

NESCAFÉ
Alegria



*Marketing on the
Internet of
Nescafé Alegria
Machine*



Nestlé Good Food, Good Life

Internship Report
On
Marketing on the Internet of Nescafé
Alegria Machine



Submitted To:
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Date of Submission: 10 September, 2014

Letter of Transmittal

September 10, 2014

Md. Jabir Al Mursalin

Assistant Professor

BRAC Business School

BRAC University

Subject: Submission of internship report

Dear Sir,

I have completed my internship and this is the report which is mandatory requirement for the Internship (BUS400) course. I was an internee in Nestle Bangladesh Limited and after completing the four months of internship, this report has been prepared, which is titled *“Marketing on the Internet of Nescafé Alegria Machine.”*

The internship program with the Nestle Bangladesh Limited was a wonderful experience. This gave me an opportunity to learn and understand the corporate culture which will be helpful for my future professional career.

I really hope it will meet the expectation and standard. It would be pleasure for me, if this report can serve its purposes and I will be available to explain your queries if you feel necessary.

Sincerely,

Faria Simir Mridila

ID: 10104050

Acknowledgements

I would like to thank the greatest Almighty Allah for all the immense blessings and to let me and help me all the way through to prepare this report.

Firstly, I want to sincerely thank my course MKT 446 (marketing on the Internet) instructor Dr. Fazle Elahi Chowdhury to give such a learning so that I am able to do my internship report in this issue. Afterward, big thanks to my internship supervisor Mr. Jabir Al Mursalin, Assistant Professor, BRAC Business School, BRAC University, for giving me the opportunity to do my internship report under his observation, and also for his interminable support and providing the necessary help for the completion of this report.

I would like to thank Mohammad Masum Uddin Khan, (Country Business Manager, **Nestlé Professional, Nestlé Bangladesh Ltd**) for his strong believe in me with all his experiences, Alal Hossain Dhali (Manager, **Nestlé Professional, Nestlé Bangladesh Ltd**) for his cooperation and also my supervisor Mr. Sakib Ahmed Chowdhury (Senior Officer, **Nestlé Professional, Nestlé Bangladesh Ltd**) for his endless supports and transparency towards my work.

I also thank my colleagues Farhan Naveed Chowdhury for helping me to contact with Bikroy.com, Md. Ashraful Hasan Khan and Zaheen Sharar Sayeef for their support and also the entire team for being supportive and compassionate in every little assistance I needed and for creating the opportunity for me to bring out my best performing. Additionally, I would like to thank Mr. Imtiaz Hasan for his help to get information from Kaymu.com. Special thanks to my friend Lusana Rahman for being a strong livelihood to make this report and also Mr. Tarek Zobaer for his interminable support.

I would convey my sincere gratitude to my parents, whose endless reassurance and inspirations have enabled me to give my best effort on and for being a leader at every other aspect of my life. My apologies for any omitted name whose involvement was also harmonizing for any conceivable feature.

Declaration:

I hereby declare that the report namely “Marketing on the Internet of Nescafé Alegria Machine” is completed by me which is based on my practical work experience and a comprehensive study of the existing activities of Nestlé Professionals department of Nestlé Bangladesh Ltd.

I also declare that this report is my original work and does not breach any existing copyright. This particular report has not been previously submitted to any other University/College/Organization for academic qualification/ certificate/ diploma or degree.

I have prepared it for the academic purpose of Bachelor of Business Administration degree which requires practical work experience. As a result, permission needs to be conducted with the author before using it for any kinds of purpose.

Faria Simir Mridila
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Executive Summary:

Nestlé Professional is a key growth business function of Nestlé Bangladesh Ltd whose mission is to provide innovative and creative beverage and food solution for their corporate customers. 'Nescafé Alegria' is a new product of Nestlé and Nestlé professional is going to market it. 'Nescafé Alegria' machine has very good visual appearance and provides 5 types of premium coffee which have flavor of the exquisite and rich aroma. In this internship report describe the promotion of 'Nescafé Alegria' machine to the target customers of the corporate company through internet based market or online marketing. As the target customers are not ordinary regular customers and they are the top management of the corporate a few survey done among some reputed company to select the target customer for this product. Also for ensuring the acceptability of online service in Bangladesh a research has done among some internet based services. In the report SWOT analysis shows the opportunity of new market, in the same way shows the threat of growing competition and lower profitability. As this machine and 'Nescafé Alegria' is new in Bangladesh, it should not be marketed in wide range, it should be observed in some fixed zone for some period to overcome all threats and drawbacks. For this 'Nescafé Alegria' will be available only in Dhaka for next 5 years. 'Nescafé Alegria' machine is only 15000BDT which is comparatively cheaper than then other machine and its look and size with its authentic flavors and smooth aromas of coffee that will create interest in the customers and thus it will create making more possibility.

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Chapter 1

Introduction



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Introduction:

Internship program is a test drive for a student's theoretical knowledge and skills. In case of business studies the real life experience make the difference in a bigger aspect. To achieve experience through internship program always tries to reflect the real life scenario and the theoretical assumptions side by side. An internship is a great way to start ones career and become more competitive. In one side for a student the course works build ones basic and this very internship program gives him the real life exposure. I get the opportunity to do my internship in the well-known corporate of Bangladesh- Nestle Bangladesh Limited. And I was assigned to Nestle Professional, a unique business functional whose mission to provide creative beverage and food solution to customer. Nestle Professional combines the global thinking with the local ideas to deliver profitable solutions that enhance customers' business and making more possible for them. 'Nescafé Alegria' is a new product of Nestle in Bangladesh and Nestle professional has the responsibility to promote it. In this internship report describes the promotion of 'Nescafé Alegria machine' to the target customers of the corporate company through internet based market or online marketing which is under the project call 'Step up'.

Bangladesh is a developing country but the explosive growth of in digital technology has brought a new wave of providing information, communication and advertising. According to ITU up to December 2011 in Bangladesh internet users are 5,570,535 which are 3.5% of population. E-marketing has a great opportunity to be widely adopted and has business potential in Bangladesh due to its simple application and for the rapid growth of the use of internet. The fast expansion of the internet, smart gadgets, online banking, changing living style of people and migration in foreign country is making E-marketing more prospects in the Bangladesh. And concerning this huge potential of internet marketing 'Nescafé Alegria Machine' can be promote through E-market to their target customer.

1.1 Objective of the Report:

This project consists of two types of objective. They are-

- **Primary Objective:**

- ✓ To understand the digital environment of marketing in Bangladesh To understand how marketing on internet is used in Bangladesh
- ✓ To identify the procedures through which online marketing is conducted.
- ✓ To know the effectiveness and efficiency of online marketing practices in the different websites in Bangladesh.
- ✓ To identify the gaps between the offline marketing practices versus online marketing.
- ✓ To find out SWOT analysis of Nestle Professionals and utilize the opportunity by using marketing on internet.

- **Secondary Objective:**

The secondary objective of the report is to fulfill a partial requirement of having a BBA degree from BRAC University.

1.2 Origin of the Report:

This internship report has been prepared as a part of Internship (BUS400) course of BRAC University. The report titled, “Marketing on the Internet of Nescafé Alegria Machine” is being assigned by my supervisor for the completion of the course, and he has approved my preferred topic for the report. I have collected all the required information from the relevant source. I have tried my best to combine and relate the information with the concept of the report, but due to time limitation and restricted access to information there still remains some limitations.

1.3 Scope of the Report:

I have been assigned to make a report on “Marketing on the Internet of Nescafé Alegria Machine” followed in Nescafé Professionals. There is a number of multiple ways to endorse the brand but for maintaining a standard I have chosen a sample number of varieties.

1.4 Methodology:

Communally primary and secondary sources would be used to collect information for this report. Main source of information about the Nestlé Professional business and for the analysis is collected from several resources of the company. Most of them can be treated as the secondary data. Additionally, I do have the uninterrupted work experiences gathered from the field.

- **Primary data:**

- ✓ Training Session by Nestlé professional’s Leaders.
- ✓ Surveying
- ✓ Distributor Management
- ✓ Face to face conversations with employees, distributors and customers.

- **Secondary data:**

- ✓ Company’s internal website ‘The NEST’
- ✓ Presentation
- ✓ Websites
- ✓ Videos

1.5 Limitation:

The limitations of the report are-

- ✓ Covering all the issues might not be possible due to confidential matter.
- ✓ All the necessary and additional information might not be possible to get because some companies might be unwilling to provide information.
- ✓ Enough secondary sources of information might not be available.

Chapter 2

Company Profile



NESCAFÉ
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2.1 Nestlé Overview:

Nestlé is the world's largest food company and the world's largest producer of dairy products. Nestlé is a public limited multinational around the globe, on all continents, with around **330,000** people working in more in an **86** countries with **466** factories and with sales representatives in at least another **70** countries. Nestlé is the world's largest food group, not only in terms of its sales but also in terms of its product range and its geographical presence. Nestlé specializes in the production of baby foods, bottled water, dairy products, ice cream, nutrition, breakfast cereals, beverages, ice cream, chocolate and confectionery as well as a diverse array of prepared foods and miscellaneous pet care products. Since it began over 130 years ago, Nestlé's success with product innovations and business acquisitions has turned it into the largest Food Company in the world. Today, Nestlé markets a great number of products, all with one thing in common: the high quality for which Nestlé has become renowned throughout the world. The Company's strategy is guided by several fundamental principles. Nestlé's existing products grow through innovation and renovation while maintaining a balance in geographic activities and product lines.

Nestlé is world's largest health, nutrition and wellness company. They sell over a billion FMCG units every day, generating sales of some CHF 83.6bn in 118 countries across the world in 2011. Although globally it is twice in size of its nearest **FMCG** (fast moving consumer goods) competitors, on the other hand business expansion is still on the way to become more economically mature in Bangladesh. Equally important that in the most recent times, Nestlé has experienced an organic growth of **40%** and this tendency predicted to prolong in the arriving future years.

Nestlé started its business operation in 1994 in Bangladesh and established a factory with world class production and packaging facilities, which is situated in Sreepur, Gazipur. Nestlé Bangladesh directly employs more than 650 people and more than 1000 people are employed by suppliers and distributors in connection to Nestlé Bangladesh. Immensely sold products in Bangladesh are Nescafe, Maggi noodles, Nido and Maggi soup, Maggi Shad-e-Magic, breakfast Cereals such as Corn Flakes and Koko Crunch, Coffee-Mate, Munch rolls and many more. Today Nestlé Bangladesh Ltd. is a strongly positioned organization. The Company is continuously growing through the policy of constant innovation, concentrating

on its core competencies and its commitment to high quality food to the people of Bangladesh.

2.2 History of Nestlé:

Nestlé was founded in 1866 by Henri Nestlé and is today the world's biggest food and beverage company. Nestlé's history begins back in 1866, when the first European condensed milk factory was opened in Cham, Switzerland, by the Anglo-Swiss Condensed Milk Company. And from then to now today Nestlé is actively dominating the market of world around 140 years. They have expanded around the world and developed a wide range of products designed to suit every taste, need and cultural preference. In these long successful histories key histories are:

1866	Foundation of Anglo-Swiss Condensed Milk Co.
1867	Henri Nestlé's Infant cereal developed
1905	Nestlé and Anglo Swiss Condensed Milk Co. (new name after merger)
1929	Merger with Peter, Cailler, Kohler Chocolats Suisses S.A.
1934	Launch of <i>Milo</i>
1938	Launch of <i>Nescafé</i>
1947	Nestlé Alimentana S.A. (new name after merger with Maggi)
1948	Launch of <i>Nestea</i> and <i>Nesquik</i>
1969	Vittel (initially equity interest only)
1971	Merger with Ursina-Franck
1973	Stouffer's (with <i>Lean Cuisine</i>)
1974	L'Oréal (associate)
1977	Nestlé S.A. (new company name) Alcon (disposed in August 2010)
1981	Galderma (joint venture with L'Oréal - full acquisition announced for 2014)
1985	Carnation (with <i>Coffee-mate</i> and <i>Friskies</i>)
1986	Creation of Nestlé Nespresso S.A. and Herta
1988	Buitoni-Perugina, Rowntree (with <i>KitKat</i>)
1990	Cereal Partners Worldwide (joint venture with General Mills)
1991	Beverage Partners Worldwide (joint venture with Coca-Cola)

1992	Perrier (with <i>Poland Spring</i>)
1993	Creation of Nestlé Sources Internationales (2002: Nestlé Waters)
1997	Creation of Nutrition Strategic Business Division (2006: Nestlé Nutrition)
1998	San Pellegrino and Spillers Petfoods Launch of <i>Nestlé Pure Life</i>
2000	PowerBar (disposal announced for 2014)
2001	Ralston Purina
2002	Schöller, Chef America Dairy Partners Americas (joint venture with Fonterra) Laboratoires innéov (joint venture with L'Oréal)
2003	Mövenpick and Dreyer's
2005	Wagner
2006	Creation of Food Services Strategic Business Division (2009: Nestlé Professional) Lactalis Nestlé Produits Frais (associate) Jenny Craig (disposed in 2013), Uncle Tobys, Delta Ice Cream
2007	Novartis Medical Nutrition, Gerber, Henniez
2008	Ruzanna
2010	Kraft Food's frozen pizza, Waggin'Train, Malher, Technocom, Vitaflo
2011	Creation of Nestlé Health Science and Nestlé Institute of Health Sciences Yinlu, Hsu Fu Chi (partnerships) in China
2012	Wyeth Nutrition
2013	Pamlab
2014	Take a look at all our latest news in the Media section

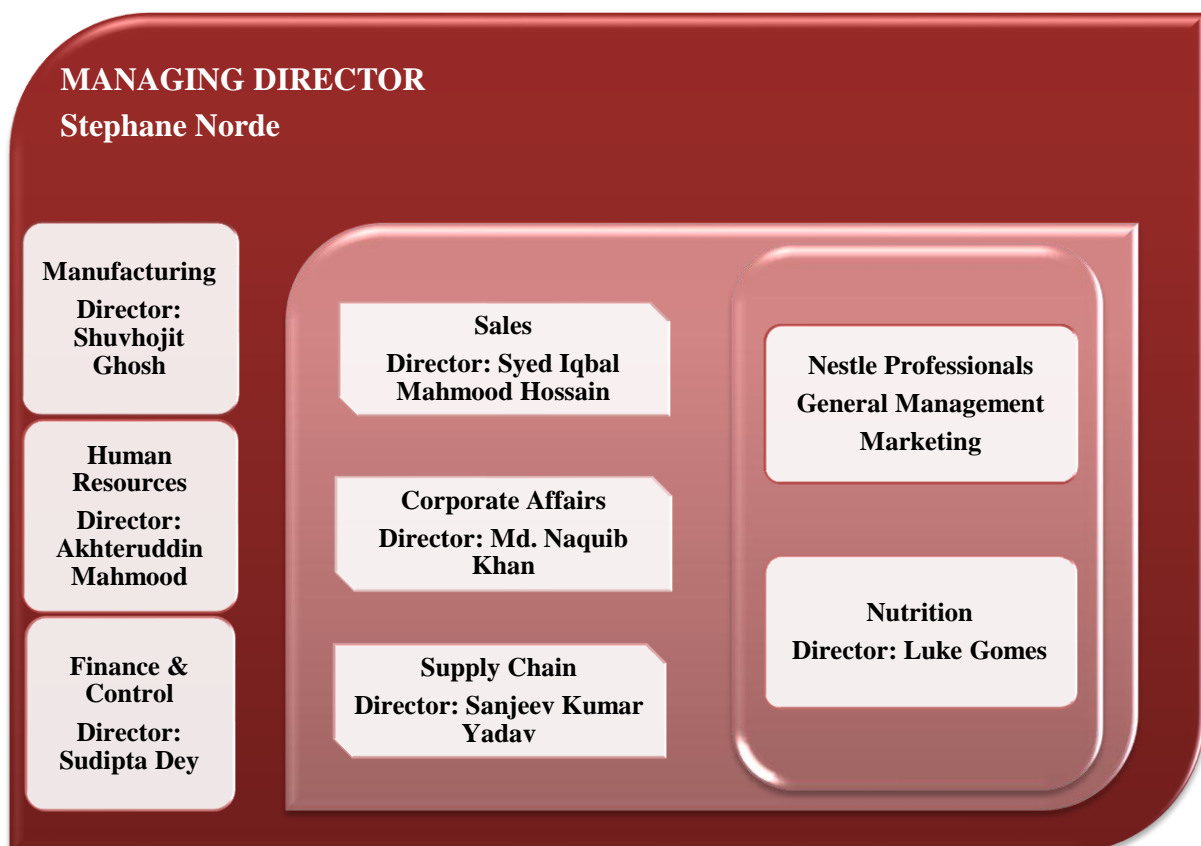
2.3 Nestlé’s Mission:

Nestlé is the world's leading nutrition, health and wellness company. Our mission of "Good Food, Good Life" is to provide consumers with the best tasting, most nutritious choices in a wide range of food and beverage categories and eating occasions, from morning to night.

2.4 Nestlé’s Vision and Values:

To be a leading, competitive, Nutrition, Health and Wellness Company delivering improved shareholder value by being a preferred corporate citizen preferred employer preferred supplier selling preferred products.

2.5 Nestlé Bangladesh Organization Structure:



2.6 Product:

Nestlé’s portfolio covers a vast range of food and beverage category – giving consumers healthier and tastier products in a wide range to enjoy at every eating occasion and throughout life’s stages including times of special nutritional. They have over 70 brands in 12 categories.



2.7 Products of Nestlé in Bangladesh Categories:

Products Categories	Brands
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) Nes-frappe (Available to a few exclusive places)
Products of Nestlé in Bangladesh Categories	Brands
Culinary	Maggi noodles Maggi Shad-e-Magic Maggi soup
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<p>Beverages</p>	<p>Nescafe Nescafe Alegria (Coming soon) Nescafe 3 in 1 , Coffee Mate Nestea (Available to a few exclusive places) Nes-frappe (Available to a few exclusive places)</p>
<p>SWOT analysis of Nestlé:</p>	<p>The SWOT analysis matrix is divided into four quadrants around a central green box labeled 'SWOT Analysis':</p> <ul style="list-style-type: none"> STRENGTH (Red): <ul style="list-style-type: none"> Market Leadership Diversified portfolio of brands Commitment in research and development WEAKNESSES (Green): <ul style="list-style-type: none"> Overreliance on the mature market (U.S.) and a small number of distributors OPPORTUNITIES (Blue): <ul style="list-style-type: none"> Emerging markets: India and China Increasing demand of healthier variants of chocolates E-commerce THREATS (Light Blue): <ul style="list-style-type: none"> Loss of competitiveness to rivalries that expand into international markets Increasing entries of private labels Rising prices of major raw materials

2.8 Nestlé Professional's Overview:

Nestlé Professional is one of the innovative business operations and also a key growth pillars for the Nestlé Group with a mission to provide creative beverage and food solutions for their Out of Home customers and corporate company.



Nestlé Professional combines the global thinking with the local tradition and understanding to make their creative beverage and food solution more worthy and acceptable to their valuable customer and making more possible for them. And they do these:

- Create beverages and systems that are reliable and profitable
- Improve and develop business solutions in partnership with their customers
- Research and analyze consumer preferences and trends
- Discover the Centre's cutting-edge beverage solutions, including Nescafé Alegria, Nescafé Milano, Viaggi by NESCAFÉ, NESTEA, Vitality and others
- Market positioning, menu creation, promotions and culinary know-how
- Practical and ready-to-use tools to better manage operations
- Nutrition and healthy menu options, without compromising on taste
- Customized menu and food solutions

To achieve Nestlé ambitious growth targets, they need to develop, train and retain the right people and thus they have a global network of 10 000 passionate and committed professionals ever ready to serve their most demanding customers' needs.

2.9 Nestlé Professional's History:

In 2006 Nestlé found a business division name as Creation of Food Services Strategic Business Division to create more innovative way food service to customer, after 3 years in 2009 it became Nestlé Professional.

2009



CREATION

2.10 Nestlé Professional's Goal:

Help our customers grow their businesses with our creative, branded beverage and culinary solutions.

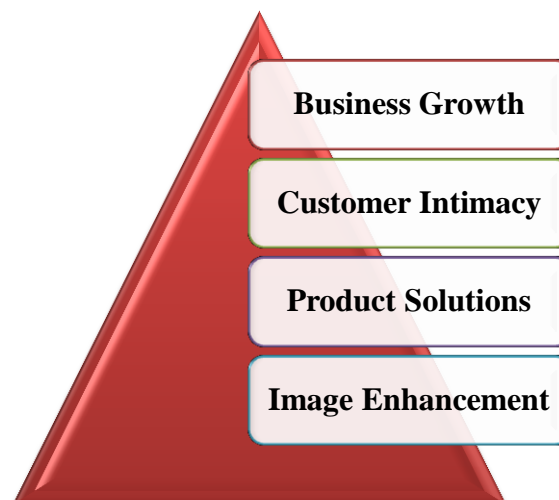
2.11 Nestlé Professional's Mission:

"To become an inspiring growth partner that delivers creative, branded food and beverage solutions enabling operators to innovate, and delight their consumers."

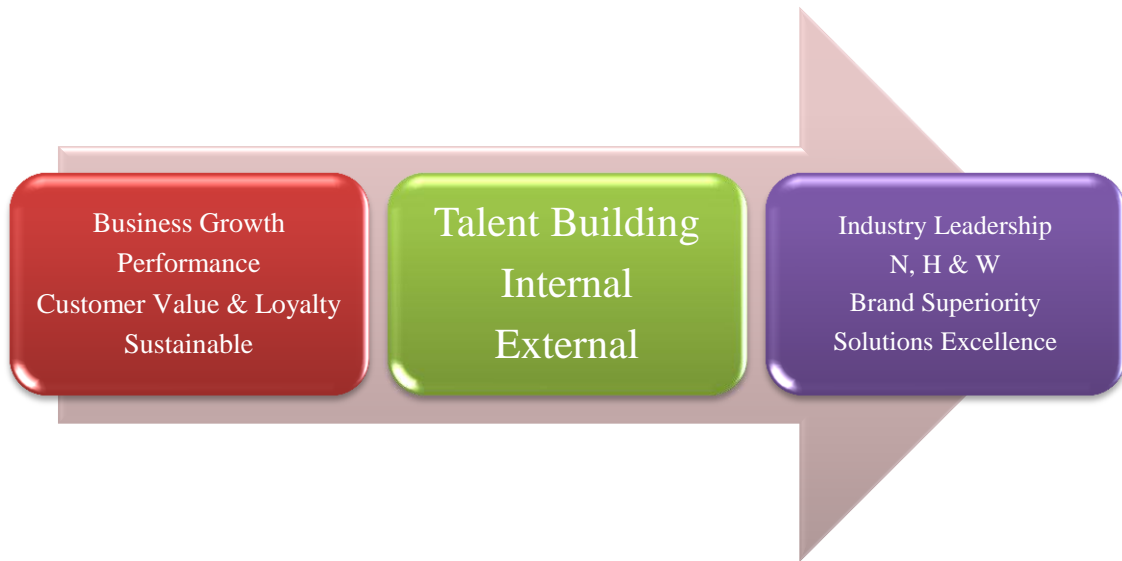
2.12 Nestlé Professional's Vision:

"To deliver profitable solutions that enhance customers' business in a collaborative, innovative environment which shoe cases our brands, passion, creativity and expertise."

2.13 Nestlé Professional's Objectives:



2.14 Nestlé Professional's Brand Building:



2.15 Nestlé Professional's Project:

Nestlé Professional currently deals with three concentration area. They are-

✓ **Touch & Feel:**

Providing good services to the customer with the help of distributors.

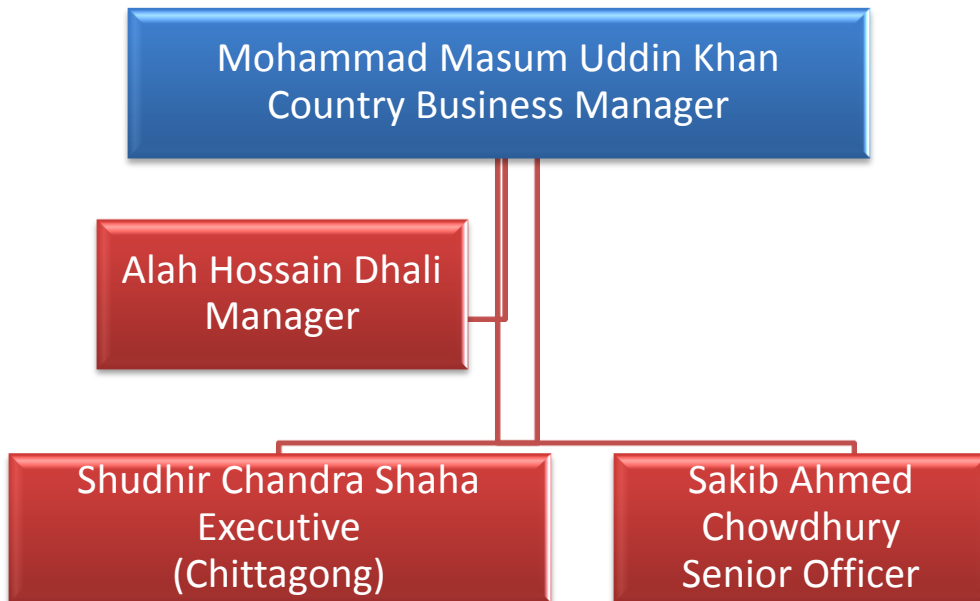
✓ **Perfect Cup:**

Introduced 'Amra Korbo Joy' where Entrepreneurship encourages contributing to our society.

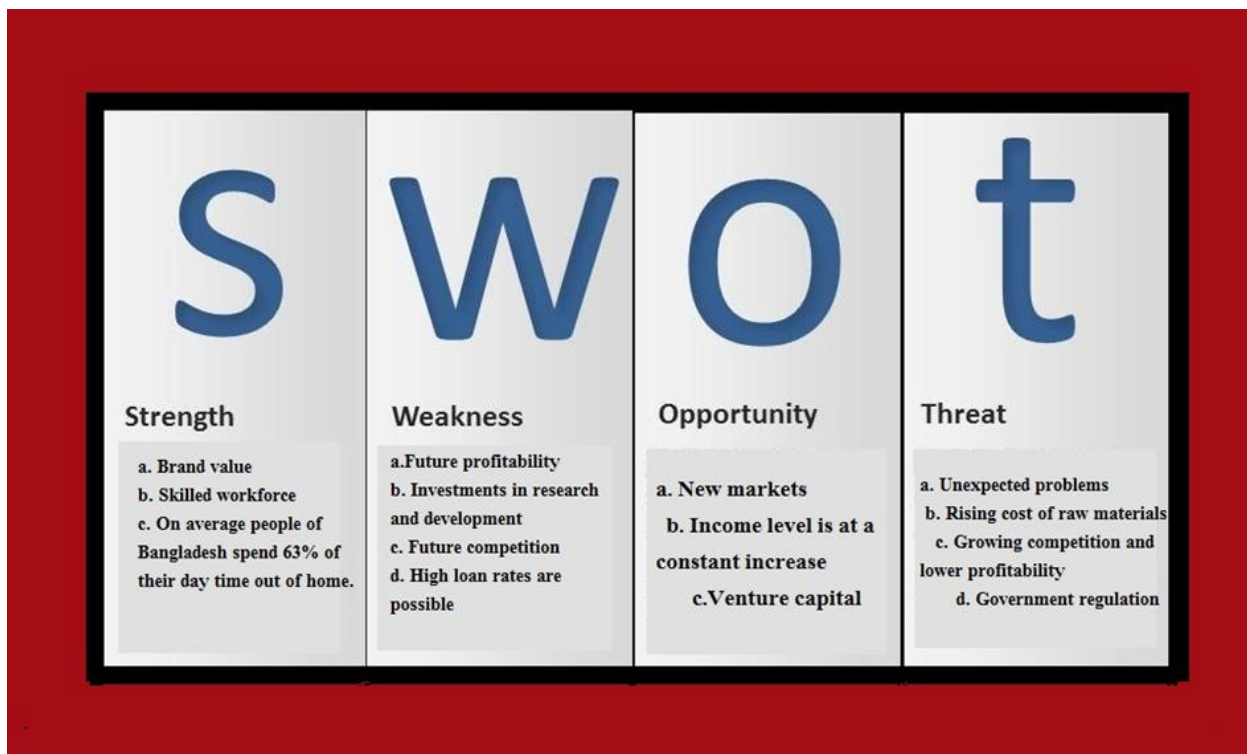
✓ **Step Up:**

Compact with Nescafé Alegria Machine.

2.16 Nestlé Professional’s Organogram:



2.17 SWOT Analysis Nestlé Professional:



2.18 Nestlé Professional's Products:

Product name	Price	Image
Single Option Machine	Price : 26,000 BDT	
Double Option Machine	Price : 52,000 BDT	
Double Option Cold Machine	Price : 1,20,000 BDT	
Nescafé Classic	Price : 460 BDT	
Coffee Mate	Price : 425 BDT	

<p>Nescafé Premix</p>	<p>Price : 500BDT</p>	
<p>Nescafé Premix Classic Bondhu Pack</p>	<p>Price : 5.50 BDT</p>	
<p>Nestea</p>	<p>Price : 220BDT</p>	

2.19 NESCAFÉ Alegria:

‘NESCAFÉ ALEGRIA’ has a smooth visual Appearance that is more than good looks. It fits neatly into smaller spaces than other coffee machines and has designed to preserve the environment. Anyone can put it anywhere- on the desk, meeting room, reception area etc. This platform offers a complete menu of coffee beverages, from penetrating Espresso to stunningly layered Latte Macchiato. A choice of five beverages from one attractive blend of coffee and individual’s choice of ‘COFFEE-MATE’ creamer or fresh milk.



For Lattes and Cappuccinos, need to add ‘COFFEE-MATE’ creamer into the cup and NESCAFÉ ALEGRIA machine then warms and froths it directly in the cup to create delightful and smooth foam.

For the Nescafe Alegria, the Schedule is-

- 9am Americano – get the day going
- 2pm Espresso – an afternoon “pick me up”
- 4pm Latte Macchiato – almost done with the workday
- 7pm Cappuccino – a great after dinner treat

Espresso

It might be small, but it certainly packs a punch. The espresso is famed among coffee drinkers as a fast-acting “pick me up”. It has a superb full-bodied flavor and rich aroma of our unique coffee blend.



Lungo

A smooth and rich black cup, which is easy to drink, with a natural harmony between the flavors of Arabica with a touch of Robusta beans for balance. It is a great pleasure for coffee lovers.

Americano

An Americano is ideal for those who like black coffee but not too strong. With its authentic flavors and smooth aromas it is ideal to start the working day or to keep everyone going all day long.



serving suggestion

Cappuccino

Perfect if one’s looking for a treat with a boost. NESCAFÉ ALEGRIA coffee will give one a sublime, frothy Cappuccino with rich aromas and flavors of the exquisite coffee blend aromatic and full bodied.

Latte Macchiato

A deliciously well-rounded, frothy Latte showing off its perfect layers in every cup. A enchanting, milky coffee, sure to please with its milder coffee notes, a perfect combination for those who search for a gentle boost.



Chapter 3

Job Description



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Job Description:

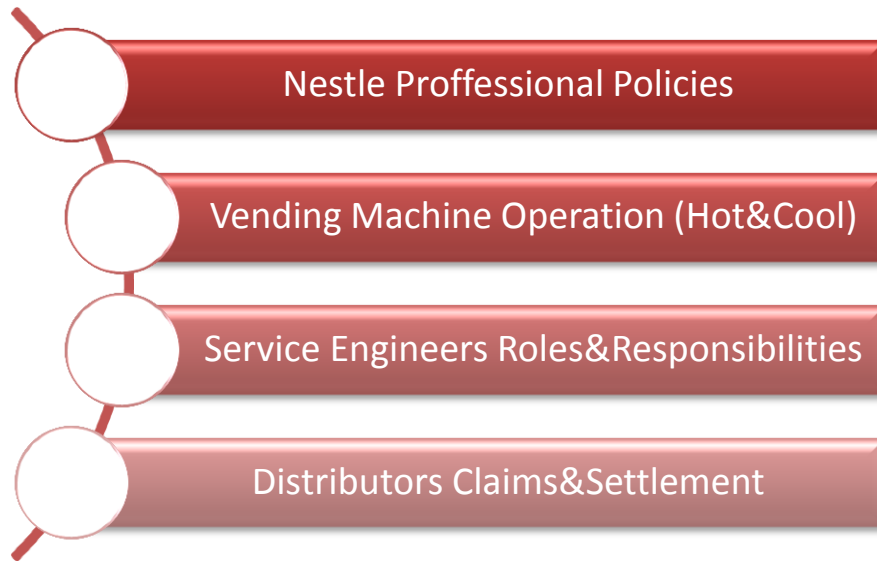
3.1 Internship Experience:

I had to give a written exam and an oral interview for this internship opportunity. After joining Nestlé Professional I have never feel that I am doing my internship, it's seem like a permanent job where I have got proper training, trained under some extra-ordinary leaders, practical working and lead a team who is really very aggressive for improvement. Basically everybody works 5days in a week but Nestlé Professional's work is 6days in a week. Every Saturday, the Country Business Manager has given his personal time for meeting with the interns and he always try to share what he learns in his life relating to the career. Comparing with other departments with Nestlé, Nestlé Professional is totally different as in another department you are not that much flexible or independent to control any job. At the same time, Nestlé Professional gives you that real life opportunity which affects one's life very skillfully if anybody really wants to learn. I have got exclusive training sessions which have not had before in the history of Nestlé Professional. Mohammad Masum Uddin Khan (Country Business Manager) teaches some

Topic entitled-

- Nestle Proffessional Bangladesh Business Update
- How to find out thw Market potential
- Data Management of Machine and Outlet
- Customer Survey
- Ensuring the productivity of the DSR
- Negosiation Skill
- Market Root Plan
- Event Operations
- Street Business Operation/Tea-Bank Operation and Capturiong Strategy
- Perfect Sales Call for DSR

Manager of Nestlé Professional, Mr Alal Hossain Dhali deals with the very practical leaning regards the policies, machine facilities and some financial issues such as-



Senior Officer Mr. Sakib Ahmed Chowdhury who is the champion of the Project “Amra Korbo Joy” has clarified the running projects details in both theoretical and practical manner just for example-

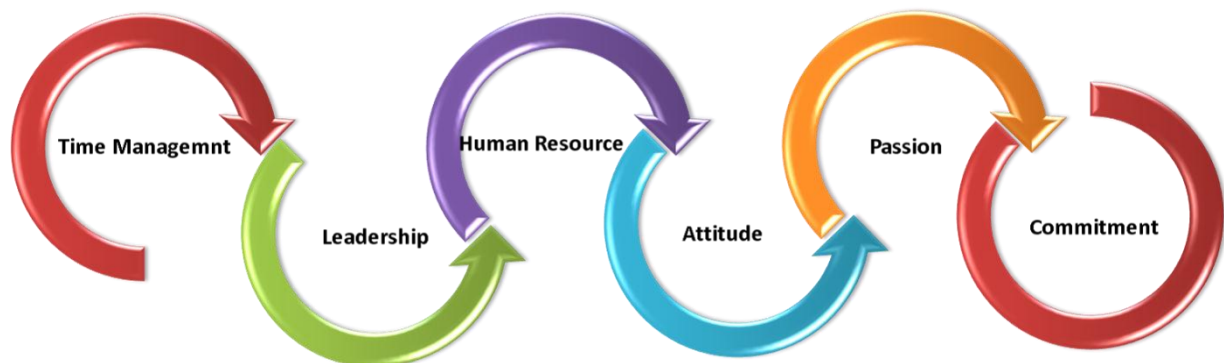


3.2 Job Responsibility:

Nestlé Professional believes in giving support and learning components for always learning purpose so they are encouraging interns in only one project but also having knowledge of all of them. As they have three projects so job rotation is sometimes on. I am one of the trainee officers of the project ‘Touch & Feel’ in which individual distributor house serves customer to fulfill the motto of ‘Nestlé Professional’. 63% of Bangladeshi people are taking their food out of their home and capturing that market and satisfy the customers with appropriate service like taking order from them, on time delivery and servicing are basically distributors work. I am the trainee officer of ‘Safe Water’ held on Mohakhali DOHS from where the works are done. Over there, I have run a team of 19 people who engage with Nestlé Professional. Every month they have got a target from Nestlé Professionals and get the job done within the time. Additionally, the head of Nestlé Professional-Mohammad Masum Uddin Khan (Country Business Manager) consigned me to deal with some online venture where we can promote our new coffee machine named ‘Alegria’. For this purpose I have contact with several online site like kaymu.com, e-prothomalo.com and many others to know about their process for marketing on the internet.

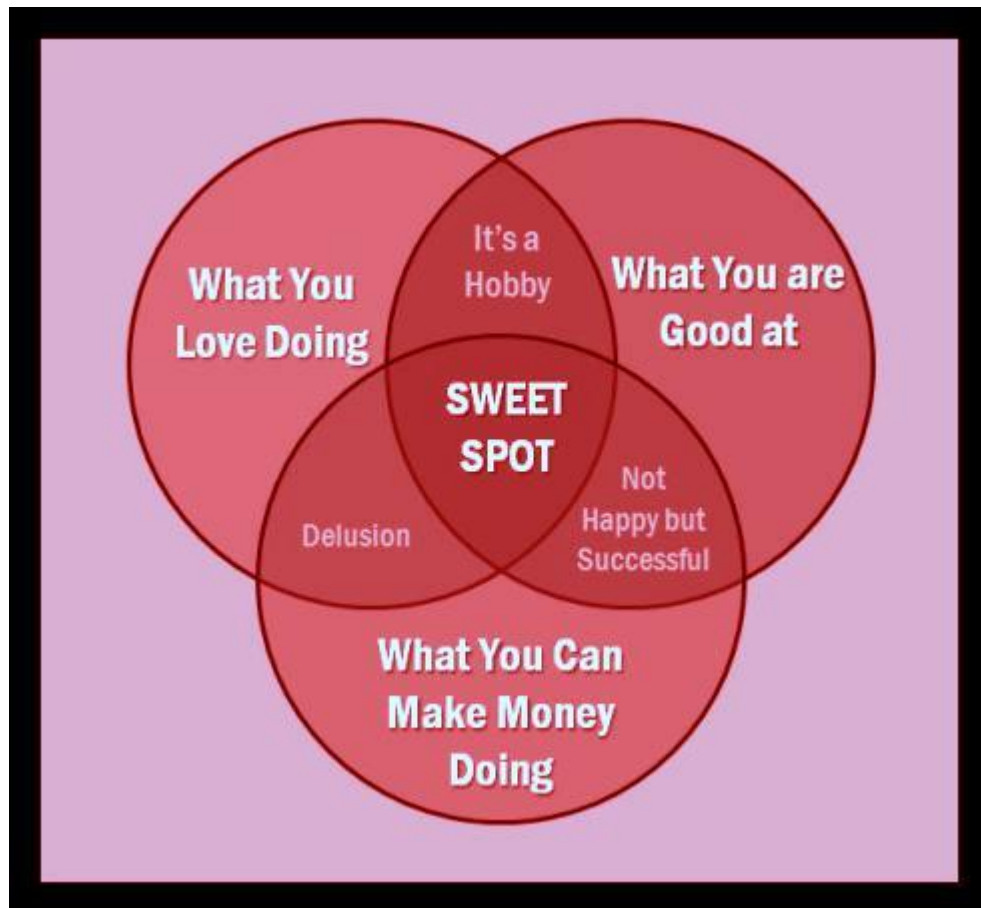
Learning Outcome

There are no windups of learning and I perceive this from Nestlé Professional. Along with good training I have some learning outcome. For instance-



3.3 Personal Observation:

Asia-Australia-Africa regional head Mr. Nandu Nandkishore has visited Bangladesh some days before and he draws a book's figure and explain that one must do work the common area given below-



Anybody needs passion to do his/her work and mental satisfaction is most important issue. In addition, Transparency is also needed for clear communication. Sakib Ahmed Chowdhury is my supervisor and he told me about one quote of Sun Tzu and that is “If words of command are not clear and distinct, if orders are not thoroughly understood, then the general is to blame. But, if orders are clear and the soldiers nevertheless disobey, then it is the fault of their officers.”

Another learning, is not to do all works together, finish one first then go to another. Most importantly, it will be good if any person has distress in his mind for his work, then he or she will be much more active to do better.

Chapter 4

Digital Marketing of Nescafé Alegria



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4.1 Digital Marketing of Nescafé Alegria:

Nescafé Alegria is the premium coffee machine introducing the corporate house in Bangladesh. It is premium because of its-



Before starting its selling, Nestlé Professional had stated to plan the entire business from the very beginning and emphasis on each and every small issue. The price of the machine is 15,000 BDT and the Alegria Coffee price is 1200BDT. The potential customers for this machine are basically the CEO or managing Directors whose salary range should be 1, 50,000BDT. To scrutinize, Nestlé Professional does-

- ✓ Survey the number of office in Dhaka City
- ✓ Survey the potential restaurant in Dhaka City
- ✓ Free campaign on American Club and Bashundhara Convention Hall
- ✓ Testing the machine in office
- ✓ Giving a machine to Grameen Phone and getting feedback

In the edge of rapid growth of internet, it's better to promote product on internet as now-a-days everybody has a smartphone. As a result, everyone have a look on the product and knows about it very easily.

4.2 Background Strategy:

- **MARKETING ON THE INTERNET:**

Marketing on the internet is known as ‘Internet Marketing’, ‘Web Marketing’, and ‘Digital Marketing’. Internet marketing and online advertising exertions are usually used in aggregation with traditional types of offline advertising like radio, television, newspapers and magazines. It is actually talking about advertising and marketing efforts that use the network and email to drive direct sales via electronic commerce. It refers to a set of influential implements and procedures used for promoting products and services through the Internet.

- **IMPLICATION:**

Marketing on the internet contains a broader range of marketing elements than traditional business marketing attributable to the additional channels and marketing mechanisms available on the internet.

For the marketing on internet of ‘Nescafé Alegria Machine’, I have chosen Affiliate Marketing, Online Advertisement, Search Engine Marketing, Social Media Marketing and E-mail Marketing.

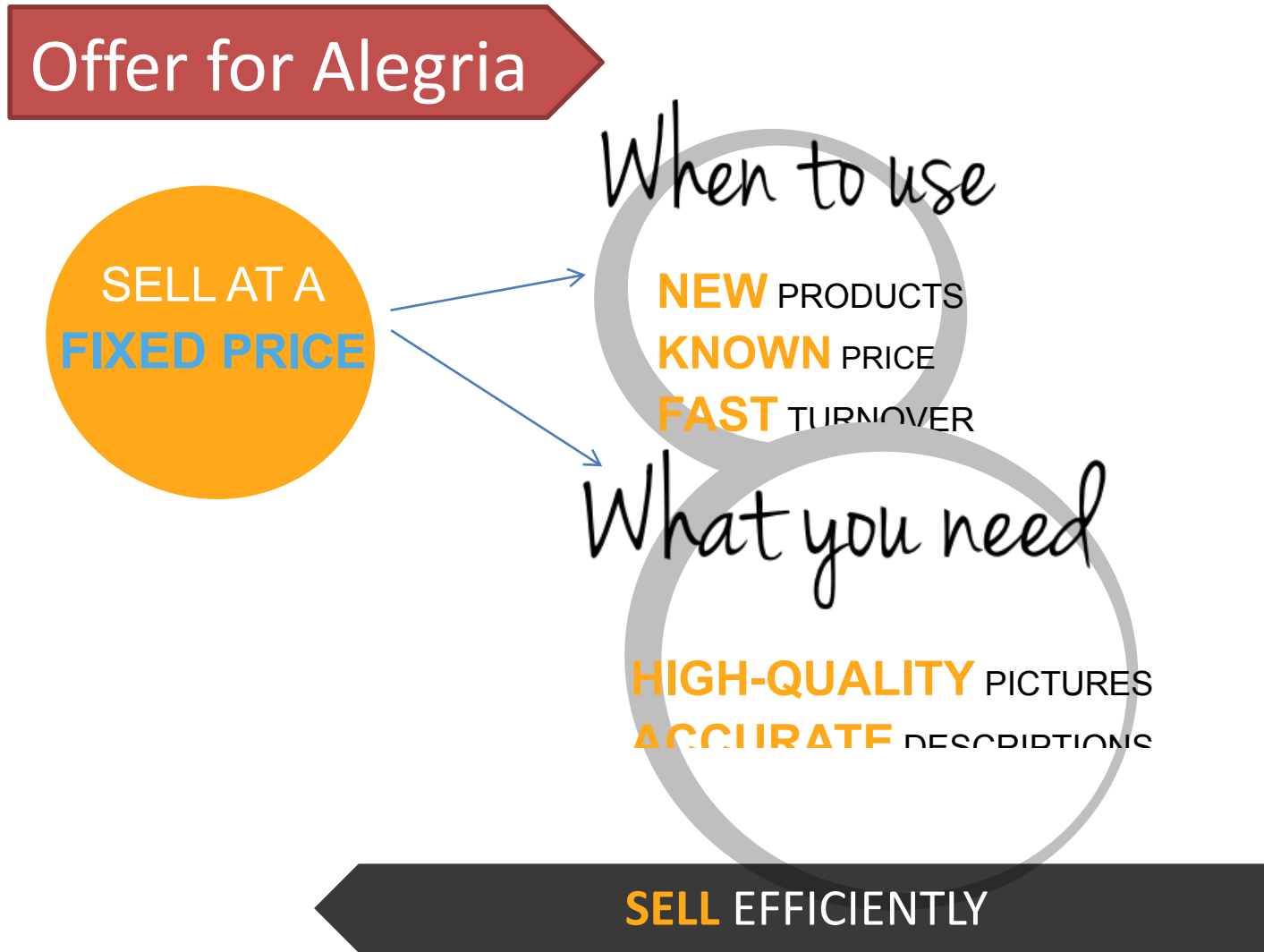
- ✓ *Affiliate Marketing:*

Affiliate marketing follows when advertisers organize third parties to generate potential customers for them. Third-party affiliates receive payment based on sales generated through their promotion. Now-a-days kaymu.com has been growing rapidly.



Rocket internet has started in 2004 by serial entrepreneurs Alexander, Marc & Oliver Samwer. It is incubated more than 100 fast growing online companies all over the world since inception. There are currently 25+ international branch offices on all 5 continents from Africa to South East Asia. It has successfully operated by a highly talented team of Business Development, Operations, IT and Online experts. Currently it has 15.000+ employees in

more than 60+ start-ups around the world. Kaymu.com is one of the successful business models in the world.



Kaymu.com offers the very first customer 1month free trial contract after having pictures of products with product details. After the 1 month of trial period, any company can get registered with appropriate agreement basis and deal with their product at Kaymu.com. After getting the fully authentication, 'Nestlé Alegria Machine' representative can easily do just like an owner. For example-

1. Log on

The screenshot shows the Kaymu login interface. At the top, there are navigation links: "How it works", "Become a Trusted Seller", and "Help". The Kaymu logo is on the left, followed by promotional icons for "MILLIONS OF DEALS", "EASY & FAST", "TRUSTED SELLER", and "CALL US NOW 8801983300444". A "Login" button and a "Sell Now" dropdown are on the right. Below this is a search bar with "Browse by Category" and "All Categories" dropdowns, and a search input field with the placeholder "i'm looking for...".

The main content area is titled "My account > Login or create an account". It is split into two columns: "Registered customers" and "New customers".

Registered customers: This section has a "Type your email as username" annotation pointing to the "E-mail" input field, which contains "bangi.collection@gmail.com". Below it is a "Password" field with "*****" and a "Provide Password: kaymu123" annotation. There is a "Forgot password?" link and a "Remember Me" checkbox. A "Login" button is at the bottom, with a "Click on: Login" annotation pointing to it. A "* Required fields" note is at the bottom right.

New customers: This section has a "Continue" button and a list of benefits: "Start fixed price listings for free", "Provide feedback on buyers and sellers", "Find products from local sellers", and "Become part of the Kaymu community".

Vertical banners on the sides read "ARE YOU READY?" and "FIFA World Cup 2014".

2. Check the sales

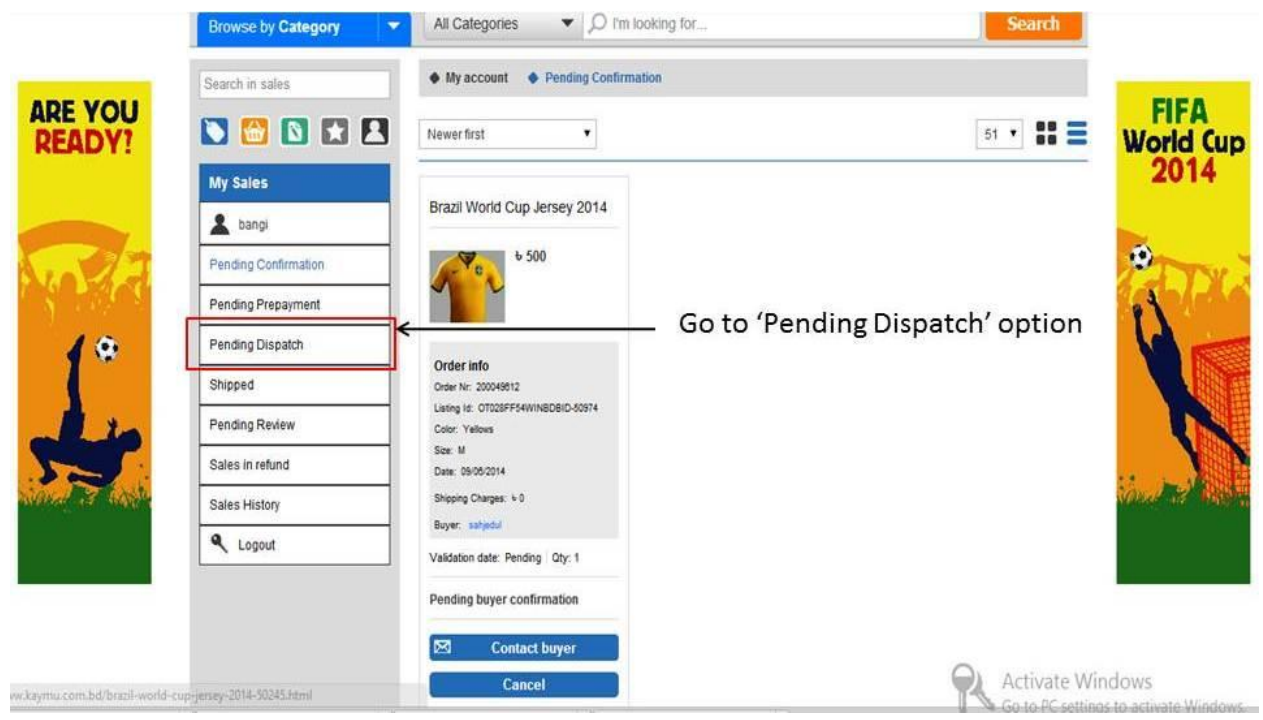
The screenshot shows the Kaymu user dashboard for a logged-in user named "bangi". At the top, there are navigation links: "How it works", "Become a Trusted Seller", "Help", "Hi, bangi", and "Logout". The Kaymu logo and promotional icons are on the left. A "My Account" button and a "Sell Now" dropdown are on the right. Below this is a search bar with "Browse by Category" and "All Categories" dropdowns, and a search input field with the placeholder "i'm looking for...".

The main content area is divided into several sections:

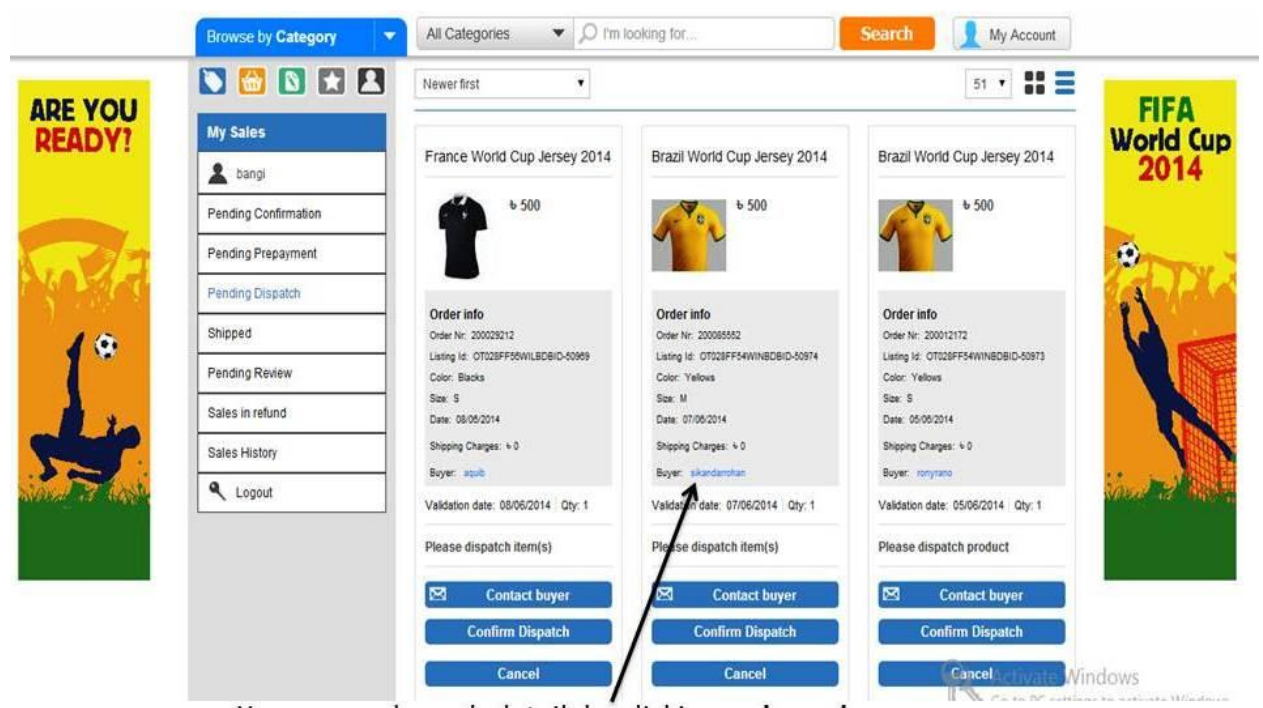
- My Profile:** A vertical sidebar on the left with links for "bangi", "My Dashboard", "Manage my Shop", "My Watchlist", "Account Settings", "My Address Book", "E-mail (0)", "My Bank Account", and "Logout".
- My Sales:** A blue box with a tag icon and a "Click on: My Sales" annotation. It lists: "Pending Confirmation", "Pending Prepayment", "Pending Dispatch", "Shipped", "Pending Review", "Sales in refund", and "Sales History".
- My Purchases:** An orange box with a shopping cart icon. It lists: "Pending Transactions" and "Purchases History".
- PAYMENTS SUMMARY:** A blue box showing "0 PAYMENTS TODAY" and an "+ Add a listing" button.
- My Listings:** A green box at the bottom left.
- Ratings & Reviews:** A grey box at the bottom right.

Vertical banners on the sides read "ARE YOU READY?" and "FIFA World Cup 2014".

3. Go to Pending Dispatch tab directly

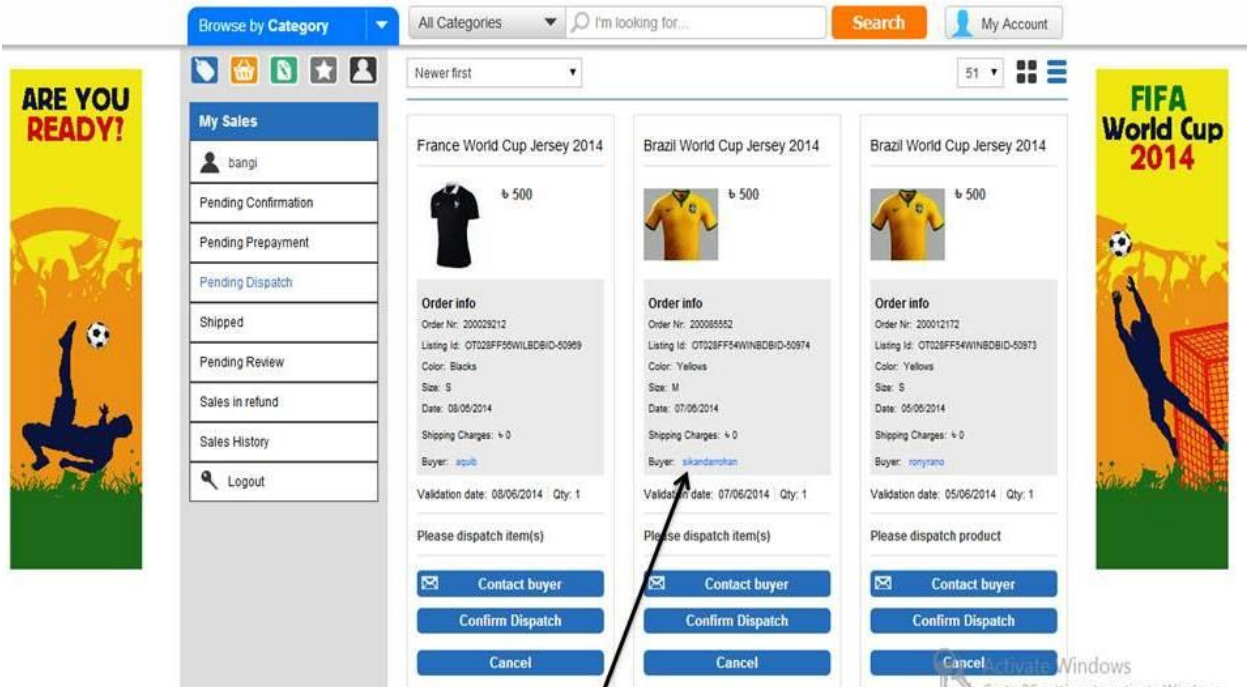


4. See buyers details



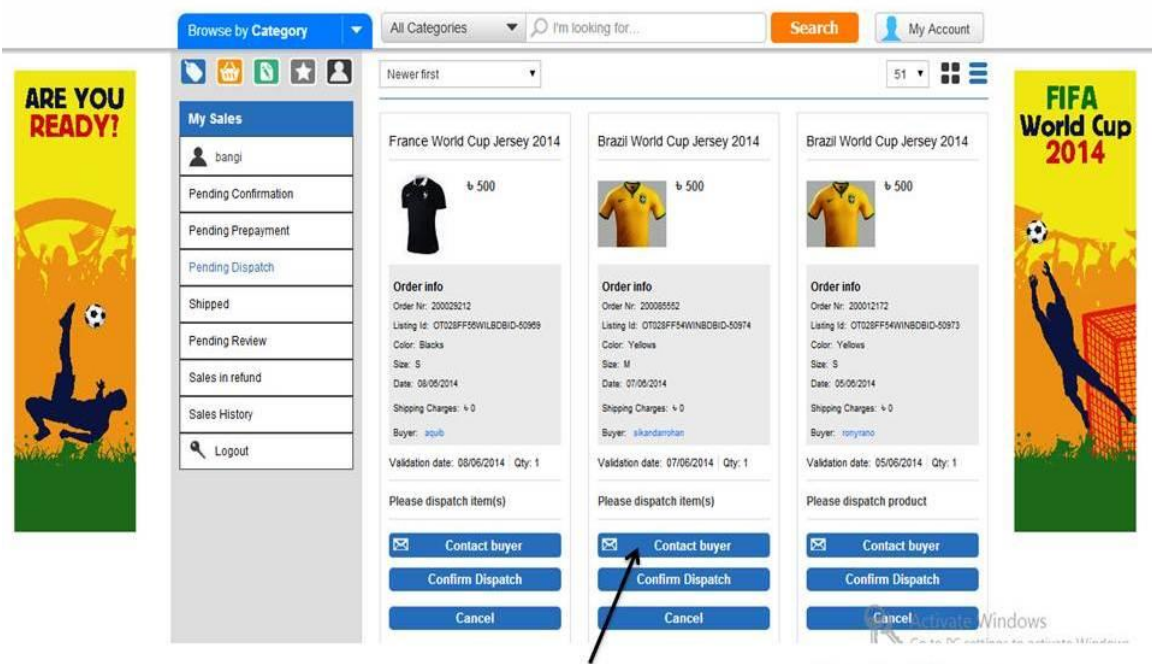
You can see buyer's details by clicking on buyer's username

5. *Confirming buyer whether products will delivered or not*



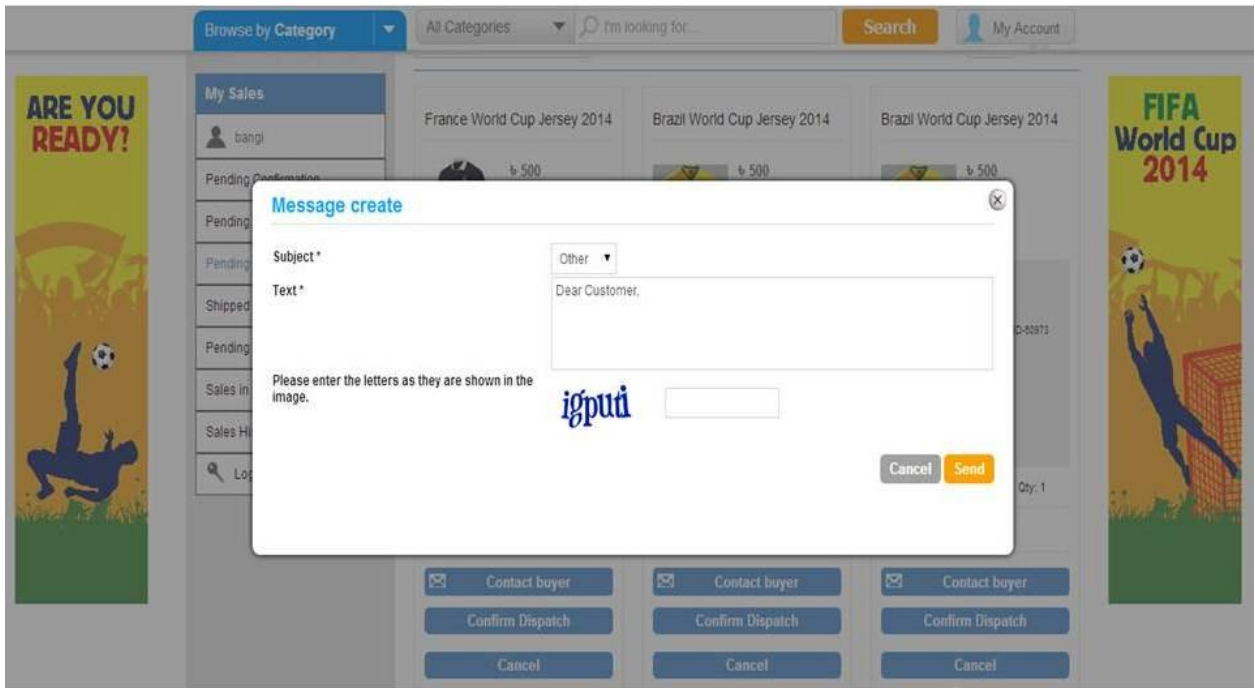
You can see buyer's details by clicking on buyer's username

6. *Contact with buyer through email by using 'Contact buyer' option*

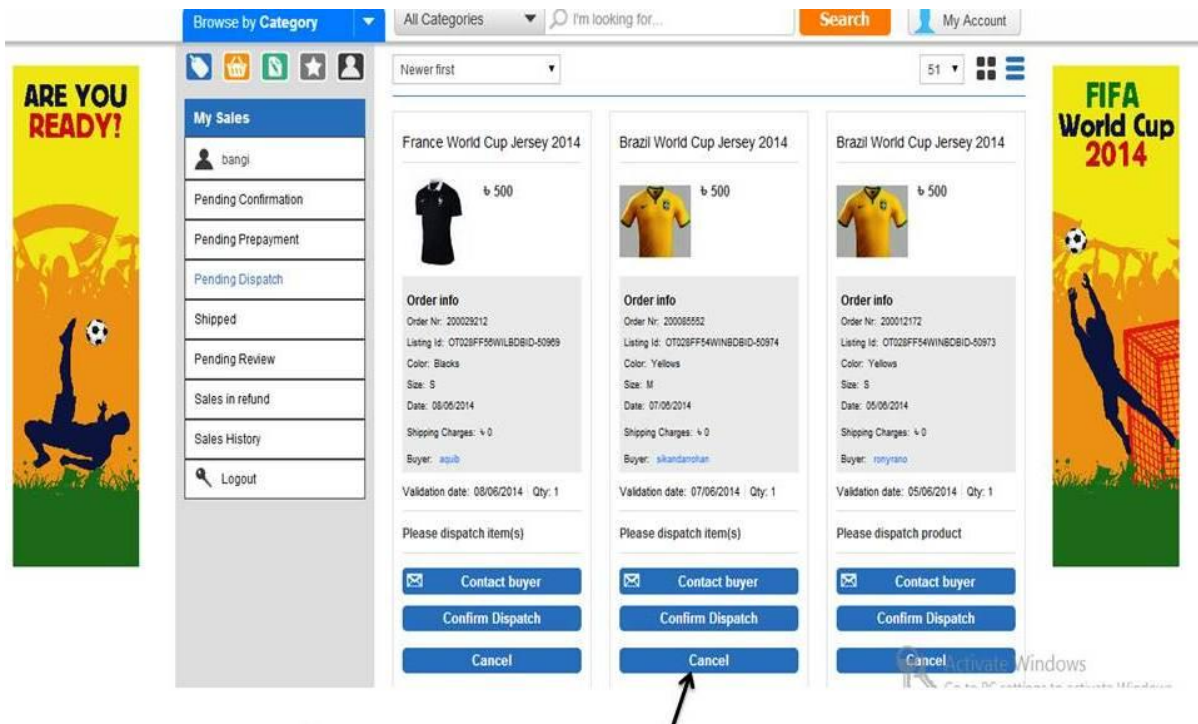


You can also contact the buyer through email by using 'Contact buyer' option

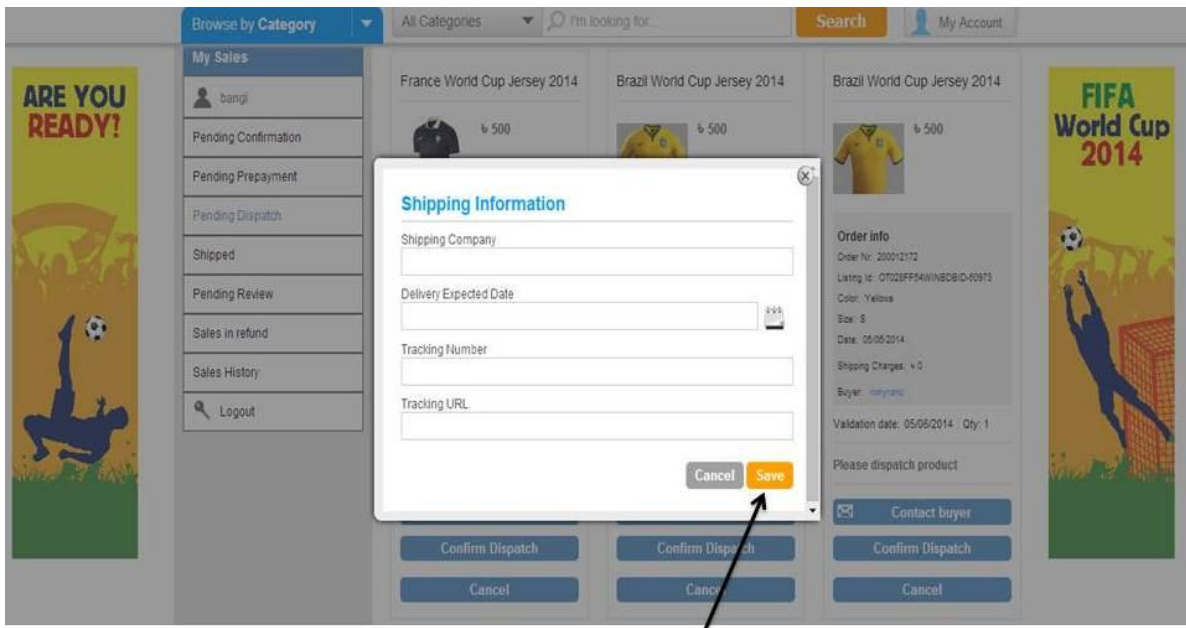
7. Send direct email to buyers by using message box



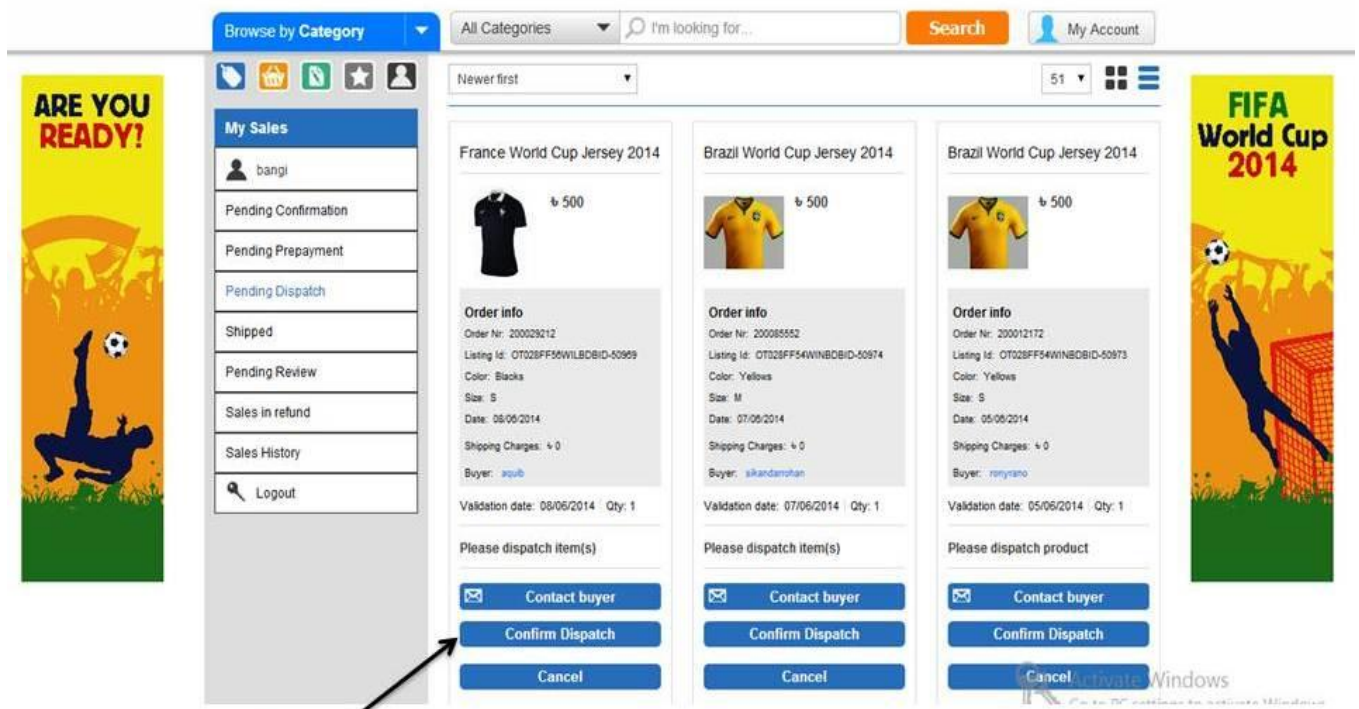
8. Can only cancel the order when there is no stock, but need to inform customer service first.



8. *Most importantly all order will be cancelled automatically if seller does not react within 48 hour.*



9. *Representative needs to send product within 48 hour and click on Confirm Dispatch button. Otherwise order will be cancelled.*



Click on **Confirm Dispatch** after you have sent your product. Then a window will appear.

10. *The delivery conducted by these delivery partners.*

	A	B	C	D	E	F	G
1	Delivery Partners						
2							
3		Contact Name	Phone Number	Email Address	Zone1	Zone2	Zone3
4	DELEX Delivery	Mr. Razin Mahmud (MD)/Md. Shohag Hossain	01956012484 (Available), 01855568411 (Not Available Right now)	mirrazinmahmud88@gmail	50 Taka COD within dhaka	No delivery in Gazipur for time being	COD-70 taka - Sylhet, Chittagong , Barisal, Khulna
5	FOUR STARS	Arman	1759357800	n/a	50 Taka COD within dhaka	60 taka - dhaka suburbs	COD-70 taka - sylhet, chittagong (from april 1st)
6	JAKHAN TAKHAN EXPRESS	Mr. Rubel	1747531724	mainul.ahshan.asik@gmail	Dhaka City COD - 55 Taka	60 taka - Dhaka Suburbs	70 Taka, Syleht, Khulna, Chittagong, Rajshahi etc
7	Road Runner	Farwah Tasnim	1967700622	farwah_tasnim@yahoo.co	80 Taka COD		
8							

✓ **Online Advertising:**

Internet based advertising or online advertising is one of the key part of growth of the digital marketing strategy for most organizations and corroborate the business models of digital publishers and online business. In this special report we cover the recent developments and the research about the size of the sector like full stories, data and videos on click-through. Bikroy.com, e-prothomalo.com and e-kalerkantho details are discussed below-



Its mission is to help people in Bangladesh to make great deals, but creating by far largest and most easy-to-use online marketplace.

The advertisement details for Nestlé Alegria machine is given below showing the demo-



Square (on detailed view)

Categories	Page views / Month	Price / Month
Mobile phones	1,410,000	162,500
Other electronics	960,000	112,500
Cars & vehicles	1,410,000	162,500
Property	570,000	75,000
Jobs	390,000	50,000
All other	1,290,000	150,000



Mobile leaderboard (on mobile search page)

Categories	Page views / Month	Price / Month
First listing page	4,020,000	187,500
Mobile phones	1,860,000	87,500
Other electronics	2,790,000	112,500
Cars & vehicles	1,440,000	75,000
Property	270,000	25,000
Jobs	270,000	25,000
All other	1,050,000	50,000

Banners will be live on both Bangla and English version of Bikroy.com
All prices are in BDT and exclusive of 15% VAT.





Leaderboard (on search page)

Categories	Page views / Month	Price / Month
First listing page	1,920,000	250,000
Mobile phones	540,000	75,000
Other electronics	1,110,000	150,000
Cars & vehicles	1,080,000	150,000
Property	630,000	100,000
Jobs	300,000	50,000
All other	1,050,000	137,500



Skyscraper (on search page)

Categories	Page views / Month	Price / Month
First listing page	1,920,000	137,500
Mobile phones	540,000	50,000
Other electronics	1,110,000	87,500
Cars & vehicles	1,080,000	87,500
Property	600,000	67,500
Jobs	300,000	37,500
All other	1,080,000	87,500

Banners will be live on both Bangla and English version of Bikroy.com
All prices are in BDT and exclusive of 15% VAT.

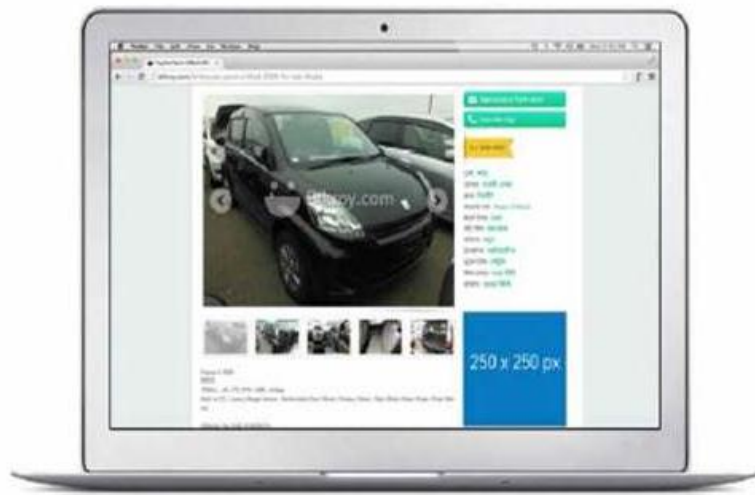


Mobile Banner

Dimensions: 320 x 50 px

Effective way to reach potential customers on the go. This rectangle placement positioned on the Mobile site has a high reach throughout the country, from villages to large cities.





Square

Dimensions: 250 x 250 px

An effective way to reach a target audience. Choose your placement from our main categories such as Mobile Phones, Property or Jobs.

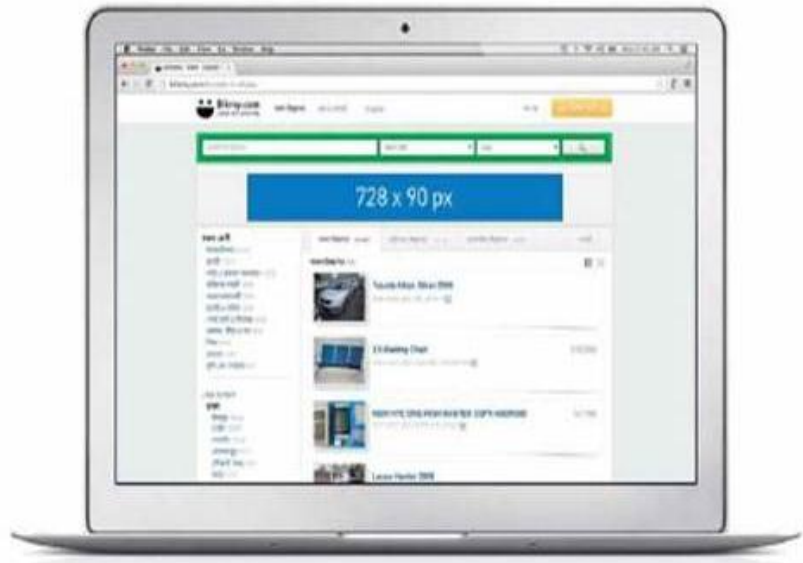


Skyscraper

Dimensions: 160 x 600 px

A cost efficient placement on our search result page with high reach. Great for brand building.





Leaderboard

Dimensions: 728 x 90 px

Strategically positioned below the search bar the leaderboard is viewed by almost every user of the site. A good choice if you want to build brand awareness.



Eprothomalo.com :

Prothom Alo is one of the leading corporate houses of Bangladesh. Moreover, its daily newspaper “Prothom Alo” published from Dhaka in Bengali language. The online service is now become popular and more accessible for all over the world. The online services are in different form like:

✓ Web Site:

The online portal of Prothom Alo (www.prothom-alo.com) is one of the popular Bangladeshi Web site in the world. Over 1.6 million visitors from 200 different countries and territories across the world with 60 million page accesses this portal per month

✓ The e-paper:

E-prothom Alo (www.eprothomalo.com) is the Number 1 e-paper Web site of Bangladesh. 160 countries, 465 thousand visitors access this web site and each of the visitors stays for 20 minutes on an average.

✓ Facebook:

Till October '13, 768 thousand people are following “prothom Alo” newspaper through Facebook.

✓ Prothom Alo Blog:

Prothom Alo Blog (www.prothom-aloblog.com) provides a platform where thousands of bloggers share their constructive thoughts on various contemporary issues.

✓ Prothom Alo App:

Nearly 700 thousand Prothom Alo app for smart gadgets has been downloaded till October '13.

বিজ্ঞাপনের নতুন মূল্য তালিকা

৬০ লাখেরও বেশি পাঠকের কাছে প্রতিদিন

(১ জুলাই ২০১৪ থেকে কার্যকর)

পত্রিকা, অনলাইন ও মোবাইলে

মূল পত্রিকা		
ভেতরের সাধারণ পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	৭,০০০ টাকা
ভেতরের সাধারণ পৃষ্ঠা	প্রতি কলাম ইঞ্চি (সাদাকালো)	৪,৮০০ টাকা
বিশেষ স্থান		
প্রথম পৃষ্ঠা (কমপক্ষে ১২ কলাম ইঞ্চি)	প্রতি কলাম ইঞ্চি (রেডিন)	২০,৫০০ টাকা
শেষ পৃষ্ঠা (কমপক্ষে ৬ কলাম ইঞ্চি)	প্রতি কলাম ইঞ্চি (রেডিন)	১৭,৫০০ টাকা
তৃতীয় পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	১৬,০০০ টাকা
দ্বিতীয় পৃষ্ঠা/পঞ্চম পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	১২,৫০০ টাকা
শেষ পৃষ্ঠার আগের পৃষ্ঠা (খেলা)	প্রতি কলাম ইঞ্চি (রেডিন)	১১,৫০০ টাকা
সপ্তম/নবম পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	১০,০০০ টাকা
সপ্তম/নবম পৃষ্ঠা	প্রতি কলাম ইঞ্চি (সাদাকালো)	৮,০০০ টাকা
অর্থবাহিনী/বিনোদন	প্রতি কলাম ইঞ্চি (রেডিন)	৮,০০০ টাকা
অর্থবাহিনী/বিনোদন	প্রতি কলাম ইঞ্চি (সাদাকালো)	৬,০০০ টাকা

অতিরিক্ত পাতা	প্রতি কলাম ইঞ্চি (রেডিন)	৬,০০০ টাকা
অতিরিক্ত পাতা	প্রতি কলাম ইঞ্চি (সাদাকালো)	৪,০০০ টাকা

সুনির্দিষ্ট স্থানের জন্য অতিরিক্ত ২৫%

স্পট বিজ্ঞাপন		
প্রথম পৃষ্ঠায় (সর্বোচ্চ ২ কলাম ইঞ্চি)	প্রতি কলাম ইঞ্চি	৫৫,০০০ টাকা
শেষ পৃষ্ঠায় (সর্বোচ্চ ২ কলাম ইঞ্চি)	প্রতি কলাম ইঞ্চি	৩৫,০০০ টাকা
খেলার পৃষ্ঠায় (সর্বোচ্চ ২ কলাম ইঞ্চি)	প্রতি কলাম ইঞ্চি	২২,০০০ টাকা

অন্য যেকোনো পাতার স্পটের মূল্য নির্দিষ্ট পাতার বিজ্ঞাপনের মূল্যের দ্বিগুণ হবে।

শ্রেণীভুক্ত বিজ্ঞাপন
শ্রেণীভুক্ত বিজ্ঞাপনে কোনো দর্শনীয় শিরোনাম দেওয়া হয় না। এ জাতীয় বিজ্ঞাপনের মূল্য প্রথম ১৫ শব্দের জন্য মোট ১,৩০০ টাকা এবং পরবর্তী প্রতি শব্দের জন্য ৬০ টাকা। শ্রেণীভুক্ত বিজ্ঞাপন সর্বোচ্চ ৪০ শব্দের মধ্যে হতে হবে।

শ্রেণীভুক্ত বিজ্ঞাপনের মধ্যে আপনার বিজ্ঞাপনটি ফুটিয়ে তুলতে বেছে নিতে পারেন নিচের যেকোনো উপায়:

বোল্ড টেক্সট: বিদ্যমান মূল্যের সঙ্গে ২৫% অতিরিক্ত। **টেক্সট ইন ব্লক:** বিদ্যমান মূল্যের সঙ্গে ৫০% অতিরিক্ত। **টেক্সট ইন বক্স:** বিদ্যমান মূল্যের সঙ্গে ১০০% অতিরিক্ত। **উদাহরণস্বরূপ,** বিজ্ঞাপনটি ১,৩০০ টাকার হলে টেক্সট ইন বক্স হবে ২,৬০০ টাকা। এ ছাড়াও ৫০% অতিরিক্ত দিয়ে আপনার বিজ্ঞাপনটি প্রথম বিজ্ঞাপন হিসেবে ছাপাতে পারেন।

প্রথম আলো'য় প্রকাশিত সব শ্রেণীভুক্ত বিজ্ঞাপন এখন ই-পেপার www.eprothomalo.com-এ বিনা মূল্যে প্রকাশিত হওয়ার পাশাপাশি প্রথম আলো'র নিউজ পোর্টাল www.prothom-alo.com-এ ৭ দিন ধরে দেখা যাবে।

লক্ষণীয়: শ্রেণীভুক্ত বিজ্ঞাপন প্রকাশ তারিখের অন্তত দুই দিন আগে মূল্য পরিশোধ করে বিজ্ঞাপনটি জমা দিতে হবে। উদাহরণস্বরূপ, শুক্রবারের জন্য বিজ্ঞাপন জমা দেওয়ার শেষ সময় বুধবার বিকেল পাঁচটা।

জন্মদিনের শুভেচ্ছা (সাদাকালো) বিজ্ঞাপন (২ ইঞ্চি ১ কলাম) ২,০০০ টাকা।

বক্স সার্ভিস
বক্স নম্বর ব্যবহারের মাধ্যমে প্রথম আলো অফিস থেকে চিঠিপত্র ডেলিভারি নিলে ১,৫০০ টাকা বক্স সার্ভিস ফি দিতে হবে। প্রতি বক্স সার্ভিস ৩০ দিনের জন্য কার্যকর থাকবে।

নিয়মিত ক্রোড়পত্র		
ছুটির দিনে: প্রকাশিত হয় শনিবার (ট্যাবলেড)*		
প্রথম পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	৬,৫০০ টাকা
শেষ পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	৫,০০০ টাকা
ভেতরের পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	৩,৫০০ টাকা
স্বপ্ন নিয়ে: প্রকাশিত হয় রোববার		
প্রথম পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	৬,৫০০ টাকা
শেষ পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	৫,০০০ টাকা
ভেতরের পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	৩,৫০০ টাকা
বন্ধসভা: প্রকাশিত হয় রোববার		
	প্রতি কলাম ইঞ্চি (রেডিন)	৩,৫০০ টাকা
রস+আলো: প্রকাশিত হয় সোমবার (ট্যাবলেড)*		
প্রথম পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	৬,৫০০ টাকা
শেষ পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	৫,০০০ টাকা
ভেতরের পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	৩,৫০০ টাকা
নকশা: প্রকাশিত হয় মঙ্গলবার (ট্যাবলেড)		
প্রথম পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	১২,০০০ টাকা
শেষ পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	১১,০০০ টাকা
তৃতীয় পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	১০,০০০ টাকা
ভেতরের পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	৮,০০০ টাকা
অধুনা: প্রকাশিত হয় বুধবার		
প্রথম পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	৬,৫০০ টাকা
শেষ পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	৫,০০০ টাকা
ভেতরের পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	৩,৫০০ টাকা
আনন্দ: প্রকাশিত হয় বৃহস্পতিবার		
প্রথম পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	৬,৫০০ টাকা
শেষ পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	৫,০০০ টাকা
ভেতরের পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	৩,৫০০ টাকা
অন্য আলো: প্রকাশিত হয় শুক্রবার		
প্রথম পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	৬,৫০০ টাকা
ভেতরের পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	৩,৫০০ টাকা
শিল্পসাহিত্য: প্রকাশিত হয় শুক্রবার		
	প্রতি কলাম ইঞ্চি (রেডিন)	৩,৫০০ টাকা
গোল্লাছুট: প্রকাশিত হয় শুক্রবার		
	প্রতি কলাম ইঞ্চি (রেডিন)	৩,৫০০ টাকা
চলতি বিশ্ব: প্রকাশিত হয় শুক্রবার		
	প্রতি কলাম ইঞ্চি (রেডিন)	৩,৫০০ টাকা
প্রজন্ম ডট কম: প্রকাশিত হয় শুক্রবার		
	প্রতি কলাম ইঞ্চি (রেডিন)	৫,৫০০ টাকা
বিশেষ ক্রোড়পত্র		
প্রথম পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	১০,০০০ টাকা
শেষ পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	৮,০০০ টাকা
ভেতরের পৃষ্ঠা	প্রতি কলাম ইঞ্চি (রেডিন)	৬,০০০ টাকা

* জুলাই ২০১৪ হতে ট্যাবলেড আকারে প্রকাশিত হবে।

যোগাযোগ

প্রথম আলো, বিজ্ঞাপন বিভাগ

১০০ কাজী নজরুল ইসলাম এভিনিউ, কারওয়ান বাজার, ঢাকা-১২১৫।

অফিস : ৮১৮০০৭৮-৮১, ৯১২১০৬৮, ৯১২১১৬৭, ৯১২১২২৩, বিজ্ঞাপন বিভাগ : ৯১৩৮৬১৯, ৮১২৫৩৬১

ফ্যাক্স : ৯১২১০৫২, ই-মেইল : advertisement@prothom-alo.info, adprothomalo@gmail.com

ওয়েবসাইট : www.prothom-alo.com, www.eprothomalo.com

প্রথম আলো'য় প্রচারিত সব বিজ্ঞাপন @prothomalo-তে বিনা মূল্যে প্রকাশিত হয়

To advertise in this renowned e-newspaper, Nestlé Professional just needs to select the eligible place to put the advertisement so that people will get to know about their ‘Nescafé Alegria Machine’.

ই-কালের কণ্ঠ :

✓ Kaler Kantho:

Kaler Kantho is one of the most popular Bengali newspapers in Bangladesh. Its daily print run is over 280,000 copies, along with hard copy they also provide online service through:

✓ Web Site:

The portal of kaler Kantho (www.kalerkantho.com) publish daily news and also arrange online poll “Jonomot Jorip” and provide the old copy of kaler kontho.

✓ Facebook:

Kaler Knatho maintains a social connection through facebook and they have more than sixty two thousand likes in facebook page. They post most viewed and breaking news in this facebook page.

The advertisement details are given below showing the exact location in the newspaper. The advertisement is shown to people for 7days.

Top Banner Size : 1000 x 90 px Rate : 400,000/=



পত্রবাস নির্দেশনা

First category Banner Size : 658 x 60 px Rate : 75,000/=

প্রথম পাতা

আ. লীপে ভোটের প্রস্তুতি পালিয়ে বেড়াচ্ছে বিএনপি নির্বাচনের প্রস্তুতি জাগোভাণ্ডাই নিতে শুরু করেছে ক্ষমতাসীন দল আওয়ামী লীগ।

- বাংলাদেশ পেছাচ্ছে এগোচ্ছে প্রতিবেশীরা
- সর্বত্র উদ্বেগ আর হতাশা
- নিবন্ধন কিরে গেতে দুই চিত্তা জামায়াতের
- প্রধানমন্ত্রিত্ব চাই না শান্তি চাই
- খালেশনা জিয়ার বাসার সামনে থেকে অতিরিক্ত পুলিশ সরে গেছে

আরও »

2nd category Banner Size : 658 x 60 px Rate : 50,000/=

শেষের পাতা

ইসিকে পরামর্শ-গৃহভৃত্য না হয়ে দাঁড়ানোর চেষ্টা করুন

সংসদ নির্বাচনে রাজনৈতিক দল ও প্রার্থীদের জন্য সংশোধিত আচরণ বিধিমালা

- তিস্তা চুক্তির নতুন কর্মুলা
- আসন ধরে রাখা আর কিরে পাওয়ার চেষ্টায় বড় দুই দল
- কিলিগহিনে নিহত ১০,০০০!
- চুলা জ্বলে না কর্মহীন প্রমজীবি পরিবারে
- ৭ ডিসেম্বরের মধ্যে পরীক্ষা শেষ করতে নির্দেশনা

আরও »

3rd category Banner Size : 658 x 60 px Rate : 50,000/=

খেলা

খেলায় থেকে প্রতীক হয়ে ওঠা

ইটপাথরের এই নগরী ছেড়ে নিমানবন্দর সড়ক ধরে এগিয়ে যেতে থাকলে

হ্যাটট্রিকে প্রস্তুতি রোনালদো-ইব্রার

পূরের ম্যাচেই মুখোমুখি হবেন তারা দুজন। দারুণ গুরুত্বপূর্ণ সেই ম্যাচের

টেডুলকারের কল্যাণেই ধোলি আধিনায়ক।

শচীন টেডুলকারের ওপর কৃতজ্ঞ থাকার কথা মহেন্দ্র সিং ধোলির। বিশ্বমঞ্চে

Category Banner (half)-1
Size : 313 x 60 px Rate : 30,000/=

Category Banner (half)-2
Size : 313 x 60 px Rate : 30,000/=

খবর

- খেলাধুলা
- তথ্যপ্রযুক্তি
- জীবনযাপন
- বিনোদন

বিএনপি অফিসকে ঘিরে নিরাপত্তা জোরদার

পদত্যাগপত্র জমা দিলেন মন্ত্রীরা

পদত্যাগপত্র জমা দিলেন সর্দার

৭ ডিসেম্বরের মধ্যে পরীক্ষা শেষ করতে নির্দেশনা

Sidebar Double
Size : 313 x 250 px
Rate : 100,000/=

Sidebar Single
Size : 313 x 150 px
Rate : 50,000/=

অনলাইন জরিপ

কালের কর্ত্ত

আজকের প্রশ্ন

সরকারি কর্মকর্তাদের বিরুদ্ধে নামলা করতে অনুমোদন লাগবে-এমন বিধান রেখে তদক আইন কার্যকর কিছ হবে বলে মনে করেন কি?

হ্যাঁ না মতামত নেই

অনুগ্রহ করে সংকেতটি টাইপ করুন

oebcrw

জোট ফল

আর্কাইভ

ভিডিও গ্যালারি

11/07/2013 17:09:51:57

Signing Ceremony

00:30

- রাজনীতির হালচাল
- আত্মহত্যা নয় হত্যা?
- মা-বাবার মতো
- পণতাত্ত্বিক দাবি আদায়ে হরতালই একমাত্র কার্যকরী হাঙ্গামেই

খবর



প্রথম দিনে ৬৭৮ মনোনয়ন ফরম বিক্রি আ. লীগের

প্রথম দিনে দেশের সাত বিভাগে আওয়ামী লীগের মোট ৬৭৮টি মনোনয়ন

- টিভি দেখে ও পত্রিকা পড়ে সময় কাটাচ্ছে বিএনপির চার নেতা
- সৈয়দ কায়সারের বিরুদ্ধে আনুষ্ঠানিক অভিযোগ
- হেঁটে যশোর থেকে মাগুরা..
- চট্টগ্রামে বিচারকের বাসায় হাতবোমা নিক্ষেপ
- জিন্নুর রহমান ভবিষ্যৎ রাজনীতিবিদদের অনুপ্রেরণার উৎস

আরও »

শিল্প বাণিজ্য



নিত্যপণ্যের দাম বাড়িয়ে দিচ্ছে হরতাল

দক্ষায় দক্ষায় ডাকা হরতালের কারণে নিত্যপণ্যের দাম অস্থির হয়ে উঠেছে।

- মজুরি নিয়ে সংকট তৈরি না করার আহবান স্বপ্নের
- স্বপ্নগ্রহীতা বাছাই আরো উন্নত করার সুপারিশ
- টেকসই বাণিজ্যের জন্য স্থিতিশীলতা জরুরি : স্বপ্নগ্রহীতা
- দুই বাজারেই সূচক বেড়েছে
- শাট ডাউনে মুক্তরাষ্ট্রের সরকারি ক্ষতি ২০০ কোটি ডলার

আরও »

হট জবস

-  চফ এডটর/ ডাডরো এডটর, বিবিসি মিডিয়া
-  বিক্রয় প্রতিনিধি
-  একজিকিউটিভ এবং জুনিয়র একজিকিউটিভ
-  একজিকিউটিভ, ডিভিশন গ্রুপ
-  ইন্ট্রাকো গ্রুপ

উপ-সম্পাদকীয়	মুক্তধারা	চিঠিপত্র	সম্পাদকীয়
 <p>পণতন্ত্র ও বাংলাদেশ</p> <p>পণতন্ত্র ও বাংলাদেশ অবিচ্ছেদ্য, অবিভাজ্য। যদি দেড় হাজার বছর</p> <p>[বিজ্ঞপিত]</p>			<ul style="list-style-type: none"> • বৈদেশিক মুদ্রার রিজার্ভ বৃদ্ধির প্রচল • জেনেভায় সাক্ষাৎ নেই • আণামী নির্বাচনের ভবিষ্যদ্বাণী <p style="text-align: right;">উপ-সম্পাদকীয় - এর আরও »</p>

আজকের অনুষ্ঠান

ঢাকা রিপোর্টার্স ইউনিটি : সাংবাদিক দম্পতি সাগর-রুনা হত্যার বিচারের দাবিতে বিক্ষোভ সমাবেশ, জাতীয় গ্রেসক্লাবের সামনে, সকাল ১১টায়।

বাংলাদেশের কমিউনিস্ট পার্টি : কুমিল্লার বেতিয়ারার শহীদদের স্মরণে পুষ্পস্তবক অর্পণ, সিপিবি'র কেন্দ্রীয় কার্যালয়ের সামনে, সকাল ১০টায়।

Bottom Banner Size : 1000 x 90 px Rate : 100,000/=

ফটো গ্যালারি



মেয়েদের পোশাক



ফুলের গয়না



লাজ সুন্দরী



আঁখি আলনগীর

আজকের পত্রিকা		ফিচার	অনলাইন			সম্পাদকীয়	অনুসরণ করুন
প্রথম পাতা	শিল্প বাণিজ্য	A I Z	জাতীয়	বিশেষ	তথ্যপ্রযুক্তি	উপ-সম্পাদকীয়	আর্কাইভ
দেখের পাতা	খেলা		রাজনীতি	বিবিধ	বিশোধন	মুক্তধারা	ফোনবুক
খবর	দেশে দেশে		বাণিজ্য	সারাবাংলা	সংস্কৃতি	চিঠিপত্র	টুইটার
			খেলাধুলা			সম্পাদকীয়	৮১৫৮০১২,
							৮৪০২০৪৮
							আর এন এন মিড
							ই.নেইল

সম্পাদক : ইনদাছল হক মিলন, উপদেষ্টা সম্পাদক : অমিত হাবিব, ইস্ট ওয়েস্ট মিডিয়া গ্রুপ পিসিটিভের পক্ষে নয়নাল হোসেন চৌধুরী কর্তৃক প্রট-৩৭১/এ, ব্লক-ডি, বসুন্ধরা, বারিধারা থেকে প্রকাশিত এক প্রট-সি/৫২, ব্লক-কে, বসুন্ধরা, ষিলক্ষেত, বাস্তা, ঢাকা-১২২৯ থেকে মুদ্রিত। বার্তা ও সম্পাদকীয় বিভাগ : বসুন্ধরা আবাসিক এলাকা, প্রট-৩৭১/এ, ব্লক-ডি, বারিধারা, ঢাকা-১২২৯। পিএনএর : ০২৮৪০২০৭২-৭৫, ফ্যাক্স : ৮৪০২০৬৮-৯, বিজ্ঞাপন ফোন : ৮১৫৮০১২, ৮৪০২০৪৮, বিজ্ঞাপন ফ্যাক্স : ৮১৫৮৮৬২, ৮৪০২০৪৭। E-mail : info@kalerkantho.com

www.nestle.com.bd | Development by Orange

Top Banner Size : 1000 x 90 px Rate : 400,000/=

বিটা সংস্করণ **কালের কণ্ঠ** কনটেন্ট ইউনিজয় অনুসন্ধান করুন...

চাৰু শনিবাৰ ৯ নভেম্বৰ ২০১৩, ২৫ কাৰ্তিক ১৪২০, ৪ মংৱৰম ১৪৩৫

আজকের পত্রিকা • অনলাইন • স্টিচার • সম্পাদকীয় • খেলা • এক নজরে • ই-পেপার • কটো গ্যালারি

আপনিকৈ নতুন সুযোগ

হোম / অনলাইন / বিনোদন প্রকাশ : ০৯ নভেম্বর, ২০১৩ ১৪:৪২:২৩

Full Banner above single page
Size : 658 x 60 px Rate : 100,000/=

প্রিয়াংকার 'টু লাভ' হাই হিলের জুতো

কালের কণ্ঠ অনলাইন

শেয়ার - মন্তব্য - প্রিন্ট



অ অ অ+

পায়ে হাই হিলের জুতো ছাড়া বাইরে যেতেই পছন্দ করেন না প্রিয়াংকা চোপড়া। এমনকি ভ্রমণে গেলেও উঁচু হিলের জুতোয় এই বলিউড তারকার কোনো সমস্যা হয় না। তবে এ বিষয়ে তাকে সচেতন করেছিলেন আরেক তারকা বিপাশা বসু।

প্রিয়াংকার কাছে হাই হিল 'টু লাভ', নিজেই জানালেন তিনি। আরো খোলাসা করে বললেন, 'হাই হিলে আমি অভ্যস্ত। আমার মনে হয়, আমার পা দুটি অ্যাথলেটদের মতো। তাই সব সময় এই জুতো পরেও আমার সমস্যা হয় না।'

হাই হিল জুতো মেরুদণ্ডের ওপর চাপ ফেলে। তাছাড়া আরো কিছু ক্ষতির কারণ হতে পারে ফ্যাশনেবল এই জুতো। 'হাই হিল বেশি পরলে আমার মেরুদণ্ড ও হাঁটুতে সমস্যা হবে। তাই বিপাশা এক সময় আমাকে পরামর্শ দিয়েছিলো এটা কম পরার জন্য। সমান সোলের জুতো পরার চেষ্টাও করেছিলাম আমি। কিন্তু এটা আমার একদম ভাল লাগে না', প্রিয়াংকার সরল মন্তব্য। সূত্র: টাইমস অব ইন্ডিয়া

Full Banner below single page
Size : 658 x 60 px Rate : 100,000/=

মন্তব্য

Facebook social plugin

বিনোদন - এর আরো খবর

-  নব্বুতা মানে আমার কাছে নিজের কাছে ফেরা
-  মিস এশিয়া প্যাসিফিকের মাঝার মুকুটটি হীরার নয় কাঁচের।
-  ঐশ্বরীয়া রাই ৪০তম জন্মদিন পালন করলেন কলেজ বন্ধুদের সঙ্গে
-  সুপার মডেল নাওমির পরামর্শ: সপ্তাহে কমপক্ষে একদিন উপবাস করুন
-  পর্দায় স্বামীর ঘনিষ্ঠ দৃশ্য নিয়ে চিত্তা নেই কারিনার

Sidebar Double single page
Size : 313 x 250 px
Rate : 100,000/=

Sidebar Single single page
Size : 313 x 150 px
Rate : 75,000/=

কালের কণ্ঠ

Online Advertisement Rate

Top Banner	Size : 1000 x 90 px	Rate : 400,000/=
First Banner-1	Size : 313 x 60 px	Rate : 100,000/=
First Banner-2	Size : 313 x 60 px	Rate : 100,000/=
First Banner-3	Size : 313 x 60 px	Rate : 100,000/=
2nd Banner-1	Size : 313 x 60 px	Rate : 75,000/=
2nd Banner-2	Size : 313 x 60 px	Rate : 75,000/=
2nd Banner-3	Size : 313 x 60 px	Rate : 75,000/=
3rd Banner-1	Size : 313 x 60 px	Rate : 50,000/=
3rd Banner-2	Size : 313 x 60 px	Rate : 50,000/=
3rd Banner-3	Size : 313 x 60 px	Rate : 50,000/=
First category Banner	Size : 658 x 60 px	Rate : 75,000/=
2nd category Banner	Size : 658 x 60 px	Rate : 50,000/=
3rd category Banner	Size : 658 x 60 px	Rate : 50,000/=
Sidebar Double	Size : 313 x 250 px	Rate : 100,000/=
Sidebar Single	Size : 313 x 150 px	Rate : 50,000/=
Category Banner (half)-1	Size : 313 x 60 px	Rate : 30,000/=
Category Banner (half)-2	Size : 313 x 60 px	Rate : 30,000/=
Bottom Banner	Size : 1000 x 90 px	Rate : 100,000/=
Sidebar Double on single page	Size : 313 x 250 px	Rate : 100,000/=
Sidebar Single on single page	Size : 313 x 150 px	Rate : 75,000/=
Full Banner above on single page	Size : 658 x 60 px	Rate : 100,000/=
Full Banner below on single page	Size : 658 x 60 px	Rate : 100,000/=

✓ **Search Engine Marketing:**

Search engine optimization gives cost effective ways to drive audiences and paid search engine advertising guarantees immediate customers for whatever phrases that need. Frequently, companies direct a small share of their efforts and budgets to domain names and search engine strategies like search engine optimization (SEO).

The ultimate building blocks of search engine marketing are:

1) Keywords and Labels:

Longsuffering searcher behaviors - pages/documents actually seem at the top of search programs based on searcher goals and performances

2) Accessibility and Navigation:

It includes information architecture, design, layout, technical format which has an accessible site steering scheme and URL structure that search engines can edge

Authentication in the form of objective, third party link development and social signals

Home Mail News Sports Finance Weather Games Groups Answers Screen Flickr Mobile More

YAHOO! nescafe alegr Search Sign In Mail

Web
Images
Video
News
Local
Shopping
Maps
More

Anytime
Past day
Past week
Past month

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 nescafe alegria coffee machine
 nescafe alegria north america home page
 nescafe alegria coffee machine review
nescafé alegria coffee and beverage solutions
 nescafe alegria
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Google Alegria coffee machine fariasimir@gmail.com

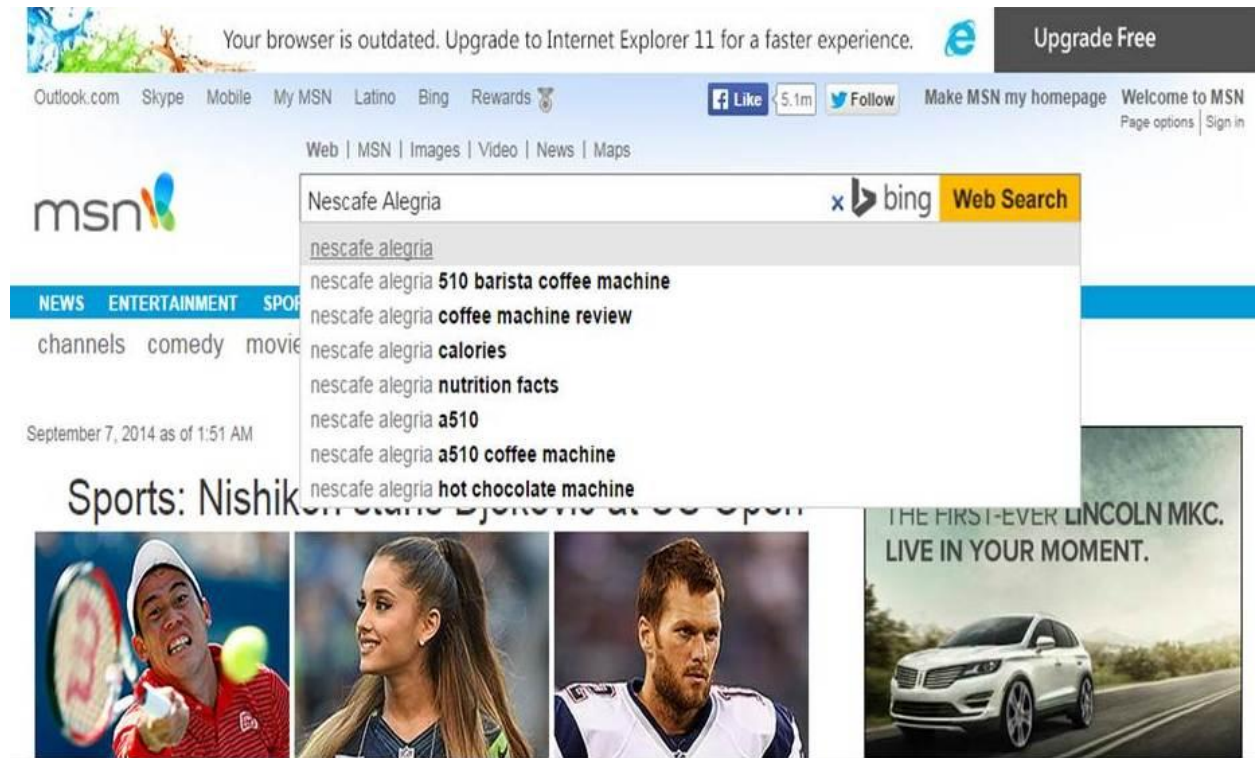
alegria coffee machine Remove
 alegria coffee machine
 alegria shoes
 alegria shoe shop
 alegria sandals

About 81,400 results (0.32 seconds)

Sell Coffee Machines - OLX.com.bd
 Ad www.olx.com.bd/Coffee_Machine
 Post coffee machines on OLX Free classifieds! Try it now
 Real Estate in Your City - Find Jobs in Bangladesh - Services in Your Area

Home | Nescafé Alegria Welcome
<https://www.nescafe-alegria.com/>
 Welcome to the official Nescafe Alegria website. Keep your workforce motivated with beautiful tasting coffee.
 Register - Machine - Meet your Office Barista - Coffee

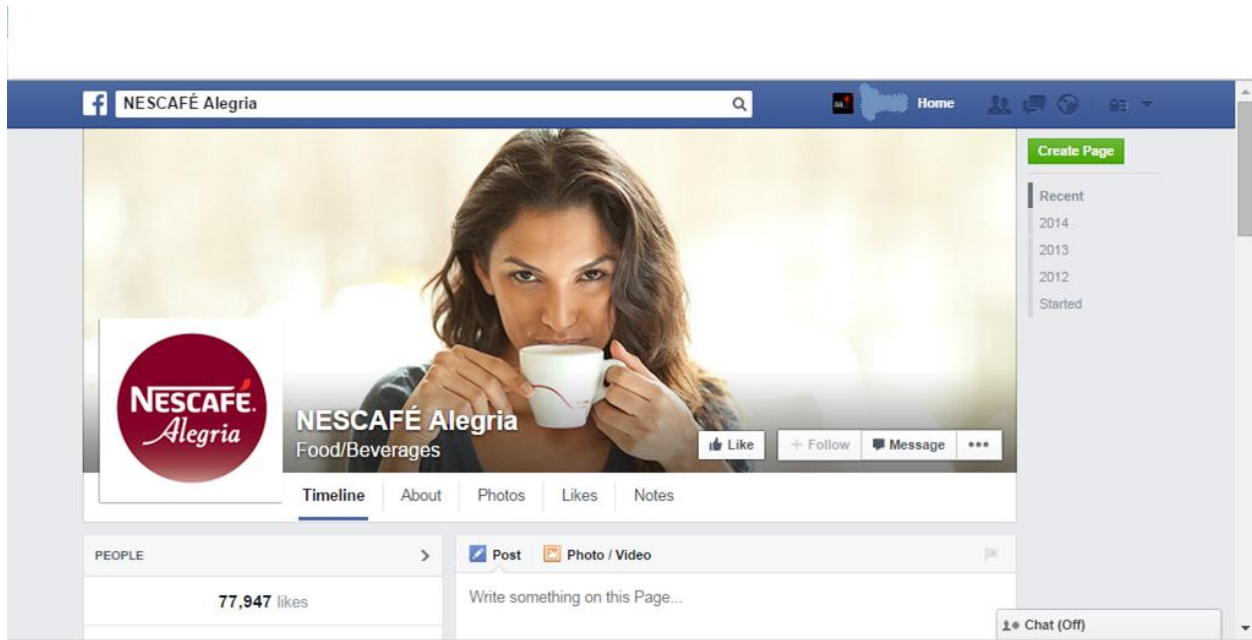
Machine | Nescafé Alegria
<https://www.nescafe-alegria.com/en-us/Machine>
 The Nescafé Alegria is built to make great coffee. It even makes coffee fun.



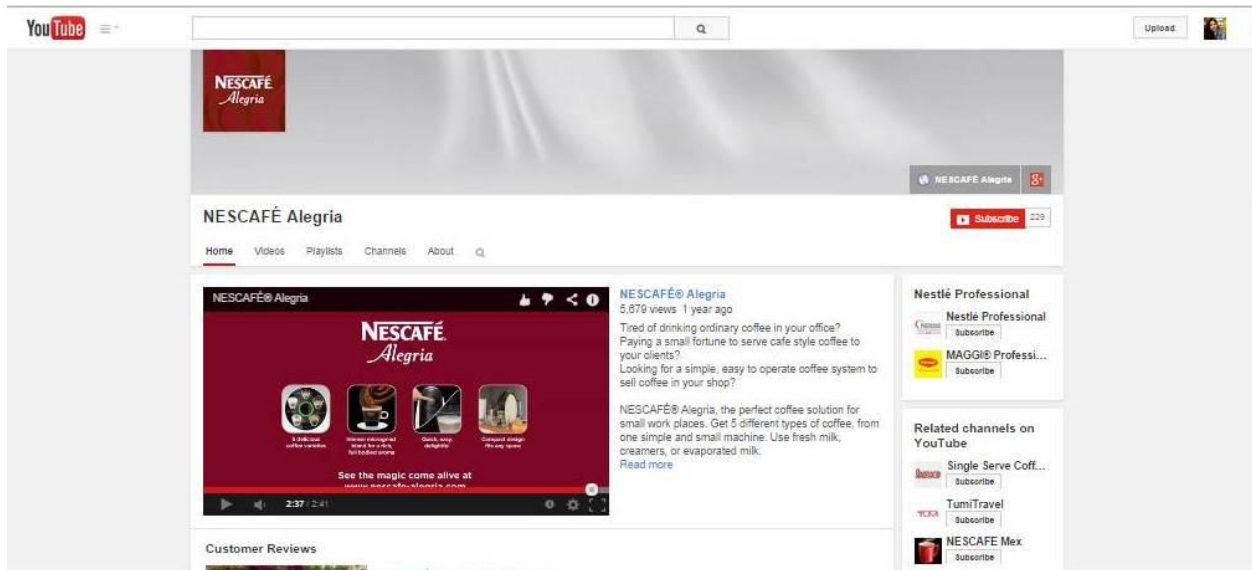
✓ **Social Media Marketing:**

Social media is the key to share message and connect to customer's social networks. In addition, product branding through tagging and sharing Facebook, twitter, linked in have revolutionized social media, and changed the way marketers communicate.

Promotion on Facebook



Subscribing Youtube Nescafé Alegria



Customers twitts



✓ **E-mail Marketing:**

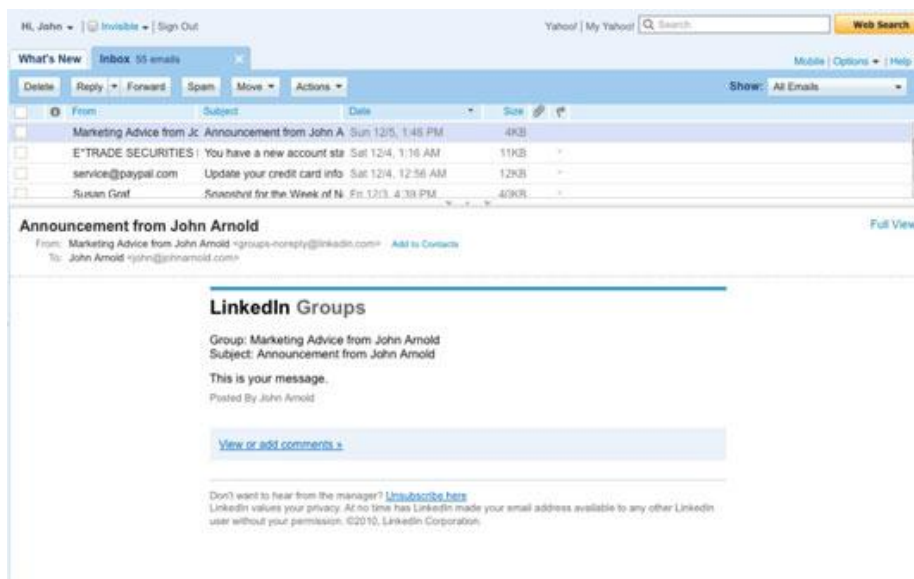
E-mail marketing is sending an email solely to communicate a promotional message. Nestlé Professionals try to collect a list of customer or prospect email addresses to send direct promotional messages. They can send e-mail marketing messages to their LinkedIn connections and to other LinkedIn users who accept messages outside their own connections using three basic messaging methods-

a) Basic messaging inbox:

The basic messaging inbox permits one to send messages to one or more connections.

b) Group announcements:

Group announcements allow individuals to e-mail the members of LinkedIn group.

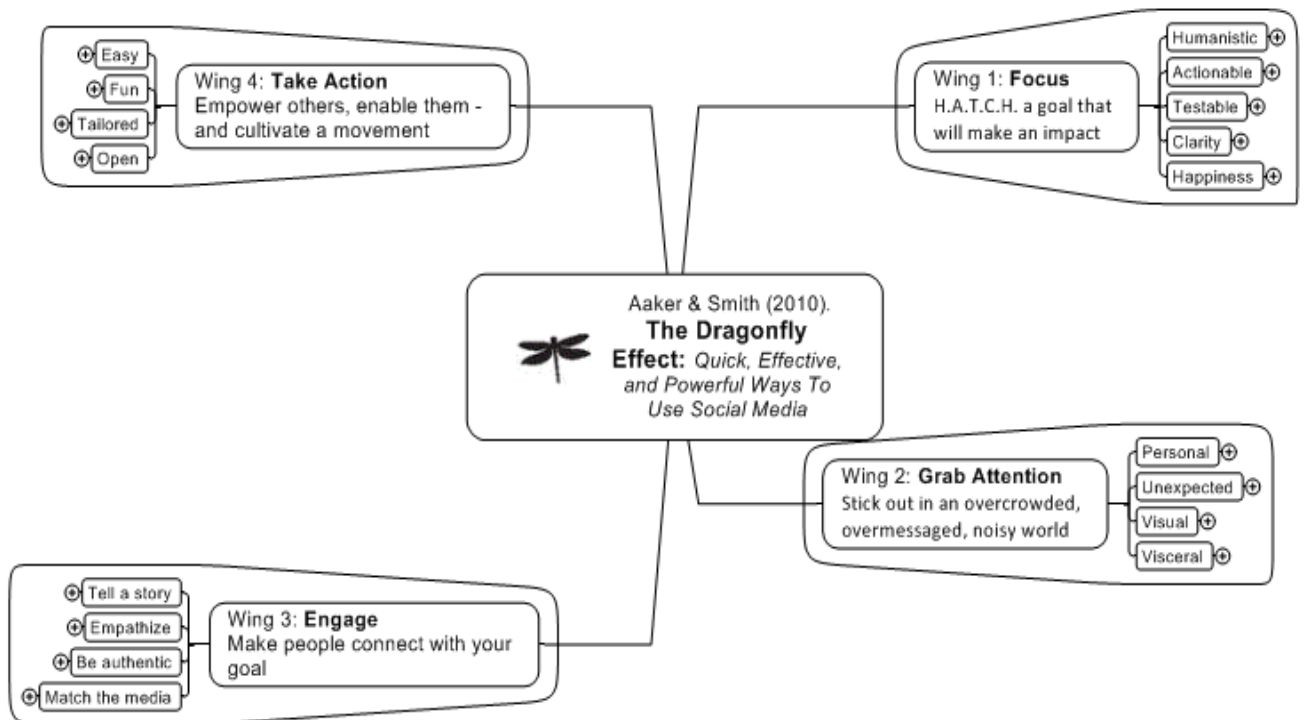


Conclusion:

The dragonfly having four wings signifies the importance of integrated effect and is parallel to the wrinkle effect. 'Dragonfly Effect' shows how synchronized ideas can be used to create rapid transformations through internet with Focusing, Grabbing the Attention, Engagement and Taking Actions. Nestlé professionals started focusing to grab attention for big engagement of only Dhaka city people and take some valuable actions for marketing on internet of Nescafé Alegria machine which has great coffee, made easy and undoubtedly "A premium taste that enhance your sophistication with a glint".

Findings & Recommendation:

Till date there is no other flexible and small sized coffee machine has offered to any kinds of corporate houses or any commercial purpose in Bangladesh. Nestlé Professionals ‘Step Up’ project is dealing with this Alegria machine. Without any kinds of calculation and experiment, this project will not go in a long run. Fortunately, to achieve the key of success in this project Nestlé Professionals is doing a lot of home-work. Internet is very powerful to engage a good number of people. So a good recommendation is to follow the dragonfly effect to prosper in this project. The dragonfly effect is quick, effective and fast way to use marketing on the internet. The method relies on four essential skills-



Reference:

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http://books.google.com.bd/books?id=iynakyn3G5cC&pg=PA145&lpg=PA145&dq=dragonfly+effect+definition&source=bl&ots=stOzHZftZd&sig=rSWZg9De0OH5CiDrVzOsf20kMXo&hl=en&sa=X&ei=Z_8NVO_YJsr-8QXf7YGgAQ&sqi=2&ved=0CEAQ6AEwBA#v=onepage&q=dragonfly%20effect%20definition&f=false)