

Report on

**Developing Growth Nutrient Through Rapid Transformation of
Digital Marketing: A Comprehensive Study on NIDO FortiGrow**

by

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

BRAC Business School BRAC University

January 2023

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Declaration

It is hereby declared that

1. I wrote the internship report on my own and submitted it when I finished my degree at BRAC University.
2. The report does not include anything that has already been published or written by a third party, unless it is properly cited in the form of complete and correct referencing.
3. Nothing in the report has been approved or submitted for any other degree or diploma at a university or other institution.
4. I have credited my primary sources of assistance.

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Letter of Transmittal

Mr. Ahmed Abir Choudhury
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Subject: Submission of Internship report on Developing growth nutrient through rapid transformation of digital marketing.

Dear Sir,

With all due respect, I am sending this letter of transmittal together with my internship report on the rapid transition of digital marketing to promote growth nutrients. This report contains all of the information I have learned while working at Nestle Bangladesh Ltd. My entire report is comprised of information I've learned during the last three months.

I made every attempt to finish the report with the required information and the suggested solution in the most insightful, condensed, and comprehensive way possible.

I think I complied with all the requirements outlined in the BBA Internship Guideline Structure when preparing my report, as well as the directives provided by my organization's superiors. If you would please accept this report, I will be glad. You are welcome to ask me for clarification if you have any further questions regarding this report.

Sincerely yours,

Mahmuda Akter Rahi Student

ID: 18304039

BRAC Business School BRAC University

Date: 25 January 2023

Non-Disclosure Agreement

This agreement is formed and entered into it by and between Nestle Bangladesh Ltd. and Mahmuda Akter Rahi, a student at BRAC University, in order to guarantee that the student won't disclose any private information about the firm without authorization.

MAHMUDA AKTER RAHI

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Acknowledgement

I would like to express my gratitude to my supervisor, co-supervisor, and the field supervisors at my place of employment. They have given me their unwavering support so that I may appropriately finish this report on the importance of nutrient growth by developing digital marketing while working at one of the biggest MNC in the country. Nestlé Bangladesh is one of our country's major multinational corporations.

My supervisor and co- supervisor have supported me whenever I have needed support with any questions in order to submit this report accurately. The supervisors at the company were quite helpful and successfully informed me about the importance Nutrient growth and other similar things, which significantly helped me in writing the report. I thus wish to give these individuals my sincere gratitude.

I'd like to start by saying that I'm grateful to the Almighty Allah for the opportunity to do an internship at Nestlé Bangladesh, one of our country's major multinational companies. I want to show my gratitude towards my parents for their constant support throughout my entire journey.

Following that, over the course of my internship, I had the kindest guidance, collaboration, and supervision from my academic supervisor, Mr. Shihab Kabir Shuvo, and my co-supervisor, Mr. Ahmed Abir Choudhury, from BRAC Business School, BRAC University. Second, I want to thank Syed Ahsan Pervez (Brand Manager-Dairy), Wazed Khan (Category Business Manager-Dairy) and Kamrul Islam (Brand Executive-dairy). They gave up their valuable time to be my supervisors, and I am really appreciative of it. Their directions and guidance have made it easier for me to go to the market and gather the necessary data that enhances the necessary activities.

Moreover, I want to sincerely thank all of my Nestle Bangladesh Ltd. intern colleagues for helping me during this internship period.

Finally, I'd want to thank the other senior staff members, field agents, and distributor officials for assisting me in gathering the data I needed throughout my internship at Nestlé Bangladesh Limited.

Executive Summary

Keywords: Nutrient Growth, Immunity, Digital Marketing, NIDO Fortigrow Nestle.

Nestle Bangladesh Limited (NBL) is an organization that specializes in nutrition, healthcare, and well-being. Known for its high-quality goods and 150-year commitment to the motto "Good Food, Good Life," Nestlé is a reputable brand. The firm never made any compromises with the quality of its products, which is the key to its continued success. As a marketing intern, I had the opportunity to learn a lot from qualified experts on branding and brand management which I have shared in detail in this report. The Nestlé marketing division oversees all of the company's brand portfolios with skill and efficiency.

This paper entails the importance of nutrient growth while studying the digital marketing concern over their growth nutrient development through NIDO FortiGrow in Bangladesh. I would analyze the awareness level of the growth nutrient concept among Bangladeshi people, more likely, how much they appreciate digital marketing and are aware about digital marketing concepts.

The analysis is basically being done for, if people are concerned more about digital concept of marketing, how this can be a role model for developing the concept of growth nutrient specially on the situation of massive shock like COVID-19. The completion of the project would work and have an impact in a good way in which people of Bangladesh will have the right choice about consumption and identification of proper food selection. It is of practical significance for the marketers who wants to promote their products and service through digital marketing while portraying the micronutrient significance of human body needs.

Contents

Chapter 1: Overview of Internship	1
1.1 Students Information:	1
1.2 Internship Information:	1
1.2.1. Period, Company Name, Department/Division, Address	1
1.2.2. Organization’s Supervisor Information	1
1.2.3 Job Objective	1
1.2.4 Daily Responsibilities as an Intern	2
1.3 Internship Outcome	2
1.3.1 Student’s Contribution to the company:	2
1.3.2 Benefits of the Students	2
1.3.3 Problems/Difficulties faced during the internship period.....	3
1.3.4 Recommendation to the company on future Internship.....	3
Chapter 2: Organization Part	4
2.1 Overview of the Company	4
2.1.1 History.....	4
2.1.2 Mission	5
2.1.2 Vision.....	5
2.2 Nestlé Bangladesh Limited	6
2.2.1 Nestlé Bangladesh Timeline	6
2.2.2 Nestlé Bangladesh’s leading objectives	7
2.2.3 Categories of Nestlé Bangladesh Limited	8
2.2.4 Division based Business for Nestle Bangladesh Limited	8
2.2.5 Brands under Nestle Bangladesh Limited	9
2.3 Management Practices.....	10

2.3.1 Leadership Style of Nestlé Bangladesh Limited	10
2.3.2 Learning & Training	11
2.3.3. Rewards and People Development	11
2.4 Human Resource of Nestlé.....	12
2.5 Administration.....	14
2.6 Marketing Practices.....	14
2.7 Overview of Dairy Category of Nestle Bangladesh Ltd.	14
NIDO FortiGrow	15
Everyday	15
MILO Active Go	16
2.8 Marketing Practices of Dairy Brands.....	17
2.8.1 Segmentation	17
2.8.2 Target Consumer	17
2.8.3 Positioning	17
2.9 Product Development.....	18
2.10 Branding and Consumer Promotion.....	19
2.11 Competitors Activities (Competitors of NIDO FortiGrow).....	20
2.12 Operations Management and Information System Practices	21
2.13 Industry and Competitive Analysis.....	22
2.13.1 Porter’s Five Forces	22
2.13.2 SWOT Analysis	24
Chapter 3.....	25
3.1 Introduction	25
3.1.1 Objective.....	26
3.1.2 Significance of The Issue	26

3.2 Literature Review	27
3.3 Methodology	28
3.3.1 Design.....	28
3.3.2 Sampling.....	29
3.4 Analysis & Findings.....	30
3.4.1 Findings of the respondents.....	30
3.4.2 Analysis from the Survey Data.....	36
3.5 Statistical Analysis	38
3.5.1 Correlation Test	40
3.5.2 Regression Test.....	41
Chapter 4.....	45
4.1 Conclusion.....	45
4.2 Recommendations	45
References:.....	47

Table of Figures

Figure 1: Henri Nestle.....	4
Figure 2: Brands under Nestle	9
Figure 3: Nestle Dairy Brands	14
Figure 4: NIDO FortiGrow	15
Figure 5: Nestle Everyday.....	15
Figure 6: Nestle MILO.....	16
Figure 7: Nestle's Operational Activities	21
Figure 8: Age	30
Figure 9: Demographics.....	31
Figure 10: Gender	31
Figure 11: Marital Status.....	32
Figure 12: Social Media Accounts.....	32
Figure 13: Social Media Usage.....	33
Figure 14: Social Media Usage Weekly.....	33
Figure 15: Daily KCALs Requirements	34
Figure 16: School Age Nutrition Awareness	34
Figure 17: Source of Knowledge	34
Figure 18: NIDO Awareness.....	35
Figure 19: Comparison with Other Brands	35
Figure 20:NIDO Recommendations	36
Figure 21: Variable View (SPSS)	38
Figure 22: Data View (SPSS)	39
Figure 23: Data View (SPSS)	39

List of Acronyms

- CBM - Category Business Manager
- DSR - Daily Sales Responsibilities
- DCO- Distributor Cycle Operator
- NBL- Nestle Bangladesh Limited
- SKU- Stock Keeping Unit

Glossary

Nutrient Growth: The nutrients we consume through food have a critical role in our physical development, maintenance of healthy body functions, physical exercise, and overall health. So, in order to maintain life and activity, nutrient-rich diet is required. All necessary nutrients must be present in our diet in the appropriate amounts

Chapter 1: Overview of Internship

1.1 Students Information:

This is Mahmuda Akter Rahi, ID: 18304039, currently doing my Bachelor of Business Administration from BRAC Business School in BRAC University. I started my undergraduate journey in Summer 2018 with the hope to end my undergrade by this Summer 2023. I will be graduating in 2023 while doing a double major on Marketing & Finance.

1.2 Internship Information:

1.2.1. Period, Company Name, Department/Division, Address

I have been offered the chance to serve as an intern at Nestle Bangladesh Limited for four months, starting on October 2nd, 2022 and hoping to conclude by January 31st, 2023. I was recruited as a marketing intern in the Dairy category. The corporate office of Nestle Bangladesh headquarter is NINAKABBO Level 4, 227/A Tejgaon-Gulshan Link Road, Tejgaon Industrial Area, Dhaka 1208, Bangladesh.

1.2.2. Organization's Supervisor Information

As a marketing intern at Nestle Bangladesh Limited, I worked directly under and reported to Syed Ahsan Pervez Iftakhar, who is currently the Brand Manager directly associated with NIDO FortiGrow And Everyday brands. In addition to that I have to work with Md. Kamrul Islam with the Brand Executive and mostly works with the MILO brand. Also, I have the opportunity to work under the supervision of Abdul Wazed Khan who is the Category Business Manager (CBM) of the whole dairy Category.

1.2.3 Job Objective

I usually worked 8-9 hours a day, from Sunday to Thursday at Nestle Bangladesh Limited. In the beginning of my internship, I gained the essential knowledge and briefing on the overall brands of Nestle Bangladesh Limited. Then I visited the distribution center of Nestle to understand how all the operational activities and distribution of every product works. Here, I have acquired the overall understanding on how the Dishari Pro, the portal by which all the DSR, DCO and Nestle Captain collects all the order for each SKUs under each brand and distribute it to all the

allocated outlet for the final consumer. I have also visited some of the market to have the overall analysis regarding the consumer perception towards Nestle Products and the competitor products. I have acknowledged the importance of products sampling in the new product development in the market. I have also gone through all the HR rules to maintain the workforce balance. Furthermore, I have learned about the essentials of corporate values and other aspects as per my task demand.

1.2.4 Daily Responsibilities as an Intern

Before I get into my job responsibilities, I'd like to point out that at Nestlé Bangladesh, every intern is treated with the same respect and priority as their regular employees, despite the fact that some business policies are different for interns.

- Interacting and engaging with the agencies.

The Dairy Category of NBL is associated with two agencies: Creative Agency and Brand Activation Agency.

- Conduct Research regarding the market trends, competitor products and their marketing campaigns.

Along with the daily task I have engaged with others as per the task my supervisor assigned me to like attending the product sampling activities, designing of different attributes as per the requirement. Also, I have the responsibilities to deliver on-the-job training to brand promoters, take updates on work progress, do field visits, and assist and direct third parties on the day of the event etc.

1.3 Internship Outcome

1.3.1 Student's Contribution to the company:

Throughout my internship, I was assigned a range of responsibilities to do, all of which were critical and urgent. I believe that by performing these tasks well, I have improved the efficiency of the organization.

1.3.2 Benefits of the Students

Being an intern at such a large MNC as Nestle was incredibly gratifying in terms of developing new areas of expertise and obtaining practical experience.

I discovered how to fully appreciate the skills and attributes I acquired at work after completing my internship. Through on-the-job observation and an analysis of the office environment and working conditions, I learned the necessary skill sets. I was able to address actual work issues because of this. I've learned how to explain career prospects by considering openings inside a company, sector, or profession as well as advancements in my professional and academic position. Throughout my internship at Nestle Bangladesh Limited, I learned things regarding how to interact with a variety of employers in a productive and respectful manner.

Finally, I learned how to maintain a positive attitude during my internship to exercise professional ethics.

1.3.3 Problems/Difficulties faced during the internship period

Initially the organizational terms were very unfamiliar to me. But with time evolves I get to adapt with company terms and values. Other difficulties were the agency interactions. Being an intern, I was only given brief about the instant task and I did not know about the previous task assigned for the agencies. So, when they asked anything other than the briefing, I used to get stuck and wait for my supervisors' feedback on that. Other than that, being in a new environment requires adaptation in the first place. So, like every other individual I have faced the same challenges and overcome them over time.

1.3.4 Recommendation to the company on future Internship

First, an internship is a learning opportunity for recent graduates or prospective graduates who wish to gain experience in the working world. So needed works from other departments than the section where the interns are working, such a rotation of work, so that the interns can gain experience and work in all departments.

Another suggestion is that there should be seminars or workshops on various themes for the interns so they may learn and hear from Nestle's top executives. I also hope that leaders and managers may improve intern motivating activities in order to keep rivalry and motivation. It might help interns greatly by increasing their output, general knowledge, and specific skill.

Chapter 2: Organization Part

2.1 Overview of the Company

2.1.1 History

A chemist from Frankfurt who had settled in Vevey named Henry Nestlé (1814 - 1890) founded Nestlé in 1866. With its headquarters in Vevey, Switzerland, Nestlé S.A. is the largest food and beverage company in the world. Henry Nestlé firstly created and produced a milk-based diet for infants whose moms were unable to breastfeed them in order to meet an evident demand. The new item quickly gained popularity around the globe. The Nestlé Company initially diversified in 1905 when it partnered with the Anglo- Swiss Condensed Milk Company in order to develop into a larger category and satisfy the demands of the customers. Manufacturing dairy products remains the company's primary endeavor today, in addition to the other Nestlé brand commodities.

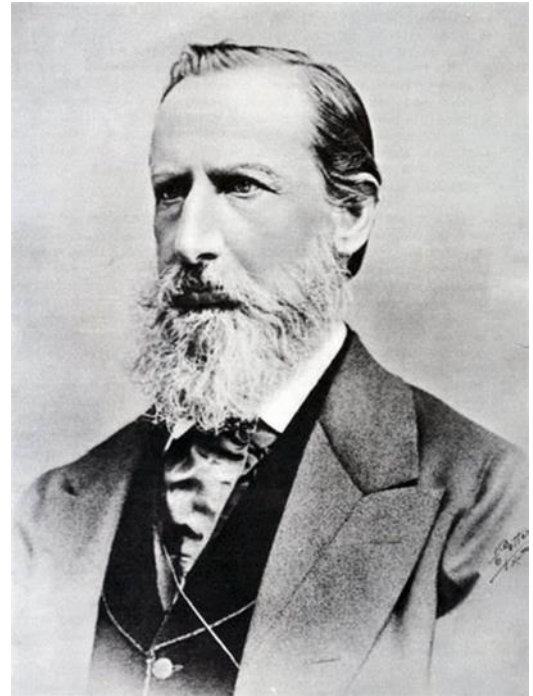


Figure 1: Henri Nestlé

The merger between Anglo-Swiss and Nestlé was finally accomplished in 1905. Since most production facilities were still in Europe, the outbreak of World War I significantly disrupted operations. The Company had 40 facilities by the conclusion of the war, and its global output had increased by more than double since 1914. In Australia, the company started production on a large scale in 1907.

Due to the beginning of the war, there were some challenges, such as a shortage of raw materials and restrictions on cross-border trade. Nestlé purchased a number of new production facilities in Australia and the United States to address this issue. A catastrophe for Nestlé resulted from World War I. The business had its first loss in 1921. Louis Dapples is brought in as an expert by Nestlé management.

to handle the matter. Nestlé was asked by the Brazilian Coffee Institute in 1930 to help reduce Brazil's coffee oversupply; eight years of study later, Nestlé responded with Nescafé.

Nestlé was at its peak during the post-World War II period. During this time, they launched a number of brands with great success. Nestlé introduced Nestea and Nesquik under the Nestlé Alimenta brand following the war. Both of them dissolved in water quite readily and quickly rose to the top of the sales charts. Some of the brands Nestlé launched immediately following the war include Cerelac, Fondor, canned ravioli, Frisco, Findus, Vittel, and Chambourcy.

The corporation welcomed the opening of Central and Eastern Europe, China, and the broader trend toward liberalization of direct international investment. On the other side, Nestlé launched GLOBE (Global Corporate Excellence), a group-wide program in July 2000 with the goal of streamlining business procedures. During this time, there were two other acquisitions: the merger of the American ice cream company with Dreyer's and the purchase of Chef America, Inc., a significant American manufacturer of handheld frozen food products.

The Nestlé Institute of Health Science was founded by Nestlé in 2011 to research nutrient-dense meals. In order to strengthen their dominance in baby feeding, Nestlé later bought Kraft Foods, Wyeth Nutrition, and Pamlab. Nestlé was the world's largest food and beverage company in 2014, with turnover of CHF 91.6 billion. For 155 years, the organization has been supplying nutritious food that is both safe and of high quality. Every day, the corporation sells one billion items all around the world. Nestlé now has 376 plants in 81 nations, according to a study from 2020.

2.1.2 Mission

One of the most reputable food corporations in the world is Nestlé. They live by the motto "Good food, Good life." The slogan makes it obvious that excellent meals may lead to a good life. It stresses overall quality, allowing customers to choose the best possible items. They provide a large selection of the best-tasting, healthiest meals, and drinks for customers to enjoy from morning till night. Food provides joy, contentment, and peace of mind in addition to being a need and a source of nutrients.

2.1.2 Vision

Nestlé's vision statement makes clear that the firm wants to be the top provider of health and wellness products while maintaining its commitment to its core principles, ensuring food quality, and preserving integrity. The values of Nestlé are consistent with their respect for the present and the future, as well as for themselves, those around them, the community, and the country.

2.2 Nestlé Bangladesh Limited

Of the 191 nations, Nestlé has expanded its business, including Bangladesh. Nestlé started doing business in this area in 1992 as a joint venture between Nestlé S.A. and Transcom Beverage Limited. NBL began doing business in this region in 1994. Nestlé Bangladesh Limited has just one factory, which is at Sreepur, Gazipur. It is located 55 kilometers north of Dhaka.

In order to assist Bangladesh, become a healthy, nutrition, and wellbeing society, NBL has been supplying every stage of life in Bangladesh with nourishing and gratifying products for the past 20 years. Since we give these things to our family and other loved ones in addition to ourselves, the company believes in offering the finest value. By actively interacting with the community, offering the required training, enhancing the lives of those in the immediate area, promoting nutritious meals, and teaching the public about nutrient absorption, the firm assures the quality of its products.

2.2.1 Nestlé Bangladesh Timeline

Year Event

1992 Nestlé Bangladesh started its commercial Operations.

1994 Started manufacturing sweetened condensed milk and started repacking Milk Powders, Infant Nutrition and Infant Cereal.

1997 Commenced first Noodle line.

1998 Nestlé Bangladesh became a 100% owned subsidiary of Nestlé SA. Started manufacturing Breakfast Cereal. Inaugurated the Distribution Centre.

2002 Started manufacturing Local Infant Cereal.

2004 Discontinued manufacturing of Breakfast Cereal. Switched from local repacking of Infant Nutrition to imported FG.

2007 Expanded Distribution Centre, and attained ISO 14001 & OHSAS 18001 Certification.

2008 Attained NQMS, ISO 22000 Certification.

2009 Commissioned second Noodle line.

- 2010 Initiated Nestlé Healthy Kids (NHK) Programme.
- 2012 Commissioned third Noodle line. Transitioned to Mechanized Distribution Centre.
Awarded Standard Chartered-Financial Express CSR award 2010-11.
- 2013 Commenced confectionery production. Digitalized Warehouse Monitoring System (WMS). Initiated pilot knowledge-sharing programme.
- 2014 Partnered with 2030 Water Resource Group (WRG).
- 2016 Commenced Dairy manufacturing and Tea Enhancer bulk repacking.
- 2017 Introduced Fruit Drinks and Nectars in the market.

Source: Nestlé Bangladesh Website

2.2.2 Nestlé Bangladesh's leading objectives

Nestlé Bangladesh looks for packaging options that would produce the least number of packages—both in terms of weight and volume. avoid using chemicals that might have a negative impact on the environment during packaging manufacturing and disposal and take into account innovative packaging materials and procedures that lessen the impact on the environment. Reduce waste generated by packaging at all phases, including production, use, and disposal. Increase the usage of recycled materials and recyclables. Flexibility of the company's packaging with current waste management systems.

Nestlé has introduced goods in Bangladesh while operating there that incorporate social and cultural considerations. This has been done to accommodate Bangladeshi customers' palates. Nestlé acknowledges that the marketing of its goods has ethical challenges, but it does not view the high price as a problem. Nestlé puts people, things, and brands ahead of processes. Nestlé is committed to long-term, successful business growth and, more importantly, to optimizing client

lifetime value. Nestlé considers the demands of distribution, cost, and quality enhancement simultaneously.

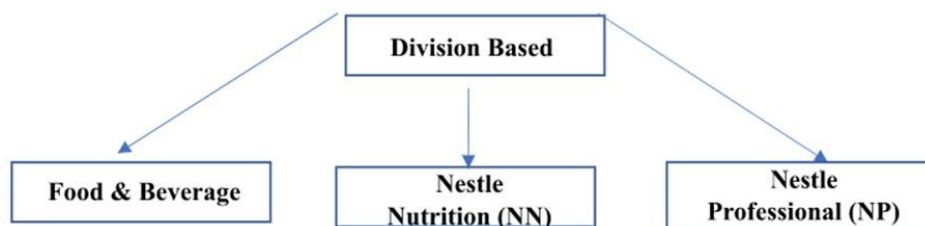
Despite this, Nestlé is aware of the importance of satisfying its customers' needs, wants, and demands. Additionally, it recognizes the value of yearly sound profit generating. Through innovation and improvements, Nestlé aims to win the patrons' respect, loyalty, and preference. Nestlé's commitment to quality and customer happiness is thus motivated by a keen sense of performance. Nestlé's marketing strategic definitions are as decentralized as feasible, which calls for growing flexibility. Through market segmentation, positioning, and target marketing, Nestlé has always been devoted to the idea of continual development of its operations and consumer happiness.

2.2.3 Categories of Nestlé Bangladesh Limited

Nestlé, a company with over 150 decades of heritage worldwide over 27 years in Bangladesh, offers a wide range of products that suit the nutritional needs of millions of people worldwide. The corporation is currently operating a business with s different sorts of categories. These consist of:

- Foods
- Dairy
- Beverage
- BFC (Breakfast Food Cereal)
- IC (Infant Cereal)
- IF (Infant Formula)
- NP (Nestle Professionals)

2.2.4 Division based Business for Nestle Bangladesh Limited



Food & Beverage: Foods (Noodles, Seasoning, Soup), Beverage, Dairy, BFC, Confectionary

Nestle Nutrition (NN): Infant Formula, Infant Cereal

Nestle Professionals (NP): Nestea, Maggi Oyster Sauce

2.2.5 Brands under Nestle Bangladesh Limited

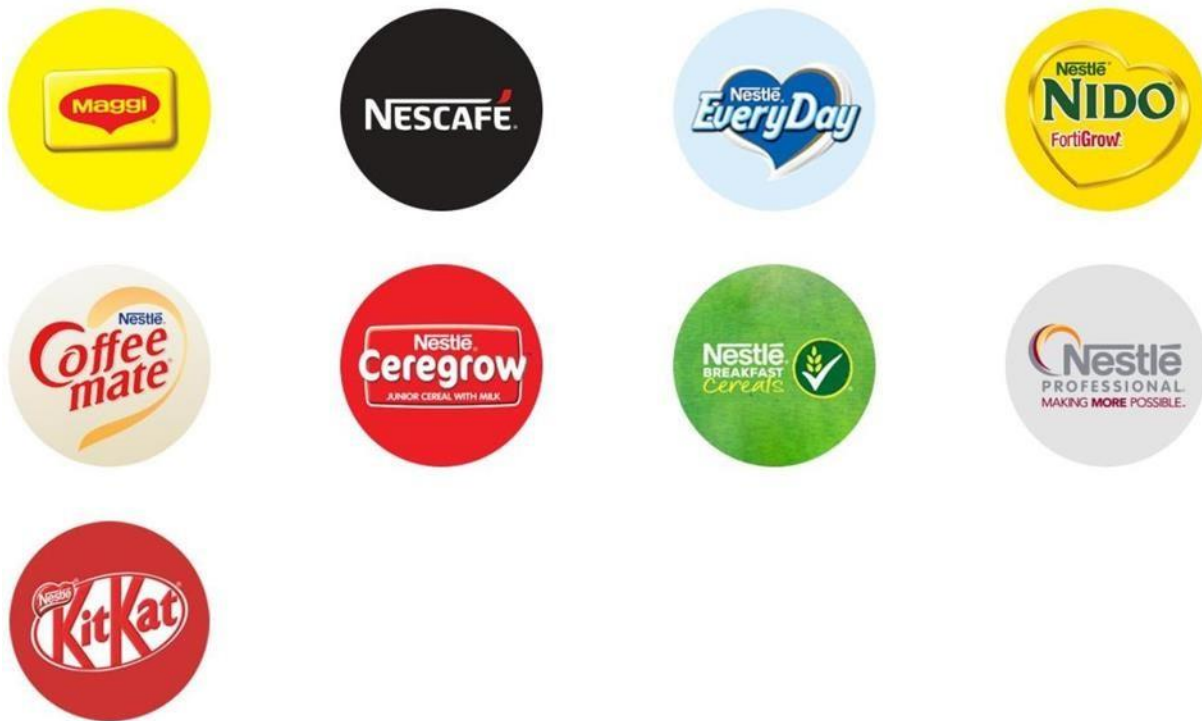


Figure 2: Brands under Nestle

Category	Brands
Culinary	Maggi 2-min Noodles, Maggi Healthy Soups, Maggi Seasoning
Dairy	NIDO FortiGrow, Milo Active-Go, Nestlé EveryDay
Baby Foods (IF & IC)	Nestlé Ceregrow, Nestlé Cerelac, Nestlé Lactogen, Nan Optipro
Beverages	Nescafe Classic, Coffee mate, Nescafe 3 in 1, Creamy Latte
Confectionary	Kitkat, Milkybar, Smarties, Munch
Breakfast Cereals	Nestlé Gold Cornflakes, Milo Cereal, Kokokrunch Duo

2.3 Management Practices

2.3.1 Leadership Style of Nestlé Bangladesh Limited

At Nestlé, management executives make decisions, but they consult with the staff before making a final choice. Every idea made by staff members is respected, and decisions are made in concert. The category business manager in charge of my dairy team makes the ultimate call on any projects involving dairy goods, but he values the input of my supervisor and myself as well. At Nestlé Bangladesh Limited, there are ten functional departments altogether. The establishment of subdivisions inside these divisions makes NBL's operations easier. These are:

- General Management
- Corporate Affairs
- Human Resources
- Finance & Control
- Marketing
- Sales
- Nutrition
- Supply Chain

- Manufacturing
- Nestlé Professional

2.3.2 Learning & Training

Nestlé Bangladesh takes pride in its learning culture, and encourages employees at all level to consider upgrading their knowledge, skill sets and attitude towards their job. Prior experiences and on-the-job training are primary examples of training and learning. Nestlé offers a range of learning programs, initiatives and methodologies to help the employee enrich their job contents.

The majority of traditional leadership development techniques and training are used by Nestlé. These are:

- Leadership through 360-degree feedback
- Enriching their interpersonal presentation and networking skills
- Interviewing skills on competency based
- Workshops and webinars

2.3.3. Rewards and People Development

The brand Nestlé is well-known around the globe as the leading food manufacturer and top provider of nutrition, health, and wellbeing products. However, there are other factors that influence recruiting decisions and maintain employee motivation in addition to pay and benefits based on excellent performance. It also refers to relationships with line managers and co-workers, as well as to the overall recognition, reputation, and experiences that people have while working for this multinational corporation. It also refers to the hard-won value and trust that their name inspires in those with whom they interact.

By offering a range of development programs and strategies that are all in line with the company's corporate values and how the work will affect the organization, Nestlé's human resources (HR) staff works hard to ensure the growth of its workers. Regular updates and insights from their supervisors and line managers, as well as function-specific feedback on their performance, are provided to employees. These tools include 360-degree assessments.

These are the substantial benefits that employment with this amazing organization brings to all of the workers.

- The base wage is fixed salary.
- Variable compensation, which includes gifts, incentives, and vouchers to encourage staff to go above and beyond
- Fringe benefits for employees, such as pension and retirement plans, life and health insurance, home, mobile phone, and transit allowances, unrestricted sick time, paid time off, health examinations, complimentary product presents, parental leave, and soon, paternal leave.
- No clock in/out time, allowing employees to maintain a healthy balance between work and personal life. Typically, everyone begins working at 10 a.m., some at 12 p.m., and finishes between 5 and 6:30 p.m.

2.4 Human Resource of Nestlé

Nestlé thinks that its employees are the only ones who can help the business succeed in the long run, and that their participation is crucial. Continual inspiration and direction from managers and other leaders help employees bring value to the company. This necessitates a high level of commitment from each employee as well as a constant results-driven mind-set.

- The administration supports succession planning. The management considers participation at all organizational levels to be crucial. The way human resource management is set up allows everyone to define business requirements while also taking requirements into account.
- At Nestlé, managers reward staff members who excel professionally and have personal qualities that help them feel a special connection to the company. The firm is dedicated to choosing employees who share Nestlé's values and have the necessary skills and experience. A candidate's origin, nationality, race, religion, gender, or other characteristics are never taken into account.
- The measurement of health and safety of their designated territories are always the responsibility of line managers. No matter if a person is employed on-site or off, under contract, or a service provider, Nestlé is concerned about their well-being. It is ensured that every employee will work in a pleasant setting. The company works to foster an environment where

its employees feel respected and trusted. The company has a strict policy against any form of discrimination or harassment. The human resources team makes sure that workers' opinions are heard by the appropriate authorities. Since its inception, Nestlé has fostered an environment at work that is founded on mutual respect, trust, and understanding.

- Every worker in the globe is always seeking to strengthen collective ties since it is now an essential part of their job description. The company encourages collective bargaining among its employees and safeguards their right to free speech.
- No matter their origin, color, country, religion, or sexual orientation, employees at Nestlé are continually adjusting to the company's culture and ideals, which are viewed as crucial components in the success of the company. All line managers have a primary duty to establish and uphold an environment where workers feel a sense of commitment and provide excellent work in order to contribute to the success of the firm.
- The orientation of the workplace hasn't changed much as a result of historically peaceful labor-employer negotiations. The company is devoted to two-way communication's continuous improvement. It promotes information and moral sharing, public health and safety, and environmental responsibility. Any discrepancies that can obstruct co-worker interactions must be actively addressed by all employees.
- Nestlé pledges to offer a secure and healthy work environment as well as job flexibility to help staff members balance their personal and professional lives. This will support Nestlé's positioning as a world authority in nutrition, health, and wellness. When possible, flexible work schedules are offered to all employees, allowing them to participate in extracurricular activities like community service.

Due to the less hierarchical structure, workers' interpersonal interactions are still valued highly. In accordance with the company's policies and strategies, Human Resources completes a variety of activities. People are encouraged to think creatively and innovatively by the diverse work environment. Errors are looked upon favorably, but there is always room for improvement.

2.5 Administration

The general service and facilities management are the key areas of emphasis for this NBL wing. The tasks include keeping track of financial information, safeguarding vital HR data, and keeping up with general business maintenance including equipment upkeep.

2.6 Marketing Practices

Nestlé has a significant market presence thanks to the wide range of products it offers, from inexpensive everyday items to high-end goods. Most of its brands, including the well-known and enduring noodle line "Maggi" and the coffee line "Nescafe," are on the undifferentiated end of the spectrum. The traditional 4Ps of marketing—Product, Price, Place, and Promotion—are decided in a unique way by Nestlé before introducing any new products.

2.7 Overview of Dairy Category of Nestle Bangladesh Ltd.

There are 3 brands that falls under the dairy category for NBL. These are :



Figure 3: Nestle Dairy Brands

NIDO FortiGrow

After the age of five, your child enters a hard environment where good physical and mental development is critical for success, and this is when NIDO Fortigrow may assist your child in developing. The best dairy-based nutrition, NIDO Fortigrow, ensures that your child is physically and mentally prepared for the difficulties of school. It contains 14 vital vitamins and minerals that support your child's healthy growth, immunity, and learning. Your child benefits from the iron and B vitamins in NIDO Fortigrow for learning and cognitive development, vitamin A & C for immunity, and protein & calcium for healthy growth. NIDO has assisted women from more than 80 nations in fostering a healthy future for their children for more than 70 years.



Figure 4: NIDO FortiGrow

Everyday



Figure 5: Nestle Everyday

Bangladesh is a country where everyone enjoys a nice, milky cup of tea! Everyone can now enjoy a fantastic cup of tea with great flavour and scent thanks to NESTLÉ EVERYDAY. A full cream milk powder imported from New Zealand called NESTLÉ EVERYDAY features a recipe that was created specifically to pair with tea. Great moments and connections are formed over a cup of tea made with NESTLÉ EVERYDAY, which is why NESTLÉ EVERYDAY is the ideal partner for your tea.

MILO Active Go

The No. 1 Cocoa Malt beverage in the world, MILO, is a special concoction of malt, milk, and cocoa packed with vitamins and minerals to help people stay energized all day. It is produced with

a delicious chocolate flavor that children adore. Each of the elements has advantages of their own

that support a balanced diet.

Malt: Milk (skimmed milk powder), sugar, chocolate, and malt extract from barley are the main

ingredients in MILO. The combination of these fundamental components is the foundation

of the MILO product benefit proposition, which provides youngsters with nutritional energy and wonderful flavour.

Milk: A powerful provider of calcium and protein. Additionally, MILO is supplemented with three minerals—calcium, iron, and phosphorus—as well as six vitamins—vitamins B2, B3, B6, B12, C, and D—that support children's growth and development.

Cocoa: Provides the children's favourite chocolate flavour.

Sport and enjoyment are very important to children. Every hour of every day, they adore having fun. You get the energy to go further from this chocolate malt beverage, which also tastes nice. The cost-effective MILO brand is offered in 400g Tin & Box, 250g Pouch, and 25g 3in1 sachet formats.



Figure 6: Nestle MILO

2.8 Marketing Practices of Dairy Brands

2.8.1 Segmentation

Each product has a unique segmentation strategy. categorization of - for dairy manufacturers' NBL goods –

NIDO FortiGrow: Age-school-going children from the age of five (NIDO 1+, 3+ are divided on age 1-3 and age 4-5); geographic-urban 60% and 40% of semi-urban and rural people; and socio of higher and medium classes.

Milo Active-Go: Age: children three years old and older; Geographic: 80% urban; 20% semi-urban; and Economic: upper and medium classes. Future champions are engaged consumers, students, athletes, and sportspeople.

EveryDay: People from 5 to 60 years of age, but tea produced specifically for each age group, Geographically, 80% of the population lives in urban areas, while 20% live in semi- urban areas.

2.8.2 Target Consumer

- NIDO products: Mothers as customers and children as end consumers.
- Milo Active-Go: Parents as customers and children as end consumers.
- EveryDay: Adult Tea lovers from 18 to 40 years of age.

2.8.3 Positioning

NIDO's positioning is to use fortified dietary nutrients in place of milk. The positioning for Milo is a nutritional food with advantages for growing and energetic kids. Nestlé developed the positioning for EveryDay as a smooth-tasting tea for customers.

The product differentiation strategy is NBL's positioning approach.

Nestlé continually makes investments in R&D to spur innovation. The firm is driven by the demands of its customers, and its top priority is ensuring that the goods meet those needs in terms of quality. Nestlé employs its distinctive "Nestlé Logo" to differentiate its high-quality goods from competitors. Additionally, Nestlé uses channel distinction to make all of the items easily accessible to customers.

2.9 Product Development

- **Product and Process Master Ship:** The strong Research and Development team at Nestlé screens potential ingredients in this step and designs the recipe and manufacturing procedures. The product is then developed by the manufacturing and production team for consumer testing.
- **Consolidation of Consumer Data:** The sensory properties are examined using internal data mining. As a consequence, distinct customer segment preferences are established.
- **Suitable Nutritional Targets:** Nestlé consistently emphasizes a product's nutritional advantages. Nestlé examines the appropriate nutritional goals for various customer categories in this stage as a result. Every product meets the dietary requirements of a certain market niche.
- **Preference mapping:** Analysis is done on the preferences of the product among various customer groups. Nestlé specialists investigate the causes of liking or disliking a product and examine consumer input and trial product outcomes.
- **Consumer Trial:** For consumer testing, the ideal amount of goods is created such that the predicted and actual sensory data are in line. The opinions are gathered to help in future product development.
- **Validation test:** There are several internal methods used to conduct validation tests. Among other test techniques, nutritional foundation and taste preferences are shared. If a product satisfies all of the nutritional objectives for a certain market category, the validation test performed by Nutritional Foundation is positive. In addition, a blind tasting test is done to compare Nestlé goods to those of rivals. Nestlé's product passes the validation test if it receives at least 60% of the preferences.

2.10 Branding and Consumer Promotion

To promote the brands Nestle uses various channels including:

Place Advertising

- Billboards
- Posters
- Streets

In the absence of a major event or the debut of a new product, Nestlé is mostly restricted to billboard advertising. In the city, billboard advertising is often used to raise consumer awareness of new items. Due to the evolving internet advertising platforms, posters and street advertising are becoming less common.

Media Advertising

- TV
- Online and Offline Newspaper
- Magazines

TV commercials and print ads are the major forms of media advertising. TV commercials are typically broadcast during popular dramas, programs, or sporting events when there is higher media traffic. Popular daily newspapers like Daily Star, Prothom-Alo, and others use print advertisements.

Online Advertising

- Facebook
- Instagram
- YouTube
- Websites

The most well-liked and successful kind of advertising in recent years is online. Posts on Facebook and Instagram are quite prevalent and have a greater ability than traditional media to reach potential customers. The Facebook and Instagram online advertisements are also displayed on YouTube. While browsing, websites display digital advertisements and billboards for Nestlé items.

Trade Promotion

The majority of trade promotion is sales-based promotion. Retailers receive prizes through trade competitions where they can earn points for their efforts in designing their outlets and making sales. For a certain amount of sales from the retailers, sales and cash discounts are also given. To encourage the retailers and maintain positive relationships, complimentary gifts are given.

Event Marketing and Sponsorships

Various activities, including scientific fairs, language competitions, business competitions, and other events are sponsored by Nestlé. Additionally, Nestlé frequently serves as a beverage partner at various events.

2.11 Competitors Activities (Competitors of NIDO FortiGrow)

Competition is always pushing different consumer promotions. When customers see a similar sort of premium from many brands, they may become perplexed. Despite effective segmentation and strong positioning, competitors' aggressive promotion and advertising cause Nestlé to lose sales.

Competitors are:

- Dano (Dano Power & Dano Daily Pushti)
- Diploma
- Marks
- Fresh
- Danish

In Bangladesh, Nestlé Bangladesh Limited is at the forefront of the food and beverage sector. Competition's aggressive marketing and advertising is one of the most important challenges. In my experience, Nestlé promotes its brands to consumers one at a time. Other brands receive just a modest amount of attention, despite aggressive advertising for identical items from rival brands.

2.12 Operations Management and Information System Practices

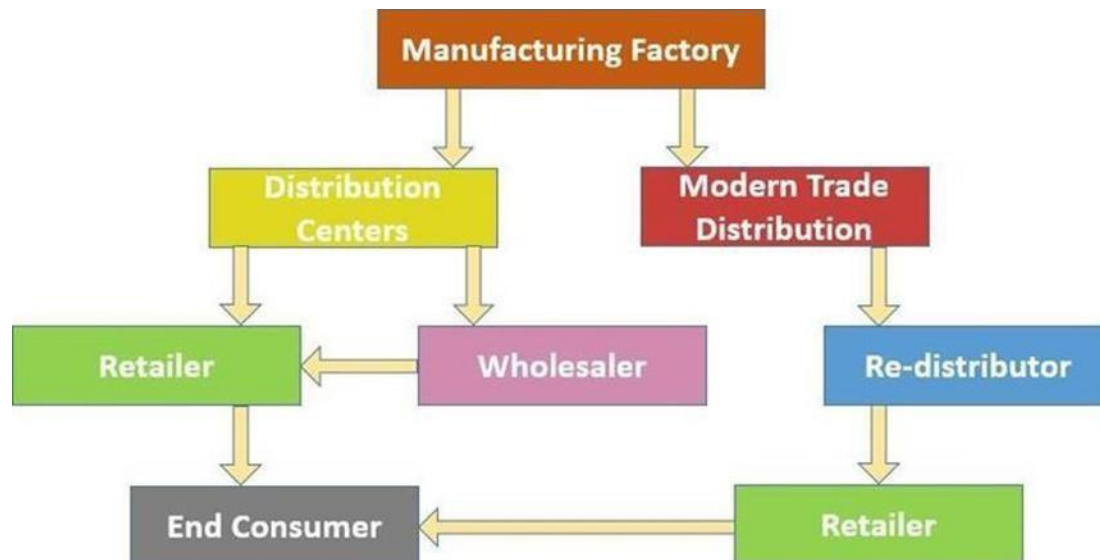


Figure 7: Nestle's Operational Activities

Different areas and territories make up the regions where the operations are divided. For NBL's nationwide product distribution, the territories are made up of one or more distribution centers.

Products are distributed to the distribution channel through this procedure from the production facility at Sreepur, Gazipur. NBL now has two sophisticated trade distribution agents and 110 distribution facilities. Supplies are delivered by Direct Sales Representatives (DSR) in accordance with wholesale and retail orders from the distribution facilities. In this method, wholesalers might provide items to retailers as well. The items are then delivered to final customers via merchants. The Modern Trade Distribution Center, on the other hand, provides retailers and other re-distributors. Once more, sellers provide things to final customers.

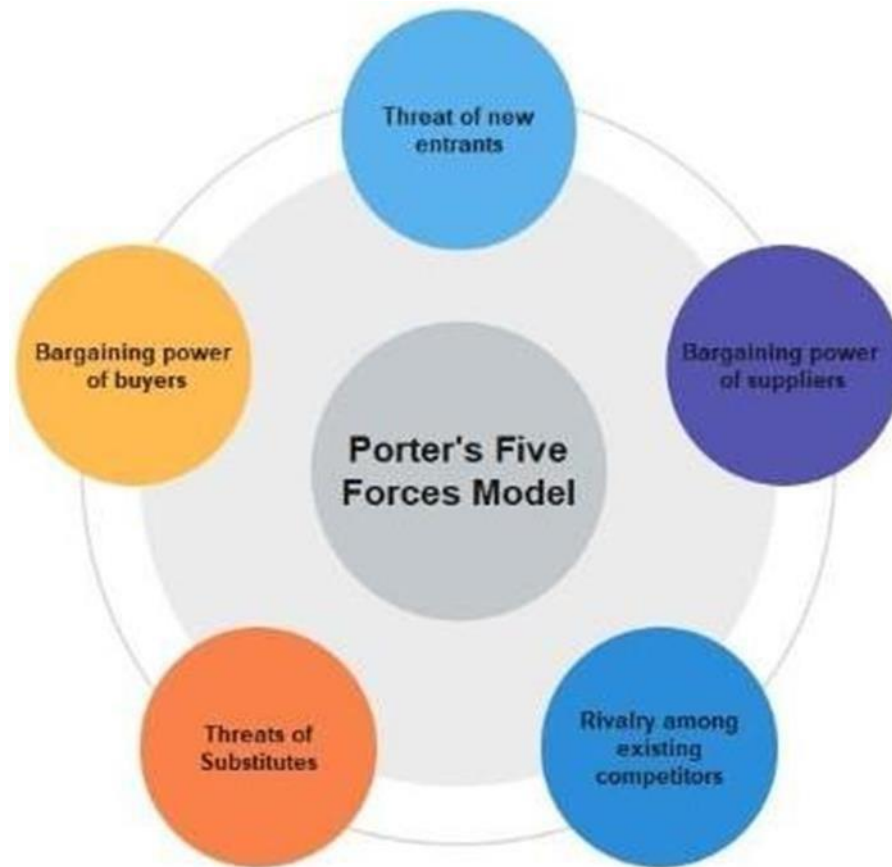
The Nest is a restricted-access database that is only available to Nestlé employees. Employees can take the materials they need from this database. There are a variety of documents and forms accessible here for various employee application types. Employees can use the "The Nest"

database and website to seek leave or make use of other advantages. There, one may voice complaints or debate concerns, and any employee is welcome to voice their viewpoint. Additionally, the Nest offers educational and training programs for staff members, with Nestlé

authorities covering all resource expenses. Most significantly, access to The Nest platform is restricted to internal users, and platform policies are closely upheld by staff.

2.13 Industry and Competitive Analysis

2.13.1 Porter's Five Forces



Threat of New Entrants:

It is challenging to break into the fast-moving consumer goods (FMCG) industry. Because it holds a significant amount of the profitability for the sector, Nestlé already poses a threat to new competitors. Additionally, this industry requires a big investment. A sizable staff is required for the industry's distribution system to operate effectively. Additionally, it is quite challenging for a new player in Bangladesh to compete with Nestlé on quality. Nestlé can thus assess the threat posed by new competitors in Bangladesh as Low.

Threat of Substitute Goods:

Due to the availability of alternatives, the market may become more competitive. If you consider the FMCG industry, it is high. For instance, there are water, soda, or other liquids available as Nescafe substitutes. Again, substitutes like cow's milk are accessible for the NIDO milk powder brand from Nestlé.

In this industry, the products are extensively utilized and available, so customers can easily switch to alternatives. Nestlé in Bangladesh consequently faces a High Threat of Substitute Goods. However, Nestlé is constantly working to sway customers who are concerned about their health since they will always choose Nestlé products over alternatives.

Bargaining Power of Customers:

Customers' bargaining power can have an effect on the market. There are numerous businesses that compete with Nestlé by offering substitutes and alternatives to their products. Customers can change brands and make purchases quite easily. Thus, Nestlé must be aware of the needs of various clients and work tirelessly to meet those needs. In this scenario, the buyer has significant bargaining power, but Nestlé cares about the customer, and through various health and wellness efforts, they are luring and keeping clients.

Bargaining Power of Suppliers:

Suppliers provide the business with raw materials and other necessities. Nestlé Bangladesh Limited has a healthy with its suppliers. Being the biggest food and beverage firm in the world, they have a considerable impact over all suppliers. This could lead us to believe that the suppliers have a Low negotiation position.

Competitive Rivalry:

Rivalry between competing companies is among the most crucial factors to take into account for prospective future presence in any business. Nestlé has the greatest market share in Bangladesh's food and beverage sector. However, Nestlé faces fierce market competition. Arla, New Zealand Dairy, Pran Dairy, BRAC Dairy and Foods, Akij Food and Beverage Ltd., and other companies are some of Nestlé's primary competitors. The competition became exceedingly strong as a result

of continual marketing initiatives by competitors, allowing the food and beverage industry's competitive rivalry to be classified as High.

2.13.2 SWOT Analysis

Strength	Weakness
<ul style="list-style-type: none"> ● The research and development team at Nestlé is very talented, and the company's R&D initiatives continuously improve its performance and growth. ● Strong nationwide distribution network. ● Globally recognized; a diversified company. ● Ensures environmentally sustainable practices. ● Leading nutrition and wellness company 	<ul style="list-style-type: none"> ● Having several brands under one company makes it difficult to get the greatest results from each brand. ● Certain pricing changes made by large retailers. ● Despite retaining their high quality, several of Nestlé's goods are more expensive than those of its rivals.
Opportunities	Threats
<ul style="list-style-type: none"> ● Consumers now place a higher priority on their health and favour healthier food items. ● The local market has a great demand for tea and coffee that is ready to drink. In this market, Nestlé has the option of expanding or launching a new product line. ● Nowadays, online shopping is popular, and Nestlé now allows customers to buy their products online. Some nations also provide online shopping options. 	<ul style="list-style-type: none"> ● Effects of the gray market on various goods, including NIDO, Nescafe, etc. ● Unethical tactics used by rival businesses in the market, such as deceptive marketing, poor- quality food on the packaging, bribery of retailers, and the dissemination of false information.

Chapter 3

3.1 Introduction

The world is now standing on the verge of 8 billion of population. According to the United Nations

– World Population Prospect 2022, the world population is estimated to grow about 8 billion by mid- November 2022. An Increased population creates scarcity of resources in terms of both fundamental rights and utility. The major fundamental rights food is the prior concern in this regard. The trajectory of community transmission of COVID-19 back to 2020-2021 was the massive shock in food consumption and income distribution. So, Following the health standards for the countries belonging to second world and third world fastest growing countries, developing growth nutrients is one of the important studies for human beings. Nestlé is one of the prominent giants in this food industry. The largest and most diversified food and beverage company in the world is Nestlé. This company has a significant global reach and distributes its product in 186 nations. The company would like to establish trust while delivering sustainable, industry-leading financial health by enhancing life quality and developing a healthier world. According to the Nestlé annual report worldwide in 2021, the company has a turnover of around 93.14 billion in sales (CHF

87.1 billion), and is still operating in 79 countries with 354 factories, with 276,000 enthusiastic employees. Nestlé had started the commercial operation officially in Bangladesh from 1992, growing prominence in Bangladesh in terms of foods and beverages by this year. So, A massive shock of COVID-19 has created an understanding of two things. First, Maintaining proper food chain for a healthy and balanced diet is more important than any other fundamental rights. Second, This COVID-19 has a huge impact on operational engagement. Supply chain and operational engagement had been broken down, it created shocking consequences in the whole marketing section. So, this study is going to propose a mainstream solution for food consumption and create awareness about the growth nutrient concept so that people can be well-informed about their healthy and balanced diet maintenance. Moreover, this study will offer a constructive solution about the engagement of digital marketing so that Operational works and other utility such as branding, Research and Development, advertising cannot be affected by the unwanted and situation like COVID-19.

3.1.1 Objective

Broad Objective

The main objective is to find the resilient connectivity in between consumers and growth nutrient developers for improving the authenticity in both parties where digital marketing will play the biggest role for connecting the gap.

Specific Objective

- Understanding the channel of digital market users through mass scale participation among the people through Digital concentration could be another goal to resolve.
- To evaluate the benefits and drawbacks of the growth nutrient concept.
- To define people's awareness level on growth nutrient concepts.
- To understand the challenges of digital marketing for executing any campaign for growth nutrient concept.

3.1.2 Significance of The Issue:

Key aspects of this project include digital marketing liability of the product features and parameters, different types of services, remittance, retail loans, money

transfer through internet marketing. The thing that triggered me the most is Nestlé Bangladesh Ltd are simultaneously increasing the awareness about this growth nutrient through channeling and increasing scalability by launching different kinds of products. For instance, I am going to study about NIDO FortiGrow. They launched it for children aged 5 years or more. In those particular aged people, mothers are concerned about their children's proper growth. Moreover, they are in search of suitable products for their children to feed. So, Analyzing NIDO FortiGrow, it fulfills the demand for children for their proper growth and development of the body because it has been fortified with 24 essential vitamins and minerals.

3.2 Literature Review

Basically, Digital Marketing is a necessary passage for growing, promoting reaching towards target consumers now-a-days. Accelerating the promotion of brand, brand view of the products through various media like Social media, consumer behavior, articles, website trafficking, E-resource are the key factors. Digital marketing can be defined as a representation of traditional marketing on the internet using its tools and techniques. Nowadays, advanced promoting has gotten to be a wonder that brings together customization and mass conveyance to achieve showcasing objectives. Innovative collaboration and the proliferation of gadgets have resulted in an expansion of the manner in which we contemplate advertising on the web, pushing the boundaries towards a modern idea of advanced showcasing — user-centered, more quantified, omnipresent, and intuitive. (Teresa Pineiro-Otero, 2016).

For Growth nutrient concept awareness, Consumer behavior is another mainstream thing for enhancing digital marketing. The marketing and creative offices collaborate to create ads that appeal for the attention of the target audience. An effective advertisement will increase sales and brand awareness. Customers don't need notices; yet a notice may be a fantastic approach for customers to learn about nearly the products or services they do need. You can form more grounded, more important observations if you understand how advertising influences consumer behaviour. (Mike Tortorice, 2017)

Brand Awareness is another major topic for this study. Big brands have always become risk averse. Brand awareness includes an impartial impact on customers. The primary purpose of an advertisement is to inform people that their service or benefit is available to them. People who watch advertising learn about their products in a similar way to how they learn about current events in the news. At this point, customers move from being unaware of their existence to becoming more aware of the brand in the event of a future purchase. Moreover, Brand Awareness could be a level of customer awareness of a company's item or benefit. Human behaviour, advertising management, brand management, and strategy development are some of the important concepts covered in brand awareness. This increases the consumer's willingness to purchase the company's products. Additionally, brand awareness can be said to be spread most effectively through both inbound and outbound marketing activities. Brand awareness can be one of a company's most valuable assets when there is intense industry competition.

Growing nutrient awareness of the need of a healthy diet at a young age necessitates tracking the development of children's comprehension of food and drink. This idea suggested that we should keep in mind that young children generally view food and drink as healthy, and that we should look into any associations with family eating habits, socioeconomic position, and kids' TV viewing. One aspect of young children's nourishment information that educators and nutritionists value is their ability to categorize nourishment based on its dietary composition or health outcomes, as these abilities are fundamental to educating kids about good nourishment choices. Although very little research has been done on this subject, there is some evidence that abilities start to develop significantly around the age of six. When choosing foods for healthy meal preparation and charting a balanced diet, young children, those under the age of 6, tend to choose more fruits and vegetables. (2010) Musher-Eizenman Young children's understanding of good and bad food and drink, and linkages between this knowledge and environmental factors. The study's starting point is to chart the development of understanding of solid and undesirable nourishments in early life, because previous studies have produced contradictory findings, and sustenance teaching must build on children's knowledge. At this time, the aforementioned points are being investigated in relation to three environmental factors: (i) the family food environment (operationalized as the child's and parent's scores on a healthy eating scale); (ii) the total amount of TV seen each week; and (iii) socioeconomic status (operationalized as the most noteworthy level of maternal instruction). Lindsay (2013)

3.3 Methodology

3.3.1 Design

This study proposed primary data based qualitative initiatives. This study mainly focuses on the digital market structure on growth nutrient concept, more likely, creating a comprehensive study about people's awareness level in growth nutrient concept in Bangladesh. The collective insights are given below:

Field Study: A field survey consists of 50 respondents collectively to identify the feasibility of the projection study. Primary survey has been conducted smoothly and found out the proper insight of the study.

Data Source: This proposed study has been organized with 10 major questions. These questions have reflected on the study on marketing segmentation and people's awareness level about the information of 'School Age-Nutrition'. Moreover, How many people have knowledge about NIDO FortiGrow? Important information has been reflected on this report through the collective data from Newspaper, books, website, journals and articles. In fact, this report has been written based on combined primary and secondary research data.

Interpretation & Analysis: This study found many reflections, so with these findings, the information will be interpreted into proper suggestions and solutions with the outcome from SPSS and other statistical data.

3.3.2 Sampling

Population: This population demography of this study is mostly based on the Dhaka Metrocity, Chittagong Metrocity, so concretely, this is more urban centric people who respond for this. Concerning growth nutrient concept awareness, this case found some review of rural areas population. Thereafter, this target population has a decent amount of income, but respecting lower-middle class to upper class, every information has been counted.

Sample Size and Method: This report follows the convenient sampling method, so, these consequences come into result according to convenience. Due to some of the limitation that has been reflected later part, this report can collected a total of 50 sample size for the study

3.3.3 Limitation of the Study

- This report has been conducted with the support of Nestlé Bangladesh, but no financial support has been provided during my internship. On the contrary, Financial limitation is a much needed thing for reflective research to be authentic and perfect.
- Corporations from the respondent were amazing but for this study, we can have more accurate data as well as many respondents have not responded for this study.

- Limitation of Sample Size is another limitation for this study because expected sample size was 70-80 respondents but as far, this study has to compile the result with the collection of 50 respondents' response.
- Limitation of time is another main reason. For this study, we have to study population psychology and find the concrete awareness of this research, so the perfect sample size is much bigger than this one, so it is difficult to perform a perfect survey during this tenure.

3.4 Analysis & Findings

3.4.1 Findings of the respondents

The survey starts with the age group. The demographic segmentation of the survey report considered that 48% people are from the 20-24 years old, who eagerly want to know or are somehow interested in this projection. Second interested people are from 25-29 years old, they are 30% of the respondents. So, the review information already enlightened us towards young people in the age group between 20 to 29 years old who are highly interested in terms of growth nutrient concept. Moreover, 14% respondents are from the age group of 30-34, almost 7% respondents are 35 years to above.

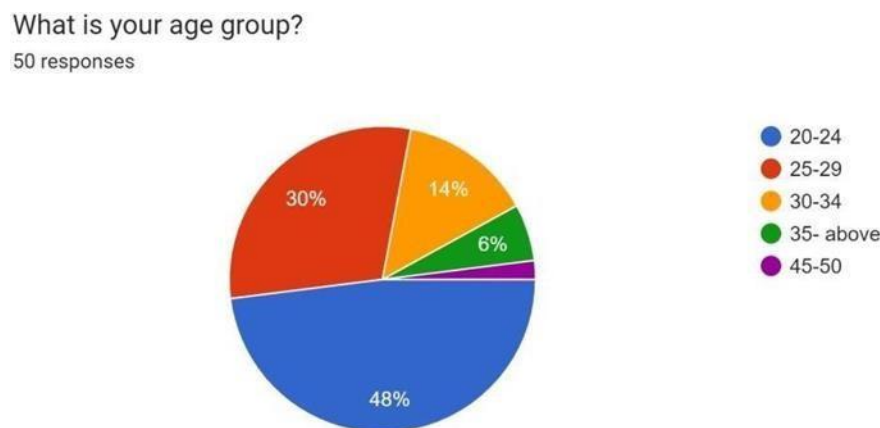


Figure 8: Age

Almost 72% of the respondents are from Dhaka Metrocity, more likely 20% respondents are from Dhaka Rural area. So basically it covers Dhaka's rural and urban area, consisting of almost 92%. On the contrary, rest of the 8% responses has come from Chittagong Metro and Rural city, Rajshahi Metro and Sylhet Metro city.

Your Current Location:
50 responses

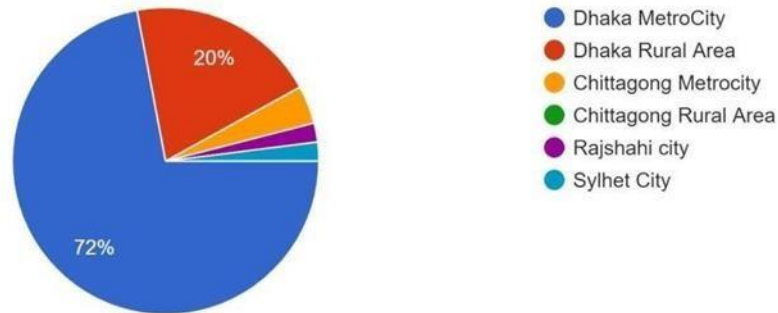


Figure 9: Demographics

Next Questions reflects on the gender and marital status of the respondent, and this report found that 68% of this case study has a female respondent and 32% are the male respondent, apart from this, 64% people are single and 36% people are married. So, this is an insight that the majority of respondents are Female and unmarried people, who are either concerned or want to know about growth nutrient concept but due to limitation of digital marketing, they cannot either find out or cannot reach out for knowing the exact information.

Gender
50 responses

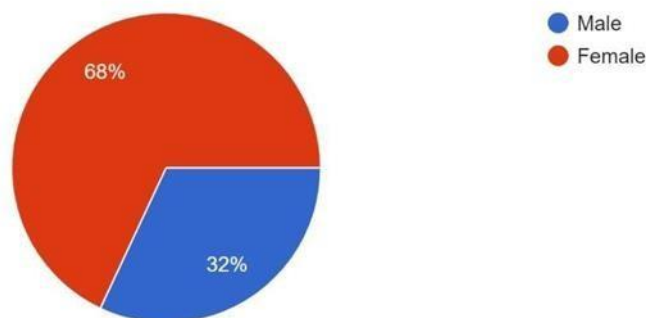


Figure 10: Gender

Marital Status

50 responses

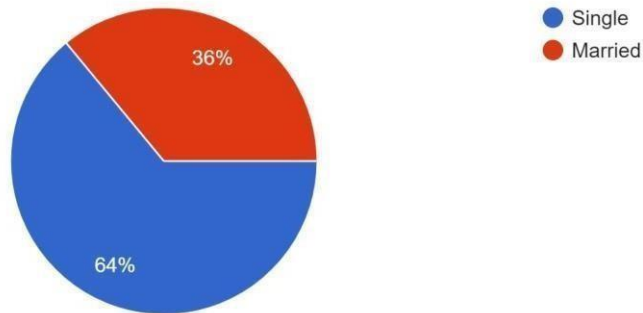


Figure 11: Marital Status

For reflecting the digital marketing scenario and reach, this proposed study has to check out the media involvement of the respondent, where almost from the whole respondents, almost 94% people either use Facebook, or other social media, also users of WhatsApp is about 84% along with other apps, more likely 64% people are using YouTube and 70% along with other social media users also use Instagram, respectively, 4% and 2% people are using Twitter and other OTT or media platform. For the time check of the timeline of using those social media, this project found that 58% of the respondents use their social media accounts daily, also 34% people have used their social handles hourly and 8% are weekly. This study has also sorted out the frequently used social network from the respondents, where survey has responded that 74% people used mostly Facebook, along with other social media platforms, also 58% people used mostly YouTube along with Facebook, 44% people used mostly Instagram along with other social media. In fact, 30% of population respondents also use WhatsApp frequently in a week.

Which of the following social media website do you currently have an account with?

50 responses

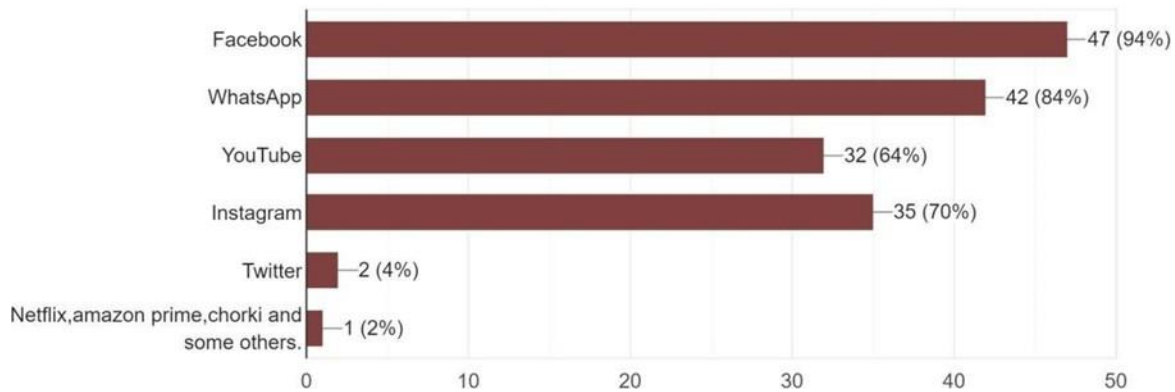


Figure 112: Social Media Accounts

How often do you check-in to your social media accounts in any given week?

50 responses

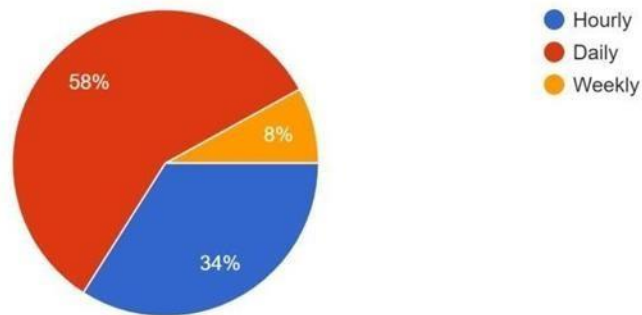


Figure 13: Social Media Usage

In a week, which of the following social media websites do you visit most frequently?

50 responses

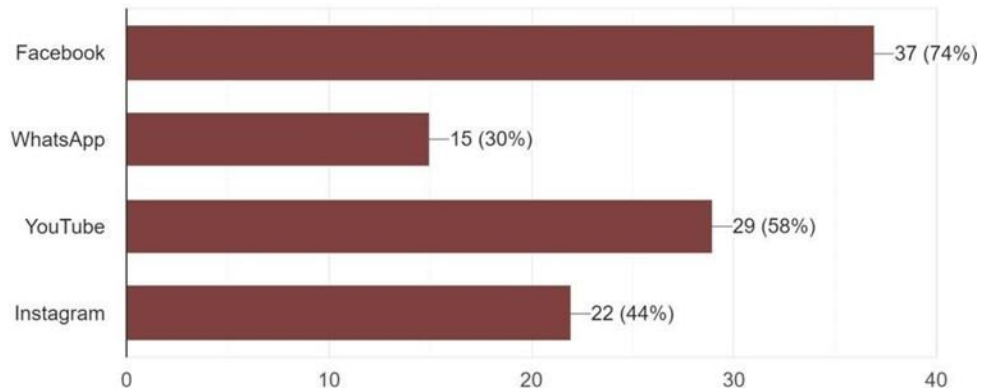


Figure 14: Social Media Usage Weekly

Studying awareness level of the people, proper information about the consumption of Kcals standard per days for most of the kids in between 6-12, there are 58% respondents who are not well known about this information, and 42% of people are aware about this information, also 58% of people has heard about 'School Age Nutrition' and 42% people from the respondents are not heard about this term. Of the 58% respondents who have heard about 'School Age Nutrition' are mostly from TVC or Social media or from newspapers, the percentage of these people are about 40%, almost 32% have heard from online articles or websites and 14% have heard from teachers or nutritionists.

"A study recommended that the range for most kids between 6 and 12 years old: 1,600 to 2,300 kcals per day." Are you aware about this information?

50 responses

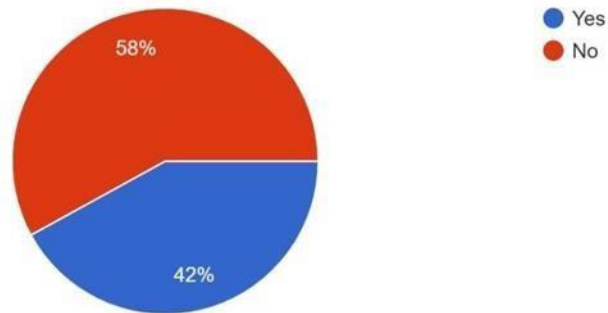


Figure 15: Daily KCals Requirements

Have you heard about the term "School Age Nutrition"?

50 responses

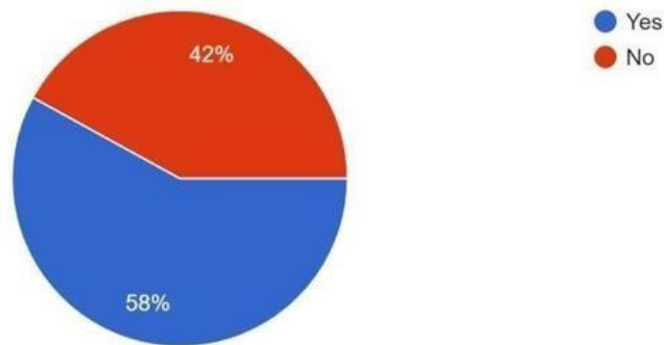


Figure 16: School Age Nutrition Awareness

Where did you hear it from?

50 responses

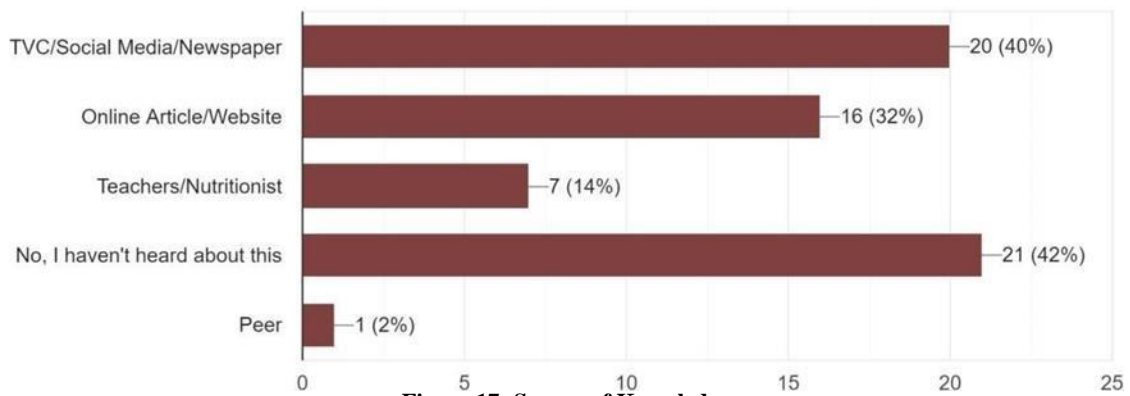


Figure 17: Source of Knowledge

Next questions, purely reflect on NIDO FortiGrow, as it was a comprehensive study over NIDO FortiGrow, so acknowledging NIDO FortiGrow as World's number 1 selling milk powder for enhancing School age nutrition, almost 38% peoples are in the confusion whether they will be agreed or not, where as 42% people acknowledge that fact. 20% of the respondents are not aware of this data. More importantly, when the respondents try to find the comparison between their existing products with NIDO FortiGrow, 56% of the people have found the pure comparison between these products, they have simultaneously given their opinions, but respecting their opinions' privacy, this study won't disclose that fact. Rather, they give feedback on NIDO FortiGrow whether people will choose it or not. On the average of about 56% people has recommended NIDO FortiGrow, where as a Trustworthy product (rating on 5), 22% people recommended this product, more likely about 28% peoples has responded as good product (rating on 4), also 38% people recommended as more than average products (rating on 3)

"NIDO FortiGrow is World's Number 1 Selling Milk Powder in terms of enhancing School Age Nutrition."- Do you Acknowledge this?

50 responses

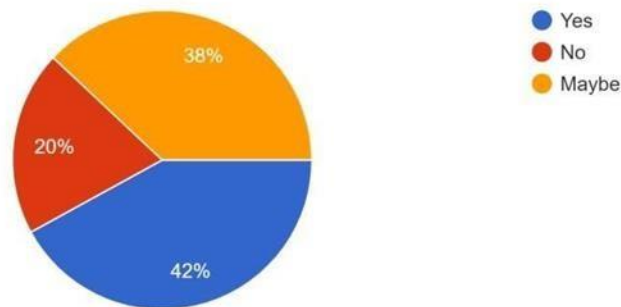


Figure 18: NIDO Awareness

"A Glass of NIDO FortiGrow Gives your child 41% of Iron, 35% of Vitamin A, according to a child's daily Requirement"- Do you find any comparison with your existing used dairy products?

50 responses

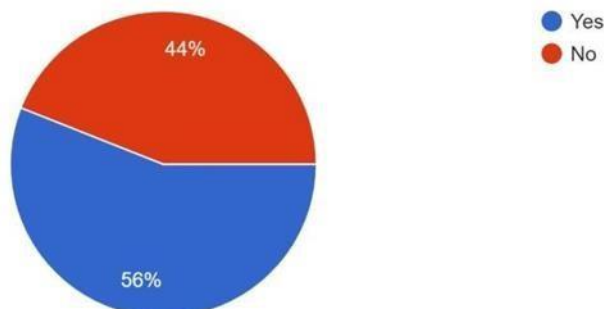


Figure 19: Comparison with Other Brands

How much you recommend "NIDO FortiGrow"?

50 responses

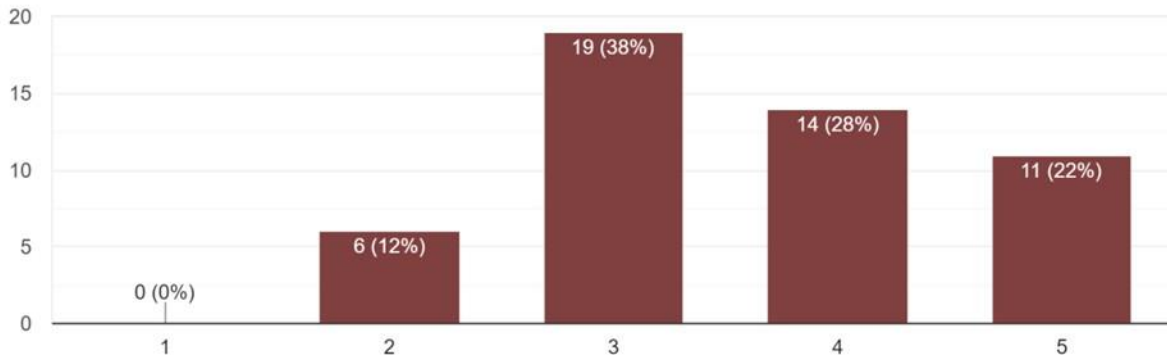


Figure 20: NIDO Recommendations

3.4.2 Analysis from the Survey Data

❖ From the respondent's group, 68% of female and 32% male, where 64% of single and 36% married respondents also give the indication about the concern level of the growth nutrient concept. 64% of the respondents are single and also give precise ideas about the awareness level of their health and their future because most of the unmarried male or female will get married and they are more concerned about themselves and their future according to their responses.

❖ Respondents are mostly from lower middle class to upper class. We tried to find out the income range, but it would be a privacy breach of someone's personal information, so this study did not include the salary range, but giving a theoretical base for research purpose, this proposed study considered categorizing them into lower middle class to upper class.

❖ Respondents are mostly from Dhaka Metro City and Dhaka Rural Area, so promotional campaigns did not match the demand level of the other side of Bangladesh, where this study got the response from the northern and eastern side of Bangladesh. So, Promotion mostly happens in Dhaka, not in other cities, whereas people in other areas are also concerned more about their health consciousness and analyzing the growth nutrient concept.

❖ 42% of people acknowledge NIDO FortiGrow as number 1 selling powder milk brand where 38% people are on the verge of either acknowledging this information or not. So, in terms of marketing, this is a huge gap that NIDO FortiGrow have not captured with their promotional and marketing strategies. Moreover, Pricing is not a problem as per it merely be the problem for the respondent people to consume, but they did not get the proper campaign from where they will be aware of the information.

❖ Analyzing respondents' information about their use of social media handles, they are frequently using social media such as Facebook, Instagram, YouTube etc, but still get confused on whether NIDO FortiGrow is great in comparison to the existing dairy product in the market, so this information indicates to more involvement in social media marketing in needed for expanding more.

❖ Moreover, 42% of people have not heard about School Age Nutrition and at least 7% of people have heard from nutritionists and teachers, so there is a lack of brand expansion in terms of marketing for NIDO FortiGrow.

3.5 Statistical Analysis

Variable view: Following variables have been used to for the data analysis

- Age
- Location
- Gender
- Martital_Status
- Social_Media_Account
- Soacial_Media_Usage
- Soacial_Media_Usage_Weekly
- Awarness_Kcals
- School_Age_Nutrition_Awarness
- Source_of_Awarness
- NIDO_Awarness
- Camparison_Other_Dairy_Brands
- NIDO_Recommendation

	Name	Type	Width	Decim...	Label	Values	Missing	Columns	Align	Measure	Role
1	Age	Numeric	8	2	What is your age group?	{1.00, 20-24...	None	5	Right	Scale	Input
2	Location	Numeric	8	2	Your Current Location:	{1.00, Dhak...	None	8	Right	Nominal	Input
3	Gender	Numeric	8	2	Gender	{1.00, Male}...	None	8	Right	Nominal	Input
4	Martital_Status	Numeric	8	2	Marital Status	{1.00, Singl...	None	8	Right	Nominal	Input
5	Social_Media_A...	Numeric	8	2	Which of the following social media website do you currently have an account with?	{1.00, Face...	None	11	Left	Nominal	Input
6	Soacial_Media_...	Numeric	8	2	How often do you check-in to your social media accounts in any given week?	{1.00, Hourl...	None	8	Right	Nominal	Input
7	Soacial_Media_...	Numeric	8	2	In a week, which of the following social media websites do you visit most frequently?	{1.00, Face...	None	17	Left	Nominal	Input
8	Awarness_KCals	Numeric	8	2	*A study recommended that the range for most kids between 6 and 12 years old: 1,600 to 2,300 kc...	{1.00, Yes}...	None	8	Right	Nominal	Input
9	School_Age_Nut...	Numeric	8	2	Have you heard about the term "School Age Nutrition"?	{1.00, Yes}...	None	8	Right	Nominal	Input
10	Source_of_Awar...	Numeric	8	2	Where did you hear it from?	{1.00, TVC/...	None	20	Left	Nominal	Input
11	NIDO_Awarness	Numeric	8	2	NIDO FortiGrow is World's Number 1 Selling Milk Powder in terms of enhancing School Age Nutrit...	{1.00, Yes}...	None	8	Right	Nominal	Input
12	Camparison_Oth...	Numeric	8	2	*A Glass of NIDO FortiGrow Gives your child 41% of Iron, 35% of Vitamin A, according to a child's ...	{1.00, Yes}...	None	10	Right	Nominal	Input
13	NIDO_Recommen...	Numeric	8	2	How much you recommend "NIDO FortiGrow"?	{1.00, Not T...	None	14	Right	Nominal	Input

Figure 21: Variable View (SPSS)

Data view: From the stated variables we have collected the following data from our respondents:

	Age	Location	Gender	Marital Status	Social_Media_Account	Social_Media_Usage	Social_Media_Usage_Weekly	Awareness_KCals	School_Age_Nutriton_Awam	Source_of_Awareness	NIDO_Awamess	Camparison_Other_Dairy_Brands	NIDO_Recommendation	var
1	20-24	Dhaka Met...	Female	Single	Facebook, Wha...	Daily	YouTube, Instagram	No	No	No, I haven't heard about this	No	Yes	Average Brand	
2	20-24	Dhaka Met...	Male	Single	Facebook, Wha...	Daily	Facebook, YouTube, Inst...	No	Yes	TVC/Social Media/Newspaper...	Maybe	No	Average Brand	
3	20-24	Dhaka Met...	Male	Single	Facebook, Wha...	Daily	Facebook	No	Yes	TVC/Social Media/Newspaper...	Yes	Yes	Highly Trustworthy	
4	25-29	Dhaka Met...	Male	Single	Facebook, Wha...	Daily	YouTube, Instagram	No	Yes	No, I haven't heard about this	Yes	Yes	Good Brand	
5	30-34	Chittagong...	Female	Married	Facebook, Wha...	Daily	Facebook, WhatsApp	No	Yes	Teachers/Nutritionist	Yes	Yes	Highly Trustworthy	
6	25-29	Dhaka Rur...	Female	Single	Facebook, Wha...	Daily	Facebook, YouTube, Inst...	Yes	Yes	TVC/Social Media/Newspaper...	Yes	Yes	Highly Trustworthy	
7	20-24	Dhaka Met...	Female	Single	Facebook, Wha...	Daily	Facebook, WhatsApp, Y...	Yes	Yes	TVC/Social Media/Newspaper...	Maybe	No	Average Brand	
8	30-34	Dhaka Met...	Female	Married	Facebook, You...	Daily	Facebook, WhatsApp, Y...	Yes	Yes	TVC/Social Media/Newspaper...	Maybe	Yes	Less Trustworthy	
9	20-24	Dhaka Met...	Female	Single	Facebook, Wha...	Daily	Facebook, YouTube	No	Yes	Teachers/Nutritionist	Yes	No	Average Brand	
10	20-24	Dhaka Met...	Female	Single	Facebook, Wha...	Hourly	Instagram	No	Yes	Peer	No	Yes	Average Brand	
11	20-24	Dhaka Met...	Female	Single	Facebook, Wha...	Daily	YouTube, Instagram	No	Yes	TVC/Social Media/Newspaper...	Maybe	No	Good Brand	
12	20-24	Dhaka Met...	Male	Single	Facebook, Wha...	Daily	YouTube	No	No	No, I haven't heard about this	No	Yes	Average Brand	
13	25-29	Dhaka Met...	Female	Single	Facebook, Wha...	Daily	YouTube, Instagram	No	No	TVC/Social Media/Newspaper...	Yes	No	Highly Trustworthy	
14	20-24	Dhaka Met...	Female	Single	WhatsApp, You...	Hourly	WhatsApp, YouTube, Ins...	Yes	Yes	TVC/Social Media/Newspaper...	Yes	Yes	Good Brand	
15	20-24	Dhaka Met...	Male	Single	Facebook, Wha...	Weekly	Facebook, YouTube	Yes	No	No, I haven't heard about this	Yes	No	Less Trustworthy	
16	25-29	Others	Female	Single	Facebook, Wha...	Daily	Facebook	No	No	TVC/Social Media/Newspaper...	No	Yes	Average Brand	
17	20-24	Dhaka Met...	Female	Single	Facebook, Wha...	Hourly	Facebook, WhatsApp, Y...	No	Yes	TVC/Social Media/Newspaper...	Maybe	Yes	Average Brand	
18	20-24	Dhaka Rur...	Female	Single	Facebook, Wha...	Hourly	Facebook	Yes	No	No, I haven't heard about this	Maybe	No	Less Trustworthy	
19	20-24	Dhaka Met...	Male	Single	Facebook, Wha...	Hourly	Facebook, WhatsApp, In...	No	Yes	TVC/Social Media/Newspaper...	Yes	Yes	Highly Trustworthy	
20	25-29	Dhaka Met...	Female	Single	Facebook, Wha...	Daily	Facebook, WhatsApp, Y...	Yes	No	No, I haven't heard about this	Yes	No	Good Brand	
21	25-29	Dhaka Rur...	Female	Married	Facebook, Wha...	Hourly	Facebook, WhatsApp	Yes	Yes	Online Article/Website	No	No	Good Brand	
22	20-24	Dhaka Met...	Female	Married	Facebook, Wha...	Daily	Facebook, YouTube, Inst...	Yes	No	No, I haven't heard about this	Maybe	Yes	Good Brand	
23	30-34	Dhaka Met...	Female	Single	Facebook, Wha...	Hourly	Instagram	No	No	No, I haven't heard about this	No	Yes	Average Brand	
24	20-24	Dhaka Rur...	Female	Single	Facebook, Wha...	Hourly	Facebook, YouTube, Inst...	Yes	Yes	TVC/Social Media/Newspaper...	No	No	Less Trustworthy	
25	20-24	Dhaka Rur...	Female	Single	Facebook, Wha...	Daily	Facebook, WhatsApp, Y...	No	No	No, I haven't heard about this	Maybe	No	Average Brand	

Figure 22: Data View (SPSS)

26	20-24	Dhaka Met...	Female	Single	Facebook, Wha...	Hourly	Facebook	No	No	No, I haven't heard about this	Maybe	No	Highly Trustworthy	
27	30-34	Dhaka Met...	Female	Married	Facebook, Wha...	Hourly	Facebook, WhatsApp, Y...	No	No	No, I haven't heard about this	No	No	Average Brand	
28	20-24	Dhaka Met...	Female	Single	Facebook	Hourly	YouTube	Yes	Yes	Online Article/Website	Maybe	Yes	Highly Trustworthy	
29	30-34	Dhaka Met...	Male	Married	Facebook	Weekly	Facebook	Yes	Yes	Online Article/Website	Yes	Yes	Average Brand	
30	20-24	Dhaka Met...	Female	Married	Facebook, Wha...	Daily	Facebook, Instagram	No	No	No, I haven't heard about this	Yes	Yes	Good Brand	
31	25-29	Dhaka Met...	Female	Married	Facebook	Daily	Facebook	Yes	Yes	TVC/Social Media/Newspaper...	Yes	Yes	Highly Trustworthy	
32	20-24	Dhaka Met...	Female	Single	Facebook, Wha...	Daily	Facebook, YouTube, Inst...	Yes	Yes	TVC/Social Media/Newspaper...	Maybe	Yes	Good Brand	
33	25-29	Dhaka Met...	Male	Single	Facebook, Wha...	Hourly	Facebook, WhatsApp, Y...	Yes	No	No, I haven't heard about this	No	No	Average Brand	
34	25-29	Dhaka Met...	Male	Single	Facebook, Wha...	Weekly	Facebook, WhatsApp, Y...	No	Yes	TVC/Social Media/Newspaper...	Yes	Yes	Highly Trustworthy	
35	20-24	Dhaka Rur...	Female	Single	Facebook, Wha...	Daily	Facebook, YouTube, Inst...	No	Yes	Online Article/Website	Yes	No	Average Brand	
36	25-29	Dhaka Rur...	Male	Single	Facebook, Wha...	Daily	Facebook, WhatsApp, Y...	No	Yes	TVC/Social Media/Newspaper...	Maybe	Yes	Average Brand	
37	34-ab...	Dhaka Rur...	Female	Married	WhatsApp	Weekly	WhatsApp	No	No	No, I haven't heard about this	Maybe	No	Average Brand	
38	25-29	Dhaka Rur...	Male	Single	Facebook	Hourly	Facebook, YouTube	No	Yes	TVC/Social Media/Newspaper...	Yes	Yes	Average Brand	
39	25-29	Dhaka Met...	Female	Married	Facebook	Daily	Instagram	No	No	No, I haven't heard about this	Maybe	No	Less Trustworthy	
40	30-34	Others	Male	Married	Facebook, You...	Hourly	Facebook, WhatsApp, Y...	Yes	Yes	TVC/Social Media/Newspaper...	Maybe	Yes	Good Brand	
41	30-34	Chittagong...	Female	Married	Facebook, Wha...	Hourly	Facebook, YouTube	Yes	Yes	TVC/Social Media/Newspaper...	Yes	Yes	Average Brand	
42	25-29	Dhaka Met...	Male	Single	Facebook, Wha...	Daily	YouTube	No	No	No, I haven't heard about this	Maybe	Yes	Good Brand	
43	20-24	Dhaka Rur...	Male	Single	Facebook, Wha...	Daily	Instagram	Yes	No	No, I haven't heard about this	Yes	Yes	Highly Trustworthy	
44	25-29	Dhaka Met...	Male	Married	Facebook, Wha...	Daily	Facebook, WhatsApp, Y...	No	No	No, I haven't heard about this	Yes	Yes	Good Brand	
45	30-34	Dhaka Met...	Female	Married	Facebook, Wha...	Daily	Facebook	Yes	Yes	TVC/Social Media/Newspaper...	Maybe	No	Less Trustworthy	
46	30-34	Dhaka Met...	Female	Married	Facebook, Wha...	Daily	Facebook	Yes	No	No, I haven't heard about this	Maybe	No	Good Brand	
47	20-24	Dhaka Met...	Female	Married	Facebook	Hourly	Facebook	No	Yes	Online Article/Website	No	No	Average Brand	
48	20-24	Dhaka Met...	Female	Single	Facebook, Wha...	Hourly	Facebook	No	Yes	TVC/Social Media/Newspaper...	Yes	No	Good Brand	
49	25-29	Dhaka Met...	Male	Married	Facebook, Wha...	Daily	Facebook, Instagram	No	No	No, I haven't heard about this	Yes	Yes	Highly Trustworthy	
50	34-ab...	Dhaka Met...	Female	Married	Facebook, Wha...	Daily	Facebook	Yes	Yes	Teachers/Nutritionist	Maybe	No	Good Brand	

Figure 23 :Data View (SPSS)

3.5.1 Correlation Test

Hypothesis

Ha: there is a positive relationship between social media usage in weekly basis and getting aware regarding the Daily Kcals requirements for children between 6-10 years old.

H0: There is negative relationship between the social media usage in weekly basis and getting aware regarding the Daily Kcals required for the children between 6-10 years old.

Description of the variables:

- Social Media Usage Weekly:** As I am conducting a research on how to develop nutrient growth concept via digital marketing so I need the data on which social media accounts respondents use weekly basis. Here I have selected Facebook, YouTube, Instagram, WhatsApp. The respondents have chosen multiple accounts as per their weekly use.
- Daily Kcals Awareness:** Here I wanted to acknowledge whether they know about the Daily Kcals requirement for children between 6-12 years old is 1600 to 2300 Kcals per day. Here respondents were given options between Yes, No and Maybe. Those who had knowledge about this information selected Yes and those who did not responded No and those who might knew about this selected Maybe. This is how I got the exact amount of people who were actually aware about this fact and the potentiality for them to acknowledge.

Correlations

		Awariness_KCals	Soacial_Media_Usage_Weekly
Awariness_KCals	Pearson Correlation	1	.302*
	Sig. (2-tailed)		.033
	N	50	50
Soacial_Media_Usage_Weekly	Pearson Correlation	.302*	1
	Sig. (2-tailed)	.033	
	N	50	50

*. Correlation is significant at the 0.05 level (2-tailed).

Analysis

The test shows, $r = 0.302$; so, there is a strong and positive relationship between the social media usage in weekly basis and getting aware regarding the Daily Kcals requirements. Moreover, the $p = 0.033 < 0.05$ which is statistically significant.

As the r value is strong and have positive associate and p value denotes the relationship is significant. So, we will reject the null hypothesis (H_0) and accept the alternative hypothesis (H_a).

Discussion on the result:

From the above result we can see that there is a relationship between the two variables which are social media usage in weekly basis and getting aware regarding the Daily Kcals requirements. The result indicates that both variables are proportionally related to each other. This is clear evidence that other things remaining the same with the increasing rate of involvement in social media leads people to engage a lot of opportunity to get acquainted with the nutrient value and it is important for human need specially for the school age children. This age segment is much more sensitive toward nutrient significance and immunity boost. The more the parents and the concerned one of the family get to know about the daily Kcals requirement and immunity development, the more they can provide more nutritious foods/meals to the children to prevent macronutrient deficiencies. Milk is considered the most nutrient enriched drink that can help a child to benefit in this early age. So, these dairy based brands should focus on increasing the digital content regarding the importance of drinking milk to let people know about it.

3.5.2 Regression Test

Hypothesis:

H_0 : The relationship between the two variable which are NIDO awareness and NIDO recommendation is not significant.

H_a : The relationship between NIDO awareness and NIDO recommendation is statistically significant.

Description of the variables:

- **NIDO awareness:** For the regression analysis I needed the data of the people who have the knowledge of the nutrient benefits of NIDO for the growth of their children. Here respondents were given option between Yes and No to choose from. This helped me to get a solid number of people who knows about the nutrient’s benefits of NIDO.
- **NIDO recommendation:** I chose NIDO recommendation as a dependent variable to check that the people who are aware about NIDO’s nutrition facts would recommend NIDO or not cause the more people are aware of the facts of the growth development benefits of NIDO the more they would recommend. So, there I gave the respondents to choose how much they actually recommend NIDO to others.

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	NIDO_Awareness ^b	.	Enter

a. Dependent Variable: NIDO_Recommendation

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.345 ^a	.119	.101	.91871

a. Predictors: (Constant), NIDO_Awareness

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.487	1	5.487	6.501	.014 ^b
	Residual	40.513	48	.844		
	Total	46.000	49			

a. Dependent Variable: NIDO_Recommendation

b. Predictors: (Constant), NIDO_Awareness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.327	.313		13.814	.000
	NIDO_Awarness	-.371	.145	-.345	-2.550	.014

a. Dependent Variable: NIDO_Recommendation

Analysis

SPSS requires two things: the independent variable, in my case, is NIDO Awareness, and the dependent variable, which is the NIDO Awareness. Another consideration is the dependent variable, in my case, the reason for the respondents to choose NIDO as a trustworthy brand.

Here,

$$Y = bx + a$$

Y = variable being predicted b = slope of the line

x = value of the variable already known a = Y-intercept

So, $Y = bx + a$

$$= (-0.371) * (-0.345) + 4.327$$

$$= 4.242$$

$R^2 = 0.119$ which indicates that independent variable can explain only 11.9% of the change in dependent variable which is significant at 1% (.001). Therefore, we reject the null hypothesis and conclude that this a good regression model.

$R^2 = 0.119$, indicating that the independent variable can explain just 11.9% of the variation in the dependent variable, which is significant at 1%. (.001). Since the Alternative hypothesis should be accepted, this regression model must be considered as successful.

In the test it shows that $r=0.345$ and $p=0.014$. Positive r value proves that the relationship between

the two variable which are “NIDO recommended” being a dependent variable and “NIDO awareness” an independent variable have a strong relationship.

On the other hand, we can also see that, $p < 0.05$ which indicates that the analysis is statistically significant. This means that we will reject the null hypothesis (Ho) and accept the alternative hypothesis (Ha).

Discussion on the result

For the above result we can evaluate that there is a positive relation between our two variables. As we saw in the co-relation test our dependent variable “NIDO recommendation” would increase with a proportional relation with our independent variable “NIDO awareness”. It means that if the engagement of digital content on nutrient growth is increased then people will get a chance to recognize the actual nutrient value, they would be getting from NIDO and they would pass this information to their close ones and recommend NIDO for their child’s wellbeing. The more they get to know the more they can help their child to grow healthy and prevent from micronutrient deficiency. So more about NIDO should be broadcasted through digital content with more innovative content to attract new consumers so that people can recommend NIDO and help their child to lead a healthy lifestyle.

To summarize, the prior finding reveals that as rate of NIDO Awareness would be increased more people will accept and recommend NIDO FortiGrow as a trustworthy milk powder brand to be the potential consumers and build the brand equity more.

Chapter 4

4.1 Conclusion

NIDO FortiGrow is number 1 selling Powder milk brand in Bangladesh. The economy of Bangladesh has grown steadily and people are becoming more concerned about their health. Most of the people in between lower-middle class to higher class or upper class are considering health as the first priority and the massive shock of COVID-19, the people get aware more about their health, they try to find the proper nutrient for their body, and choosing their products, but for the imperfect competition in the market, they could find the suitable one. This is high time, NIDO FortiGrow should be promoted onwards for ensuring authentic and sustainable brands for health conscious people. Consumer-behavior towards health has changed rapidly and when the promotional strategies will be applied for the brand, people will get more aware of it, they will share their experience and view on NIDO FortiGrow. From the respondent survey they mostly use social media, so Media marketing and online marketing is a must needed thing to expand the awareness of growth nutrient concept.

4.2 Recommendations

- Purchasing Power Parity (PPP) has been increased, so consumers are willing to pay the price in concern of their health issue and NIDO FortiGrow could be the solution for their proper nutrient consumption. So, present pricing cannot be an issue, rather the marketing team has to take the responsibility for increasing the brand awareness.
- People who are working as corporates, does not get more time to consume proper breakfast, lunch and sometimes dinner, but they care about their proper nutrition consumption, So, when through digital marketing, people will be aware that NIDO FortiGrow can fulfill the

consumption level that a people needed everyday, then they will consume it, so, Distribution of NIDO FortiGrow should be the key point, more importantly NIDO FortiGrow have to expand their promotional work in Schools, Colleges and Universities

so that it could grow with a proportional rate.

- Packaging should have to be more precise, attractive and also well information biased. Packaging should have to be standard which will tend to create a strong image in consumer's psychology that NIDO FortiGrow can only fulfill their proper propositional consumption alternation to food.
- Packaging should have to be the recyclable one, so that people will think about the brand as both eco-friendly and environment-friendly.
- Authorities have to increase social reach so that there must be an enormous level of acceptance, the right direction and segmentation, proper pricing, packaging, quality and promotion for creating this concept into profitable entities.

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