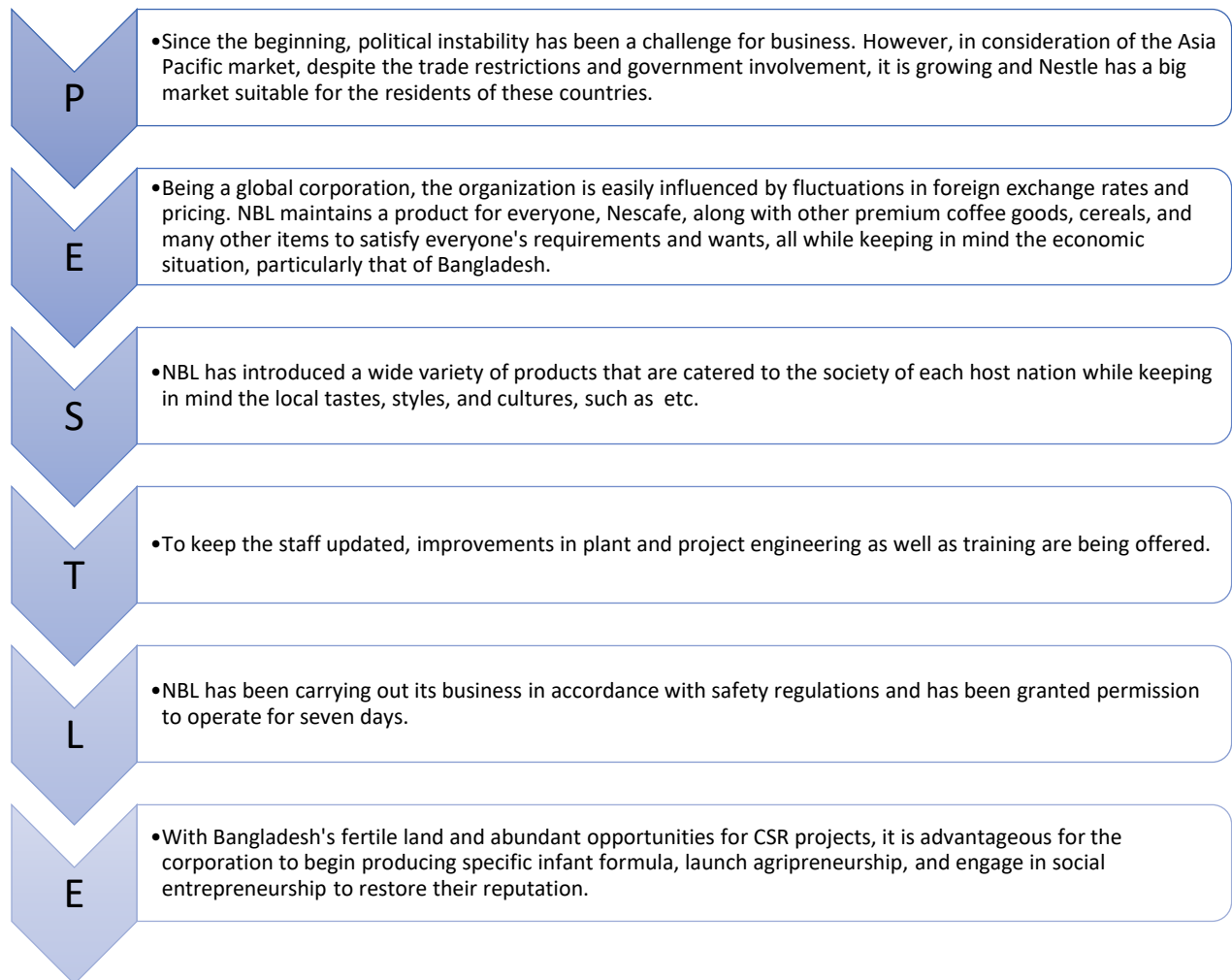


Figure 6: PESTLE analysis of NBL (Tabassum, 2021)

### 2.9.2 Porter's Five Forces Analysis

This aids the corporation in articulating the reasons for and strategies for establishing a solid and sustainable business (Mia, n.d.).

#### **Threat of New Entrants**

Reckitt Benchiser can be an example as this is a similar organization within the same industry, but it cannot seem to be threatening as NBL already controls the market thanks to its reputation, brand, and quality.

#### **Bargaining Power of Supplier**

Retail stores fit this description, but again, NBL's name, brand image, and long-term partnership contract are deeply ingrained.

### Bargaining Power of Buyer

NBL has been working to provide high-quality food products to meet the requirements and wants of the nation as it becomes more health conscious and want the greatest meals to feed its families, therefore, the bargaining power of the suppliers are low as they cannot switch to other organizations for providing supplies.

### Threat of Substitute Products

There are minimal to no threats because Nestlé offers a variety of products for breakfast, snacks, chocolate, and brunch foods, and its reputation is a guarantee of quality.

### Threat of Rivalry

Since the health and nutrition is a big market with a wide range of pricing points, all businesses may easily operate and promote their goods. Adding to that, Nestlé is the leading organization within the industry, therefore, the threat of rivalry among competitors may exist but that would be very low.

### 2.9.3 SWOT Analysis

A detailed analysis of the organization’s overall strengths, weakness, opportunities and threats is given below (Parker, 2019)-

	Helpful to achieve the goals	Harmful to achieve the goals
the of the Attributes (Attributes Origin Organization)	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Brand reputation, values, and image</li> <li>• A multifaceted firm with a global reputation</li> <li>• Multicultural integration</li> <li>• Leading company in the nutrition and wellness industry</li> <li>• Enhanced R&amp;D department</li> <li>• Large distribution network; increased availability and accessibility</li> <li>• Assures ecologically responsible practices</li> <li>• Bengalis as a nation are becoming more mindful of their health</li> <li>• Great Corporate Social Responsibility initiatives</li> <li>• Strong presence among the young generations</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Controversies about brands like the Maggi Noodle line, however, that have since been addressed by NBL.</li> <li>• Certain price changes made by large retailers</li> </ul>



External Origin (Attributes of the Environment)	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Collaboration with e-commerce sites such as pandamart, daraz, chaldal, etc.</li> <li>• Support for agriculture given the abundance of fertile land in the country</li> <li>• Excellent exposure to social networks, the food bloggers, and health authorities to promote corporate lines</li> <li>• Partnerships</li> <li>• The market for ready-to-drink tea as well as coffee is growing as work culture improves.</li> <li>• Initiatives to support emerging food industry start-ups</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Regulations set by government, economic conditions (i.e., inflation)</li> <li>• The growing competition within the FMCG sector</li> </ul>
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Figure 7: SWOT Analysis of NBL (Tabassum, 2021)

## 2.9 Summary

We can understand how NBL operates on a daily basis and how each practice is carried out. We learned about the beginnings of the world's top health and nutrition firm, how it arrived in Bangladesh, and the accomplishments it has made so far. To comprehend the company's foundation and position in Bangladesh, we conducted an analysis of it.

## Chapter 3: A study on Nestle Start Healthy Stay Healthy Bangladesh: Is It Successful Enough at Educating the Parents on Children's Health?

### 3.1 Introduction

#### 3.1.1 Background of the Report

In order to promote the brand, the set of tactics which a company incorporates is basically called the marketing mix. Promotion is one of the seven marketing mix that we know of today. It is a vital factor for any company to run successful marketing operation as well. The promotional activities for certain products can be done in various different ways; such as through printed medias, digital media, advertising, podcasts, e-commerce sites and what not. However, not all promotional activities work for particular brands. It depends mostly on the particular product of the respective brands. For example, Nescafé, which is known to be a popular beverage brand among the youth of our country, would sell out more when it is promoted through channels which are mostly used by the young generation; such as social media campaigns, TVCs, billboard printings etc. Newspaper advertising may not work for this brand since the young generation do not read as much newspaper these days.

Having said that, there are now more opportunities for marketing than ever before; thanks to the development of technology, quicker and better implementations, and a worldwide market. The market may get saturated and customers may become overloaded as a result of all the message proliferation, though. When using unconventional marketing techniques, it can be challenging to stand out from the crowd and get a company's message across (Forbes Communications Council, 2019).

When an organization tries to sell products which call for nontraditional marketing activities, it often gets difficult to effectively communicate with the target consumers. Promoting the products or the brand can be tricky through this method because the promotional practices, as the name suggests, are not done in the traditional ways. Meaning, advertising, TVC, billboard printings, direct marketing are not applicable in nontraditional marketing.

The Nutrition department of Nestlé Bangladesh Limited works with brands which cannot be promoted through the traditional promotional applications. The regulatory and legal obligations do not permit infant formula food or milk to be promoted in the conventional ways. Thus, one effective communication method which is also nontraditional, can be the uses of social media promotions.

Nestlé Start Healthy Stay Healthy Bangladesh is one such Facebook Page, created solely for fulfilling the purpose of educating the parents on the newborns up to 5 years about the nutritious value of their diet and how important it is to breastfeed a child after their birth till 6 months. The page mainly focuses on providing information about the nutritious value of specific baby food, vegetables, etc. During this digitalized era, almost everyone within the target market of Nestlé Nutrition uses social media. However, it is of great concern what causes they are using their social media handles for, and if they are interested in following such educative Facebook Pages which may benefit their children's health at all.

This report would exactly focus on that, meaning, whether the subtle way of nontraditional promotion through this page is actually being effective in serving its purpose. And if this strategy is failing, then exactly why.

### 3.1.2 Literature Review

#### Effectiveness of Educational Campaigns Through Facebook Pages

Brands, organizations, artists, and prominent individuals can use Facebook Pages, which are public Facebook accounts. Businesses use Pages to post updates, distribute content, advertise events and new releases, share contact information, and, maybe most significantly, communicate with their Online audiences (Newberry, 2021).

After the introduction to Pages on Facebook, a lot of small and big businesses found a subtle way of promoting their products or brands through uploading various promotional contents on those

pages. At first it was gaining a lot of attention too, people were liking or following the pages as per their interests in different genres of pages. The engagement in those pages made the contents appear on the news feed of peoples' Facebook accounts as well, therefore, the promotional objectives of specific brands or products were also met. The degree of audience targeting, the number of users on the site, and the degree of analytics and insights are what make Facebook promotions particularly powerful. Facebook campaigns are successful for a wide range of organizations because of these benefits along with an excellent approach. Facebook campaigns on pages require testing and iteration to be successful, just like any other kind of advertising (Bernazzani, 2020).

Facebook introduced 'Pages for Business' on November 6th, 2007. This modification signaled a significant shift in the platform's emphasis toward promotion of contents and advertising. The engagement rates for promotional activities were skyrocketing in the early days of Facebook Pages. Naturally, as marketers joined on the Facebook Pages bandwagon, the engagement began to decline. Then slowly onwards, the pages started getting lesser reaches to the audiences and viewers. However, according to some experts, there are still some ways to regain the engagement on Facebook Pages as the users of Facebook never really declined. One of the major uses of the Pages can be educational (Erin, 2020). When a Facebook page has contents that are informative or educational, the users seem to engage in visiting those pages more often. Therefore, the educational contents on pages as per different target group's interests may engage more users than before, as parts of the organic reach.

#### Parents' Engagement in Educational Content on Children's Health on Social-media

Parents play major roles in building a child's mental and physical health and therefore, it is important that how much aware they are about the to-dos during their parenthood. Good and responsible parenting can give a baby a healthy childhood, ensuring both mental and physical development. Children mostly learn through following or observing the steps of others around them. Healthy and happy parents may provide them a healthy and happy environment as well. Now in order to be insightful regarding what to do and what not to in terms of ensuring the overall wellbeing of a child, parents must have some sorts of knowledge about every engagement they make with their children. It is important for both the mother and the father to know about the nutritious values of the food that they provide to their children, otherwise, children fall under the risk of suffering from malnutrition. In research conducted by a few researchers from Bangladesh on the parents of Bangladesh, it was shown that the parents of children under 5 have a significant relationship with education when it comes to assuring and providing healthy diet to the babies. The ones who were more educated were more inclined to providing food to their children that had proper nutritious value, other than the parents who were less educated. As a result, the children of educated parents were less prone to suffering from diseases caused by malnutrition than the children of parents who were comparatively less educated (Hossain and Khan, 2018).

In another study that investigated the effectiveness of the use of Facebook in terms of delivering education materials on an obesity prevention curriculum of the preschool children, the parents were the primary sample for the study and their likes, comments, reactions were counted as part of measuring their engagements. The parents living in the cities were more interested to learn new information, engage in more posts and conversation on specific health related topic than the parents of urban areas. Some of the barriers for the parents to not engaging included their desire to learn more content from the school teachers as they trusted them more, not using Facebook for educational purposes. However, the result shown after analyzing the data indicated that Facebook was indeed a feasible and somewhat effective mode to provide education on child nutrition (Swindle, Ward and Whiteside-Mansell, 2018).

In another survey conducted through online advertising campaign on examining how eager a parents would be in learning the educational contents on social media, it was found that the mothers were more likely to learn from the social media contents than the fathers (Leach et al., 2019).

### 3.1.3 Objectives

The main objective of this report is to analyze the overall effectiveness of the Facebook educational campaign Nestlé Start Healthy Stay Healthy Bangladesh on educating the parents about their children's health. The aim is to take a deeper look into the contents of the aforementioned Facebook page and how the parents perceive them, if there are any scopes to improve and how much parents are being able to learn from the information uploaded there.

#### **Specific Objectives**

The specific objectives of conducting this research are-

- To determine how much parents of children mostly under 5 years old are eager to learn from online sources
- To examine the core purposes of parents of using Facebook and other social media handles
- To determine the relationship between words of mouth and learning intention of parents
- To determine the relationship between parents' education and their interests in learning from the online sources
- To determine the relationship between parents' interest in particular brand and their eagerness in learning from a source organized by that brand
- To make recommendations in terms of the measures that can be taken in order to drive the parents into learning more from the online campaign
- To make recommendations about measures that can be taken in order to developing the contents on the Facebook page

### 3.1.4 Rational

The topic that I have chosen for my internship report was mainly influenced by my interest in learning more about digital marketing, content creation and research-based works. I have been fortunate enough that this page Nestlé Start healthy Stay Healthy Bangladesh had been launched as an experimental approach towards getting the parents' insights about their knowledge on children's health and also a method of nontraditional marketing for the nutrition brands of NBL, as those brands are not allowed to be promoted directly to the consumers.

I have also sat with my workplace supervisor and line manager because I wanted to discuss what I wanted to do my internship research on. They have helped their best in telling me which were the fields that were open to research, data analysis. Upon understanding my desire to work more in the field of branding and promoting, my Line Manager Shafquat Karim and my supervisor Anan Shikdar assigned me more of the tasks which were related to promotions of the brands of NAN, NIDO GUM, Lactogen.

Some of the tasks that I had to do which instilled my interest in learning more about digital media marketing were-

- Preparing Detailing Aid (DA) for the doctors; I had to research on the information about the nutritious values of the infant formula milk that I was working for, therefore I could have proper insights about which food contained which vitamins, minerals and which development of the child did those boost
- E-commerce sites updating; I had to work for a long time on preparing the visual contents of different nutrition brands in order for them to be uploaded on different e-commerce sites of Bangladesh. The content creation was a collaborative work with the agencies, therefore I got to learn a lot about the content creation from the agencies as well
- I worked on making some of the Avs (Audio Visual) too, which were also parts of the nontraditional promotions for the brands I worked on.

All of these experiences made me want to know the parental desire to learn what we promote through our different channels and hence, I went with researching on this very topic.

### 3.1.5 Significance

**Topic Selection:** Because it can provide information on the efficacy of social media campaigns and how much parents are willing to learn from them if they are the target audiences, this subject is important and will have an impact on the brands of both new and established businesses.

**Key takeaways after conducting the research:** If the report is successfully finished, I will know which strategy the target audience prefers, which factor works behind making them trust the credibility of a campaign, and this knowledge will be useful for the course of my career and the organization I am working for, Nestlé Bangladesh Ltd.

**New and different perspective by this report:** Companies in the nutrition and wellness sector will have less trouble focusing on social media promotional activities to increase sales of the new product and attract the target market if they have a limited marketing and promotion budget and use unconventional methods. The report's study will assist businesses who employ unconventional marketing tactics and other businesses with gathering data and developing plans for how parents desire to be educated, enabling them to make wise investments and set aside funds for other areas of their operations.

### 3.2 Methodology

As interns of the organization, we do not have access to all the sources from where we can get data in order to conduct proper analysis, therefore, in order to deal with this issue, I would choose primary data collected through online survey from the direct respondents.

- The report's foundation will be quantitative research
- The target group will be receiving the questionnaire online and through Google Form link
- A five-point Likert scale would be implemented as response options in the questionnaire; where 1 would be denoting 'Not Likely at All' and 5 would be denoting "Extremely Likely"
- Some questions would have answers from multiple choice options and some would be Scale ranking questions
- The total number of the respondents as of 26<sup>th</sup> June, 2022 would be 52
- The questions are created both in Bangla and English, for better understanding as per the recipient's comfortability

### 3.3 Findings and Analysis

#### 3.3.1 Interpretation of Survey Results

These questions below were adapted taking into consideration the need to understand how much interested the parents of children are into learning educative information from social media pages organized by renowned brand like Nestlé Bangladesh and thus, how effective the page contents currently are in terms of educating them.

Relation with the child- / সন্তানের সাথে সম্পর্ক-  
52 responses

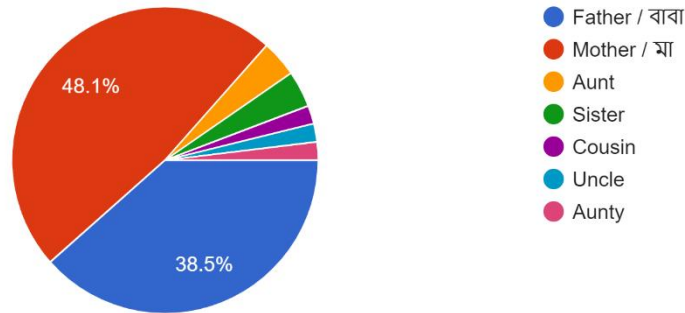


Figure 8: Response 1

**Interpretation:** This question was asked in order to understand how much of the recipients would consist of the target audience. The main target group for this research is the parents of children, and from the above data, 48.1% are mothers and 38.5% are father. Adding up the percentages of both father and mother of children makes up the majority of the sample.

How old is/are your child/children? / আপনার সন্তান/সন্তানদের বয়স কত?  
52 responses

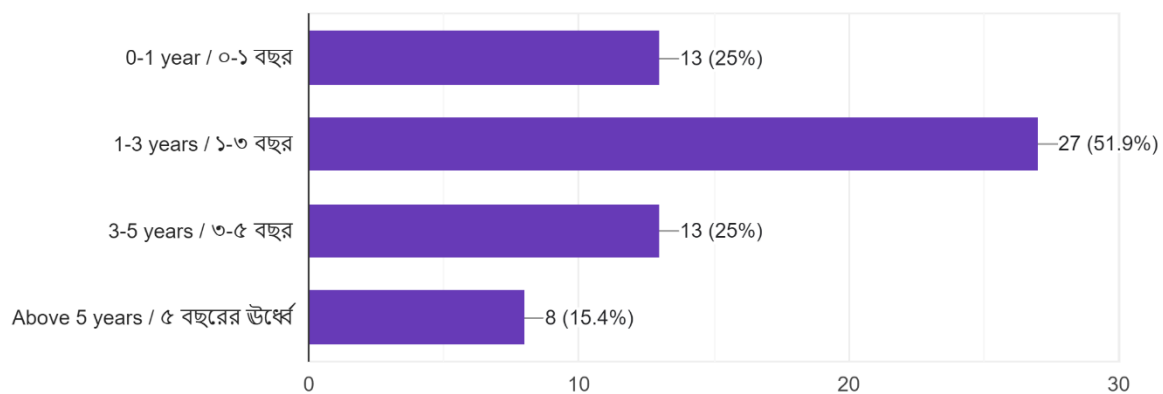


Figure 9: Response 2

**Interpretation:** The main aim was to target the parents of children who are aged below 5 years. Here above, most of the children are aged between 1-3 years making up 51.9% of the total sample. The question was multiple choice based; therefore, the recipients could choose more than one option if they had more than one babies. The percentages above denote that the majority of the parents had babies of required age group.

How old are you? / আপনার বয়স কত?  
52 responses

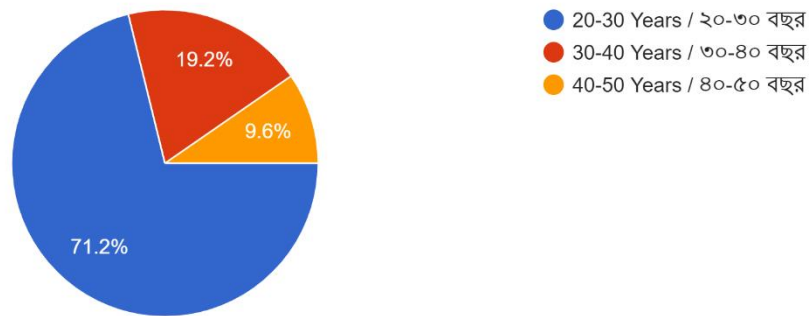


Figure 10: Response 3

**Interpretation:** This question was asked with the aim of understanding the age range of the target group within the sample. Here, most of the responses (71.2%) agreed on being within the age range of 20-30, who are preferably the young parents, either still studying or completing their respective degrees. The recipients of around 19.2% were of 30-40 years old, falling into the category of somewhat middle-aged parents who are probably the working ones. The rest fell under the range of 40-50. Here, through the different ranges of ages, whether newer parents or the older parents would be more likely to respond and participate in this online survey and how they perceive the later questions can be analyzed.



What is the highest degree/level of education that you have completed? / আপনার অর্জনকৃত সর্বোচ্চ ডিগ্রী কি?

52 responses

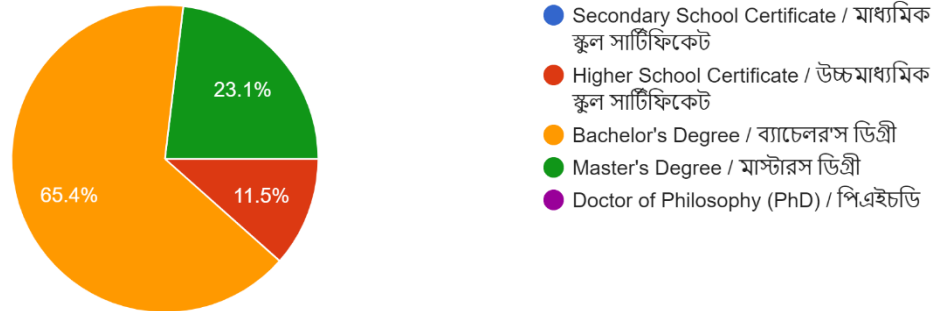


Figure 11: Response 4

**Interpretation:** Here, 65.4% of the sample have graduated Bachelor's degree, from the previous question, a relation with the age range of the parents with their educational degree earned so far can be observed. 23.1% have obtained Master's Degree, meaning most of the parents here are moderate to well educated.

How often do you use different social media sites and apps? (i.e., Facebook, WhatsApp, Twitter, Instagram, etc) / আপনি বিভিন্ন সামাজিক যোগাযোগ মা...Facebook, WhatsApp, Twitter, Instagram, ইত্যাদি)

52 responses

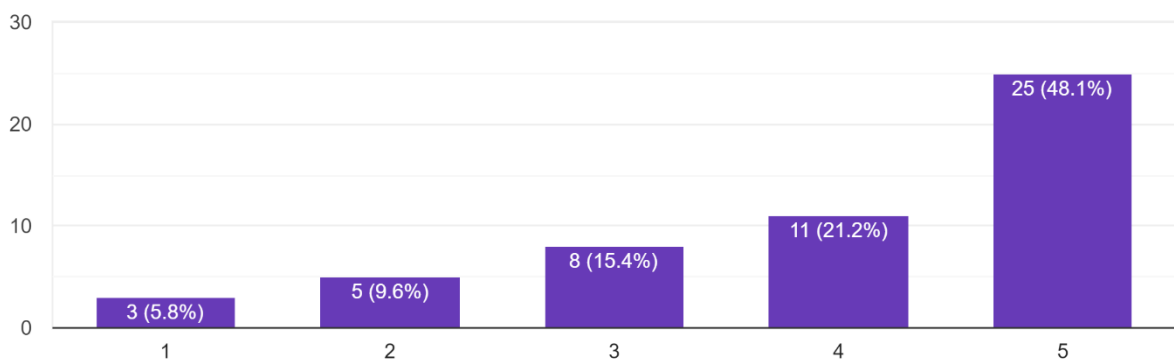


Figure 12: Response 5

**Interpretation:** 48.1% of the sample size, consisting of 25 recipients which is the biggest, are heavy users of social media, therefore, they are aware of the various social media platforms and it can be said that they know the basic featured of those platforms as well.

How active are you on Facebook? / আপনি ফেসবুকে কতটা সক্রিয়?  
52 responses

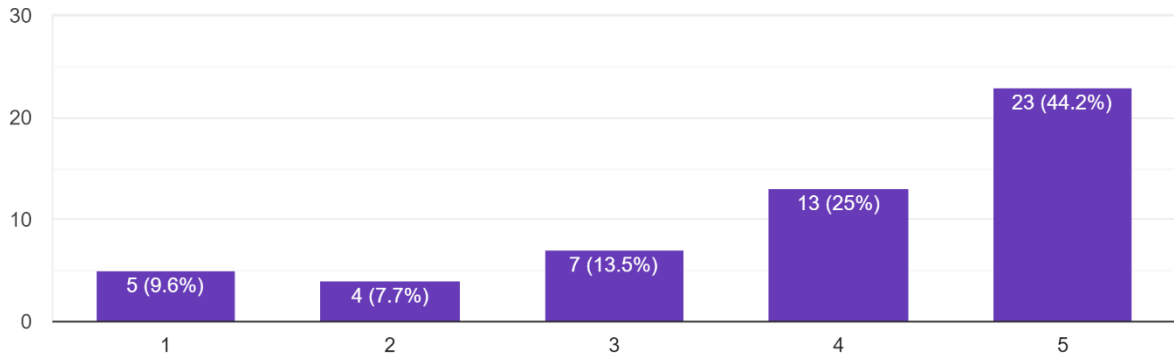


Figure 13: Response 6

**Interpretation:** Among the people who are heavy users of different social media platforms 23% use Facebook almost regularly. Therefore, if compared to the response to the previous question, only 2% of the regular users of different social media platforms do not use Facebook. That means, majority of the sample size uses Facebook, which can give even better insight about our research since that is on the Facebook Page effectiveness.

What do you mostly use Facebook for? / আপনি বেশিরভাগ ক্ষেত্রে किसের জন্য ফেসবুক ব্যবহার করেন?

52 responses

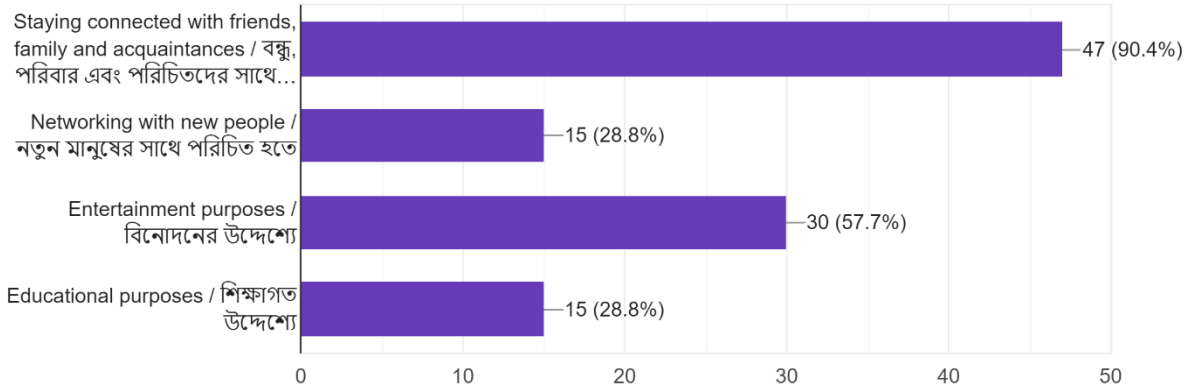


Figure 14: Response 7

**Interpretation:** Among the recipients, 47 people, almost 90.4% use Facebook for mainly connecting to their acquaintances. Comparatively, only 15% use Facebook for education purposes, which is very low.

Are you familiar with educational pages on Facebook that promote information about healthy nutrition for children? / আপনি কি Facebook এ শিক্ষাম...গুলি শিশুদের জন্য পুষ্টি সম্পর্কিত তথ্য প্রচার করে?

52 responses

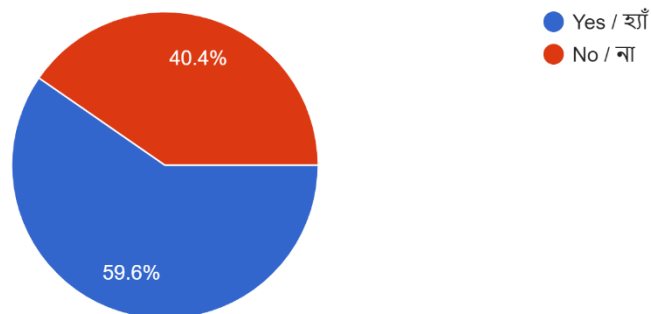


Figure 15: Response 8

**Interpretation:** Even though majority of the recipients (59.6%) know that there are educational pages on Facebook that upload informative content regarding child nutrition, the percentage of the people (preferably parents) who do not know about such pages is alarming 40.4%.

Who/what is/are your go-to source/sources for advices regarding your child's healthy diet?  
 আপনার সন্তানের স্বাস্থ্যকর খাদ্য সম্পর্কে পরামর্শ আপনি সাধারণত কার/কোথা থেকে নিয়ে থাকেন?  
 52 responses

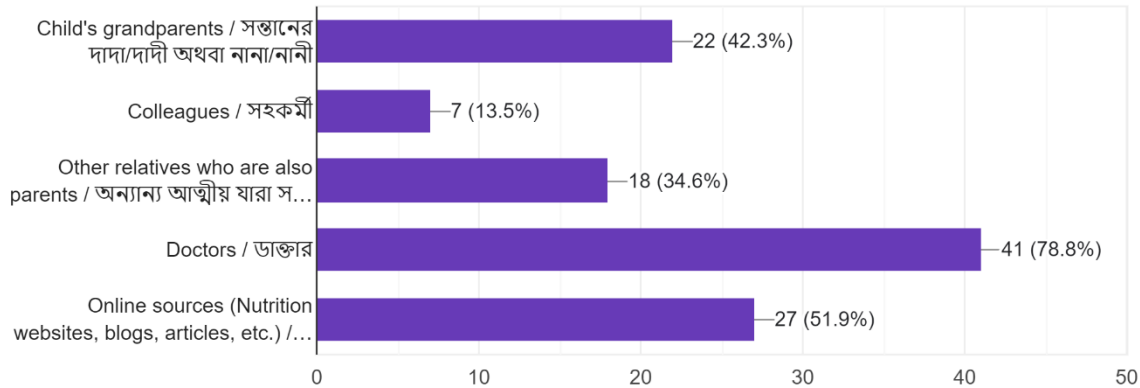


Figure 16: Response 9

**Interpretation:** Most of the parents would prefer to trust the doctor's opinions regarding their baby's health and nutrition, however, it is concerning that they would also prefer the advices from the child's grandparents (42.3%), and other colleagues, who don't usually possess specialization in this field, which is concerning.

Would you be interested in following a Facebook Page that promotes information on nutritional values of your child's diet? / আপনি কি এমন একটি ফে...ানের খাদ্যের পুষ্টির মান সম্পর্কে তথ্য প্রচার করে?

52 responses

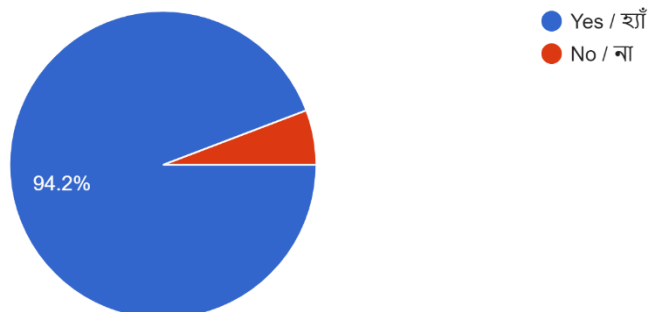


Figure 17: Response 10

**Interpretation:** 94.2% of the people agrees to be interested in following a Facebook page which would provide information about children's health and the nutritional value of their diet. Which means, these recipients would most likely be eager to know what such pages would advise on.

If the people you know around you follow educational Facebook pages on children's health and act upon the advices posted there, would you be ea...ুয়ামী কাজ করেন, আপনিও কি তা করতে আগ্রহী হবেন?

52 responses

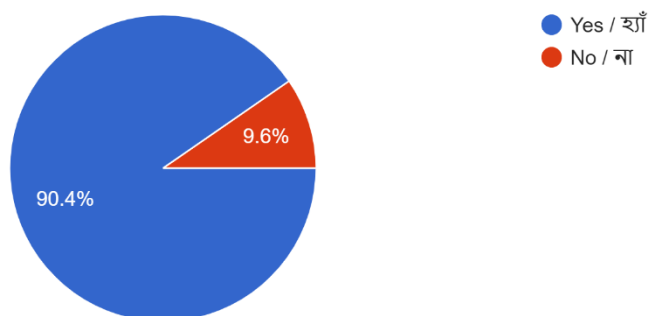


Figure 18: Response 11

**Interpretation:** 90.4% of the recipients would rather listen to the suggestions of the people they know if they follow the educational page solely created for children health and nutrition purpose. That implies, most of the parents are more drawn towards the words-of-mouth promotions of such pages.

If a doctor recommends you to follow a certain educational Facebook page on children's health and act upon the advices posted there, would you be eager to do that? / যদি একজন ডাক্তার আপনাকে শিশুদের স্বাস্থ্যের উপর একটি নির্দিষ্ট শিক্ষামূলক ফেসবুক পেইজ অনুসরণ করার এবং সেখানে পোস্ট করা পরামর্শ অনুযায়ী কাজ করতে বলেন, আপনি কি তা করতে আগ্রহী হবেন?

52 responses

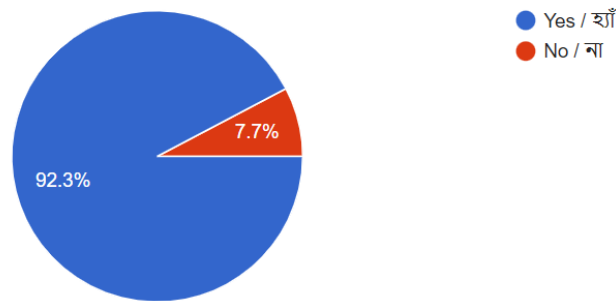


Figure 19: Response 12

**Interpretation:** 92.3% of the people would also like to follow the educational pages if the doctor asks them to follow, meaning they would trust the doctors more than they would trust the acquaintances. Doctors are more trustworthy to parents.

How much would you be eager to trust and follow an educational Facebook page on children's health run by popular Food and Beverage brands...পনি কতটা বিশ্বাস করতে এবং অনুসরণ করতে আগ্রহী?

52 responses

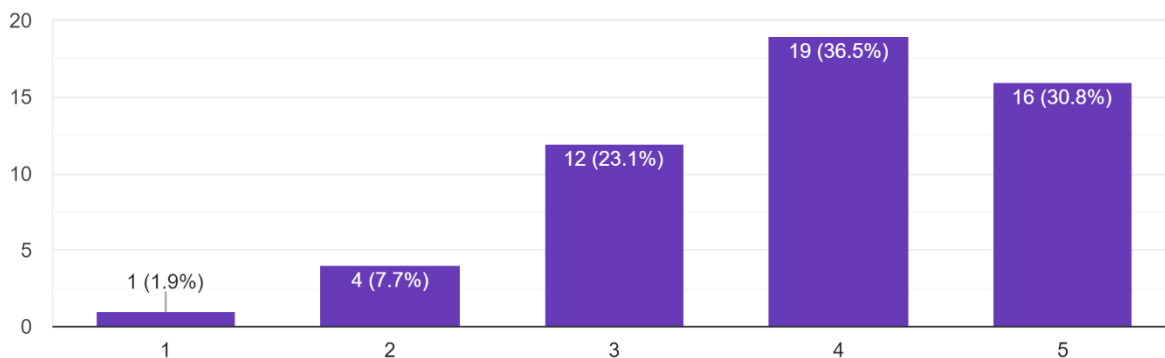


Figure 20: Response 13

**Interpretation:** Here, 30.8% people are extremely likely to trust the contents of Nestlé and 36.5% are somewhat more likely to trust the contents if uploaded from a page conducted by NBL. It denotes that the strong brand value and popularity of an organization may also drive the parents into trusting the information or advices posted on a social media platform as a part of a campaign.

How much would you be eager to trust and follow an educational Facebook page on children's health run by popular Food and Beverage brands like Nestlé if they collaborate with child specialists and nutritionists? / শিশু বিশেষজ্ঞ এবং পুষ্টিবিদদের সাথে একত্রিত হয়ে Nestlé-এর মতো জনপ্রিয় ফুড অ্যান্ড ব্য়ান্ড শিশুদের স্বাস্থ্য সম্পর্কিত একটি শিক্ষামূলক ফেসবুক পেজকে পরিচালিত করলে আপনি তা কতটা বিশ্বাস করতে এবং অনুসরণ করতে আগ্রহী হবেন?



52 responses

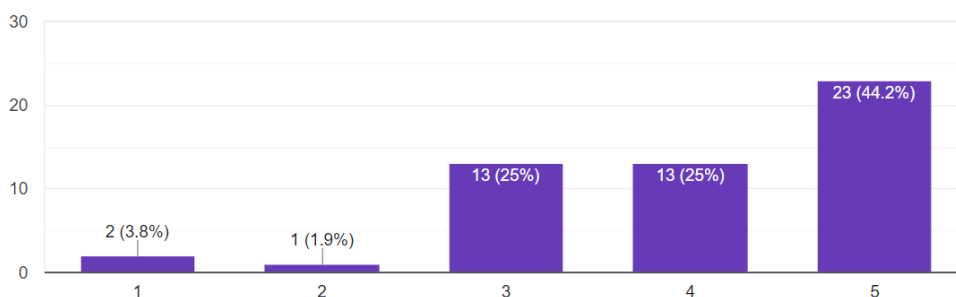


Figure 21: Response 14

**Interpretation:** If Nestlé collaborates with a doctor, the parents are most likely to be able to find the sources of information credible because comparing to the previous and the above question, the participants are more eager to learn from a page that is also monitored by a doctor (44.2%) than just trusting the brand (30.8%).

Are you aware that Nestlé Bangladesh Limited already runs an educational Facebook page called "Nestlé Start Healthy Stay Healthy Bangladesh" to...desh" নামে একটি শিক্ষামূলক ফেসবুক পেজ চালাচ্ছে?  
52 responses

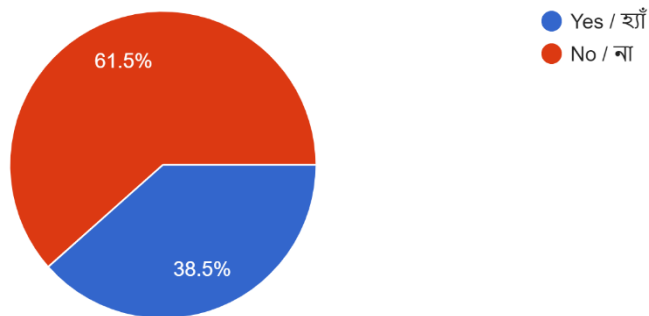


Figure 22: Response 15

**Interpretation:** Here, almost 61.5% does not know that NBL already has a dedicated page for such nontraditional promotions, which make up for the majority. That implies, the promotion of the page created by NBL has some shortcomings in terms of gaining proper reach from the target group.



"(I believe that) informative and authentic contents on social media pages can become my go-to sources of help when I am confused about the n... করতে পারে" - আপনি এই বিবৃতির সাথে কতটা একমত?  
52 responses

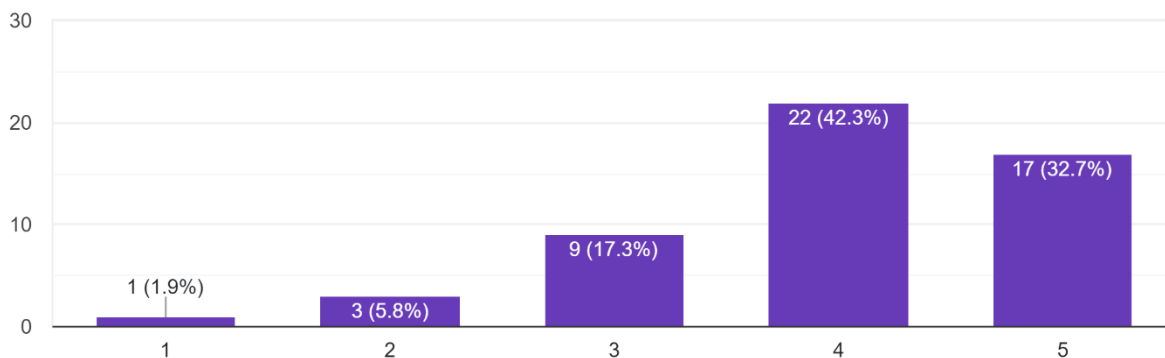


Figure 23: Response 16

**Interpretation:** Almost 32.7% believe that they can strongly learn from the educational pages on Facebook as an easy solution when they are confused, however, 42.3% moderately believes in the effectiveness of such pages. Which indicates, parents are somewhat skeptical about the potential of the social media sources in terms of gaining knowledge on their children's health.

### 3.3 Major Findings

From analyzing the responses of the recipients, I have come to the conclusions that-

- **Parents are eager to learn from online campaigns;** most of the parents in this research sample were interested in learning from the informative nutritional pages on social media platforms, meaning they are at least eager to know the contents
- **Alarming number of parents would still prefer to get educated from people who are not specialized in the field,** which is an alarming issue. However, most parents would put doctors as their top priority, which can be a positive factor.
- **People value brands when it comes to authentication of information;** most parents would trust a brand that is established well in the consumer market and also within the local and global region in terms of accepting educational contents about child health.
- **Doctor and renowned brand collaboration is much preferred by parents;** the parents are much likely to learn from the pages that are also approved by the doctors.

- **Despite parents' eagerness to learn, Nestlé Start Healthy Stay Healthy page has not been as successful** in terms of serving its purpose of teaching the parents about child health.

### 3.4 Limitations

The major drawbacks that I had to face while conducting the report are as follows:

- Making the report was very difficult for me. Occasionally, laws and regulations require me to gather all necessary information. Regarding the confidentiality of information, NBL has strong standards and guidelines in place. I couldn't get all the information I needed.
- The report needed to be finished as quickly as possible. I only had one week available to work on the report. I have had to gather data while working on a number of firm tasks at once. It was challenging to organize a meeting or make an appointment because the employees were so busy.
- Some of the responders were uncooperative, making it difficult to get information from them. In comparison to the initial plan, we only received responses from a small number of respondents.

### 3.5 Conclusion

To conclude, I would like to state that even though the main purpose was to find out the effectiveness of the Facebook page campaign started by NBL on educating the parents on their children's health and the nutritional values of their diet, I have got some valuable insights on how the parents perceive the whole concept of getting educated through online sources on a daily basis.

However, it has to be mentioned that, Nestlé Start Healthy Stay Healthy project still has a lot of new strategies to upgrade, otherwise, the purpose of educating the parents will not be served. A lot of parents are yet to know about the page; therefore, the page needs more reach.

### 3.6 Recommendations

Some of the recommendations I would like to make are-

- **Introducing and implementing new strategies for the campaign;** so that the target population get more exposure of the page. The more parents would know about the page, the more the page can serve beneficiary purpose to the parents of children under 5 years.
- **Collaborative approach with the doctors;** this strategy might help gain the credibility from the parents, as they prefer to put their trust on the child specialists as their top most priority when it comes to ensuring proper diet for their babies.
- **Regular content uploads;** this can help boost the reach of the page big time as well, since more and more posts mean more engagement and thus more reach.

- **Engaging content upload;** newsletters, quizzes based on newsletters can be uploaded on the page often, then it can drive the parents more into connecting with the page and thus, with the brand.

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## Appendix

### 1. Relation with the child- / সন্তানের সাথে সম্পর্ক-\*

- Father / বাবা
- Mother / মা
- Other:

### 2. How old is/are your child/children? / আপনার সন্তান/সন্তানদের বয়স কত? \*

- 0-1 year / ০-১ বছর
- 1-3 years / ১-৩ বছর
- 3-5 years / ৩-৫ বছর
- Above 5 years / ৫ বছরের উপরে

### 3. How old are you? / আপনার বয়স কত? \*

- 20-30 Years / ২০-৩০ বছর
- 30-40 Years / ৩০-৪০ বছর
- 40-50 Years / ৪০-৫০ বছর
- Other:

### 4. What is the highest degree/level of education that you have completed? / আপনার অর্জনকৃত সর্বোচ্চ ডিগ্রী কি? \*

- Secondary School Certificate / মাধ্যমিক স্কুল সার্টিফিকেট
- Higher School Certificate / উচ্চমাধ্যমিক স্কুল সার্টিফিকেট
- Bachelor's Degree / ব্যাচেলর'স ডিগ্রী
- Master's Degree / মাস্টারস ডিগ্রী
- Doctor of Philosophy (PhD) / পিএইচডি
- Other:

### 5. How often do you use different social media sites and apps? (i.e., Facebook, WhatsApp, Twitter, Instagram, etc.) / আপনি বিভিন্ন সামাজিক যোগাযোগ মাধ্যমগুলো কত বেশি ব্যবহার করে থাকেন? (যেমন, Facebook, WhatsApp, Twitter, Instagram, ইত্যাদি)

Very rarely / খুবই কম

1

2

3

4

5

Almost every day / প্রায় প্রতিদিন

6. How active are you on Facebook? / আপনি ফেসবুকে কতটা সক্রিয়? \*

Very rarely / খুবই কম

1

2

3

4

5

Almost every day / প্রায় প্রতিদিন

7. What do you mostly use Facebook for? / আপনি বেশিরভাগ ক্ষেত্রে কিসের জন্য ফেসবুক ব্যবহার করেন? \*

- Staying connected with friends, family and acquaintances / বন্ধু, পরিবার এবং পরিচিতদের সাথে সংযুক্ত থাকতে
- Networking with new people / নতুন মানুষের সাথে পরিচিত হতে
- Entertainment purposes / বিনোদনের উদ্দেশ্যে
- Educational purposes / শিক্ষাগত উদ্দেশ্যে
- Other:

8. Are you familiar with educational pages on Facebook that promote information about healthy nutrition for children? / আপনি কি Facebook এ শিক্ষামূলক পেইজগুলোর সাথে পরিচিত যেগুলি শিশুদের জন্য পুষ্টি সম্পর্কিত তথ্য প্রচার করে? \*

- Yes / হ্যাঁ
- No / না

9. Who/what is/are your go-to source/sources for advices regarding your child's healthy diet? আপনার সন্তানের স্বাস্থ্যকর খাদ্য সম্পর্কে পরামর্শ আপনি সাধারণত কার/কোথা থেকে নিয়ে থাকেন?\*

- Child's grandparents / সন্তানের দাদা/দাদী অথবা নানা/নানী
- Colleagues / সহকর্মী

- Other relatives who are also parents / অন্যান্য আত্মীয় যারা সন্তানের বাবা/মা
- Doctors / ডাক্তার
- Online sources (Nutrition websites, blogs, articles, etc.) / অনলাইন উৎস (পুষ্টিবিষয়ক ওয়েবসাইট, ব্লগ, নিবন্ধ, ইত্যাদি)
- Other:

10. Would you be interested in following a Facebook Page that promotes information on nutritional values of your child's diet? / আপনি কি এমন একটি ফেসবুক পেইজ অনুসরণ করতে আগ্রহী হবেন যা আপনার সন্তানের খাদ্যের পুষ্টির মান সম্পর্কে তথ্য প্রচার করে? \*

- Yes / হ্যাঁ
- No / না

11. If the people you know around you follow educational Facebook pages on children's health and act upon the advices posted there, would you be eager to do the same too? / আপনার আশেপাশে যাদের চেনেন তারা যদি শিশুদের স্বাস্থ্য সম্পর্কিত শিক্ষামূলক ফেসবুক পেইজ অনুসরণ করেন এবং সেখানে পোস্ট করা পরামর্শ অনুযায়ী কাজ করেন, আপনিও কি তা করতে আগ্রহী হবেন?

- Yes / হ্যাঁ
- No / না

12. If a doctor recommends you to follow a certain educational Facebook page on children's health and act upon the advices posted there, would you be eager to do that? / যদি একজন ডাক্তার আপনাকে শিশুদের স্বাস্থ্যের উপর একটি নির্দিষ্ট শিক্ষামূলক ফেসবুক পেইজ অনুসরণ করার এবং সেখানে পোস্ট করা পরামর্শ অনুযায়ী কাজ করতে বলেন, আপনি কি তা করতে আগ্রহী হবেন? \*

- Yes / হ্যাঁ
- No / না

13. How much would you be eager to trust and follow an educational Facebook page on children's health run by popular Food and Beverage brands like Nestlé? / নেসলে-এর মতো জনপ্রিয় ফুড অ্যান্ড বেভারেজ ব্র্যান্ড দ্বারা পরিচালিত শিশুদের স্বাস্থ্য সম্পর্কিত একটি শিক্ষামূলক ফেসবুক পেজকে আপনি কতটা বিশ্বাস করতে এবং অনুসরণ করতে আগ্রহী?

Not likely at all / একটুও আগ্রহী নই

1



2

3

4

5

Extremely

likely

/

অনেক

আগ্রহী

14. How much would you be eager to trust and follow an educational Facebook page on children's health run by popular Food and Beverage brands like Nestlé if they collaborate with child specialists and nutritionists? / শিশু বিশেষজ্ঞ এবং পুষ্টিবিদদের সাথে একত্রিত হয়ে Nestlé-এর মতো জনপ্রিয় ফুড অ্যান্ড বেভারেজ ব্র্যান্ড শিশুদের স্বাস্থ্য সম্পর্কিত একটি শিক্ষামূলক ফেসবুক পেজকে পরিচালিত করলে আপনি তা কতটা বিশ্বাস করতে এবং অনুসরণ করতে আগ্রহী হবেন?

Not likely at all / একটুও আগ্রহী হবোনা

1

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Extremely likely / অনেক আগ্রহী হবো

15. Are you aware that Nestlé Bangladesh Limited already runs an educational Facebook page called "Nestlé Start Healthy Stay Healthy Bangladesh" to promote healthy nutrition for both mother and child? / আপনি কি জানেন যে নেসলে বাংলাদেশ লিমিটেড ইতিমধ্যেই মা এবং শিশু উভয়ের সুস্বাস্থ্য ও পুষ্টিজাতীয় তথ্য প্রচারের জন্য "Nestlé Start Healthy Stay Healthy Bangladesh" নামে একটি শিক্ষামূলক ফেসবুক পেজ চালাচ্ছে?

• Yes / হ্যাঁ

• No / না

16. "(I believe that) informative and authentic contents on social media pages can become my go-to sources of help when I am confused about the nutritional values of my child's diet" - to what extent do you agree with this statement? "(আমি বিশ্বাস করি যে) যখন আমি আমার সন্তানের খাদ্যের পুষ্টির মান সম্পর্কে বিভ্রান্ত হই তখন সোশ্যাল মিডিয়ার এই পেইজগুলোতে থাকা যৌক্তিক তথ্যগুলো আমাকে সাহায্য করতে পারে" - আপনি এই বিবৃতির সাথে কতটা একমত?

Strongly disagree / একদমই একমত না

1

2

3

4

5

Strongly agree / দুতভাবে একমত