

Report On
Ensuring Hygiene and Food Safety in Out-of-Home Environments:
An Overlooked Priority

By

Labib Rahman
19304093

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
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Declaration

It is hereby declared that,

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

Student's Full Name & Signature:

Labib Rahman

Student Full Name
Student ID: 19304093

Supervisor's Full Name & Signature:

Tania Akter

Supervisor Full Name
Designation, Department: Senior Lecturer
Institution: BRAC Business School

Letter of Transmittal

Ms Tania Akter
Senior Lecturer
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Internship Position Report

Dear Miss

This is my pleasure to display internship position provide details regarding' Recruitment, Job responsibilities and Selection Procedure of Nestle Bangladesh PLC, which I was appointed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant, compact, and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Labib Rahman
19304093
BRAC Business School
BRAC University
Date: 27 May 2024

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Executive Summary

This report is made based on the experiences gathered during my internship at Nestlé Professional Bangladesh. Throughout the internship I collaborated closely with industry professionals, using their expertise and insights I developed great understanding in this field. The research part aims to find out the importance of ensuring food safety in out of home dining in Bangladesh. This topic is often underestimated yet is of immense importance for public health and consumer trust. This research helps us to understand how consumers in Bangladesh perceives food safety and how much are they willing to pay extra for ensuring that the food they consume is safe. My internship at Nestlé Professional Bangladesh has not only broadened my perspective on food safety but has also equipped me with the skills and competencies necessary to tackle real-world challenges in the food service industry.

Keywords: Food Safety, Hygiene, OOH, Out of Home, Market, Professional.

Chapter 1

Overview of Internship

Student Information:

Student Name: Labib Rahman

Student ID: 19304093

Major: Marketing

Internship Information

Period: January 1 – March 30

Company Name: **Nestlé Bangladesh PLC**

Department: **Nestlé Professional**

Address: Ninakabbo, 227/A Bir Uttam Mir Shawkat Sarak, Dhaka 1208

Internship Responsibilities

My internship with Nestlé Professional Bangladesh involved playing a key role in the Metro Rail Project with setting up Nescafe Kiosks at Metro Rail stations in Dhaka city. It started with in depth market research and location analysis of the metro stations. I visited all the active metro stations from Uttara North to Motijheel stations to evaluate the perfect spots for hosting Nescafe Kiosks within the stations. My assessment included several factors like foot traffic, high visibility, convenience of consumers, ease of access and potential size and characteristics of customer base at each location. Moreover, the stations' connectivity to key areas of the city was another important consideration factor. I attended several meetings with my boss to filter out the ideal position among different options and suggested what type of design and dimension might best fit the location.

I was also tasked with creating a comprehensive handbook for new Nescafe Kiosk operators. This handbook provided a detailed guidance and support for business operators who wants to run their own Nescafe Kiosk equipping them with necessary knowledge and skills to help them to run a Nestlé Professional Kiosk. I visited multiple Kiosks to see how they operate on a regular basis. I visited Police Plaza, Somorita Hospital, Central Police Hospital Kiosks and Maggi Hotspots to learn and understand how they operate and how the Kiosk handlers run the Kiosks. The handbook included different types of Kiosks and what type of machines can be implemented

in a Kiosk based on its dimensions, types of coffee vending machines, different types of products offered including variety of Nescafe coffee and Nestea, KoKo Crunch, Maggi Noodles, and confectionary items like KitKat.

Another major part of my internship responsibilities consisted of approaching restaurants in Dhaka city to drive sales of Nestea during Ramadan. I contacted with area sales representatives to find out potential restaurants and cafes to implement Nestea in Ramadan Iftar menus. We managed to filter out several restaurants and we carried our Nestea preparation demonstration in one of them. Unfortunately, we could not manage demonstrations in other restaurants in the same area due to our chef's sickness.

Internship Outcomes

The internship experience at Nestlé Professional Bangladesh was extremely helpful to me as it provided me with valuable insights and information about the world of foodservice industry. I was also able to get a deep understanding of the challenges and opportunities of running a successful food service business in Bangladesh. I was able to experience the complexities of product development, supply chain management and distribution network system firsthand in a quickly expanding economy. Through hands on experience from my boss and other executives at Nestlé Professional, I was able to develop a versatile skillset which will help me in my future professional challenges. I was also able to learn new things from a global perspective. I learnt a lot about the Indian foodservice industry and how Nestlé Kiosks operate in India, a culturally diverse country.

Problems & Difficulties

The onboarding process was not as smooth as expected which led to significant communication gaps. This applied for not only me, but for other newer interns I spoke with as well. Moreover, my interaction with the IT department while getting my tablet computer was marked by unprofessionalism and poor attitude. The IT personnel responsible for providing interns with their equipment showed behavior which was unexpected from any Nestlé employee. I have interacted with many employees at the workplace and all of them was very humble and professional, same can not be said for the IT department.

Chapter 2

Nestlé PLC

2.1 Introduction: With more than 2000 global brands present across 190 nations worldwide, Nestlé is the world's largest food and beverage company. It is one of the few companies in Bangladesh that needs no introduction to begin with. Being amongst the world's largest food and beverage company, Nestlé is spread across each corner of this country. It started as a joint venture between Nestlé Switzerland and Transcom Limited in 1992 but now it is fully owned subsidiary of Nestlé S.A. Their factory is in Sreepur of Gazipur. Nestlé aims to ensure a healthier future by improving the quality of life of people in the country they have partnered with.

Nestlé, headquartered in Vevey, Switzerland has divided its global operations into five zonal areas:

- Latin America
 - Brazil, Central American Region, Chile, Columbia, Ecuador, Latin Caribbean, Mexico, Bolivia, Venezuela, Plata Region, Dutch Caribbean.
- Asia, Oceania, and Africa
 - Bangladesh, Central and West Africa, India, Indonesia, Japan, Korea, Oceania, Pakistan, Philippines, Sri Lanka, Indochina
- Europe
 - Austria, Belgium, France, Germany, Greece, Netherlands, Italy, Malta, Netherlands, Portugal, Spain, Turkey, Switzerland, UK
- North America
 - Canada, USA

With more than 275,000 employees worldwide and a global presence in 188 countries where over 2000 brands are present, this spectacular journey started way back in 1866.

The timeline for this journey in brief is as follows:

1866 – 1904

Henri Nestlé, with a goal to combat infant mortality because of malnutrition developed breakthrough baby food. It was a huge success, as it helped to reduce infant mortality in Switzerland, and many were looking forward to buying this product. Henri Nestlé merged with Anglo-Swiss, a condensed milk company to form Nestlé which we know of today. In 1878 Nestlé added condensed milk to their product, a year after Anglo Swiss added milk-based baby

foods to their own products making these two companies rivals. In 1902 Anglo Swiss merged with Nestlé and was called Nestlé and Anglo-Swiss Milk Company as Anglo-Swiss sold its US based operations entirely.

World Wars, Challenges and Opportunities

During the first world war there were significant supply chain disruptions, but it also created a high demand for dairy products, mainly milk through government contracts. As they are easy to transport and long-lasting, condensed milk and chocolate were added to emergency ration for the military which boosted sales. To meet this demand and to tackle the issue of raw material shortage as well as slow international trade, Nestlé acquired several facilities in US and Australia. After World War I, Nestlé underwent many positives and global products like Nescafe coffee, Milo and many other chocolate brands were launched. Sales slowed down during the onset of the second World War, but it gradually rose as the war grew bigger. Nestlé launched instant coffee (Nescafe Instant), where adding water to powdered coffee could deliver the actual coffee taste.

Post World War Success

Nestea was launched as a soluble tea following the success of Nescafe Instant. More new products like Nesquik and Maggi ready meals were launched as people started buying machines like refrigerators and ovens. In 1954, Nestlé infant cereal was renamed to Cerelac. The company experienced doubled sales in next 20 years of the war. Price of coffee beans and cocoa rose consequently, and Nestlé had to seek alternatives to sticking to coffee and dairy products only. The following decade, Nestlé kept on diversifying their offerings by acquiring multiple companies worldwide including ice cream manufacturers Jeudebert-Gervais, Frisco, Crosse &

Blackwell, frozen food icon Findus, yogurt manufacturers Chambourcy, water brand Vittel and many more. Nestlé's new strategy, towards health, wellness and nutrition made them promote brands that aligned with more health-conscious consumers. They launched brands that prioritized healthy lifestyle by marketing as low calorie and fat alternatives to catch the trend of growing conscious consumers. These products gained huge popularity among health-conscious consumers and led Nestlé to form Galderma, a joint venture with L'Oreal. Nestlé ventured into a whole new area of pet food in 1985 by acquiring Friskies. They also added new brands like Coffee Mate the same year in their already diverse portfolio. Nespresso was launched based on a basic concept, where everybody can make a perfect cup of coffee no matter their demographic. Nestlé kept on diversifying their portfolio further as they acquired UK based confectionary company to add products like KitKat and Smarties. So now they have expanded into chocolate, ice cream, baby food, dairy, pharmaceutical, mineral water, beverage, canned and frozen food market. Cereal Partners Worldwide was formed as a joint venture between Nestlé and General Mills, so they could sell and market cereal globally. Later Nestlé acquired French giants Perrier to strengthen their position in mineral waters, later forming Nestlé Waters to protect natural aquifers around the globe while packaging premium mineral water and selling to customers.

21st Century

The diversification continued, this time extending to agricultural production by collaborating with local farmers to improve their living standards and also to ensure reliable supply of raw materials by SAIN (Sustainable Agricultural Initiative Nestlé). Focus on petfood were paid more emphasis on as they acquired US based Ralston Purina and merged with Nestlé's already owned Friskies to form Nestlé Purina Petcare. Nestlé acquired Movenpick in early 2000 to strengthen their position in the ice-cream market. Nestlé's ambition for the Shared Value Approach

continued as they stated the action of stakeholders doing business in such a way that it benefits the local community and the wider society as well. In the next few years, Nestlé focused more on healthcare and nutrition by acquiring baby food company Gerber, Novartis Medical Nutrition and Minerales Henniez.

2.2(a) Overview of Nestlé Bangladesh PLC

One of the most prominent MNCs, Nestlé has its presence across Bangladesh whether it be Nescafe drinks or Maggi Noodles. Starting from cooking oil in restaurants to serving coffee



Culinary	Maggi noodles Maggi Shad-e-Magic Maggi soup
Confectionary	Nestlé Munch Rolls
Breakfast Cereals	Nestlé Koko Crunch Honey Gold Flakes Corn Flakes Milo Breakfast cereals (coming soon)
Dairy	Nido Fortified Nido 2+ Nido 3+
Baby cereals	Lactogen NAN Cerelac
Beverages	Nescafe Nescafe Alegria (Coming soon) Nescafe 3 in 1 Coffee Mate Nestea (Available to a few exclusive places)

Image Source: <https://markedium.com/nestles-latest-campaign-pledges-to-be-with-families->

during office breaks, presence of Nestlé is integrated in lifestyles of numerous people. The journey started in 1992 as a joint venture between Tanscom Limited and Nestlé Switzerland. Commercial operations were carried out through the only factory in the country situated in Sreepur of Gazipur. Later in 1998 Nestlé Bangladesh became a wholly owned subsidiary of Nestlé Switzerland. Nestlé in Bangladesh has offered a wide variety of products to improve the quality of life for people at every stage. Nestlé's goal is quality and safety for their consumers which is reflected in their diverse offerings in Bangladesh including products of brands like:

One of the flagship offerings of Nestlé Bangladesh is NIDO milk powder which is available in several variants catering to different needs. On the other hand, MAGGI instant noodles which has become a staple in many Bangladeshi households is loved for its taste, seasoning and can offer a quick and convenient meal solution for modern consumers. In the beverage segment, Nestlé Bangladesh has a strong presence with its most iconic brands like Nescafe and Nestea. Starting from corporate beverage solution in offices to roadside coffee and tea shops, these products are used almost everywhere.

2.2 (b) Overview of Nestlé Professional Bangladesh PLC

Nestlé Professional focuses on consumers out-of-home (OOH) needs and expanding distribution channels. Moreover, it offers quick and convenient food and beverage solutions in a number of ways. Nestlé Professional is relatively new in Bangladesh and is quickly growing across the country. They have distributors and distributor channels spread across multiple divisions of Bangladesh. Currently working-class people have their breakfasts at home and then leaves for office short after. Most of these people return during evening or night and have dinner at home as

their last meal. During the rest of the day, they must consume food outside their home, whether it be lunch, snacks or a coffee break amidst work or classes as the case is almost similar for varsity going students too. Everywhere and every type of food people consume out of their residencies is an opportunity for Nestlé Professional. Whether it be dining at restaurants where products like Maggi Soya Sauce is at service or quick refreshments at Nescafe Kiosks, Nestlé Professional has it covered. The most popular products of Nestlé Professional include coffee premixes, vending machines, Maggi soup and noodles. The societal shift towards simplifying life and prioritizing convenience, Nestlé Professional has immense future potential. The company offers specialized training and consultancy services to its clients, helping them optimize their processes, reduce waste, and improve overall efficiency. Nestlé Professional has collaborated with top tier chefs as well as Kiosk food vendors to improve efficiency and reach more potential clients.

2.3 Management practices

1. Leadership Style

Nestlé professional Bangladesh follows a democratic leadership style which fosters an environment for collaboration and inclusivity. It believes that every employee at all levels can contribute to the ultimate decision-making process. This approach encourages active participation from team members creating a sense of commitment towards achieving common organizational goals. My line manager, Mohd. Hasim, country business manager at Nestlé Professional involved team members actively in the decision-making processes, respecting their perspectives and encouraging open communication at the same time. Regular meetings with

team members, even including the Distribution Sales Representatives (DSR) and service engineers were held to review sales targets and to ensure that everyone is on the same page.

2. Human Resource Planning

Nestlé Professional puts emphasis on attracting and retaining top talents to maintain its competitive edge in the market. A rigorous recruitment process is followed on by an interview for final candidate selection so that the right candidate is hired for the right role. The process mainly begins with identifying specific skills and qualifications for an open position. Various sourcing channels are utilized including job portals, campus recruitment, and social media. Vacancies are often announced on the Nestlé Careers page on Facebook. Nestlé Professional puts emphasis on not just technical proficiency but also soft skills like teamwork, leadership skills and communication. There are two weekly holidays: Friday and Saturday.

3. Compensation Process

The company's offers competitive compensation packages to attract and retain professionals who are right fit for the job. The compensation system is designed to reward performance and incentivize over achievers. The structure includes a base salary, performance-based bonuses and employee discounts. There is a huge whiteboard with names of top performers to further encourage employees to perform better. Moreover, there is a separate store for employees from where they can purchase Nestlé Bangladesh PLC's products on a discount. Interns are paid BDT 10,000 as compensation. The payments were made to the bank accounts even before completion of a month, which is well appreciated.

2.3 Marketing Practices

Nestlé Professional markets their practice across various channels. NP is established as well-known OOH food and beverage solutions provider in the market. NP has built partnerships with hotels, restaurants, cafes and vending machine operators while addressing their specific needs. The distribution network has incorporated both its product and service consumers. This network includes direct distribution to retailers, wholesalers and restaurants which ensures a wide reach across Bangladesh. This approach focuses on offering a wide range of high-quality products, ensuring consistent supply and providing value to the customers at the same time.

a. Target Market

A major portion of NP's target market lies within institutional catering which include corporate canteens, educational institutions, hospitals, shopping complexes and government organizations. Nescafé kiosks can be seen at hospitals like Square, Samarita, Evercare, Police Line Hospital and many more. There are kiosk placements at ULAB, East West University, Police Plaza Concord Shopping Mall as well. Their recent addition is BRAC University's residential campus at Savar. These establishments require reliable suppliers for catering to thousands of people daily. Another key segment for NP Bangladesh is the vibrant restaurant and café industry. These include fine dining to quick service restaurants and hotels.

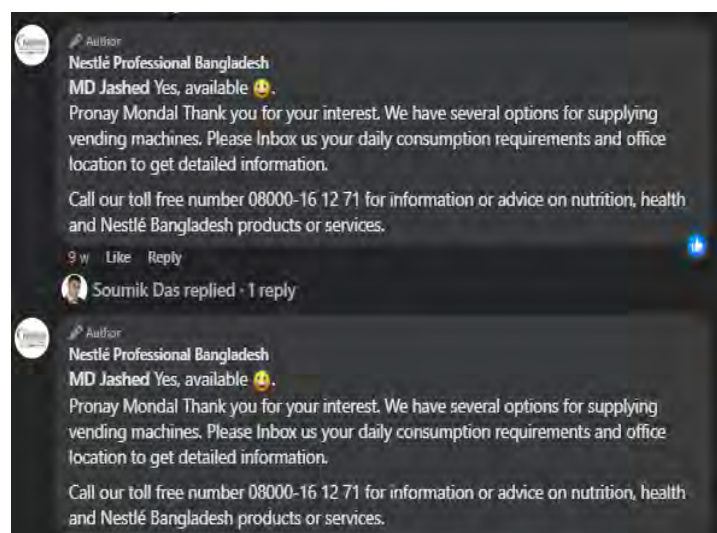
[These images were captured by me during visiting Nescafé Kiosk at Safe Food Carnival]



organized by BFSA during 8-10 February 2024]

NP Bangladesh follows a segmented approach where they tailor their offerings based on the client. For example, they offer specialized solutions for fine dining and quick service restaurants based on their needs. These restaurants rely on NP's wide array of offerings to provide various menu items for their customers. NP also targets events and catering service providers. Nescafe coffee vending machines can often be seen at weddings, corporate events, and social gatherings. Nestlé's stall at the recently hosted Safe Food Carnival by Bangladesh Food Safety Authority drew a lot of attention in the 3-day long carnival. There were two coffee vending machines operational at the stall.

b. Marketing Channels: Nestlé Professional Bangladesh uses multi-channel approach to reach their target customers. These include a direct sales unit that builds relationships with clients and provides consultations followed by customized solutions. There are also separate region-based distributors to reach a wider market. Furthermore, digital marketing channels like social media and website are also used to showcase their products and engage with potential customers.



Images collected from Nestle Professional Bangladesh Official Facebook Page

These images show Nestlé Professional Bangladesh engaging with potential customers through their Facebook page. Moreover, through their YouTube channel, NP in details about their coffee vending machines and how to operate them. Nestlé Bangladesh website dedicates a section for Nestlé Professional where NP's vending machine portfolio showcasing a range of options to cater to different customer requirements are shown. It provides detailed information including dimensions, weight and dispensing capabilities of the vending machines allowing the potential customers to select the proper machine for their needs. The website also covers NP's coffee premixes and beverage solutions. It has a detailed product catalogue, highlighting various coffee blends, flavors and formats. Product descriptions including information on ingredients, preparation methods as well as serving sizes and number of estimated cups per pack are displayed on the website. This level of detail reflects the company's commitment to delivering specialized solutions and further solidifies NP's reputation as a trusted partner in the OOH food and beverage industry.

c. Marketing Issues and Gaps

While Nestlé is a household name, Nestlé Professional might need more investment to build its distinct identity and to communicate its unique value proposition to B2B customers. One of the major issues is to establish a distinct brand identity which is separate from the consumer-focused branding approach of Nestlé Bangladesh. While the Nestlé name carries immense brand equity, the B2B segment which NP targets requires a separate approach. At present, NP Bangladesh is missing out on the potential benefits and reach that social media platforms can offer. There are lot of skepticism regarding B2B companies and their usage of social media platforms to reach out to more clients. Even though NP focuses solely on B2B interactions, it is important to remember that people making decisions within these businesses can be active social media users

which creates a valuable opportunity for engagement (Zein, 2023). The internet now let's buyers to be more informed about the seller's offerings and vice versa, increasing buying center complexity leading to the selling process becoming more buyer driven (Albers & Mantrala, 2013). Providing engaging content like industry trends and examples of successful partnerships through social media can capture the attention of potential clients for NP. But for that, the social media pages need to be maintained properly with regular activity. Increasing social media activity and fine tuning the social media pages can be helpful in this case. Firstly, the website link provided on Nestlé Professional Bangladesh Facebook page does not lead to Nestlé Professional section of the main website of Nestlé . It rather leads to the main website where Nestlé Professional section can be found after 3 to 4 more clicks. Interested clients might be put off by this factor. The current URL for the website is Nestlé .com.bd; whereas NP website is at Nestlé .com.bd/brands/nestlé-professional.

d. Industry Analysis

Porters Five Forces

Threat of New Entrants: Threat of new entrants in foodservice industry in Bangladesh is relatively low due to high capital requirements for setting up manufacturing facilities and solid distribution network. Moreover, brand recognition and customer loyalty will also play a key role for the new entrants. Nestlé Professional Bangladesh benefits from the strong equity of the parent company Nestlé which is world famous for its quality products. NP has also established a strong distribution network in major cities of Bangladesh.

Bargaining Power of Suppliers: While large suppliers may have comparatively higher bargaining power, global presence of Nestlé can counter this power. Dependence on key

suppliers for specific ingredients can increase their bargaining power so it is important to maintain strong supplier relationships and to explore more diversification options.

Bargaining Power of Buyers: Provided with the fragmented nature of the foodservice industry of Bangladesh, bargaining power of buyers can differ. Larger foodservice operators, hotels and institutional buyers can have higher bargaining powers due to their scale and purchase volume. Moreover, many food service operators operate on thin margins, to attract more customers with lower prices or discounts. Strong brand loyalty to NP's products can reduce buyer power as clients will be less willing to switch to cheaper alternatives even at lower prices.

Threat of Substitute Products: Availability of substitute products like coffee vending machines from Maxbrown, Royal Café, AMA Coffee, Walton Coffee machine and Vision coffee machines can pose threat to sales of NP vending machines. Though vending machines are not the only products of Nestlé Professional, its other offerings like Soya, Cooking and Oyster sauces has also found rivals in the Bangladeshi market at lower prices.

Competitive Rivalry: Competition is fierce in the foodservice sector of Bangladesh where many international players are trying to dominate. For NP to thrive in such a situation, setting itself apart by offering exceptional product quality and customer service is crucial.

SWOT Analysis

Strength: Strong brand reputation and global recognition of Nestlé as well as global R&D capabilities constitute key strengths of NP. Moreover, NP offers a diverse range of products to cater various segments within the foodservice industry. Their distribution network and supply chain infrastructure further strengthens their position in the market

Weakness: Dependence on imported ingredients which can make them susceptible to currency fluctuations and supply chain disruption can be considered a key weakness for NP Bangladesh. Limited brand awareness among certain areas of Bangladesh and smaller businesses is also another crucial factor.

Opportunities: NP Bangladesh specializes in OOH food and beverage solutions. With the rise of convenience foods, NP has huge market potential in Bangladesh as people are opting towards having food outside their residencies more now. OOH consumption has more than doubled in the past few years after COVID 19 pandemic.

Threats: Economic instability of Bangladesh is a factor which tends to affect every business. Additionally, fluctuation in raw material costs coupled with economic instability can pose a signification threat for NP. Furthermore, due to changing consumer dietary trends and preferences Nestlé Professional must keep a sharp eye on not only their customers, but consumers also.

Chapter 3: Project Part

Problem Statement

The dynamic and fast paced nature of OOH consumption environments along with limited resources to monitor and enforce hygiene practices creates hindrance in ensuring constant maintenance of Food Safety regulations.

Objectives

This section discusses about the purpose of the study. Three main objectives are discussed based on the objectives, the primary and secondary data collection methods were conducted.

Objective A.

Assess Consumer Perceptions of Food Safety in OOH Consumption Environments in Bangladesh

This objective has been addressed through a detailed consumer survey which explores consumers frequency of OOH food consumption. This may vary from daily to only once per week. Moreover, types of OOH establishments like restaurants, cafes and street food stalls are considered. Level of concern about food safety is quantified by using a Likert Scale where 1 depicts least concern and 5 means very concerned about food safety while dining outside home. Thirdly, the hygiene factors consumers mainly consider during dining outside were taken into account. Here, more common visual concerns like cleanliness, staff hygiene

Objective B.

Analyze the food safety practices implemented by Nestlé Professional in their kiosk operations.

This objective was addressed through the interview with a Nestlé Professional brand executive, exploring NP's Kiosk handlers training programs. As an intern, personal observations has also been reflected here as I visited multiple Kiosks in Dhaka.

Objective C.

Identify strategies for food businesses in Bangladesh's OOH sector to leverage food safety as a key customer attraction and competitive differentiator.

This objective goes beyond simply recognizing the importance of food safety. Rather, it focuses on the practical application of food safety as a strategic tool for a business. The research can uncover specific tactics that food businesses in Bangladesh can employ, demonstrating how building a strong food safety reputation can set businesses apart and attract customers who prioritize these factors, even their willingness to pay extra for a guarantee of safer food.

Literature Review

In Europe, one third of OOH growth comes from price, but price crisis affects more in-home and it's not stopping consumers from returning back to OOH

Snacks & Non-Alcoholic Drinks – Value % Evolution vs Year ago

Out-of-Home (OOH)



In-Home (IH)



KANTAR

Source: Kantar Home & OOH panel GB+IRE, Workbook Division, Kantar

OOH Barometer 2023

Image Source: <https://www.kantar.com/inspiration/fmcg/europe-rebuilds-its-ooh-habit-but-the-price-effect-hits-hard-in-latam>

The concept of out of home (OOH) consumption is already well established in many developed countries across the globe and is a rapidly growing phenomenon in developing countries as well. As more and more chain restaurants and brands are diversifying their offerings to cater OOH consumption needs, this expanding sector can result in increasing risk of food adulteration and contamination (World Health Organization, 2021). Hotels, restaurants and eateries set up by brands constitute this type of consumption. Although during the pandemic situation, this sector went through a huge demand drop, it has now come back to the pre-pandemic levels (Kantar, 2023). Simpler menus, along with cheaper alternatives and quick service restaurants has led this growth during this post pandemic era despite inflationary pressures. The vastly unregulated market of OOH food industry is gaining popularity and without proper regulations, this can pose

fatal threats to the end consumers. Global OOH market was valued at 13.45 billion USD as per Yahoo Finance and Asia-Pacific region is the largest region in this market. Production, processing, handling, and packing of food items in a safe manner is referred as food safety (Oyarzabal & VanRenterghem, 2020). The food safety cycle starts from the production process involving agriculture to the packaging of finished goods and delivery (Hanson, 2024). Ensuring such safety standard in a developing country like Bangladesh is important as people from all spheres of life regularly consume food outside their homes. For this purpose, Bangladesh Food Safety Authority (BFSA) was formed in 2015.

Methodology

For this research, exploratory research methods will be implemented to educate the readers on the importance of food safety in OOH consumptions. This research method is beneficiary when researching on comparatively new topics but does not always provide a conclusive result. Primary data is to be collected from customers purchasing from Nescafe Kiosks; they will be asked about how they perceive food safety during OOH consumptions. The sampling is based on simple random and convenience sampling. Samples are asked about their dining patterns outside their homes to get a deeper insight of how frequent they consume outside their residencies. Moreover, few Nestlé Professional employees will also be interviewed to know more about how Nestlé professional maintains food safety practices in their Kiosks. Secondary data will be collected from reliable online articles and journals.

Significance of the Issue

In all the developed countries of the world, food safety and hygiene maintenance are paid utmost priority. It is high time this issue is properly addressed in Bangladesh also as research by BFSA revealed that more than 52% of the food samples collected by them was contaminated (Huda, 2023). Moreover, another research done by Bangladesh Institute of Development Studies show that more than 26 million people are affected by food borne illness every year which even has a negative impact on the GDP of Bangladesh. Different types of health issues starting from health complications as simple as stomachache to more complex kidney failure can be the consequence of consuming unsafe food. It is easy to intentionally adulterate food and sell it to consumer at higher price; but it is easier for that food to get adulterated unintentionally; without even the seller or the buyer knowing. This can happen due to lack of awareness and safety measures while preparing or packaging food. Therefore, this issue needs to be dealt with immediately and one of the most effective ways to do this can be to make the mass people aware. Most recent data from World's Health Organization reveals that worldwide 600 million people has contacted foodborne illness after consuming unsafe foods. Among them, at least 400,000 people die each year (WHO, 2024). Food safety issues can result in fatal consequences for both food business entities and the consumers (Hanson, 2024). The farm to fork concept of food safety which depicts that hygiene and safety standards should be maintained from the beginning when food items are being produced to serving up to consumers fork. Unhygienic food creates a cycle of disease and malnutrition which affects elderly and young children (Sara, 2013). Growing concern of food safety in Bangladesh is reflected through policy makers in the country prioritizing the “Food Safety Act” which was included in the Five-Year Plan on agriculture and nutrition. Bangladesh

faces countless food safety challenges which puts a burden on the nation's public health system (Ali, Shrestha & Samanta, 2019).

Findings and Analysis:

Survey questionnaire for consumers:

How often do you consume food or beverages at Out of Home Establishments (**restaurants, cafes, street vendors etc**) per week?

- Almost Daily
- 3 Times
- 4-5 Times

Have you ever bought any item from Nestle Kiosks? (Nescafe or Maggi beverages booths/Stalls) *

- Yes
- No

What types of food establishments do you visit most often?

- Fast Food Restaurants
- Cafes
- Street Food Stalls
- Other...

How concerned are you about food safety when consuming food from Outside Home establishments? *

(1 being not concerned and 5 being very concerned)

- 1

When choosing an OOH establishment, what aspects of hygiene do you typically pay attention to?

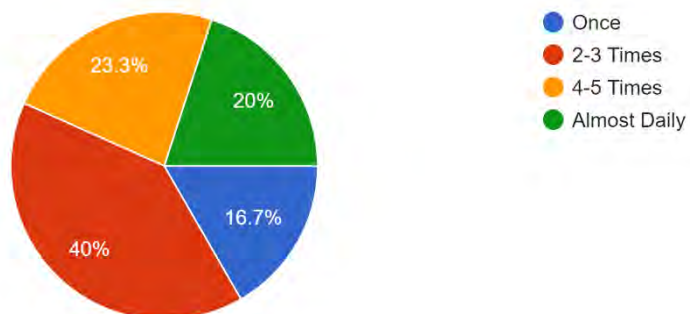
- Cleanliness of Premises
- Staff Hygiene
- Food Handling Practices
- Other...

Would you be willing to pay a premium for food from Out of Home establishments that have demonstrably high food safety standards? *

- Yes
- No
- Maybe

How often do you consume food or beverages at Out of Home Establishments (restaurants, cafes, street vendors etc) per week?

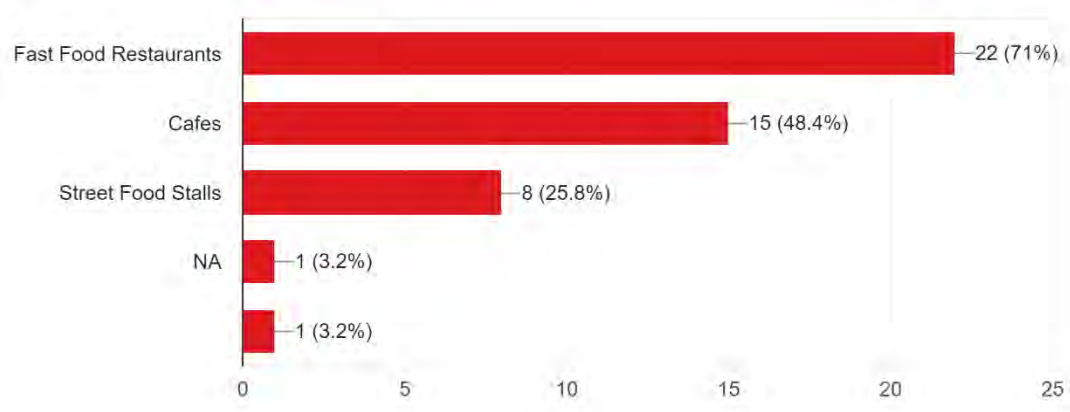
30 responses



Responses:

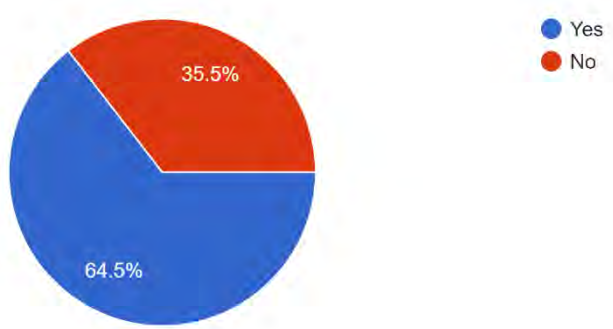
What types of food establishments do you visit most often?

31 responses



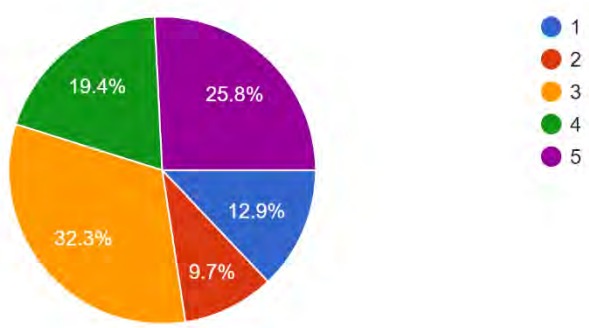
Have you ever bought any item from Nestle Kiosks? (Nescafe or Maggi beverages booths/Stalls)

31 responses



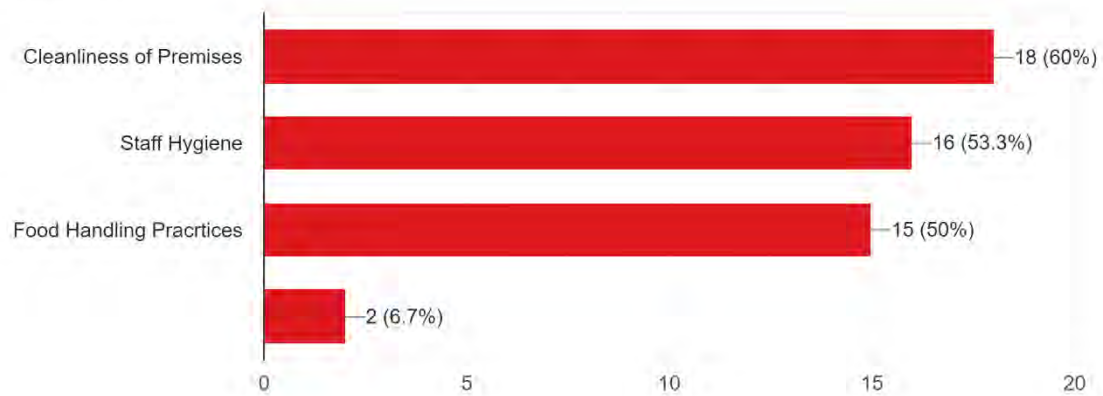
How concerned are you about food safety when consuming food from Outside Home establishments? (1 being not concerned and 5 being very concerned)

31 responses



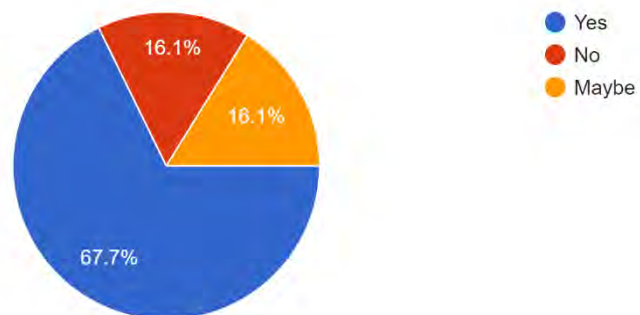
When choosing an OOH establishment, what aspects of hygiene do you typically pay attention to?

30 responses



Would you be willing to pay a premium for food from Out of Home establishments that have demonstrably high food safety standards?

31 responses



Findings and Analysis

This section of the project highlights the major findings from the survey conducted. Moreover, A Nestle Professional Brand Executive was interviewed, insights and information received from him has also been analyzed in this part relating it with the survey findings.

High OOH Consumption: A majority of respondents (40%) consume food or beverages at OOH establishments at least 2-3 times per week, with a significant portion eating almost daily. This highlights the popularity of OOH consumption in Bangladesh. This frequent consumption pattern explains a cultural inclination towards socializing and enjoying meals outside home, presenting different types of opportunities for Nestlé Professional Bangladesh.

Nestlé Kiosk Familiarity: A significant number of respondents (65%) have purchased at least one item from Nestlé Kiosks, indicating a potential awareness of the brand's presence in the OOH market in Dhaka. The Kiosks are present at very popular locations across the city; like crowded hospitals and universities adding to its familiarity.

Diverse OOH Preferences: Respondents visit a variety of OOH establishments, including fast food restaurants, cafes, and street food stalls. Though more than half of the respondents visit fast food restaurants (70%), cafes and other street food stalls is also popular providing varieties of budget options.

Moderate Food Safety Concerns: While consumers express concern for food safety, the average level of concern falls between moderately concerned (3) and very concerned (5). This suggests that while consumers are aware of potential risks, they are not entirely deterred from OOH consumption. This finding highlights the importance of communication and transparency

for Nestlé Professional. By emphasizing and showcasing their food safety practices, Nestlé can alleviate concerns and establish trust with consumers.

Prioritizing Cleanliness: The most frequently mentioned hygiene aspects are cleanliness of premises and staff hygiene. Food handling practices also appear as a significant concern. Implementing visible hygiene protocols and staff training programs can address these concerns and increase customer confidence.

Premium for Safety: Most of the respondents are willing to pay a premium for food from OOH establishments with demonstrably high food safety standards. It presents a chance for establishments to charge higher for their food items by maintaining strict food safety procedures. This could involve implementing visible food safety certifications and highlighting these credentials through marketing campaigns, which is already done by many institutions in Bangladesh.

Nestlé Professional Bangladesh & Food Safety Maintenance

For better insights about how NP's dedication towards maintaining food safety and hygiene, I interviewed a brand executive at the company. His insights and valuable information on the protocols and practices implemented across their kiosk operations helped to gain an in-depth overview on this issue.

Mandatory Food Safety Training: All kiosk personnel undergo through a mandatory food safety training before commencing operations. This training includes important topics like how to maintain personal hygiene, food contamination and cross-contamination and details about cleaning and sanitizing. They are also provided training on safe food storage practices using

separate equipment for different food groups while maintaining proper temperature to prevent cross contamination. Kiosk operators are provided with Nescafe or Maggi branded aprons to reinforce brand identity while ensuring hygiene at the same time. Moreover, they are provided with other necessary equipment as well like shower caps, face masks and hand gloves. Hand sanitizer dispensers are strategically placed at each kiosk to encourage frequent use.

Proactive Health Monitoring: NP conducts medical check-ups on their kiosk operators to minimize risk of foodborne diseases. These are conducted by healthcare professionals who screen for any contagious diseases. Upon successful completion, kiosk operators are provided with health certificates. Detailed health records for each kiosk operator are maintained by Nestlé. This documentation serves as evidence of their commitment to food safety and allows for efficient tracking of any potential health concerns.

Conclusion and Implications

Foodservice businesses have a lot of opportunities in Bangladesh's OOH food and beverage market. Customers are clearly drawn to out of home dining as it is more convenient. More and more restaurants and cafes are being opened at almost every part of Dhaka city, even remote areas. Out of home dining keeps growing in popularity and this research can equip businesses to capitalize on this OOH dining opportunity properly to establish a solid and long-lasting business. The research finding clearly highlights the competitive benefit that comes with strong commitment to food safety. Consumers prefer hygiene and cleanliness while making out of home decisions and they are even willing to pay extra for a guarantee of safe dining experience.

This presents a powerful opportunity for Nestlé Professional to differentiate itself within the market. This differentiation should not be passive. Rather, NP should proactively and clearly show their dedication to food safety. Imagine walking into a Nescafe Kiosk and instantly noticing the surrounding and staff's hygiene standards along with certifications that are displayed portraying food safety standards.

While most respondents expressed concern about food safety in the context of out-of-home (OOH) dining, a significant minority (almost 25%) appeared less concerned. This difference might be seen because of several reasons many of which stem from local traditions. Because of their own views or previous experiences, some may have a higher risk tolerance compared to others. Moreover, the perception of risk associated with consuming unsafe and unhygienic food might be different for certain individuals as they are used to less strict food safety regulations. People who regularly consume unsafe street foods tend to keep having similar food despite the health risks. This can be for several reasons including people trying to know new tastes, convenience while one of the major reasons is lack of money (Wiatrowski, Skubina & Trafialek, 2021). Converting this segment of population to more concerned customers require a comprehensive approach which includes awareness raising, education and positive reinforcements.

Firstly, awareness can play a key role in this case. Showing the mass people what consuming unsafe food can lead to as well as the consequences of regularly consuming unhealthy food can make people aware. Using popular food vlogger and their contents as a platform to promote food safety can be useful. There are many restaurants in Bangladesh like Herfy, Dominos, X-Group, who actively promote their food safety standards by portraying "A+" , "A" or similar grades provided by BFSA for maintaining impeccable food safety standards.

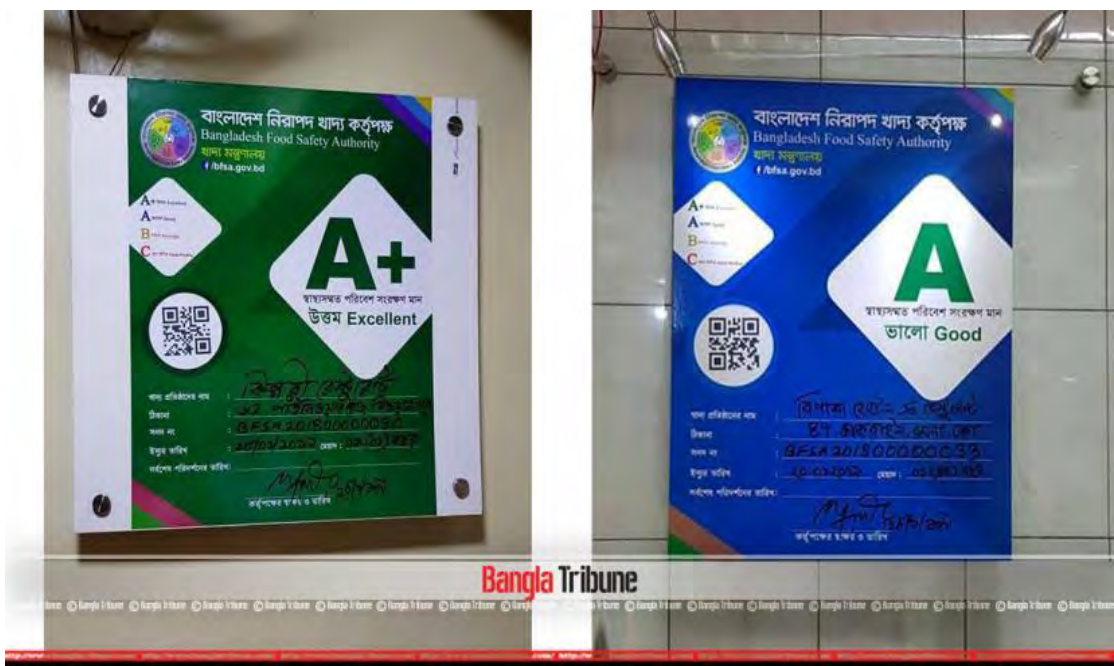


Image Source: <https://en.banglatribune.com/national/news/26375/Rating-system-introduced-for-eateries>

These images show the standard of food safety for restaurants, provided by BFSA and it can be used as clever marketing tool, putting them on walls, doors of the certified restaurants to attract more customers. Social media can also be leveraged to reach out to more customers.

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