

# **Report On Product Extension: Lactogen 1 100g Power-Pack**

**By**

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19304016

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

Brac Business School , BRAC University

October, 2023

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## **Declaration**

It is hereby declared that

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

I have acknowledged all main sources of help.

Student's Full Name & Signature:

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Alvi Zaman  
19304016

Supervisor's Full Name & Signature:

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Saad MD. Maroof Hossain  
Lecturer, BRAC Business School  
BRAC University

## Letter of Transmittal

Saad MD. Maroof Hossain

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

**Subject:** Submission of the internship report on 'Product Extension: Lactogen 1 100g Power Pack'.

Dear Sir,

It gives me great pleasure to turn in the internship report, "Product Extension: Lactogen 1 100g Pack," that I prepared under your direction for the BUS 400 course that BRAC Business School requires to award a BBA.

I produced this internship report under the direction of Saad MD. Maroof Hossain, Department at BRAC University. His suggestions and direction have helped me achieve the objectives of my report.

Sincerely yours,

---

Alvi Zaman

19304016

BRAC Business School

BRAC University

Date: \_\_\_\_\_, 2023

# ACKNOWLEDGEMENT

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I wish to express my profound gratitude to everyone who helped with the completion of my internship and the creation of this report. This project would not have been feasible without their direction, encouragement, and support.

I want to start by expressing my gratitude to Shafquat Karim, who oversaw my internship, for her essential mentorship and assistance. My knowledge of brands and the development of my talents have been greatly aided by their knowledge, patience, and desire to share it.

I am also incredibly grateful to Nestle for giving me the chance to do this internship. I am grateful for the trust and assistance the Nestle Nutrition Team has shown me. My career has been greatly shaped by the exposure and experiences I obtained while working at Nestle.

I want to express my gratitude to my coworkers at Nestle, who accepted me into their team and were consistently eager to help and work together. My internship was fun and rewarding thanks to their teamwork and camaraderie.

I owe a debt of gratitude to my supervisor, the faculty, and the academic staff at Brac University for their unceasing support and for enabling me to complete this internship as a requirement for my academic programme. I have a firm foundation from their lessons that I can expand on throughout my internship.

I must also thank my family and friends for their constant encouragement and support during this journey. My motivation to succeed has been motivated by their confidence in my ability.

I really thank everyone who was mentioned above as well as everyone else who may have contributed to my internship and report. Your help has been tremendous, and I'm eager to use the knowledge and experience I've learned from this internship to further my career.

# EXECUTIVE SUMMARY

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Nestle, with its headquarters in Vevey, Switzerland, is a market leader in the nutrition, health, and wellness industry. The business, which operates on a global scale, has had unmatched success thanks to its creative strategy for developing healthy products. Consequently, the company's slogan is "Good Food, Good Life. Under the name Nestle BD PLC, Nestle runs a number of well-known brands in Bangladesh, including Nescafe, Maggi, Kitkat, Lactogen, NAN, Cerelac, Milo, Corn Flakes, Koro Crunch and Nido.

I had the honour of working as an intern in the department of nutrition, namely for the companies Lactogen and Nido. It is regarded as one of the company's most sensitive divisions because it only deals with infant food and seeks to provide the best nutritional options for newborns.

This paper tries to outline my responsibilities at Nestlé and what, in my opinion, makes the company so successful. The information was gathered and written in order, starting with a description of Nestlé and moving on to my function and the projects I have worked on. The launch of Lactogen 1 100 gm, a new SKU under the Lactogen brand, is one of the largest projects I've worked on. I have contributed to internal and external communication efforts to inform stakeholders about the product. Additionally, I have contributed to NIDO 1+ and NIDO 3+ as well as Lactogen 1, 2, and 3. I've been

developing fresh packaging for well-known businesses. I also helped with the creation of marketing communication materials for NIDO. It was an exciting and fascinating assignment to design and create Lactogen Communications.

Nestlé is certain that the new project will be a success in the Bangladeshi market based on the performance of current Lactogen SKUs. Nestlé believes that if the plans are successfully carried out, it will make it easier and more sustainable for them to operate in Bangladesh.

**Keywords: Nestle, Bangladesh, Lactogen, Nido, Intern.**

# Table of Content

<b>Chapter 1:</b> .....	<b>1</b>
<b>Internship Overview</b> .....	<b>1</b>
1.1 Student information.....	2
1.2 Internship Information.....	2
1.2.1 Company Information.....	2
1.2.2: Internship Company Supervisor.....	2
1.3 Internship Outcomes.....	3
1.3.1 Job Scope – Job Description/Duties/Responsibilities.....	3
1.3.2 Benefits Gained by the Student.....	5
1.3.3 Problems/Difficulties Faced During the Internship.....	6
<b>Chapter 2 :</b> .....	<b>9</b>
<b>The Organization Part</b> .....	<b>9</b>
2.1 Introduction.....	10
2.1.1 Background of Nestle BD PLC.....	10
2.2 Overview of the Company.....	11
2.2.1 Vision.....	11
2.2.2. Mission.....	11
2.2.3. Available Products and Services.....	12
2.2.4 Nestle Nutrition.....	13
2.2.4.1 Role of Nestle Nutrition.....	16
2.2.4.2 Goal of Nestle Nutrition.....	16
2.2.4.3 How Nestle Nutrition Achieves its goals.....	16
2.2.4.4 NESTLÉ CONTINUOUS EXCELLENCE (NCE).....	17
2.3 Objectives.....	18
2.3.1 Slogan.....	18
2.3.2 Core Values.....	18
2.3.3 Management Team.....	19
2.3.4 Internal Functions.....	20
2.3.5 Vision for the future.....	21



2.3 Competitive and Industry Analysis.....	22
2.3.1 SWOT Analysis.....	22
2.3.1 Marketing Mix.....	24
2.4 Financial Performance of Nestle BD PLC.....	29
<b>Chapter 3 :.....</b>	<b>31</b>
<b>Project Part.....</b>	<b>31</b>
3.1. Introduction.....	32
3.1.1 Brief Summary.....	32
3.2 Objective of the project.....	34
3.2.1 General Objective:.....	34
3.2.2 Specific Objective:.....	35
3.2 My Contribution to the project.....	35
<b>References.....</b>	<b>48</b>
<b>Appendix.....</b>	<b>49</b>
<b>Nestle Charter.....</b>	<b>52</b>
<b>BMS Code of Conduct.....</b>	<b>56</b>

## Chapter 1:

# Internship Overview

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## 1.1 Student information

Name: Alvi Zaman

Student ID: 19304016

Program: Bachelor of Business Administration

Major/Specialization: Major in Finance, Minor in Marketing

## 1.2 Internship Information

### 1.2.1 Company Information

Period: May, 2023 - August, 2023

Company: Nestle BD PLC.

Logo:



Department: Nutrition Marketing

Address: Ninakabbo, 227 /A , Gulshan Tejgoan Link Road.

### **1.2.2: Internship Company Supervisor**

- Name: Shafquat Karim
- Organization: Nestle BD PLC
- Designation: Brand Manager
- Department: Nutrition Marketing

## **1.3 Internship Outcomes**

### **1.3.1 Job Scope – Job Description/Duties/Responsibilities**

The Nutrition Department is divided into four functional teams: Performance Development, Field Operations, Scientific Affairs and Compliance, and Marketing. While separate teams take on different responsibilities, they eventually interact and work together to fulfil the Department's overall goals. The Performance Development Team teaches and prepares the Field Operation Team on how to communicate and persuade physicians and other medical professionals. The Scientific Affairs & Compliance Team provides them with all of the scientific information they need while also ensuring that their commercial practices are legal. The Marketing Team contributes to the company's growth and profitability by increasing market share and overall revenue.

The primary goal of the nutrition marketing team is to improve consumer engagement and drive demand by engaging in a range of activities while abiding by the rules for Breast Milk Substitutes (BMS) and the WHO Code on Infant Formula. To make sure the rules are followed, Nestlé has its own standards and guidelines for the marketing of nutritional supplements. This

collection of guidelines is referred to as the "Nestlé Charter". This charter contains a complete list of the Dos and Don'ts for Marketing Infant Formula.

It has been a fascinating experience for me because Nestlé Bangladesh is the first company I have ever worked for. My line manager has continuously given me advice and support. I've been able to gradually improve my weak points, and I believe I've grown from my first day at Nestlé Bangladesh.

I've learned a lot about the organisation since the first day I was introduced to its regulations and different guiding principles. I also gained knowledge of the BMS Act's and the Nestlé Charter's standards for infant formula promotion efforts. The nutrition programme has also helped me to broaden my knowledge and use it practically.

Nestlé Nutrition employed me as part of their Nutrition (Marketing) Department. The nutrition sector's primary offerings include Lactogen (Lactogen 1, 2, 3), Lactogen Recover, NAN, All 110, BABY & ME, and Cerelac. The Nutrition Department has just added NIDO Growing Up Milk, often known as NIDO GUM, to its product line. This milk contains the SKUs NIDO 1+ and NIDO 3+ for newborns.

I've worked for the following brands: NIDO 1+, NIDO 3+, Lactogen 1, 2, and 3. Nevertheless, the brand-new product Lactogen 1 100g will launch in the first quarter of 2022. Currently available in Sri Lanka, Lactogen 1 100g is being introduced to Bangladesh by Nestlé Bangladesh Limited using Sri Lankan branding and package design. I had the good fortune to play a significant role in this new project, and I looked at the packaging and marketing plans for the

new product. The introduction of this new product has been my top priority. Additionally, I have looked into other brands. The duties I have carried out in detail are covered in the next section.

### **1.3.2 Benefits Gained by the Student**

Every job has a set of responsibilities that must be finished promptly. Similar to this, I've been assigned duties at my job at Nestlé Bangladesh Limited that have allowed me to hone my skills and discover new ones.

- **Product knowledge:** Being a part of the creation of a new product has allowed me to learn more about it. I am well aware of all the specifications that a new product must meet in order to be put on the market. I have learned a lot about Lactogen 1 100g and how Nestlé Nutrition works to "nurture a healthier generation" thanks to the Lactogen 1 100g launch initiative. This covers everything, from planning to obtaining authorizations and interacting with agencies. I'm aware today that the Lactogen product line has a wealth of all the vital nutrients a baby requires during the first few months of life. The necessary nutrients have been researched and created by the World Health Organisation (WHO), and Nestlé strictly follows their recommendations.
- **Creative and aesthetic skills:** I've developed my creativity because I was in charge of properly designing the packaging for Infant Formula goods, thanks to content approval and existing product development. I have experience converting a technical drawing into a practical design because I developed the Lactogen 2, NIDO 1+, and NIDO 3+ packets.

- **Communication skills:** Working with the agency has increased my communication abilities. I had to routinely go to the agency's office to help with packaging design. I needed to be able to speak properly to them in order to get their attention and convince them to do the task on time. For instance, I worked with the team to assemble the Lactogen 4 packet from a technical drawing. I have to demonstrate to them where to put more emphasis when they build it for this. I had to go ahead to properly convey information, such as the form and colour at each corner, which were very important to pay attention to.
- **Mathematical and analytical abilities:** I've mastered the ability to assess reasonable goals and objectives as well as how actual performance contrasts with the goals set. When completing the monthly region-by-region sales analysis for the Lactogen product line, I came across a few numbers and graphs that really helped me comprehend how actual sales relate to targeted sales. Additionally, I now understand the circumstances under which certain sales fail to meet their objectives as well as what may be done to ensure that they do. Understanding how to read the graphs was very helpful to me.
- **Personal Growth:** During my time as an intern at Nestlé Bangladesh Limited, I was able to successfully develop personally. My ability to manage my time has increased, and I now recognise the importance of being on time. Additionally, I've learned professional workplace etiquette and how to communicate with both managers and coworkers. My attitude and behaviour have changed as a result of this.

### 1.3.3 Problems/Difficulties Faced During the Internship

Every job comes with its own set of problems and difficulties. During my internship, I had faced the following difficulties;

- **Getting along:** I had a hard time adapting to the corporate culture in the beginning of my internship because Nestlé was my first business employer. I was finding it more difficult to adjust to the new environment, which eventually made me lose motivation and enthusiasm. I had a hard time connecting with my coworkers and the other interns. As I gained more knowledge during the process, I gradually began conversing with and getting along with my elders. Nestlé has taught me more about business culture and how large multinational corporations operate.
- **Abbreviations and short forms:** It was difficult for me to remember all the short forms and abbreviations for different phrases and ideas. I ran into acronyms like PO (Purchase Order), FA (Final Artwork), IF (Infant Formula), GUM (Growing Up Milk), NCE (Nestlé Continuous Excellence), NLF (Nestlé Leadership Framework), and others. I wasn't familiar with a couple additional acronyms and abbreviated forms. My job was delayed as a result, and I required more time to do my tasks. But by helping me learn more about these, my line manager and the other interns allowed me to do my job more successfully.
- **Cooperating with agencies:** Since agencies require encouragement to complete a task on time, working with them has always been difficult. I had to make some phone calls, and regularly send email. But it was my duty to ensure that the company finished the assignment and that it was error-free. This was important because once the final product had been approved, the design was sent to the printing company for mass production. I



had a lot of responsibility because even a small error may have disastrous results and cause loss. I had to get approvals for a single design numerous times in order to confirm accuracy.

For instance, the artwork for Lactogen 2 required four approvals because the agency had to fix design flaws before presenting the finished product. I used to double-check the technical drawing's words, values, and alignment. It took many revisions and changes before the ideal design was produced and delivered to the printing company for mass production.

- **Cooperating with certain senior co-workers:** Due to other job commitments, senior employees occasionally postpone expressing their approval. Because the tasks took longer overall, the jobs were postponed. This is a major issue for the system. Even while everyone at Nestlé works together to complete assignments on time, there are times when delays become annoying.

## Chapter 2 :

# The Organization Part

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## 2.1 Introduction

### 2.1.1 Background of Nestle BD PLC

Nestle is one of the world's major food firms, headquartered in Vevey, Switzerland. According to DuBois (2011), Nestle is the largest food company in terms of revenue, with a market capitalization of approximately 191 billion Swiss francs, or more than 200 billion USD. Nestle ranked #72 on the Forbes Global 500 in 2014 (Wikipedia).

Nestle is the world's largest corporation for nutrition, health, and wellness, both in terms of sales and geographic reach. Nestle covers infant formula, baby food, milk, chocolate and other confections, instant coffee, and other food goods. Nestle Global offers pet food as well. With a global workforce of around 224,541 people operating in 479 production sites, it is also considered the world's largest food conglomerate. It is a part of almost every element of nutrition and health.

Nestle is dedicated to providing the highest-quality food around the world, with a focus on customer needs and the resolution of any relevant issues that emerge on a global scale. Nestle's slogan, "Good food, Good life," aims to promote the wellness and level of living for people all over the world.

Nestlé, the world's top food and nutrition company, launched its first commercial business. Bangladesh, 1994 (assignmentpoint.com). Nestlé S.A. (South Asia) acquired the remaining 40% of Nestlé Bangladesh from the Transcom group, a local partner of Nestlé Bangladesh, in 1998, transforming it into a fully owned subsidiary of Nestlé S.A. (assignmentpoint.com).

Transcom Group, Nestlé Bangladesh's regional partner, sold the remaining 40% of Nestlé Bangladesh to Nestlé S.A. (South Asia) in 1998, changing it into a fully owned subsidiary of Nestlé S.A. (assignmentpoint.com).

## **2.2 Overview of the Company**

### **2.2.1 Vision**

Our potential to become a leading, competitive nutrition, health, and wellness organisation that increases shareholder value will be supported by our ability to be a desired corporate citizen, employer, and supplier while offering preferred products.

### **2.2.2. Mission**

Nestlé's objective is to become the world's leading corporation in nutrition, health, and well-being. Nestlé Bangladesh aims to achieve this goal by offering consumers the best-tasting, healthiest options across a wide range of food and beverage categories and mealtimes.

### **2.2.3. Available Products and Services**

Nestlé has over 2000 brands and maintains a varied portfolio. Brands are divided into categories based on the markets they serve. Nestlé currently sells items in almost every food and beverage category globally (Mohajan, 2015).

- Nestlé Bangladesh Limited (NBL)'s products include:
- Beverages include Shad-Nescafé, Nescafé 3 in 1, Coffee Mate, Gold e-Magic Nestea, and Nesfruta.
- Culinary: Maggi Noodles, Shad-e-Magic, Maggi Healthy Soup, and Magic Cube.
- Dairy options include Nido Fortified, Nido 2+, Nido 3+, and Nido Growing Up Milk.
- Breakfast cereals include Cornflakes, Koko Crunch, and Honey Gold.
- Nutrition: Lactogen Infant Formula (Lactogen 1, 2, and 3), Lactogen Recover, NAN, All 110, BABY & Me, and Cerelac.
- Nestlé Munch Rolls are a confectionery.

#### 2.2.4 Nestle Nutrition



In compared to its competitors Biomil, My Boy, Horlicks, Dano, Baby Care, and other nutrition-related enterprises, the nutrition department generates the greatest sales and revenues and has the highest market share (theNest). Luke John Gomes, the Nestlé Nutrition Director, is responsible for the department's success. Gomes has propelled the department to the pinnacle of success with his innovative strategies and the nutrition team's constant dedication, perseverance, and support.

Nestlé employs a functional organisational structure that groups workers with similar knowledge and skills. As a result, employees might become specialists in their respective fields. Within the Nutrition section, four teams have been formed: the Performance Development Team, Field Operations Team, Scientific Affairs & Compliance Team, and the Marketing Team. The BTL activities are carried out by Area Nutrition Officers/Nutrition Officers from the Field Operation Team, who serve as the department's foundation. The campaigns' goals are to raise brand awareness and sales through targeted offers and promotions.

Because the BMS and WHO Codes prohibit the promotion of infant formula or baby food items for children under the age of five, the Field Operation Team is unable to reach

the intended audience (mothers). As a result, the team conducts a BTL campaign to target medical professionals and doctors who promote the product to mothers who typically rely on expert advice when making purchasing decisions.

The Performance Development Team assists this team by offering training and development in dealing with or influencing healthcare professionals. The Scientific Affairs & Compliance Team provides any scientific data that should be shared with the medical community and ensures that their operations are compliant. The Marketing Team is ultimately responsible for increasing sales, expanding market share, and aiding the company's growth and success. The nutrition marketing team's key responsibility is to increase consumer involvement and demand through a variety of activities and the development of new tactics on a regular basis.

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

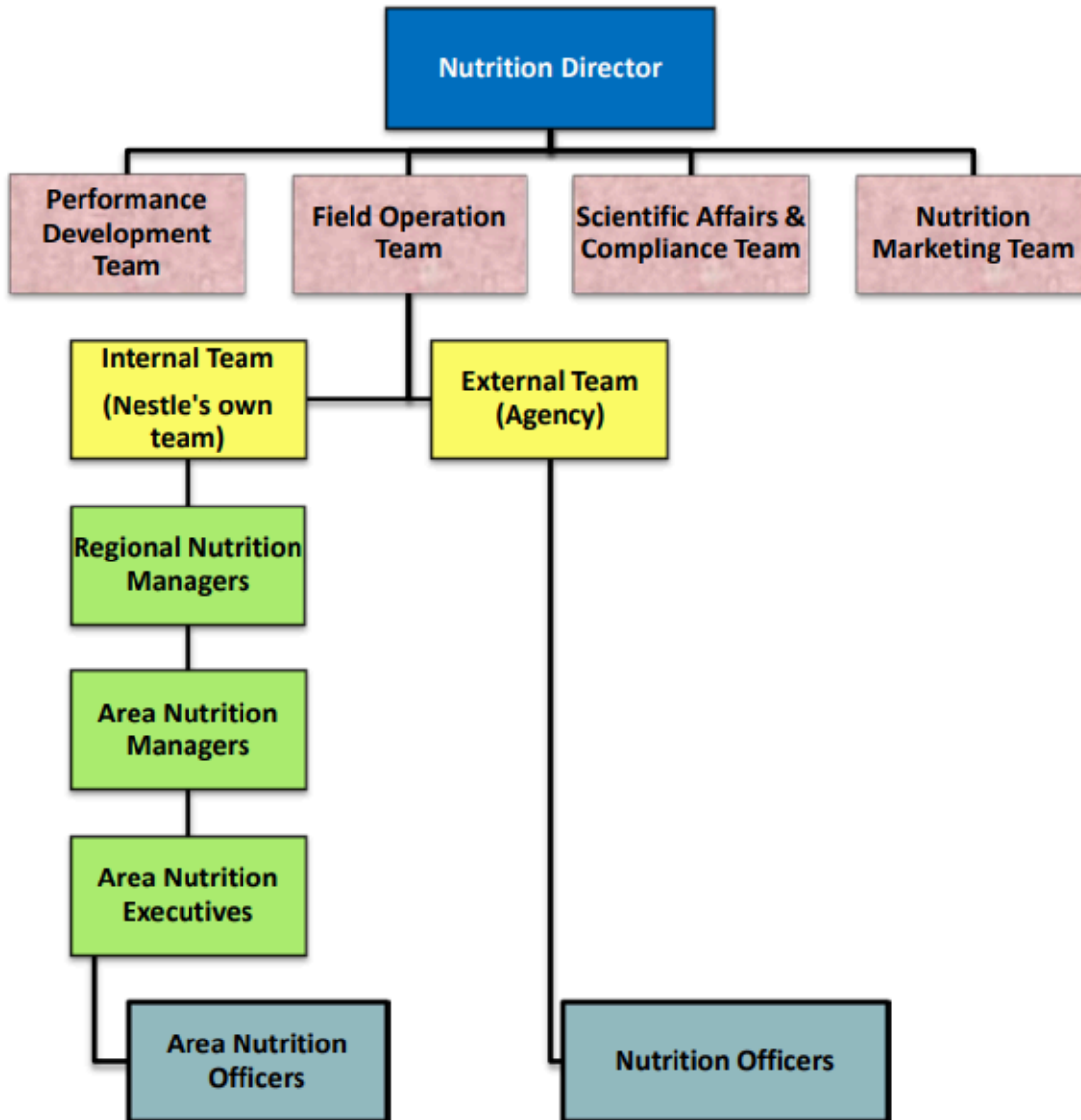


FIGURE 2: ORGANIZATIONAL STRUCTURE OF NESTLÉ NUTRITION BANGLADESH



#### **2.2.4.1 Role of Nestle Nutrition**

The Nutrition Department is in charge of providing nutrition products as well as advancing knowledge and application of nutrition science to improve the physiological and social well-being of the target population, which includes mothers and their infants, primarily through research, education, and product safety.

#### **2.2.4.2 Goal of Nestle Nutrition**

The nutrition department's goal is to work together to create a healthy generation. The department says that Nestlé cannot create a healthy generation on its own. To achieve this goal, cooperation from a variety of sectors is required, including mother and father, friends and family, the workplace, health specialists, non-governmental organisations (NGOs), and so on. Nestlé Nutrition's strategy plan seeks to align all sectors in order to achieve its goals.

#### **2.2.4.3 How Nestle Nutrition Achieves its goals**

Strategic planning and the Nestlé Continuous Excellence (NCE) framework have assisted the department in achieving its goals. Strategic planning is necessary for establishing priorities, allocating resources, enhancing operations, ensuring that employees and other stakeholders are working towards common goals and outcomes, and reviewing and changing the organization's direction. The Nestlé Nutrition Department undertakes strategic planning in a structured manner. The initiative is known as "Nestlé Continuous Excellence" (NCE), and it aims to create "zero waste, one team, and 100% engagement." The department wants to acquire a competitive advantage using this strategy.

NCE helps to keep the department on track and employees focused on the future. It is displayed in front of each desk and is designed in the shape of a chart with short-term goals in mind, guiding workers on what has to be done and how it should be done. For ease of comprehension, a sample with details is provided below.

## 2.2.4.4 NESTLÉ CONTINUOUS EXCELLENCE (NCE)

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

## 2.3 Objectives

The nutrition department's mission is to raise a healthier generation as a whole. Nestlé cannot develop a generation of healthy people on its own, according to the department. The goal must be supported by a wide range of groups, including mother and father, friends and family, coworkers, health experts, non-governmental organisations, and so on. Nestlé Nutrition achieves its goals by coordinating all sectors through its strategy plan.

### 2.3.1 Slogan

"Good Food, Good Life" is more than simply a great tagline; it encapsulates the essence of Nestlé. It is based on the premise that high-quality food may improve our lives. Nestlé, with its global operations and headquarters in the quaint Swiss town of Vevey, thrives on its innovative approach to developing nutritious products. What sets the company apart is its unwavering commitment to providing the greatest nutrition, health, and wellness solutions. As an intern, I had the opportunity to learn about neonatal nutrition from the Nestlé personnel. This journey deepened my knowledge of the basic value of their commitment to "Good Food, Good Life".

### 2.3.2 Core Values

The nutrition department's main value is "working together to create a healthier generation." The department claims that Nestlé cannot produce a healthy generation on its own. To attain the goal, support from a range of sectors is essential, including mother

and father, friends and family, the workplace, health specialists, non-governmental organisations (NGOs), and so on. As a result, Nestlé Nutrition employs a strategic plan to align all sectors in order to achieve its goals.

### 2.3.3 Management Team

Peter Brabeck-Letmathe, a former Nestlé CEO, chairs the board of directors. The Board of Directors is comprised of fourteen members. The Nestlé Executive Board is in charge of the company's daily operations. The 13 approved Board Members oversee various elements of the multinational business. The Nestlé Group manages the majority of its food and beverage businesses by geographic regions (Zones: Europe, the Americas, and Asia/Oceania/Africa), with the exception of globally managed businesses such as Nestlé Waters, Nestlé Nutrition, Nespresso, Nestlé Professional, and Nestlé Health Science ([www.nestle.com](http://www.nestle.com)).

Nestlé Bangladesh Limited's functional departments are quite diverse. There are eight primary departments that communicate and work together to ensure smooth operations. The functional areas that are now present are:



FIGURE 1: FUNCTIONAL DEPARTMENTS OF NESTLÉ BANGLADESH LIMITED

### 2.3.4 Internal Functions

**The General Management:** They manage the company's general operations and make the important choices.

**Finance and control:** The department of finance and control handles financial transactions and assists in developing estimates and budgets for various projects. Additionally, they oversee the company's financial performance, ensuring that the financial goals are met through the accomplishment of various projects.

**Human Resource:** The management of personnel and organisational culture are the main priorities of the human resource department. To guarantee that employee performance is adequate, they frequently train their staff. The group also handles general personnel issues, resolves conflicts of interest, and seeks for top talent for the business.

**Supply Chain:** The supply chain makes sure that there is a steady supply of goods to meet consumer demand. Additionally, they guarantee proper upkeep of the entire supply chain, from raw material producers to the final product.

**Marketing:** This group is in charge of the product development, market share, and current brands. They participate in developing and putting into practise marketing strategies. Additionally, they run marketing initiatives to try to boost the market share of various businesses.

**Nutrition:** The only purpose of the Nutrition Department is to promote and strengthen nutrition brands such as Lactogen, Cerelac, etc. Given that it works with newborn food

formula, this department is the most delicate. According to internal Nestlé records, the nutrition section reportedly generates the most money annually.

**Sales and Nestlé Professionals:** These divisions are in charge of bringing in money for the business. In contrast to Nestlé Professionals, who handle overall sales, the sales team focuses on retail distributers.

### **2.3.5 Vision for the future**

The history of Nestlé is very extensive, and it operates globally. With its achievement abroad, Nestlé plans to expand operations in Bangladesh due to the country's excellent market conditions. The market value of Nestlé's infant product line is relatively high. according to a report on internal research conducted by Nestlé, a sizable portion of the market. Also, Within this region, goods like Kitkat, Nescafé, and Maggi are highly well-liked. each year According to Mohajan (2015), Nestlé spends approximately CHF 1.5 billion on research and development (R&D). Nestlé also works on scientific breakthroughs to lower diabetes and obesity. It helps individuals with age-related illnesses and Alzheimer's disease meet their unique dietary needs. The business does not prioritise immediate financial gain over successful long-term business development (Mohajan, 2015). Nestlé intends to enhance investments in Bangladesh while keeping in mind its objective; more information on this is provided in Appendix 1 (Ara, 2015).

### **2.3.7 Company Profile**

- Name of the Company: Nestle BD PLC
- Type: Subsidiary

- Industry: FMCG
- Founded: 1992
- Current MD: Deepal Abeywickrema
- Headquarters: Ninakabbo, 227 /A , Gulshan Tejgoan Link Road.
- Regions Bangladesh
- Slogan Good Food, Good life.
- Email Domain info@nestlebd.net
- Website: www.nestle.com.bd

## 2.3 Competitive and Industry Analysis

### 2.3.1 SWOT Analysis

#### Strengths:

- **Brand Recognition:** Lactogen is a well-known international brand that Bangladeshi consumers readily recognise and trust.
- **Wide Product Range:** Lactogen serves a diverse market by providing a range of infant formula products that are adapted to different age groups and nutritional demands.
- **Quality Control:** The company's reputation for excellent standards and nutritional know-how protects the safety and wellbeing of infants.

**Weaknesses:**

- **Competition:** Lactogen finds it difficult to hold onto market share in Bangladesh due to the fierce competition from both national and foreign companies.
- **Cost:** Lactogen's products are frequently more expensive than other regional substitutes, which may restrict some people from using it.
- **Consumer Preferences:** Due to cultural and health views, some parents might prefer breastfeeding or homemade alternatives, which would limit the possible client base.

**Opportunities:**

- **Growing Population:** Bangladesh has a sizable population, and the emergence of a middle class with more disposable cash offers Lactogen a chance to increase its market share.
- **Health understanding:** Raising parents' understanding of the value of infant nutrition and health may influence their decision to buy branded formula.
- **E-commerce Development:** Lactogen's products may be more widely distributed and accessible as a result of Bangladesh's expanding e-commerce platforms.



**Threats:**

- **Regulatory Changes:** Lactogen's operations may be impacted by changing laws and government regulations pertaining to the promotion and labelling of infant formula.
- **Products that are Fake:** The market's availability of fake or poor quality infant formula products puts consumer safety and trust at risk.
- **Economic factors:** Consumer purchasing power can be impacted by economic ups and downs, inflation, or financial crises, which can affect the demand for high-end goods like Lactogen.

**2.3.1 Marketing Mix**

Because it guarantees that all brand components are combined to transmit a single message and that the product occupies a particular space in buyers' minds due to its unique selling characteristics, the marketing mix of a product is crucial. The internal Nestlé monthly Lactogen sales chart shows that Nestlé newborn goods are manufactured and promoted in such a way that consumers have a strong brand preference for items like Lactogen and Cerelac.

1. **Product:** Lactogen currently has a few SKUs, and they intend to introduce new SKUs to their existing product lines. The current SKUs for Lactogen are:



FIGURE 5: DIFFERENT SKU OF THE LACTOGEN PRODUCT LINE

These goods are rich in the dietary components that young children need to grow and thrive. These products are created with consideration for regional clients and consumers.

However, Nestlé intends to introduce three new 100g SKUs to the Lactogen line:

Lactogen 2, Lactogen 3, and Lactogen 4.

2. **Price:** A product's proper cost will have an impact on all marketing methods because it will guarantee the company's financial success. Prices vary according to the markets for specific products. Nestlé typically chooses to adhere to competition pricing and product-line pricing strategies for its newborn goods.

Pricing in response to competition: Nestlé compares its infant product prices to those of rivals Biomil and Prima. In order to retain the impression that its products are of higher quality, Nestlé prices its infant products only a little bit pricier than its rivals. For instance, according to market research in Bangladesh, 400g of Biomil 2, 400g of Prima 2, and 400g of Lactogen 2 each cost 500, 545, and 590 BDT, respectively. (Pricing is constantly changing. This is the current price)

Pricing for the Nestlé infant product line includes a variety of SKUs in various sizes. This is done to guarantee that clients have access to a wide range of options based on their requirements. Within the same product line, Nestlé prices infant items differently under this technique. For instance, Lactogen 1 (350g) equals BDT 480; Lactogen 1 (400g) equals BDT 590; Lactogen 2 (350g) equals BDT 480; and so on. So that uniformity is maintained, different sizes within the same product range are priced differently. The goal of this kind of pricing strategy is to increase sales of many products, and the price of one product has an impact on the price of another. Nestlé, on the other hand, tends to adhere to perceived value pricing under this pricing strategy, which entails pricing its products somewhat higher than rivals in order to give consumers the impression that they are of a higher calibre.

### 3. Place

Nestlé sells their infant formula in various kinds of establishments around the nation. The items are sold in convenience stores, where customers frequently make purchases. The newborn product line's general flow is as follows, though:



Infant formula is prepared in plants in India and the Philippines, as shown in the above graph.

Then it is brought into Bangladesh. The product packaging is created in nearby factories by regional labourers. The final assembly is carried out in the Nestlé factory after the packaging has been produced, ensuring that quality and compliance are upheld throughout. Nestlé then makes sure that the products reach retailers by using various agents and distributors. The products can then be bought by customers from retailers of convenience stores.

#### 4. Promotion

Because it is highly specialised, Nestlé uses the Below The Line (BTL) marketing method to promote their goods. Brand recognition can be increased through BTL communications. Nestlé can more effectively target their messaging to their audience thanks to BTL engagement.

It is forbidden to use mass marketing to promote Nestlé infant nutrition products like Lactogen. The Bangladeshi government forbids the eating of any form of items that are substitutes for breast milk. As a result, the Nestlé Nutrition Marketing division develops marketing campaigns to raise awareness among medical professionals, such as doctors and nurses, through their Area Nutrition Officers, who present scientific information without mentioning specific brands and also involve them in a variety of awareness-raising seminars, tests and games. Nestlé hopes that by doing this, medical professionals would be more informed about science and will prescribe Nestlé products to moms. Therefore, Nestlé reaches their target consumers—mothers and pregnant women—through BTL marketing methods. These consumers are more likely to trust an expert's judgement, such as a doctor.

## 2.4 Financial Performance of Nestle BD PLC.

### Liquidity Analysis

Ratios: Current Ratio, Quick Ratio

Analysis: Evaluate the organization's ability to meet short-term obligations.

$$\text{Current Ratio: } \$1,500 / \$600 = 2.5$$

$$\text{Quick Ratio: } \$1,500 - \$900 / \$600 = 1.5$$

### Solvency Analysis

Ratios: Debt to Equity Ratio, Interest Coverage Ratio

Analysis: Assess the organization's long-term financial stability.

$$\text{Debt to Equity Ratio: } \$600 / \$1,200 = 0.5$$

$$\text{Interest Coverage Ratio: } \$150 / \$50 = 3$$

### Efficiency Analysis

Ratios: Inventory Turnover, Receivables Turnover, Asset Turnover

Analysis: Examine how efficiently the organization utilizes its resources.

$$\text{Inventory Turnover: } \$900 / \$200 = 4.5$$

$$\text{Receivables Turnover: } \$600 / \$100 = 6$$

$$\text{Asset Turnover: } \$1,500 / \$1,800 = 0.83$$

### Profitability Analysis

Ratios: Net Profit Margin, Return on Assets, Return on Equity

Analysis: Evaluate the organization's ability to generate profits.

$$\text{Net Profit Margin: } \$150 / \$1,500 = 0.10 \text{ or } 10\%$$

$$\text{Return on Assets: } \$150 / \$1,800 = 0.083 \text{ or } 8.3\%$$

$$\text{Return on Equity: } \$150 / \$1,200 = 0.125 \text{ or } 12.5\%$$

**Leverage Analysis**

Ratios: Debt Ratio, Equity Ratio

Analysis: Assess the level of financial leverage and risks.

$$\text{Debt Ratio: } \$600 / \$1,800 = 0.33$$

$$\text{Equity Ratio: } \$1,200 / \$1,800 = 0.67$$

**Market Value Analysis**

Ratios: Price to Earnings Ratio, Market to Book Ratio

Analysis: Understand how the market values the organization.

$$\text{Price to Earnings Ratio: } \$2.5 / \$1.2 = 2.08$$

$$\text{Market to Book Ratio: } \$1,500 / \$1,200 = 1.25$$

**DuPont Analysis**

Components: Net Profit Margin, Asset Turnover, Equity Multiplier

Analysis: Break down Return on Equity (ROE) into its components.

$$\text{ROE: } 0.10 / 0.83 / 1.5 = 0.125$$

**Economic Value Added (EVA) and Market Value Added (MVA) Analysis**

Analysis: Assess economic profit and market value added.

EVA: Calculation needed

MVA: Calculation needed

## Chapter 3 :

# Project Part

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## 3.1. Introduction

### 3.1.1 Brief Summary

Nestlé Bangladesh employs a number of departments that collaborate to meet organisational goals. Nestlé's regional office for Bangladesh is located in Gurgaon, India, and one of its key divisions is Nestlé Nutrition, which is renowned for its multicultural workforce.

Following the FAO/WHO recommendations for newborn nutrient needs, Nestlé Nutrition created the Lactogen and NIDO brands to meet those needs. Nestlé continues to be consistent in its commitment to guaranteeing the finest quality for these goods by importing them from outside since it recognises the sensitivity of babies. Both Lactogen and NIDO come from Australia and India, respectively. Nestlé Bangladesh's participation, however, mostly concentrates on the packaging element, customising it with Bengali labelling to reflect the local culture.

My responsibility is to ensure that Lactogen and NIDO newborn formulae adhere to the FAO/WHO guidelines for a baby's nutrition, which entails a multi-step clearance process. To meet a baby's nutritional demands, for instance, the company's Scientific and Regulatory Affairs department must confirm that the nutrient claims on the packaging are true.

NIDO offers two phases at the moment: NIDO 1+ and NIDO 3+, while Lactogen offers four stages: Lactogen 1, 2, 3, and 4.. With the goal of providing Lactogen 1 consumers with a new, more affordable option, Nestlé Bangladesh is thinking of releasing the Lactogen 1 100g SKU. With this addition to the Lactogen 1 product line, the company hopes to appeal to a wider variety of customers and give them a more inexpensive option.

Nestlé prioritises infant formula and appropriate nutrition for infants due to compelling internal research findings. According to this research, a baby's first 1000 days are incredibly important since they have a big impact on their growth and development. This demonstrates the firm's commitment to making sure that its goods adhere to the strictest requirements for newborn nourishment.

The breakdown of the first 1000 days is as follow



"Maternal Nutrition" covers the first 270 days, and "Infant Nutrition" covers the remaining days.

The mother's milk is the best food for a newborn child. What would, however, happen to infants who are unable to breastfeed properly? Mothers may experience health challenges or other problems that prevent them from giving their children the correct nutrition. Cow's milk and infant formula are two options for the baby's nourishment in this regard. To determine the effectiveness of cow's milk in newborns, Nestlé has carried out significant study in its research facilities. . Infant formula has been determined to be the next best substitute for breast milk. Nestlé thus focuses completely on producing the best infant formulae that are complete in all the nutrients needed for a newborn throughout the first 1000 days of life.

Lactogen 1, 2, and 3 have reportedly had a lot of success lately, according to Nestlé's own study. Six regions make up Nestlé Bangladesh's operations: Dhaka North, Dhaka South, Bogra, Sylhet, Khulna, and Chittagong. Monthly sales of baby items are consistently observed in these zones. Like many other businesses, Nestlé sets sales goals for each zone and evaluates performance every month. Using Lactogen 1 as an illustration, it is clear that this newborn formula has enjoyed great success throughout most geographic areas. Consumers, however, are increasingly turning to other companies that provide more affordable alternatives, which is a developing trend. A lot of customers are looking for inexpensive choices.

Given these findings and to address the changing consumer preferences, Nestlé Bangladesh is launching the "PROJECT EXTENSION: LACTOGEN 1 100g SKU." This initiative aims to introduce a new Lactogen 1 product variant in a 100-gram size. By doing so, Nestlé aims to provide consumers with a more cost-effective alternative within the Lactogen product range, ensuring that consumers can continue to access a high-quality and affordable infant formula that fulfills their needs.

## **3.2 Objective of the project**

### **3.2.1 General Objective:**

Increasing consumer choice in the infant formula market is the main objective of this project.

The prospective introduction of the Lactogen 1 100g SKU in Bangladesh is the main topic of this project, which also examines the best launch tactics for the country.

### 3.2.2 Specific Objective:

The project's specific goals cover the following significant facets:

- **Sales Trend Analysis:** To thoroughly examine the sales trends of current Lactogen SKUs and forecast a projected sales trend for the Lactogen 1 100g SKU, making sure that market dynamics are taken into account in the launch plan.
- **Evaluation of Regional Demand:** Understanding the unique drivers of the Lactogen 1 100g SKU's demand and necessity in the Bangladesh region while taking into consideration regional preferences and demands.
- **Consumer Acceptance:** To determine how well moms and consumers perceive and value the Lactogen 1 100g SKU in order to make sure the product meets their needs and expectations.

Develop a marketing and promotion strategy for the new product that complies with local laws and the WHO International Code of Marketing of Breast-milk Substitutes (BMS Code). This entails assuring honest and moral promoting techniques.

By focusing on these particular goals, the project hopes to introduce the Lactogen 1 100g SKU as a practical, consumer-friendly, and law-compliant option in the infant formula market, thereby enhancing the variety and accessibility of options available to consumers.

## 3.2 My Contribution to the project

I worked in a supporting capacity on "Project Extension: Lactogen 1 100g SKU," with duties that included the following crucial areas.

### **Assisting Compliance**

One of my main responsibilities was to make sure that the WHO's recommendations for baby nutrition were followed. This required me to actively supervise a painstaking clearance process in which I was instrumental in closely monitoring the precision of nutritious claims made on the product's label. I did more than just a quick scan of the product; I examined the finer points, making sure that baby food products were made in accordance with the strict guidelines established by the World Health Organisation.

I worked closely with quality control, research and development, regulatory affairs, and other teams to achieve accuracy. Using an interdisciplinary approach, my goal was to gain a thorough grasp of the nutritional value of the items that were being examined. This entailed verifying the existence of vital nutrients as well as making sure their amounts adhered to the recommended ranges for the best possible health for infants.

My duties also included keeping up with the most recent advancements in paediatric nutrition and implementing any revised WHO guidelines into our approval procedures. By taking a proactive stance, we were able to guarantee that our techniques developed in tandem with the scientific understanding of newborn dietary needs, resulting in products that regularly met or exceeded international standards.

In addition, I actively promoted education and communication about the importance of WHO recommendations throughout the organisation. I wanted to foster a culture of knowledge and

accountability by planning workshops and training sessions and highlighting the vital part that each team member played in maintaining the purity of our newborn nutrition products.

Essentially, my role involved advocating for a global commitment to the welfare of infants, rather than just following regulations. By combining close examination, teamwork, and proactive instruction, I aimed to support the main objective of offering premium, safe, and nourishing infant food items.

### **Preliminary Design of Packaging:**

One exciting part of my job was getting involved in the product's packaging design from the very beginning. I actively worked with design teams to prepare the product for market release, helping to define and conceptualise the visual elements that would best represent the core of the product.

I collaborated closely with branding specialists, marketing gurus, and graphic designers as part of a multidimensional approach. We set out on a creative journey together, imagining a packaging design that spoke to the target market as well as the identity of the product. I offered my views into the product's nutritional features, making sure that the packaging conveyed vital information about the uses and advantages of the product in addition to being aesthetically pleasing to customers.

Apart from visual appeal, I underscored the significance of complying with regulatory standards, guaranteeing that the package precisely represented the contents and nutritional assertions of the

product. The goal of this cooperative endeavour went beyond simple aesthetics in order to provide a packaging design that was a clear and reliable depiction of the attributes of the product.

I helped the design teams and other departments communicate openly as part of this process, creating an atmosphere where innovative ideas could coexist peacefully with pragmatic concerns. Through my ability to connect the dots between artistic expression and legal compliance, I was able to significantly influence the packaging design to achieve a pleasing harmony between originality and accuracy.

In addition, I took an active part in market research projects, assessing customer preferences and industry trends to help with design choices. By taking the initiative, it was made sure that the packaging not only complied with internal requirements but also matched the changing needs of the intended audience.

My contribution to the product's packaging design phase was essentially typified by a comprehensive strategy that combined ingenuity, legal compliance, and market knowledge. I made a significant contribution to the development of a visually stunning and informative package, which helped to pave the way for the product's successful launch into the marketplace.

#### **Educational Content Creation:**

As such, I was instrumental in developing educational resources intended to fascinate and inform key audiences. The resources have been meticulously customised to cater to the distinct requirements of various groups, such as area nutrition managers, territorial officers, and health

experts. The goal was not only to share relevant product information, but also to make sure that the information aligned with the distinct needs and obligations of every stakeholder group.

I concentrated on creating resources for medical professionals that explored the product's complex scientific features and offered in-depth explanations of its advantages and nutritional makeup. In order to guarantee that the content was not only accurate but also presented in a way that professionals with different levels of knowledge could understand, this required close collaboration with subject matter experts.

However, territorial commanders needed a different strategy. The training materials intended for this demographic highlighted the product's wider effects and described how it might improve public health in particular areas. I addressed regulatory nuances, emphasised important distribution issues, and offered helpful advice for a smooth integration into already-existing health programmes.

The focus of the educational material was on area nutrition managers because they were crucial decision-makers. In order to provide strategic insights into how the product may be integrated into regional nutrition initiatives, I sought to design materials that matched their duties. This entailed stressing the product's suitability for local dietary customs, taking care of practical issues, and promoting its beneficial effects on public health.

Collaboration with subject matter experts, communication specialists, and regional representatives was critical to the success of this process. By doing this, it was made sure that the



educational resources were not only factual and educational but also sensitive to cultural differences and pertinent to the many audiences they were intended for.

To put it simply, my job as an instructional materials creator involved more than just disseminating information; it involved developing a thorough understanding of the product, customising the content to fit the unique requirements of different stakeholders, and giving these important players the power to make decisions that would improve public health outcomes.

### **Health Professional Education:**

One of the main aspects of my job was actively contributing to the creation of instructional resources, mostly aimed at healthcare professionals. The goal was to provide medical professionals a thorough grasp of the benefits that come with our new product. In order to accomplish this, the content was painstakingly organised to function as a comprehensive display, emphasising the unique features and advantages of the product.

Healthcare personnel have a wide range of backgrounds and degrees of experience, which was carefully considered when creating the instructional materials. I worked extensively with medical professionals, instructional designers, and subject matter experts to make sure the content was correct and presented in a way that would suit different learning styles. This required the development of captivating images, succinct but educational text, and interactive components that promoted an active learning environment.

The content was organised logically, starting with an introduction that covered the main features of the product. It then went into detail about the benefits specifically, explaining how the product met important healthcare demands or offered novel solutions. In order to provide a more profound understanding of the potential impact of the product, real-world case studies and success stories were integrated to illustrate actual applications.

In addition, the teaching materials were made to be flexible in order to accommodate the fact that healthcare practises are always changing. Updates on a regular basis were added to reflect the most recent clinical results, research findings, and any other material that could improve healthcare professionals' comprehension of the product.

These initiatives led to the educational materials being useful resources for workshops, training sessions, and continuous professional development. They were a source of information as well as a reference manual, enabling medical professionals to clearly explain the benefits of the new product and successfully incorporate it into their clinical procedures.

To put it simply, I was actively involved in creating training materials for healthcare professionals because I wanted to equip them with the skills and information needed to understand the nuances of the new product and improve its overall integration into the healthcare system.

**BMS Code Compliance:**

A key component of my job was taking part in campaigns to maintain the Breastmilk Substitutes (BMS) code. This required not just reiterating the reasons why breast milk is better than alternatives, but also carrying out in-depth analyses to make sure that the product's marketing strategies adhered to the requirements specified by the BMS code.

I actively participated in the breastfeeding promotion by thoroughly educating internal teams and external stakeholders about the incomparable advantages of breast milk. I led seminars and training sessions in collaboration with medical professionals and lactation consultants to share the most recent scientific findings about the distinct makeup of breast milk and its significant influence on the health and development of infants. The purpose of this teaching component was to help parents, the community at large, and healthcare professionals have a better awareness of the benefits of breastfeeding.

At the same time, I took on the duty of keeping an eye on and guaranteeing that the BMS code was strictly followed in the marketing tactics that were used for our products. This required closely examining marketing collateral, commercials, and any other channels of communication that offered alternatives to breast milk. In order to ensure that the messaging was morally good and free of any undue influence or false information that would discourage breastfeeding, I worked closely with the marketing team.

I also took the initiative to perform internal audits and assessments to evaluate BMS code compliance. This involved conducting routine evaluations of product packaging, labelling, and

advertising campaigns in order to spot and address any possible departures from the set rules. I tried to establish an organisational culture where the health and welfare of infants came first and ethical marketing methods were given priority by being watchful.

By launching these campaigns, I hoped to raise public awareness of the invaluable advantages of nursing while also adhering to legal requirements. By doing this, I tried to bring our practises into compliance with international health recommendations and foster a culture that places a premium on the health and nutrition of newborns.

#### **Collaboration with External Agencies:**

A major part of my job involved working with other agencies, especially when it came to influencing the product's final design and producing associated marketing materials. The implementation of a collaborative strategy guaranteed that the product's visual presentation and marketing strategies were in perfect alignment with the goals and objectives of our organisation.

In close collaboration with design firms, I made a proactive contribution of my understanding of the product's essential characteristics and differentiators. We improved the visual components of the product's design, packaging, and promotional materials by being transparent with one another and providing iterative feedback. The goal of this cooperative design process was to produce a unified and eye-catching visual identity that spoke to our target market while also capturing the spirit of the product.

The collaboration went beyond simple aesthetics to include coordinating the visual presentation with the whole marketing plan. I worked closely with marketing and communication specialists from outside organisations to make sure that the messaging followed legal and ethical requirements and clearly conveyed the advantages of the product. The goal of this all-encompassing strategy was to craft a story that not only highlighted the benefits of the product but also placed it in the larger context of customer demands and industry trends.

Frequent brainstorming sessions and group collaborations created a setting where innovative concepts and tactical understandings came together. Through this interchange of viewpoints, we were able to include internal information about the product and its desired impact while also utilising the experience of outside agencies. As a result, a comprehensive approach to design and communication was used that broke through conventional barriers to produce products that were both strategically aligned with our company objectives and aesthetically attractive.

We were able to access a multitude of varied viewpoints and expertise by utilising the strengths of outside partners, which made sure that the finished product design and communication materials were not only aesthetically pleasing but also successful in delivering the desired messages. This cooperative strategy was essential in helping the product have a cohesive and significant market presence, which in turn helped our organisation achieve its objectives.

### **Project Coordination:**

As the project coordinator, one of the most important things I could do to make sure the new product was deployed smoothly and successfully was to encourage cooperation and

communication amongst various internal departments, outside organisations, and important stakeholders. This all-encompassing strategy was necessary to ensure that every element contributed to the project's shared goals in a harmonic manner.

I promoted a cooperative atmosphere within the company by setting up frequent meetings and lines of communication. Teams from several areas, including marketing, production, quality control, and research and development, had to be brought together for this. I made sure that every department was aware of the project's requirements, obstacles, and status by encouraging open communication. In addition to improving cross-functional knowledge, this method promoted a sense of shared accountability for the project's success by enabling prompt modifications and problem-solving.

I was instrumental in the establishment and upkeep of successful external connection with other organisations. This included communicating with vendors, authorities, and any other partners the project may have. To ensure that all stakeholders were in agreement with the project's timeframe, deliverables, and milestones, open and honest communication was maintained. I enabled a collaborative environment that backed the project's overall objectives by building trusting relationships and being aware of the viewpoints of outside partners.

I also realised how crucial it was to include important parties in the project's progress. To incorporate their thoughts and resolve any concerns, this required constant update and consultation with community representatives, regulatory bodies, and health professionals. I made

sure that stakeholders' viewpoints were taken into account by involving them early on and on a regular basis, which helped the new product integrate well into a variety of situations.

This inclusive and coordinated strategy made the rollout of the new product a collaborative endeavour. Problems were solved before they became a problem, and decision-making procedures actively considered input from all interested parties. I was instrumental in making sure that all project components coordinated with one another and that our project goals were successfully attained by encouraging a culture of cooperation and communication.

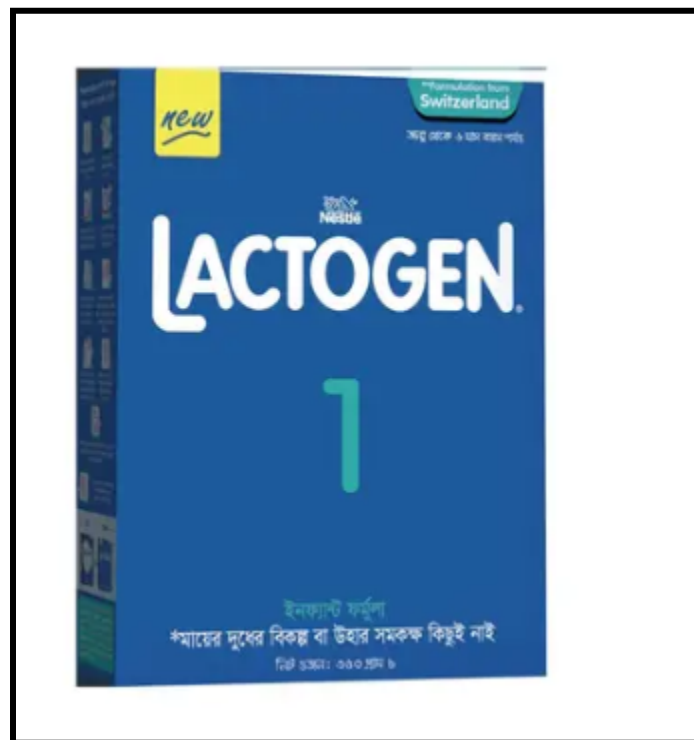


FIGURE: LACTOGEN 1

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# Appendix

## Nestle to enhance investment in BD

**Arafat Ara**

Nestle Bangladesh has planned to enhance its investment in Bangladesh to further expand its production base to meet the growing demand of its products here, Nestle corporate officials said.

Under its business expansion plan the multinational company will introduce a number of new products shortly for the Bangladesh market.

"We have a plan of investment which might be almost double compared to the existing size in near future," corporate affairs director, Nestle Bangladesh Limited Naquib Khan told a group of journalists during a visit to the Nestle factory in Gazipur recently.

"The Nestle Bangladesh is having a double-digit growth and the demand of our products is growing gradually thanks to their quality," said Mr Khan.

The foreign direct investment policy is conducive to doing business in Bangladesh. Besides, government's plan for establishing special economic zone will also help to increase for-

eign investment in the country, the Nestle executive added.

He said Nestle does not compromise with quality and standard. It also maintains quality parameter while collecting raw materials from local sources.

Speaking about the standard of Maggi noodles in Bangladesh, he said there are no harmful materials in Maggi noodles here. According to Bangladesh Standards and Testing Institution (BSTI) the existence of lead is very insignificant, he added.

Samples of Maggi noodles were collected from different markets in Dhaka and tested in laboratory following the ban on Maggi noodles in some states in India.

BSTI tested Bangladeshi Maggi noodles but did not find any ingredients in them that are harmful.

Naquib Khan said there are differences between the products and quality of Nestle Bangladesh and Nestle India as the test profile and nutrition profile of consumer groups are different in the two countries.

He said Bangladeshi peo-

ple are very much influenced by the Indian media as it is a neighbouring country. So when India banned Maggi in some of its states, people became confused about safety of Bangladeshi Maggi.

There has been a negative impact on the sales of Nestle's Maggi in Bangladesh following the ban in India.

"But we are confident that we can get back consumers' trust shortly as Nestle has been providing healthy and safe food for a long period."

The company complies with international and local standards in every stage while making products, said Sanjay Chottani, manufacturing director of Nestle Bangladesh.

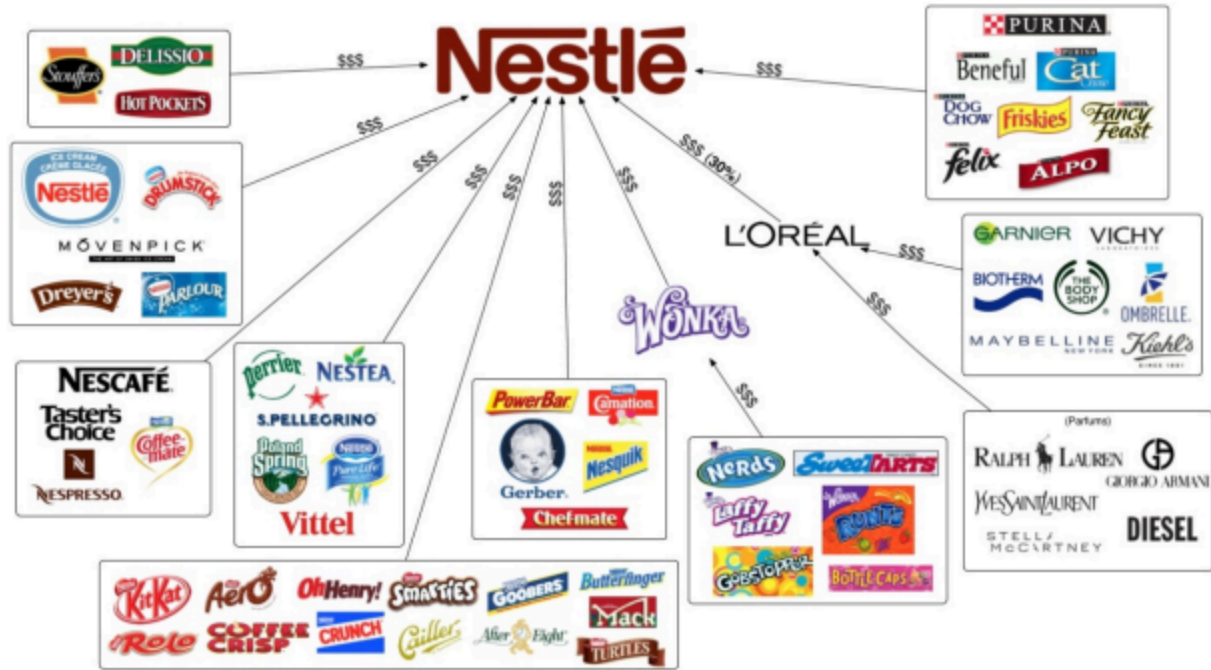
"We do not compromise with quality and make sure standard in every stage to provide safe and quality food to the consumers," he said.

However, the Bombay High Court ruled on August 13 that the ban on Maggi noodles by Food Safety and Standards Authority of India and Maharashtra's Food and Drugs Administration be revoked as it was erroneous.

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**APPENDIX 2: HENRI NESTLÉ, PRODUCTS OF NESTLÉ AND THE NESTLÉ  
CHARTER**



# Nestlé Charter

## CHARTER

### Nestlé Infant Formula Policy

Breastfeeding is best for babies. Henri Nestlé stated this soon after founding our company in 1867. This principle still forms the cornerstone of our Infant Formula Marketing Policy. We are committed to serve the best interests of mothers and babies around the world.

We adhere to all national government measures implementing the WHO Code globally. In higher-risk countries (1), we voluntarily and unilaterally apply the WHO Code whether or not national regulations exist.

#### IN HIGHER-RISK COUNTRIES, NESTLÉ:

- DOES** comply with both the letter and the spirit of the World Health Organisation's International Code of Marketing of Breast-Milk Substitutes as well as with national regulations giving effect to the WHO Code when these are stricter
- DOES** support WHO's global public health recommendation calling for exclusive breastfeeding for six months and introduction of safe and appropriate complementary foods thereafter
- DOES** encourage continued breastfeeding up to two years or beyond after introduction, after six months of age, of safe and appropriate complementary foods
- DOES** include a statement on the superiority of breast milk on all infant formula products and information material to health professionals (2)
- DOES** warn mothers of the consequences of incorrect or inappropriate use of infant formula (2)
- DOES** believe that there is a legitimate market for infant formula (3) when a safe alternative to breast milk is needed
- DOES** believe that parents have the right to choose how their babies are to be fed on the basis of adequate and objective information
- DOES** support efforts by governments to implement the International Code through legislation, regulation, or other appropriate measures
- DOES** carry out internal and independent external audits on WHO Code compliance
- DOES** investigate and respond to all allegations of non-compliance

- DOES NOT** advertise or promote infant formula and follow-on formula for infants up to 12 months to the public
- DOES NOT** market complementary foods and drinks for infants younger than 6 months
- DOES NOT** permit staff whose responsibilities include the marketing of infant formula to make direct contact with mothers, except in response to consumer complaints
- DOES NOT** use pictures of babies on its infant formula packs
- DOES NOT** distribute free infant formula samples to mothers
- DOES NOT** allow educational material relating to the use of infant formula to be displayed publicly in hospitals and clinics
- DOES NOT** give financial or material incentives to health professionals for the purpose of promoting infant formula
- DOES NOT** donate free infant formula to health care facilities for use by healthy new born babies. Free infant formula may exceptionally be given to bona fide social welfare institutions upon their request to serve social or humanitarian purposes (e.g. where the government policy allows manufacturers to respond to a specific social request, for example if the mother dies in child birth)
- DOES NOT** give incentives to its staff based on infant formula sales
  
- WILL** take disciplinary measures against any Nestlé personnel who deliberately violates this policy

**Nestlé invites government officials, health professionals, and consumers to draw to its attention any Nestlé infant formula marketing practices in higher-risk countries which they consider are not in conformity with the above commitment.**

(1) The designation of a country as a higher-risk country is based on reliable data on levels of mortality and rates of acute malnutrition of children under 5 years of age in a country.

(2) See on next pages information printed on all Nestlé infant formula labels, educational materials intended for mothers, and on documentation for health professionals.

(3) Breast-milk substitutes manufactured in accordance with strict international quality standards to be suitable as the sole source of nutrition for a baby during the first 6 months of life, and all follow-on formula for use by infants from 6 to 12 months of age (the International Code does not apply to weaning foods, see Code Articles 2, 10.2 and Annex 3).

**INFORMATION PRINTED ON ALL INFANT FORMULA LABELS**

**Important notice:** Breast milk is best for babies.

Before you decide to use an Infant Formula, consult your health professional for advice.

**Warning:** Unboiled water, unboiled bottles or incorrect dilution can make your baby ill. Incorrect storage, handling, preparation and feeding can potentially lead to adverse effects for the health of your baby.

**Warning:** Only prepare one bottle at a time. Feed immediately and follow the instructions exactly. Do not keep unfinished bottle, discard the contents. Always hold baby while feeding. Leaving baby unattended may cause choking.

**INFORMATION FOR HEALTH WORKERS**

Printed on all Materials Intended for the Medical and Paramedical Professions

**Important Notice** The World Health Organization (WHO\*) has recommended that pregnant women and new mothers be informed of the benefits and superiority of breast-feeding – in particular the fact that it provides the best nutrition and protection from illness for babies.

Mothers should be given guidance on the preparation for, and maintenance of, lactation, with special emphasis on the importance of a well-balanced diet both during pregnancy and after delivery. Unnecessary introduction of partial bottle-feeding or other foods and drinks should be discouraged since it will have a negative effect on breast-feeding. Similarly, mothers should be warned of the difficulty of reversing a decision not to breast-feed.

Before advising a mother to use an infant formula, she should be advised of the social and financial implications of her decision: for example, if a baby is exclusively bottle-fed, more than one can (450g) per week will be needed, so the family circumstances and costs should be kept in mind. Mothers should be reminded that breast milk is not only the best, but also the most economical food for babies.

If a decision to use an infant formula is taken, it is important to give instruction on correct preparation methods, emphasizing that unboiled water, unboiled bottles or incorrect dilution can all lead to illness.

\* See: *International Code of Marketing of Breast-milk Substitutes, adopted by the World Health Assembly in Resolution WHA 34.22, May 1981.*

**IMPORTANT ADVICE FOR MOTHERS**

Printed on Educational Materials Intended for Mothers (through Health Professionals)

**Breast-feeding**

Breast-feeding provides the best nutrition and protection from illness, for your baby. For most infants, breast milk is all that is needed for the first 6 months of life. Many mothers continue to breast-feed after 6 months and then give other foods as well. For advice on breast-feeding, consult your doctor or any other health professional, or a friend or relative who has successfully breast-fed. Frequent feeding is the best way to establish and maintain a good milk supply. A well balanced diet, both during pregnancy and after delivery, also helps sustain an adequate supply of breast milk.

**Advice especially for the working mothers**

Your baby can still receive the benefits of breast milk even if you go out to work. Partial breast-feeding is better than bottle-feeding completely, so continue to breast-feed even after you have been advised to give other foods. If you sleep with your baby, he will breast-feed during the night without disturbing you. Before you leave home in the morning and again when you return, breast-feed your baby. When mixed feeding, always offer the breast before giving other foods.

*Remember: Breast milk is the best and most economical food for your baby.*

**Seek advice**

The use of foods which are not intended for young babies can be harmful. Unnecessary introduction of partial bottle-feeding or other foods and drinks will have a negative effect on breast-feeding. Therefore always consult a health professional before introducing anything other than breast milk.

**Using a breast-milk substitute**

If a doctor or another health professional recommends an addition to breast-feeding, or its replacement, during the first 6 months of life, it is preferable to use an infant formula meeting recognized quality standards.

When used correctly this supplies the nutritional needs of your baby. You will need more than one can (450g) per week if your baby is only bottle-fed, so keep your family circumstances and costs in mind before deciding whether to use infant formula.

As soon as your baby is old enough, feed infant formula with a cup and spoon.

# BMS Code of Conduct

## BANGLADESH BMS ACT (2013): SUMMARY OF KEY PROVISIONS

### MARKETING

- No samples of BMS, infant foods, bottles, and teats to infants, mothers, child care providers, or any health care providers.
- No speeches or statements in support of BMS, including images promoting BMS.
- No circulation or distribution of misleading information about child health and development, the nutritional value of BMS, the safety of BMS, or implying the superiority of BMS.
- No organizing activities or programs for the promotion of BMS with the assistance of importers, producers, distributors, or sellers/marketers.
- No event or promotions of BMS, including special days or weeks.
- No incentives for health workers, including commissions or financial benefits.

### IMPLEMENTATION

- The National Advisory Committee (the Committee) shall consist of members from the Ministry of Health and Family Welfare, nominated officers, the Department of Health, a child specialist or nutritionist, a non-governmental organization (NGO) representative, and the director of the Institute of Public Health Nutrition.
- The functions of the Committee will be to advise and provide recommendations to the government on the enforcement and monitoring of the BMS Act. The Committee will meet at least once every three months.

### LABELING

- Proper instructions, warnings, and health concerns must be attached to all BMS products.
- No labels or statements may be added to BMS products regarding any approval by doctors or similar authorities. No labels or statements may be added implying the superiority of BMS.
- When labeling, the size of the BMS company logo must be no more than half of the name of the product.

### INFORMATION, EDUCATION, AND COMMUNICATION (IEC) MATERIALS

- Mothers and child care providers of infants must be given information on the value of breastfeeding, including the importance of breastfeeding within one hour of birth, the superiority of breastmilk as a complete dietary food, the protection from disease provided by breastmilk, and all other benefits.

### REGISTRATION

- BMS companies must apply for proper registration and certification through the government, including a Safety Certificate, application fee, and copies from the appropriate authorities as defined in the BMS Act.
- Companies must maintain and renew their registration certificate as required.

### VICTIMIZED FAMILY COMPENSATION

- In case of violation, the Court may issue an order for a BMS company to compensate the family of a victimized child as penalty for violating the BMS Act.