

Internship Paper

On

“The overall market scenario of Munch Rollz”



Submitted To-

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8th November, 2014

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Sub: Submission of the Internship Report

Dear Madam:

I am pleased to submit this report, which has been prepared for the requirement of internship program. I have tried my best of my ability to complete the report properly and to bring out a meaningful insight within the constraints. I had to face some difficulties while gaining information for the project. While preparing this report, I have learnt many things regarding the relationship of supply chain, tangible & intangible response and retailer's attitudes towards the Wholesalers, Distributors and overall administration.

I appreciate your kind advice, cooperation, patience and suggestions regarding this report which will definitely help me to go ahead as a brilliant guideline. I will be available for any query and clarification regarding this report whenever necessary.

Sincerely yours,

RafizaKhatun

ID-

BRAC Business School, BRAC University

ACKNOWLEDGEMENT

I am grateful to many individuals for completing my Internship report successfully. First of all, I would like to thank Nestle' Bangaldesh Limited and for giving me the opportunity of having an Internship program. I have gathered an enormous deal of experience while going through the internship period and preparation of this report.

I am thankful to my Supervisor, Khondokar Sufi Alam for guiding me and encouraging me to work on this exciting topic for my internship paper. I strongly believe that, these will assist me a lot to make me more professional and building my future professional career.

I would like to gratify my external supervisor MimtazBenozir, Territory Officer (Nestle Bangladesh Limited), Nestle Bangladesh Limited for her guidance and cooperation to prepare this report. She has enriched me with the necessary ideas and concept for unremitting improvement of the report.

Finally, my heartiest thanks go to others who were involved and helped directly and indirectly to prepare this report. Without them all these wouldn't have been made possible.

EXECUTIVE SUMMARY

This study has been undertaken to analyze the overall market scenario of Munch Rolls distribution in Bangladesh. Surveying the consumers, it has been found that other chocolate products like Kitkat, Dairy Milk and Sneakers are slightly more popular than Munch Rolls, which can be attributed to early entry, brand awareness, better value proposition and higher perceived quality. Despite its late entry to the market, Munch Rollz has also shown steady sales and limited growth. From the survey carried out, it has been found that because of its low price, consumers often have associated Munch Rollz with slightly lower quality than its competitors. Apart from that, this study has also analyzed the sales, MR and TP data of Munch Rolls. It has been found that TPs have significant contributions in sales and MR increase.

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Chapter- One

INTRODUCTION

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1.0 Introduction:

This chapter talks about the background of our study, problem statement and overall scenario of the research. We described the key terms in our research report and the significance of our report in this chapter. For this purpose, I was assigned to “Nestle Bangladesh limited.” to have the practical experience after completing the institutional experience. According to the academic curriculum of BRAC University, every student has to do an internship program under any reputed organization. I am grateful to Nestle Bangladesh for giving me the opportunity to complete my internship. The journey has been started from the 15th may to the 2nd August 2014. During the internship period I had been working under the Munch Rollz Consumer Brand. For preparing this report, it has been gathered information from the superior as well as from the concerned persons of the company. Corporate vision, mission, values, goals and objectives of Nestle Bangladesh Limited have been discussed in internship report. Moreover, all the products and services that Nestle Bangladesh limited offers to the customers have been described. A brief overview and description of the work process have been included with a chart. A concise description about the department is also given in the company profile chapter.

Furthermore, consumer analysis has been made for promotional strategies to figure out some of the findings regarding the performance of Munch rollz. Sales, MR and TP data have also been analyzed to understand their affects. Meanwhile suggestions and recommendations were included in order to eradicate the weaknesses of their department. Finally, the report is ended up through including references and sources that have been used to prepare this report.

Chapter- Two

COMPANY

OVERVIEW

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2.1 Historical Background

Food is core element in our daily lives. Not only does it enable us to survive, but appropriate amounts and quality also help to ensure a better standard of living by contributing to our health and wellness. Nestlé is the largest food company in the world measured by revenues. Nestlé's product include baby food, bottled water, breakfast cereals, coffee, confectionary, dairy products, ice cream, pet foods and snacks. Nestlé employs around 3, 30,000 people in over 150 countries and have 461 factories or operations in 86 countries.

Nestlé believes that not only possible to create long-term value for their shareholders if their behavior strategies and operations also create value for the communities where they operate, for their business partners and of course, for their consumers.

2.1.1 Nestlé in Bangladesh

Nestlé Bangladesh Limited started its first commercial production in Bangladesh in 1994. In 1998, Nestlé S.A. took over the remaining 40% share from our local partner when Nestlé Bangladesh became a fully owned subsidiary of Nestlé S.A.

Nestlé Bangladesh's vision is to be recognized as the most successful food and Beverage Company in Bangladesh, generating sustainable, profitable growth and continuously improving results to the benefit of shareholders and employees.

Our factory is situated at Sreepur, 55 km north of Dhaka; the factory produces instant noodles, cereals and repacks milks, soups, beverages and infant nutrition products.

Today Nestlé Bangladesh Ltd. is a strongly positioned organization. The Company will continue to grow through our policy of constant innovation and renovation, concentrating on our core competencies and our commitment to high quality, with the aim of providing the best quality food to the people of Bangladesh.

Nestlé Bangladesh Limited is a leading food company with lots of global strategic brands operating in Bangladesh. **Munch** is one of the strategic brands of Nestlé Bangladesh Limited. In Bangladesh to reach to more consumers and to better satisfy the needs, Munch is trying to implement some of the exceptional promotional programs such as School & university Campaign, festival Gift Box and This research is being carried out with an intention to evaluate the effectiveness of these programs .By talking with the teenagers personally whenever it was convenient, it was being tried to find out whether there is any differences between the pattern of choices.

2.1.2 Business Vision

“Organizational excellence is never achieved through a onetime effort; it is always a process of continuous improvement across a number of areas of operation.” ~ The spirit of Nestlé.

A key factor for Nestlé’s success has been its quest for continuous improvement through ushering in greater productivity and more efficiency in everyday operations. Despite the infrastructure impediments in India, Nestlé has set itself high standards of business performance. This is reflected through the essence of the company – its mission statement.

2.1.3 Nestlé’s mission

“To be in every way the leading company in the Bangladesh food industry and a good corporate citizen by providing our consumers with superior quality products, our shareholders with rapid growth & fair returns and our employees with a challenging and satisfying work environment.”

To translate this spirit into a planned and measurable process, Nestlé has set up key objectives across all divisions.

2.1.4 Key objectives

Broad Objective:

Marketing objectives are compatible with the overall corporate objectives of Nestlé. Company's objective is to be the world's largest and best branded food manufacturer while insuring that Nestlé name is synonymous with the products of the highest quality.

“Making our customers winners by constantly exceeding their expectations”

Chief objectives:

- To achieve compatibility with international voluntary standards on environmental management systems.
- To build mutual trust with consumers, governmental authorities and business partners.
- To ensure continuous improvement of Nestlé's environmental performance.
- Conservation of natural resources and minimization of waste.
- Total compliance with the laws.
- To establish the benchmark for good business practice.
- Employing new technologies and processing.
- By committing to resources, both human and financial.
- Measuring the cost and benefits to business of its activities

2.1.5 Specified objectives of each division

(Production)

- To optimize production costs while enhancing product quality so as to make Nestlé products even more competitive in the market place.

(Sales and marketing)

- To reach a sales turnover of 3000 crores by the year 2003
- To double the turnover every three years

(People)

- To help employees to retain a long term perspective and integrate them fully with the company's business goals
- To retain a broad perspective while addressing individual needs
- To view growth as a continuous process
- To concentrate on attitudinal changes by developing leadership skills, an appreciation of interdependence between units and the enhancement of a sense of belonging to Nestlé.

(Finance)

- To maintain profit levels above the average for the food industry in Bangladesh.

(Factory)

Nestlé has one factory in Bangladesh and that is in Sreepur, where they produce 3 kinds of products internally. Those are Cerelac, Munch and Maggi. The other products are imported.

Cerelac

Munch

MAGGI

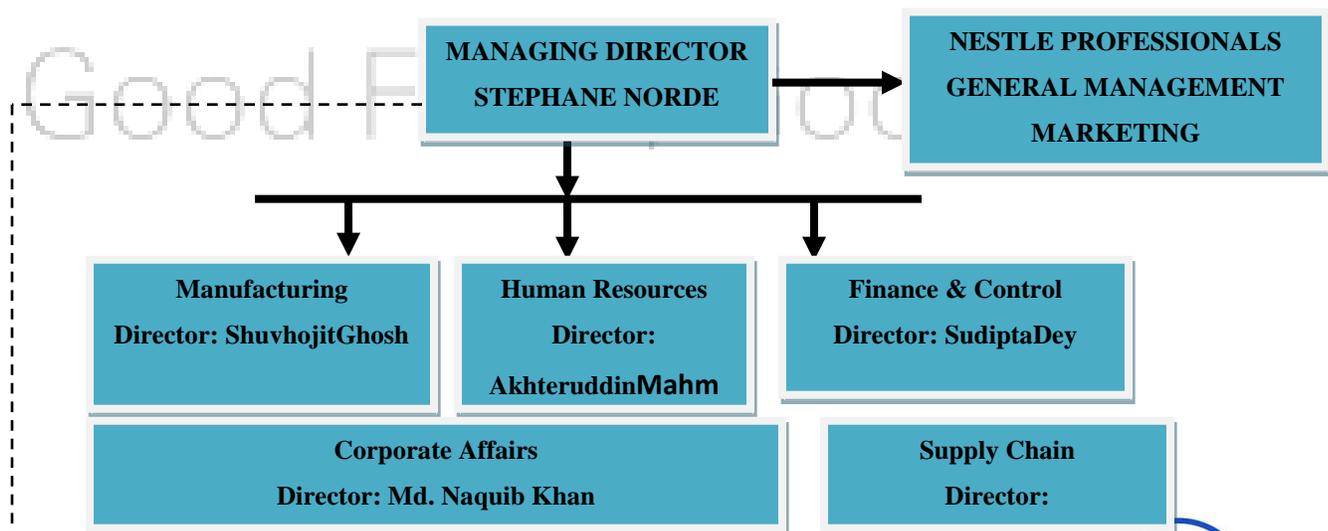
2.2 Activities of the organization

Nestlé Bangladesh Limited has divided its brands according to each type of its business groups under many categories. They are being structured in the following:

Business Groups	Categories	Brands	SKUs
Dairy	FCMP	NIDO	NIDO Tin 2.5 Kg NIDO Tin 900 g NIDO BIB 350 g
	Growing-up Milk	NIDO	NIDO GUM 1+ BIB NIDO GUM 3+ BIB
Beverages	Beverage	NESCAFÉ	NESCAFÉ Jar 200g, 100 g, 50 g
	Beverage	NESCAFÉ	NESCAFÉ 3 in 1
	Non-Dairy Creamer	Coffee Mate	Coffee Mate 400g, 450g & 5g
Foods	Noodles	MAGGI	M2MN Mas 62g, 248g, 496g, 744 g MAGGI Shaad E Magic 40g
	Soup	MAGGI	Thai 35g Corn 25g Vegetable 25g
	Seasoning	MAGGI	Shaad E Magic 4g
Cereals	Breakfast Cereals	Nestlé Koko Krunch	Koko 330g Koko 170g Koko 80g
		Nestlé Corn Flakes	Cornflakes 275g Cornflakes 150g

Confectionaries	Confectionary	MUNCH rollz	MUNCH rollz 6g MUNCH rollz 12g
Infant Nutritions	Infant Fomula	Lectogen, NAN	Lac-1 BIB 180g, 350g, 800g, TIN 400g Lac-2 BIB 350g, TIN 400 g and 800g Lac-3 BIB 350g, TIN 400g NAN pro 1 NAN 2
	Infant Specialties	Al 110	Al 200g Pre NAN 400g
	Infant Cereals	Cerelac	3Frt 2oog, 400g, 700g, rc 400g Wht 400g, Mng 400g Aplcnf 400g

2.3 Organizational Structure:



Sales

Director: Syed IqbalMahmoodHossain

NUTRITION

Director: Luke Gomes

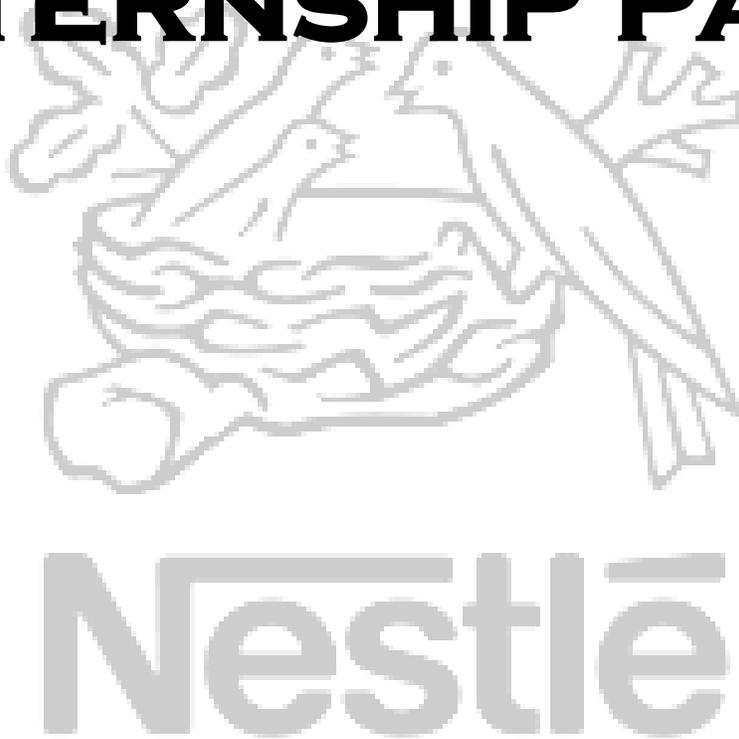


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Chapter- Three

INTERNSHIP PART



3.1 Nature of the Job:

Mainly I worked at Nestle Bangladesh Limited as an Intern at Sales of Consumer Brand (Munch rollz). My supervisor was Territory Officer MimitazBenozir. She supervised my market report. I went to different retail markets to know about the market share, challenges, consumer feedback, Market return, of Munch rollz and others chocolate brands. Moreover, I directly communicated with retailers to monitor the trade price and trade offerings as well as stock of the product. Then, I would submit my market report to my ASM (Area Sales Manager) MD. Sufi Alam. He instantly would take action to improvise the Munch Rollz market return and feedback of

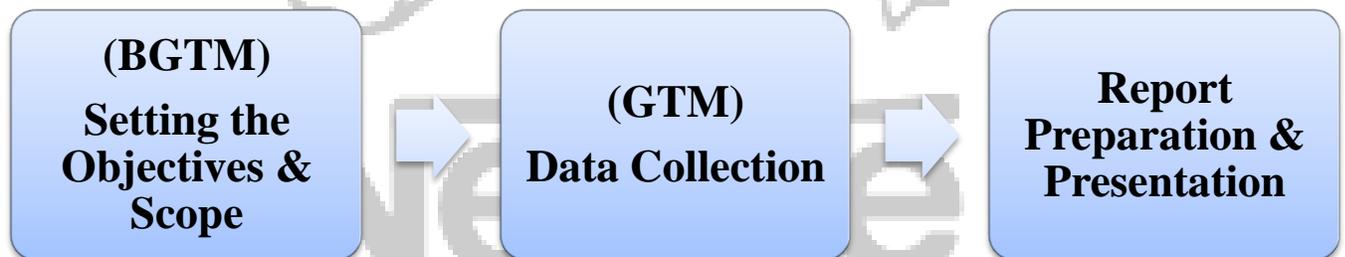
consumers as well as retailers. In a nut shell, I would brief the overall scenario of Munch Rollz in different retail markets.

3.2 Different aspects of job performance:

The market analysis is characterized as a systematic, comprehensive, objective, and independent approach which can assist the manager to understand the working of the individual parts of the organization and their contribution to the total system geared toward the achievement of the organizational objectives. An empirical study of the marketing investigation can provide some insight into management's perception of the benefits of the marketing audit as well as the current procedural aspects of the marketing audit, which are currently lacking in the literature.

3.2.1 Steps in a Marketing Research:

How is a marketing analysis performed? Marketing Analysis follows the simple three-step procedure shown in Figure.



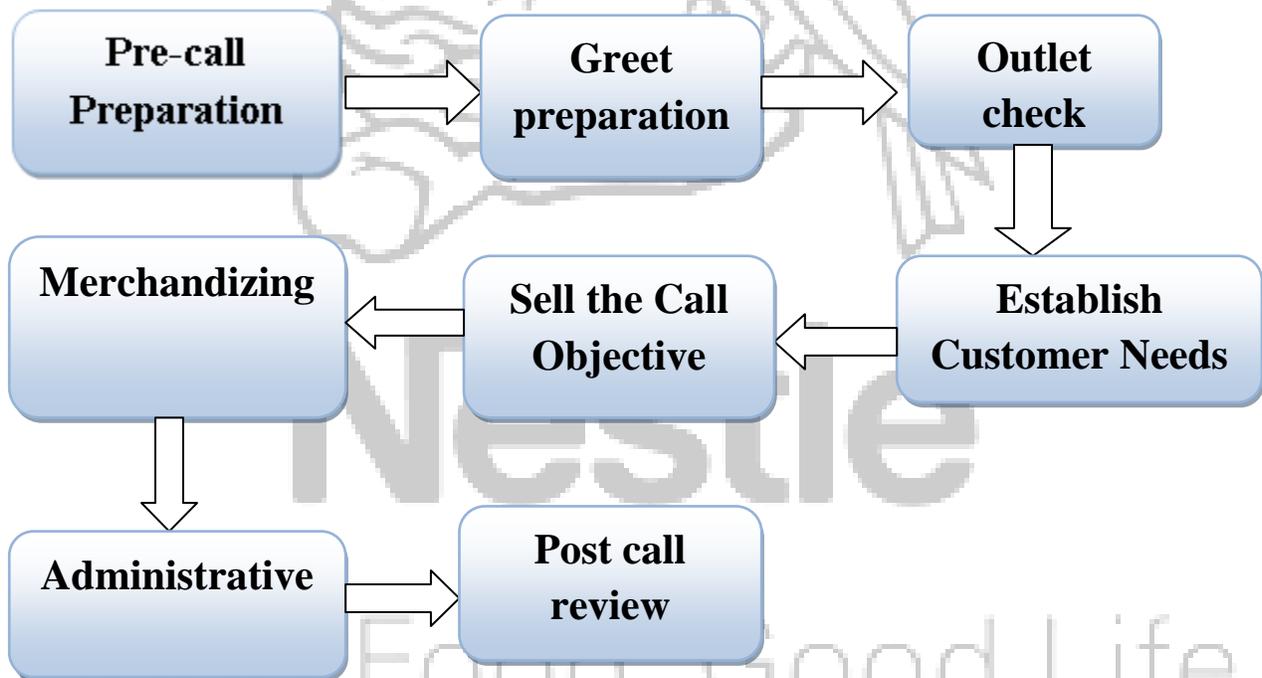
Setting the Objectives and Scope:

The first step calls for a meeting between the Territory officer(s) and Analyst to explore the nature of the marketing operations and the potential value of a marketing research. If the company officers are convinced of the potential query like individual's sales & distribution data to the retail market, analysis and review, competitive advantage among the competitors along our brand. Based on the SWOT analysis Analyst would maintain Nestle continuous excellence.

However, Trainee officers would work out objectives associated with data sources to make it as a report format.

Gathering the Data:

The bulk of an analyst's time is spent in gathering data. A detailed plan as to who is to be interviewed by whom, the questions to be asked, the time and place of contact, and so on, have to be carefully prepared so that analyst's time and cost are kept to a minimum. Daily reports of the interviews are to be written up and reviewed so that the individual or team can spot new areas requiring exploration while data is still being gathered. There are few steps to gather information from the retailers and consumers. These are following below-



The marketing analysis will be developing tentative conclusions as the data comes in. It is a sound procedure for her to meet once or twice with the Territory officer before the data collection ends to outline some initial findings to see what reactions and suggestions they produce. When the data-gathering phase is over, the marketing analyst prepares notes for a visual and verbal presentation to the Territory officer or Area sales manager who hired him or her. The presentation consists of restating the objectives, showing the main findings, and presenting the

major recommendations. Then the analyst is ready to write the final report, which is largely a matter of putting the visual and verbal material into a good written communication. The company territory officer(s) will usually ask the analyst to present the report to marketing department and Administration as well as globally. The most valuable part of the marketing analysis often lies not so much in the analyst's specific recommendations but in the process that managers begin to go through to assimilate, debate, and develop their own concept of the needed marketing action.



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3.3 Critical Observations:

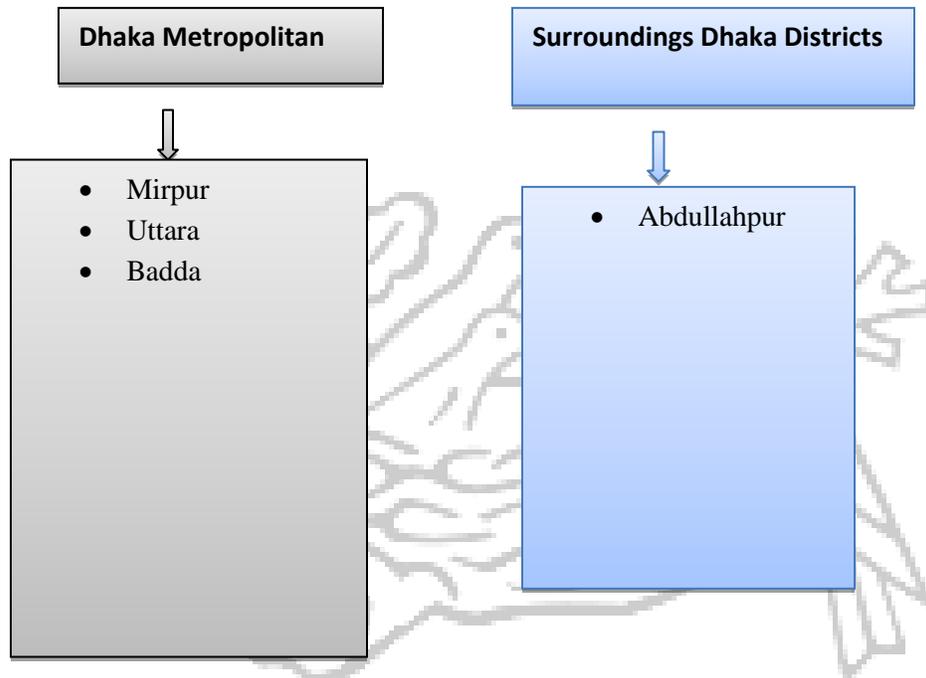
3.3.1 Advantages of Market Analysis:

A marketing analysis can be defined as a systematic, periodic and a comprehensive procedure of checking out the marketing activities of a concern. Some of the other benefits and advantages of marketing analysis are as follows:

- The analysis provides the marketers with an in depth view of the marketing activities that are going around in the concern. It brings out a complete picture of the entire operations of the concern. While revealing the various drawbacks the analysis process also leads to efficiency. This process can also be used to lay down an improved marketing plan.
- A marketing analysis can help a company refine its business practices and improve its productivity and profitability.
- Marketing analysis helps to marketing executives, top management and investors to ensure that they are doing the right things to help drive growth for their organizations.
- A marketing analysis is a careful examination and evaluation of marketing practices and results. It offers a baseline for performance measurements and a framework for effective business planning to maximize positive external perception and demand generation.
- An analyst helps the company determine the value of a sale and a sales lead.
- There are no permanent "right" answers in marketing. Customers' needs and wants are moving targets, and marketing programs require testing and retesting to find the most profitable formula. A marketing analysis is the way to achieve success by providing an interim report card to help the company and their staffs tap into inherent resource.
- Marketing analysis often lead to strategic marketing change. Careful assessment of the changing environment, customers, channels, and competitors may lead to a reassessment of firm direction.

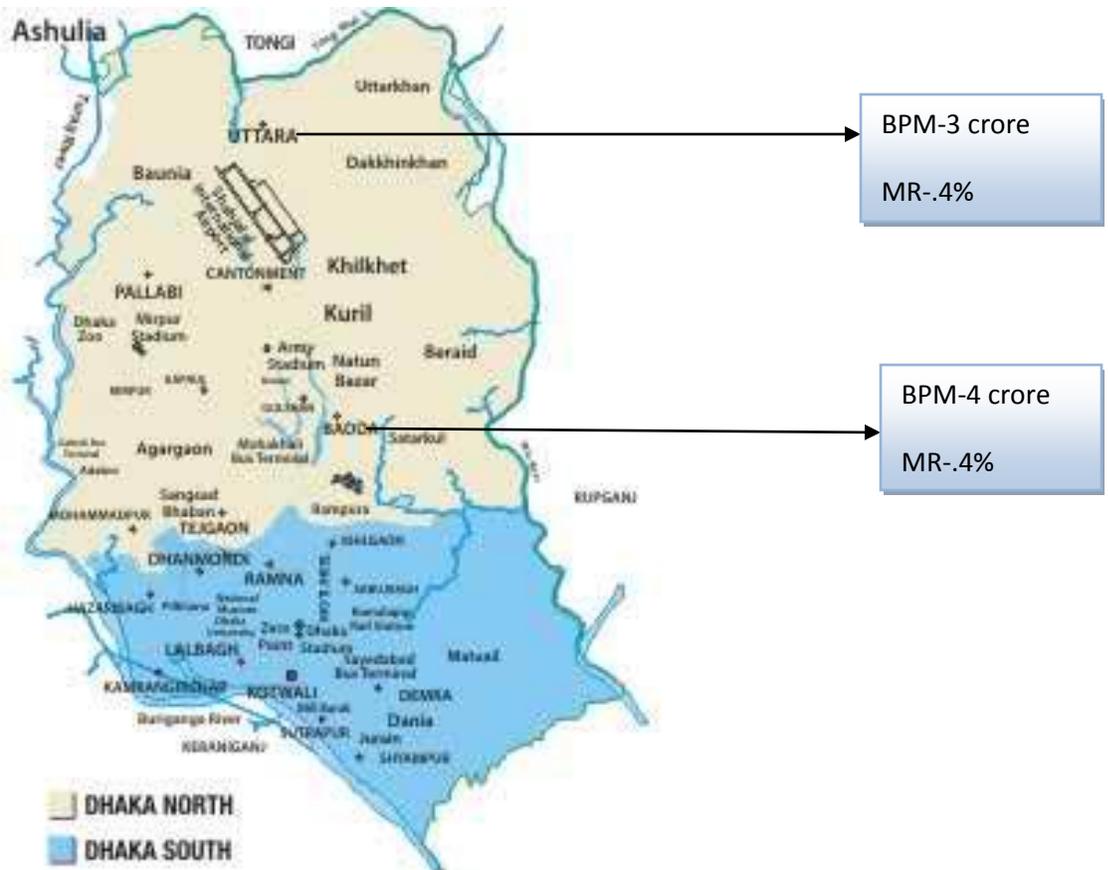
3.3.2 Market Overview:

We have visited different areas or places like Dhaka 2 to find out the Munch Rollz market share. We can divide two categories. Like –



In these areas we have visited near about 1000 retail shops. We have found some observation regarding the Munch rollz throughout the country. We can get that idea from the following map. Picture 3(A).

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3.3.3 Findings:

On the basis of market visit some important issues have been found out .Total five markets had been visited. Like- Uttora, Azompur, Ashkona market, BRAC hazi market, Nikunjo 1& 2, Gawsulazam, Mollarteck Market.

➤ **Impact of TP & Price inconvenience on Traders:**

Marketers are facing some difficulties to attract the consumer. However, the target consumers are young generation and children. They have great impact on profitability but consumers are having more expectation from munch rollz. The major barrier is the high expectation of gaining profit from traders. It is therefore, some miscommunications have been created to sell product in the secondary market. At the same time consumer's demand is not being fulfilled by this product. On the basis of market visit such as in Nikunjo, some small traders take profit minimum 1 -2 tk. However other traders of counter store want 3 to 3.5 tk per piece as profit margin. They basically prefer trade promotion on tk per pieces rather than having additional TP on piece. As in the previous month there had less profitable promotion for the time period. They placed more orders through providing trade offers when munch's sales are good. In the contrary, most of the traders expect they will have fixed amount of profit from much's sales without TP.

In case of price munch is quite cheap which is 6 taka but consumers have tendency to buy this product in 5 tk because it's round figure which is applicable from lower class to higher class consumer. For these reason, traders sometimes don't feel interest to purchase due to inconvenience of its price. Sometimes consumer purchases it for 5 tk. They are not getting interest to pay extra 1 tk. Munch SKU's price is quite cheaper rather than other chock let because it doesn't make profit in the long run. Moreover, we are providing some promotional activities like display promotion, incentives for traders. Traders are not satisfied with company's rules and regulation as well as those promotional tools.

In the short run, product can be existed in the market but it can face difficulties to grab the entire market share in the long run.

➤ **Environmental effect:**

In the summer season, chock let gets melted due the warm weather. So customers can not feel to take any chock let. Its taste is not that much good comparing to other chock let like Kitkat and Dairy milk. Moreover, Kitkat has been packed by silicon paper but munch does not have that kind packaging protection.

➤ **Bad impact of Gray Product :**

In Bangladesh, customers are very much willing to buy exported product. So there are some markets such as Gawsulazam and uttora metro lots of product exist in the trade which has been exported from different countries. As traders are not getting their expected profit from munch rather than having much more profit on Kitkat and Dairy milk's SKU. Their minimum profit is from Kitkat and dairy milk minimum 6 tk to maximum 10 tk. At the same time customers have some interest to buy exported product rather than buying our local or Bangladeshi product. But in that case we should work on customer feedback also. In these area people have capability to buy exported product and traders are responsible for grabbing the market by the Gray products.

3.3.4 Recommendation:

- Price should be changed before considering following issues which have been discussed.
- Packaging, taste should be more attractive as effective as efficient. (Test or sampling marketing should be placed) to establish brand name among the consumer.
- Additional Promotional activities CP as should be launched like gift box and premium on box.
- Well merchandizing plan should be implemented in the specific criteria.



Chapter- Four

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PROJECT PART



4.1 Literature Review:

Marketing research is "the process or set of processes that links the consumers, customers, and end users to the marketer through information — information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications. The task of marketing research (MR) is to provide management with relevant, accurate, reliable, valid, and current information. Competitive marketing environment and the ever-increasing costs attributed to poor decision making require that marketing research provide sound information. Sound decisions are not based on gut feeling, intuition, or even pure judgment. Methodologically, marketing research uses the following types of research designs:

- Qualitative marketing research - generally used for exploratory purposes — small number of respondents — not generalizable to the whole population — statistical significance and confidence not calculated — examples include focus groups, in-depth interviews, and projective techniques
- Quantitative marketing research - generally used to draw conclusions — tests a specific hypothesis - uses random sampling techniques so as to infer from the sample to the population — involves a large number of respondents — examples

include surveys and questionnaires. Techniques include choice modeling, maximum difference preference scaling, and covariance analysis.

4.2 Summary of the Project:

Munch rollz is one of the prominent brands in Nestle Bangladesh Limited. This project is based on how Munch rolls sales change with the help of Trade promotion as well as Market return. Theoretically it has been shown that its sales increase due to consecutive three months Trade promotion. However, it has increased in the first one month distribution, after two months its sales trend along with the market return has fallen down frequently instead of changing trade promotion. Even though Trade promotion has been provided but statistically it has been proven that TP does not affect sales that much to some extent it should have been. Apart from that reason it is to be said that sampling is the good communication method to this impulse product to create mass marketing among the consumers to support the production of Munch rollz sales trend.

4.3 Origin of the Report:

As a compulsory part of the Internship program, this particular report is being prepared on the proposed topic “**The overall market scenario of Munch Rollz**”. The intention was to give an opportunity to the students to gain some real world experience by working in a practical environment. The internship supervisor was Mr. Sufi Alam (Area Sales Manager) Consumer Brands (Munch Rollz); Nestle Bangladesh Limited and the faculty advisor was Ms. Asphia Habib Lecturer, BRAC Business School, BRAC University Dhaka-1213

4.4 Methodology:

4.4.1 Research design:

This study has been divided into two parts. First, data of overall distribution, sales, market return, trade promotions, etc. of Munch Rollz have been collected and analyzed. And then, a

consumersurvey has been done to understand the current scenario of the market. These two separate studies have later been combined and related.

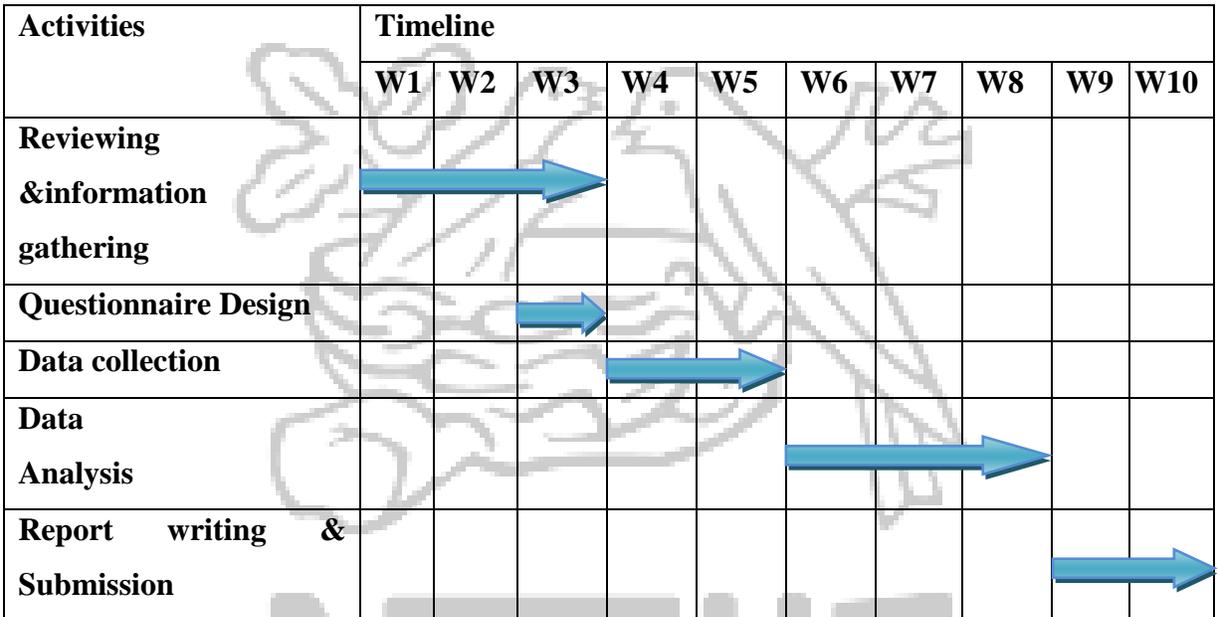


Figure: Gantt chart

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4.4.2 Questionnaire Design:

Reviewing available reports, reviews, books, journal papers and frequent site visits, a questionnaire has been designed for this study, which includes some demographic information of the samples, their brand preference of chocolates, criteria for choosing, frequency and reasons for buying, quality, taste, etc. For this questionnaire, three types of questions have been designed: closed ended, open ended and scaled response.

4.4.3 Sampling:

For this study, 37 samples had been randomly selected from BRAC University premises. As a result, almost all of the samples belong to younger age groups, which specifically align with the target market of Munch Rollz.

4.4.4 Data collection:

The data for the questionnaires were collected through personal interviews while visiting BRAC University. And the data of the distribution, sales, trade promotion and market return were collected internally from Nestle.

4.4.5 Data analysis:

For data analysis, Microsoft Excel and SPSS have been used in this study. After data input and compilation, various bar, line and pie charts have been created to illustrate and analyze demographic, comparative, qualitative and quantitative data of the samples. For the secondary data collected from Nestle internally, along with the similar charts mentioned above, independent sample t-test have been carried out for understanding the impacts of trade promotions (TP)

4.4.6 Limitations of the Study:

As far as report writing is concerned, we are bound to make mistakes, as well as face various other problems. Thus, few of the problems faced while preparing this report and some of the weaknesses of this report are given below-

- Restriction of time and resources of data due to the unavailability of relevant papers and documents in corporate websites.
- For confidentiality concern, access to some information was not permitted

4.5 Data Analysis:

Consumer Survey

The data from the questionnaires are analyzed and presented in various charts below.

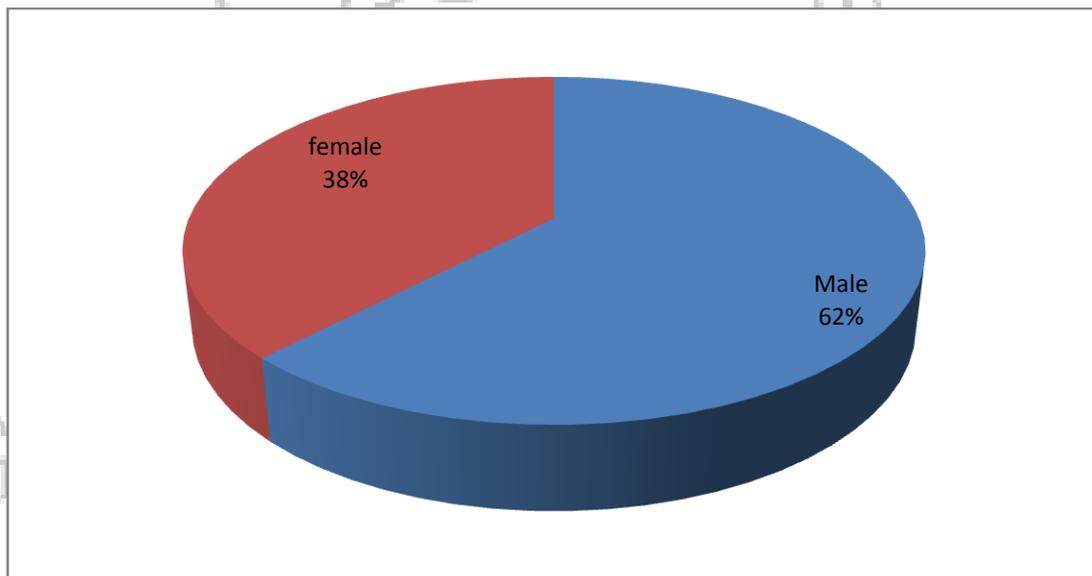


Figure: Gender

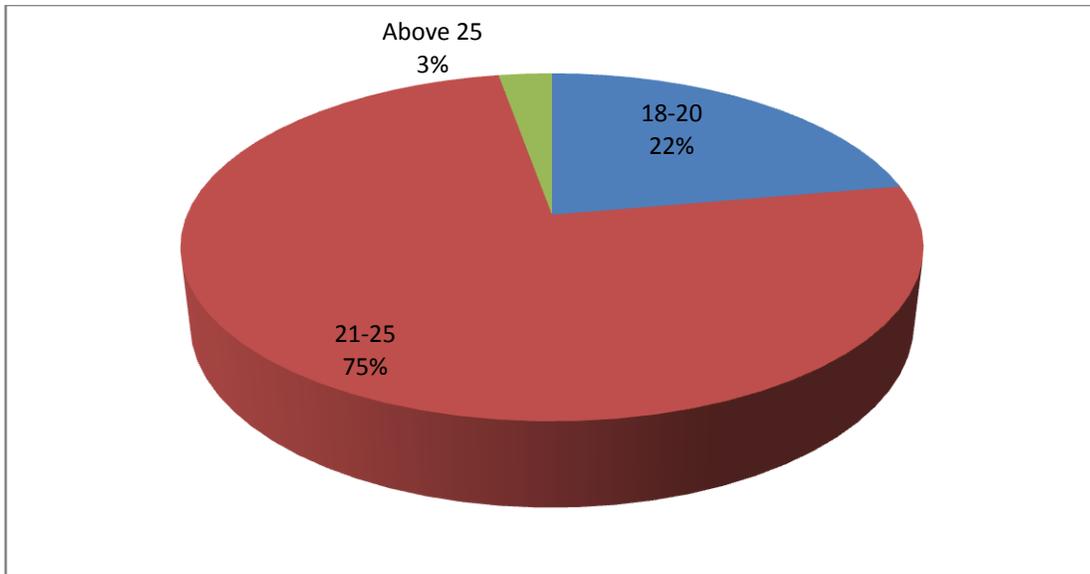


Figure: Age

Interpretation:

The pie charts above show the gender and age of the sample. Even though there was no sampling bias for gender, there were slightly more male participants than female participants in this survey. Self-selection sampling bias technique was applied for the age group as young adults and adolescents are the target markets for Munch Rollz.

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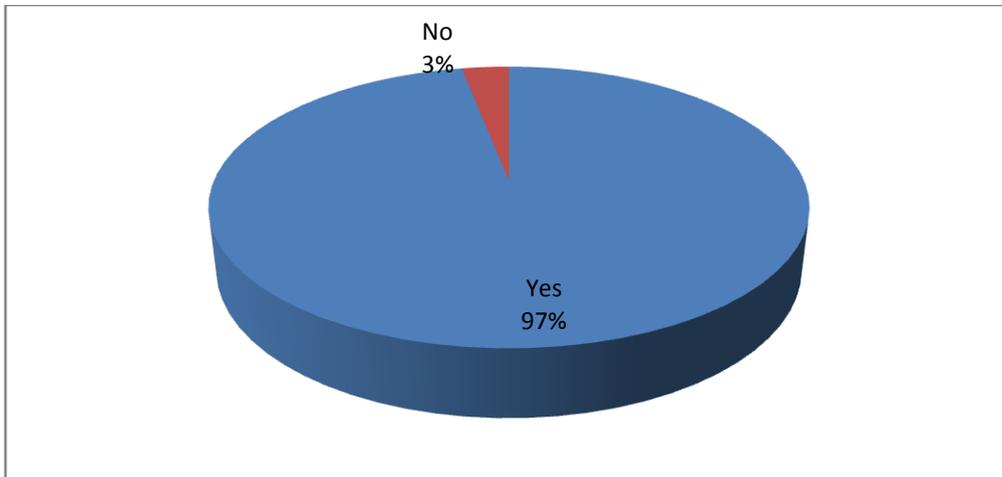


Figure: Branded Chocolate

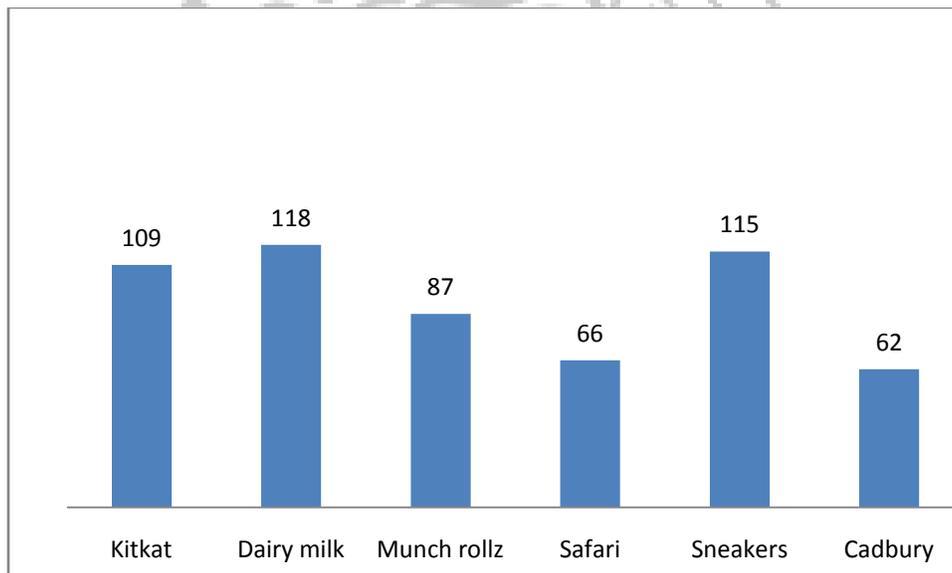


Figure: Most Favorite Brands

Interpretation:

The figures above indicate brand awareness and preferences of the samples studies. Almost all the samples would prefer to buy chocolates from some good brands rather than a random one from the street. The bar chart also indicates that Kitkat, Dairy Milk and Sneakers are the preferred brands of chocolates. Munch Rollz lies in the middle of the preference rank.

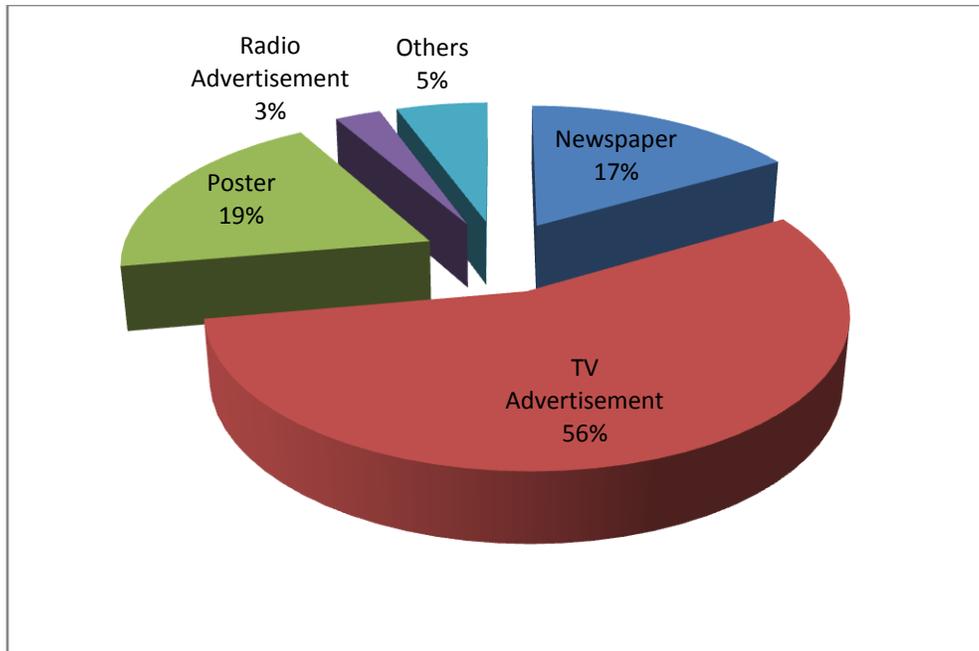


Figure: Preferred modes of Advertising

Interpretation:

The figure above shows the preferred modes of advertising of the consumers. More than half of them prefer TV advertisements. Posters and Newspapers also contribute to a significant amount.

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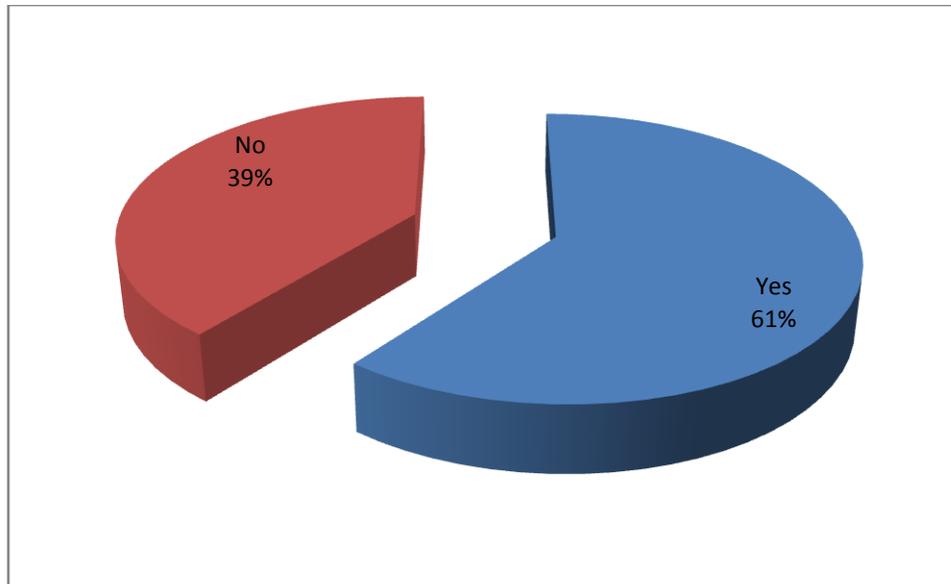


Figure: Brand Ambassadors' Influence in Decision Making

Interpretation:

The pie chart above indicates that brand ambassadors play significant roles in influencing the consumers to purchase their products.

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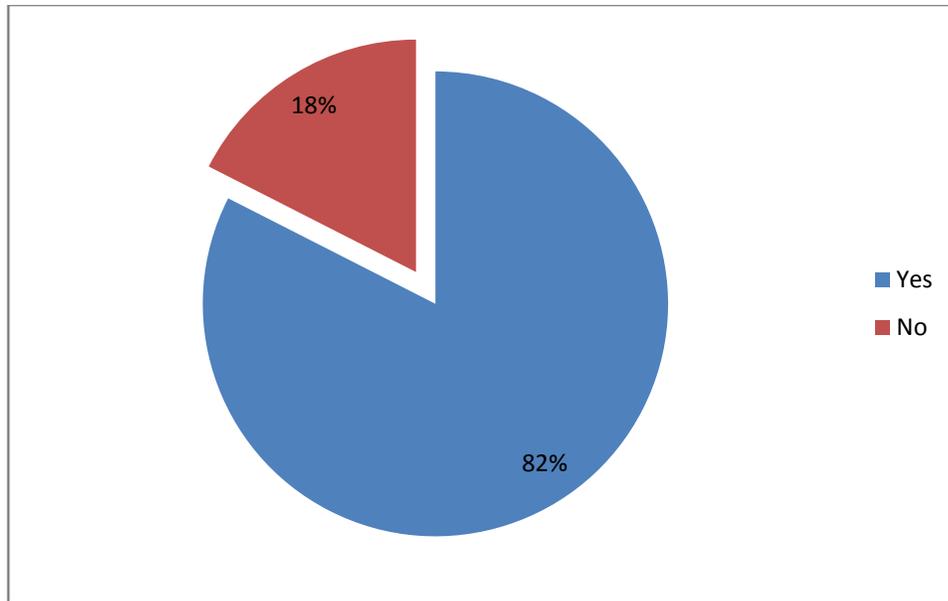


Figure: Are you familiar with Munch Rollz logo

Interpretation:

The pie chart above shows that 82% of the sample is familiar with the brand logo of Munch Rollz. Therefore, it can be said that Munch Rollz has already created enough brand awareness.

Integrating all the information from the charts related to brand awareness, it can be said that in the chocolate industry, brand is an influential factor. Consumers are aware of the brands. Moreover, many of them are influenced by brand logos and brand ambassadors. TV commercials are important to the consumers too.

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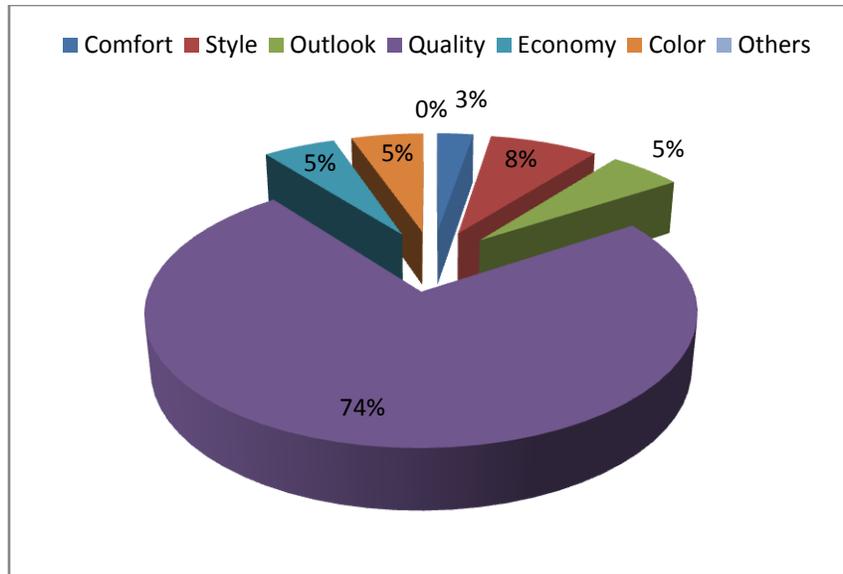


Figure: Deciding Factors

Interpretation:

Apart from brand, other deciding factors of choosing a chocolate are shown in the figure above. Quality has surpassed all other attributes in this question.

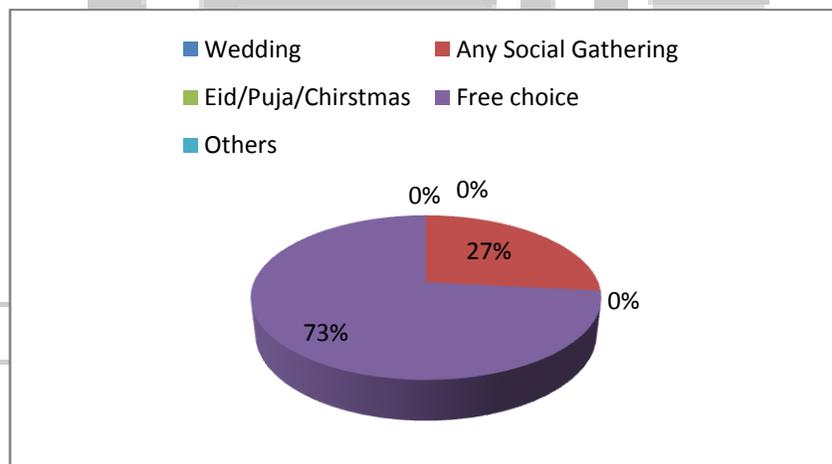


Figure: Reasons for buying chocolate

Interpretation:

The figure above shows the reasons to buy chocolates. In most of the cases the consumers buy chocolates for no specific reason. The pie chart indicates that 73% people buy chocolate on free will.

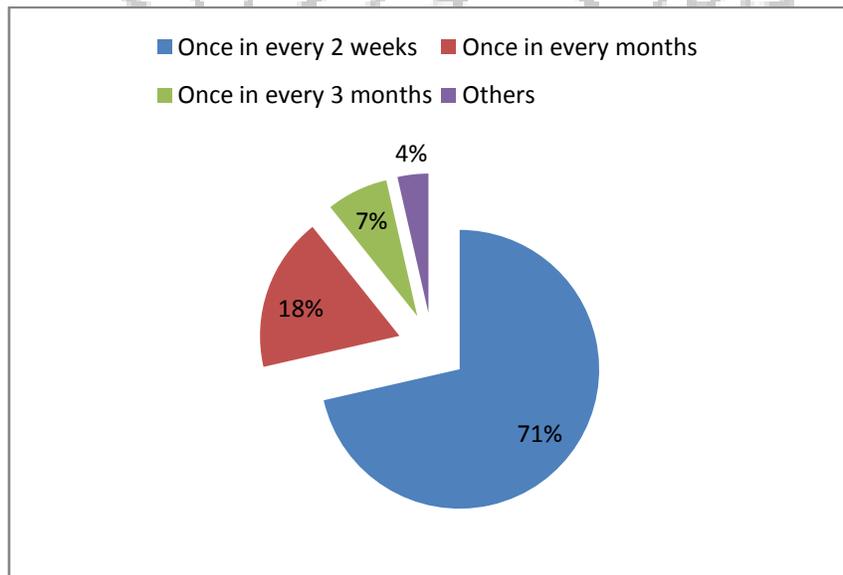


Figure: Frequency of buying chocolates

Interpretation:

The chart above shows that these consumers buy chocolates frequently. 71% buy it once in every 2 weeks, which indicates that chocolate is popular FMCG and if correctly marketed; Munch Rollz can contribute significantly for Nestle.

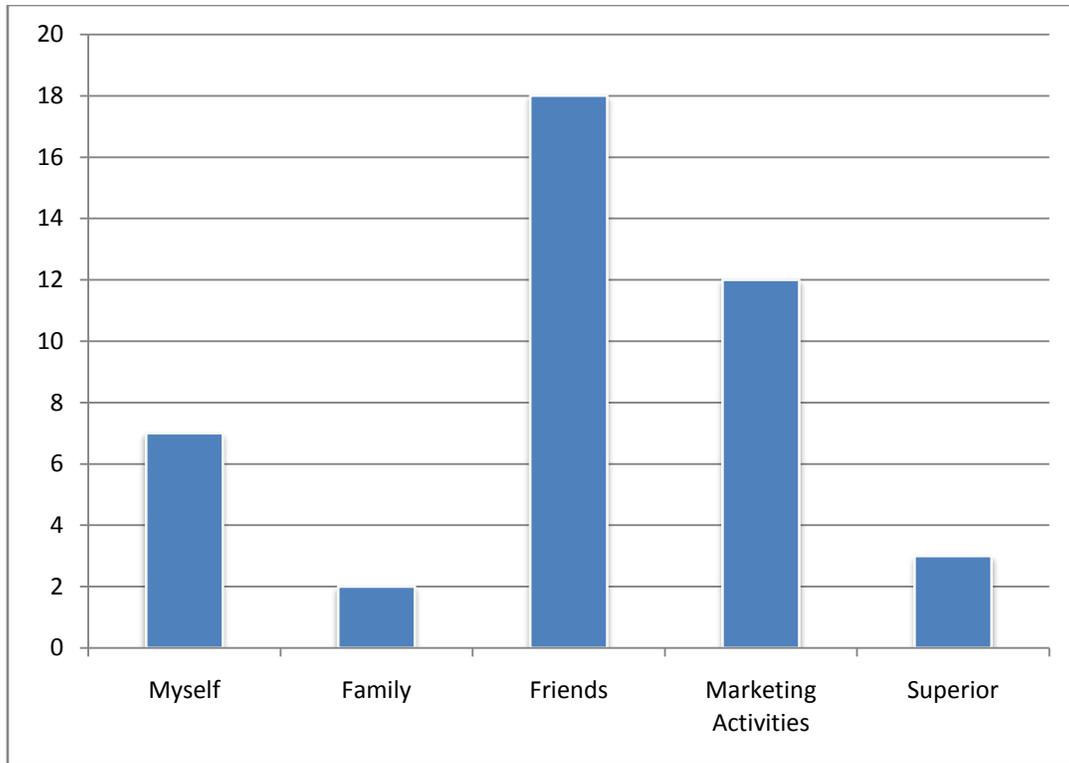


Figure: Source of influence to buy Munch Rollz

Interpretation:

From the bar chart above it can be seen that friends and marketing activities have influenced most of the consumers to purchase Munch Rollz. So it can only be assumed that more promotions will attract more consumers and consumers will attract more consumers.

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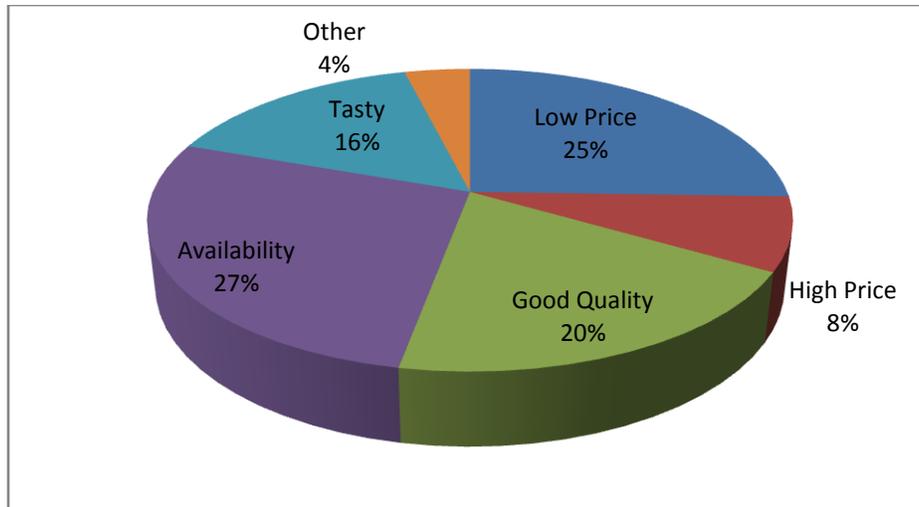


Figure: Perception about Munch Rollz

Interpretation:

The pie chart above shows the consumers' perception of Munch Rollz. Opinions have been evenly distributed in this case. The chart also shows that Munch Rollz has clearly positioned itself as a quality product that is available, tasty and under-priced.

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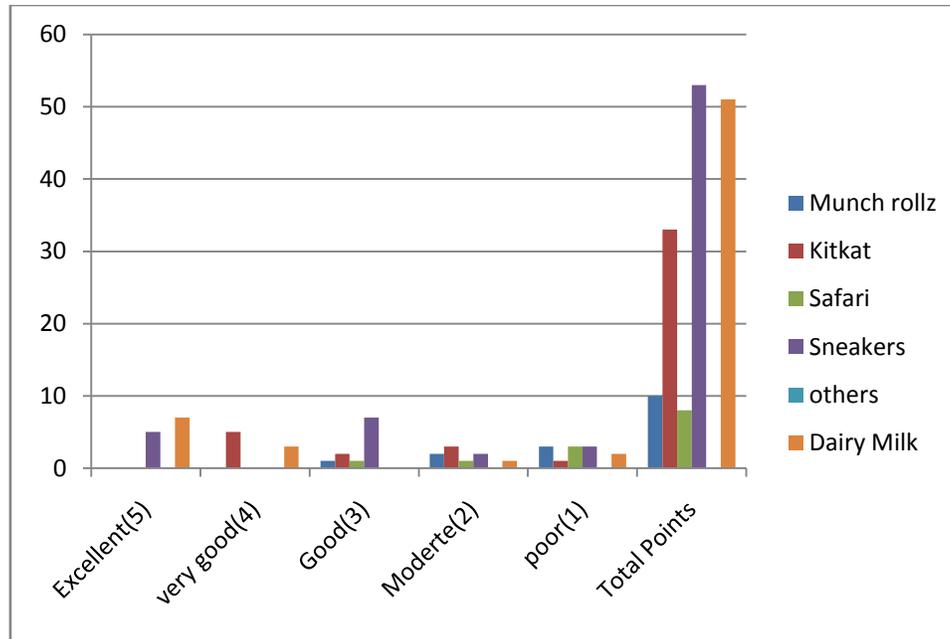


Figure: Comparison of Quality

Interpretation:

The bar chart above compares the perceived quality of different chocolates in the market by the consumers. Sneakers, Kitkat and Dairy Milk have surpassed Munch Rollz in the question by a huge margin. Even though the same group of participants has associated Munch Rollz with good quality in the previous question, but when compared to other products their perceived level of quality of Munch Rollz has dived downward. A deeper empirical observation of these analyses can point this low perceived quality to a different direction. In the previous question a quarter of the sample associated Munch Rollz with low price. Therefore, when compared to products of much higher price (Kitkat, Sneakers and Dairy Milk), the consumers have shown their trust of quality to the higher priced products.

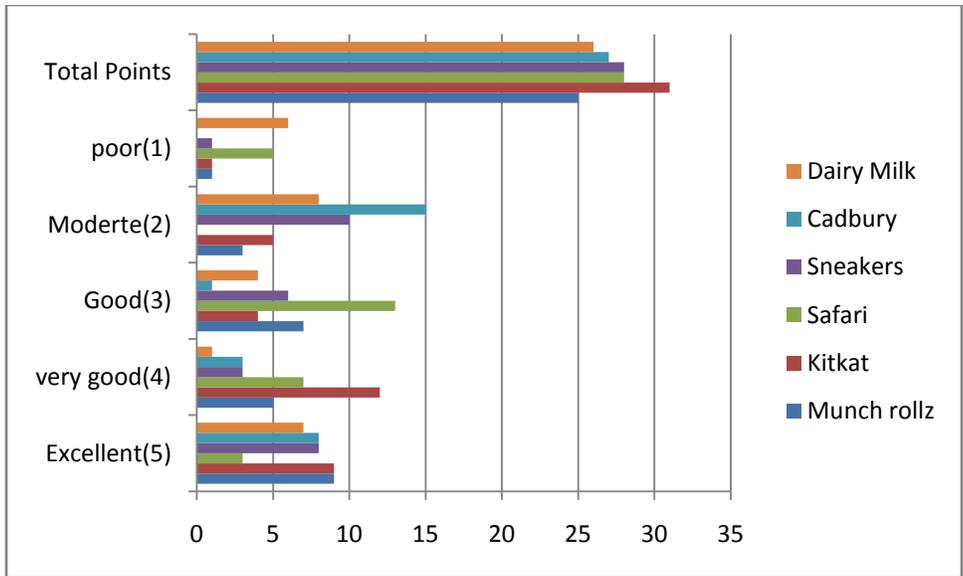


Figure: Comparison of Taste

Interpretation:

The bar chart above compares the taste of different chocolates existing in the market. This chart shows that the participants consider the tastes of all the products are of similar nature. Even though Kitkat leads here and Munch Rollz has the lowest score, the differences among the scores of all the products are limited to minimums.

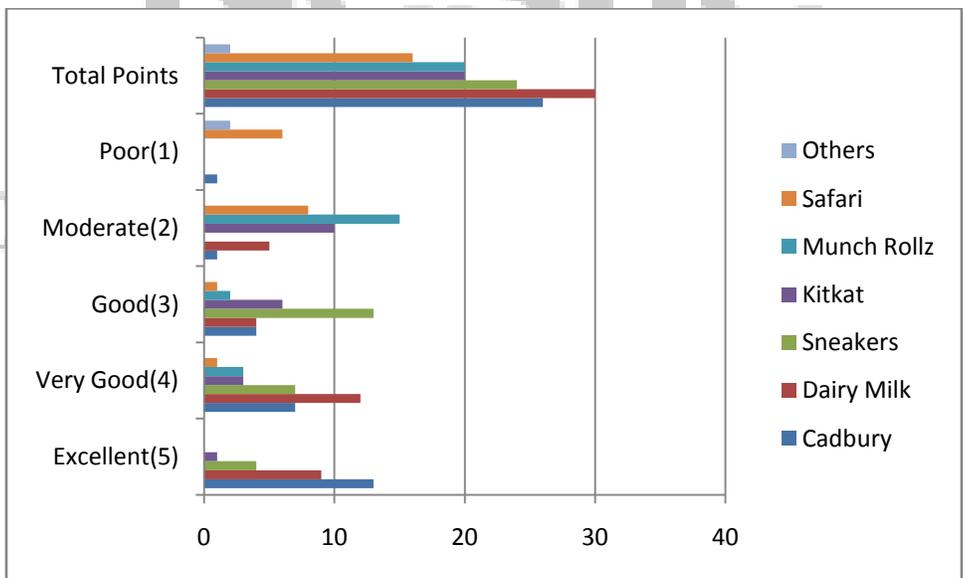


Figure: Price consideration

Interpretation:

The bar chart above compares the price consideration of different chocolate products. Dairy Milk leads here, followed by Cadbury and Sneakers. Munch Rollz has tied with Safari behind them. Analyzing this figure, it can be interpreted that value propositions of Dairy Milk, Cadbury and Sneakers have been well received by the consumers. On the other hand, Munch Rollz has not yet received much appreciation yet. Previously it has been identified that consumers have associated low price and good quality with Munch Rollz but bad quality compared to other products. Relating that to the findings from this chart, Munch Rollz have been perceived by the consumers as an under-priced okay quality product with a slightly misaligned value proposition.

To sum up the consumer survey, Munch Rollz has already created brand awareness enough but promotions and advertisements should continue till the percentage of consumers knowing Munch Rollz rise up to 100% from current 82%. Other chocolate products like Dairy Milk, Cadbury, Sneakers and Kitkat have been well received in the market. Consumers have high regard for these products irrespective of their much higher price. Munch Rollz on the other hand have been a slow starter. Lower price of Munch Rollz have associated itself with lower quality compared to the products it is competing with. Being said that, Munch Rollz still has a degree of positive perception from the consumers.

Munch Rollz Sales, Market Return (MR) and Trade Promotion (TP) analysis

Along with the consumer analysis, overall Munch Rollz sales, Market return (MR)* and trade promotion (TP)** are analyzed and compared in this section of the paper. This section also analyzed the effect of TP on sales and MR.

**The terms 'Market Return' and 'MR' have been used in this study to refer to the return of products to Nestle by the traders.*

***The terms 'Trade Promotion' and 'TP' have been used in this study to refer to the discounts and other offers offered by Nestle to the traders to promote sales.*

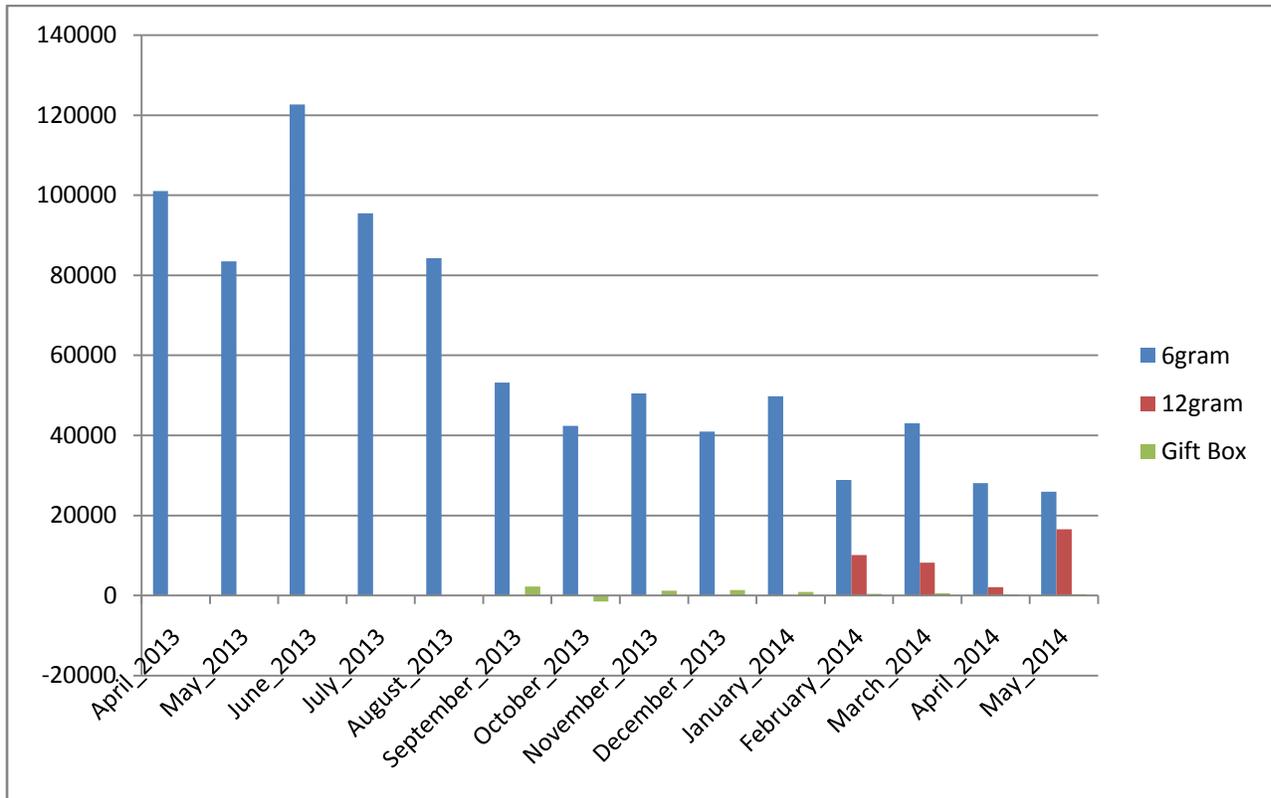


Figure: Comparison of the sales unit of different variants of Munch Rollz

Interpretation:

The figure above shows that the 6 gram variant of Munch Rollz had the highest sales during the entry. As time progressed, gradually the sales of 6 gram variant slowed down. The gift box variant also could not capture much of the sales as well. However with a late launch the 12 gram variant gradually started to increase its sales and on the last month, the sales of the 12 gram variant is almost close to the sales of the 6 gram variant.



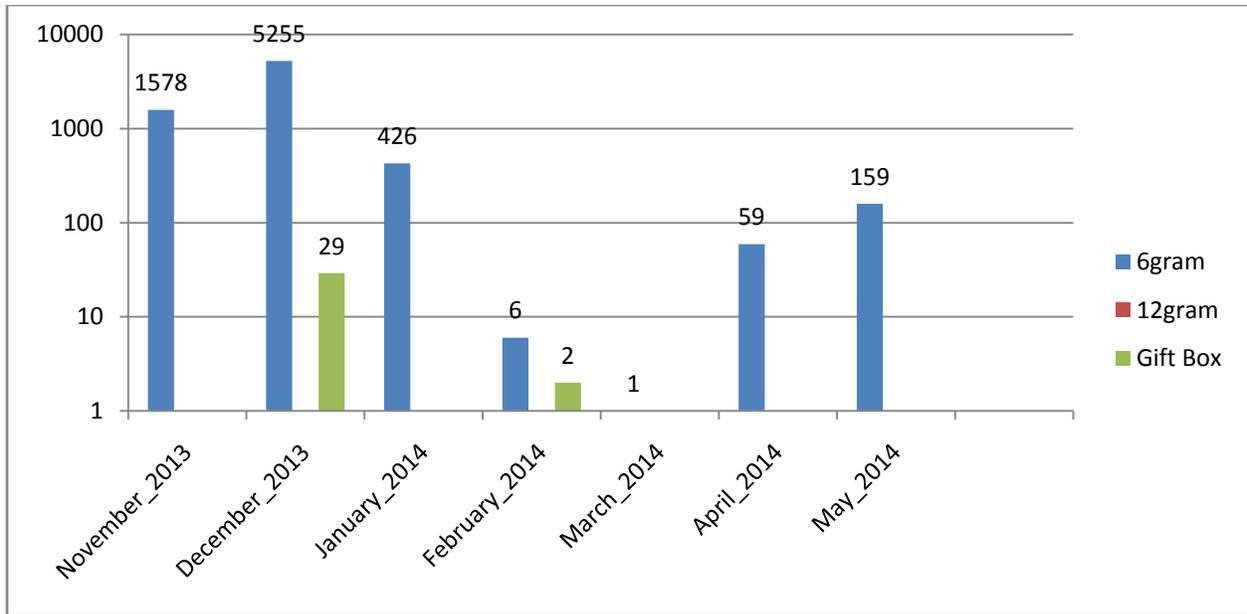


Figure: Comparison of MR of different variants of Munch Rollz

Interpretation:

The figure above compares the MR of the three variants. Since 6 gram was the first launched variant of Munch Rollz and had the highest sales, it had the highest rate of MR. Gift box variant displayed quite a lower level of MR and 12 gram variant have had no MR yet.

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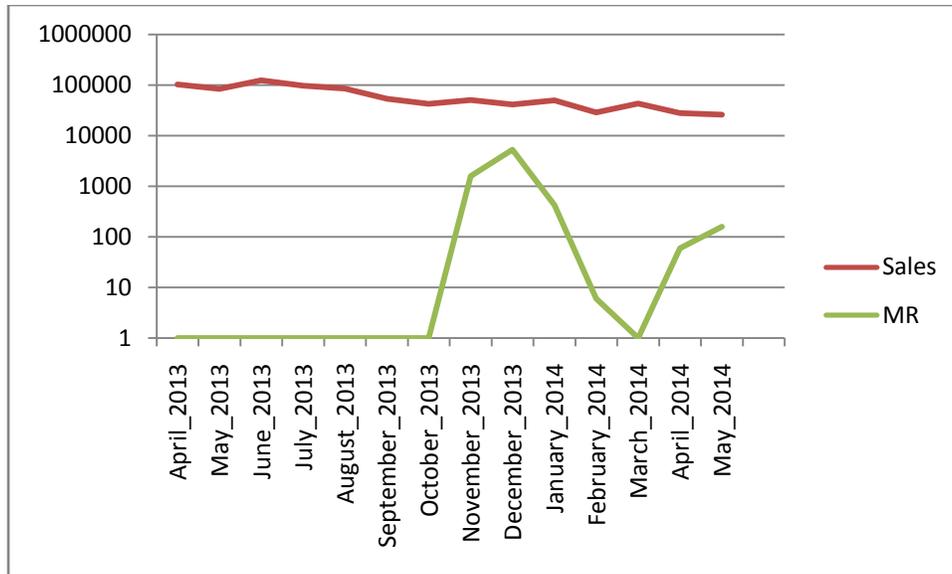


Figure: Sales vs MR of the 6 gram variant

The figure above displays the relationship between the declining sales and the MR of the 6 gram variant of Munch Rollz. This chart and many of the following charts have been scaled logarithmically in order to effectively display the relationship between two variables of huge quantitative difference. This line chart also shows that MR was initially zero and there was a peak during December (12.82 % of sales) and another peak can be predicted in the next couple of months. This indicates that the shelf life of the product is low and thus should be monitored.

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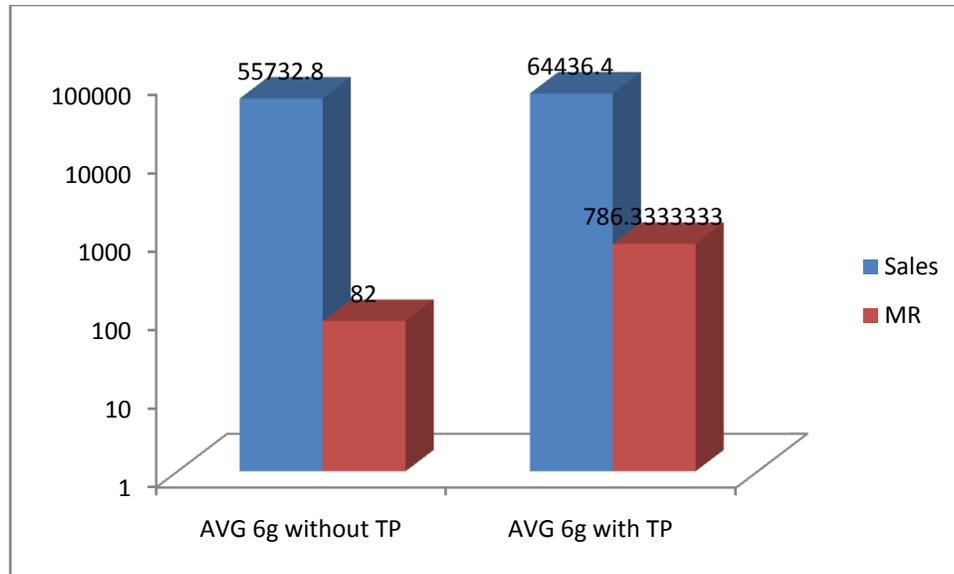


Figure: Comparison of average sales and MR per month with and without TP

From the figure above it can be seen that there is a significant increase in sales in there was TP in place compared to the months without any TPs. MRs also increased with the effects of TPs. In order to understand the relationship between TP and Sales and TP and MR, independent sample t-tests were carried out for both Sales and MR using SPSS. The results are in the following tables.

Table Group Statistics of Sales and TP of 6 Gram

	TPORNOT P	N	Mean	Std. Deviation	Std. Error Mean
SALE	TP	8	64436.4000	32912.66609	11636.38469
S	NO TP	6	55732.8000	30022.02629	12256.44091

Table: Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
SALES Equal variances assumed	.136	.719	.508	12	.621	8703.60000	17141.68977	-28644.93358	46052.13358
SALES Equal variances not assumed			.515	11.438	.616	8703.60000	16900.46723	-28320.97333	45728.17333

Table: Group Statistics of MR and TP of 6 gram

	TPORNOT P	N	Mean	Std. Deviation	Std. Error Mean
MR	TP	9	786.3333	1752.59572	584.19857



NO TP	6	82.0000	170.08821	69.43822
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Table: Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
MR	4.215	.061	.969	13	.350	704.33333	726.73876	-865.69031	2274.35698
			1.197	8.225	.265	704.33333	588.31084	-645.88069	2054.54735

In both the cases of Sales vs TP and MR vs TP, Sig (2-tailed) values are much higher than 0.05 which implies that no statistical deduction can be made that TP increased the sales and MR using this test. However, when the means of Sales and MR are compared, there is an increase in value when TP was applied. Therefore it can be suggested that TPs not only helped the sales but also MR.



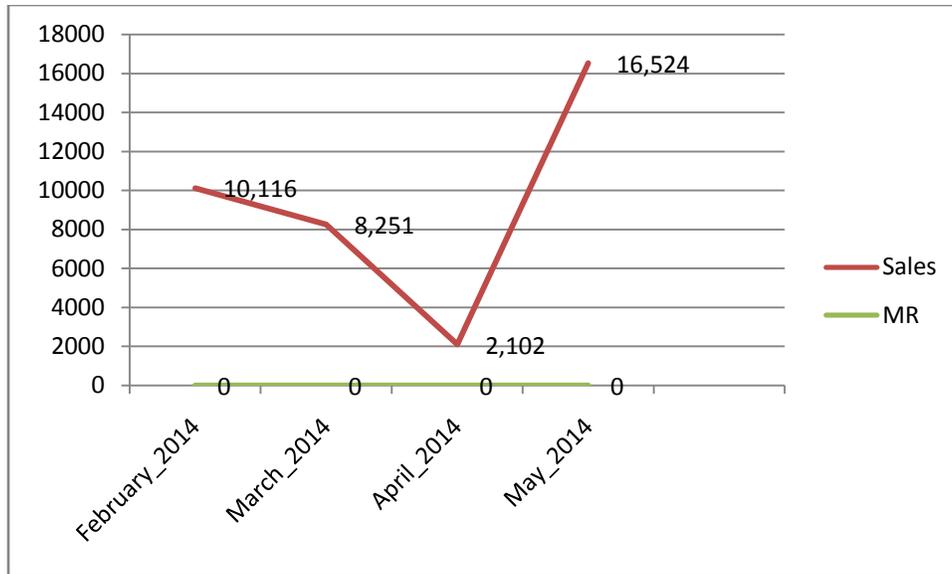


Figure: Sales vs MR 12 gm

Since there was no MR for the 12 gram variant, the figure above cannot display any relationship between sales and MR of the 12 gram variant. However the line chart shows that there is an increasing trend in the sales of the 12 gram variant. But since this product was launched just a few months ago, not enough data were available for more accurate prediction and interpretation.

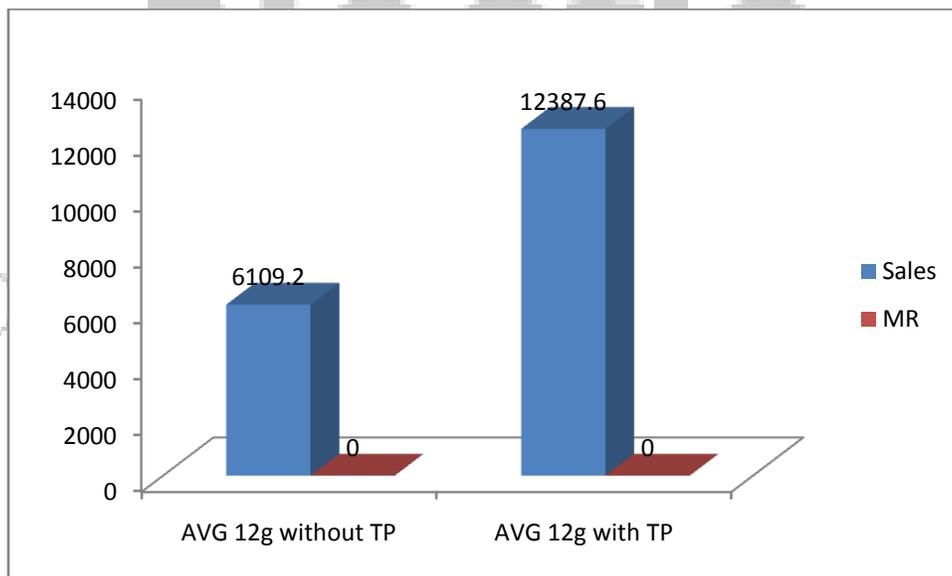


Table: Comparison of Sales and MR with TP of the 12 gram variant

Interpretation:

From the figure above, we can see that the sales almost doubled when TP was in place. However, since there was no MR, no relation could be predicted between TP and MR. In order to analyze the relationship between sales and TP, another independent sample t-test was carried out. The results are following.

Table: Group Statistics of Sales and TP of the 12 gram variant

	TPORNOT P	N	Mean	Std. Deviation	Std. Error Mean
SALES	TP	2	12387.5000	5849.89440	4136.50000
	NO TP	2	6109.0000	5666.75374	4007.00000

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
SALES Equal variances assumed	.	.	1.090	2	.389	6278.5000	5759.05211	-18500.70130	31057.70130



Equal variances not assumed			1.090	1.998	.390	6278.50 000	5759.052 11	- 18524.724 05	31081.724 05
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Similar to the 6 gram variant, this t-test failed to effectively relate sales to TP for the 12 gram variant of Munch Rollz. Sig (2-tailed) value is much higher than accepted 0.5. However, again when the two means are compared, a very noticeable increase in the sales can be observed.

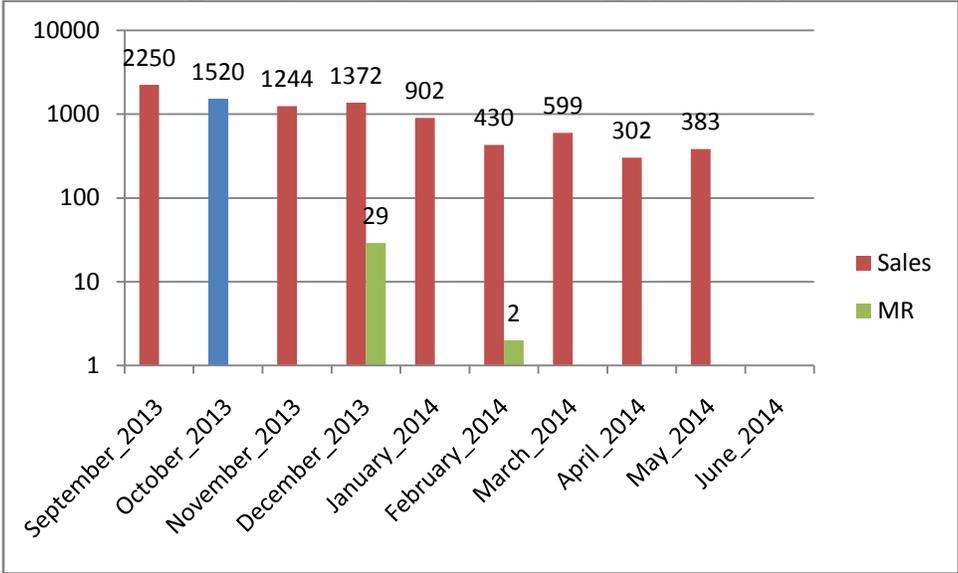


Figure: Comparison of Sales and MR for the gift box variant

Interpretation:

The figure above compares the sales and MR of the gift box variation. Similar to the 6 gram variant, the highest MR was in December 2013. And another noticeable one in February which



clearly indicates a short shelf life. The sales in October 2013 are painted in blue because there was a negative sale there according to YTD.

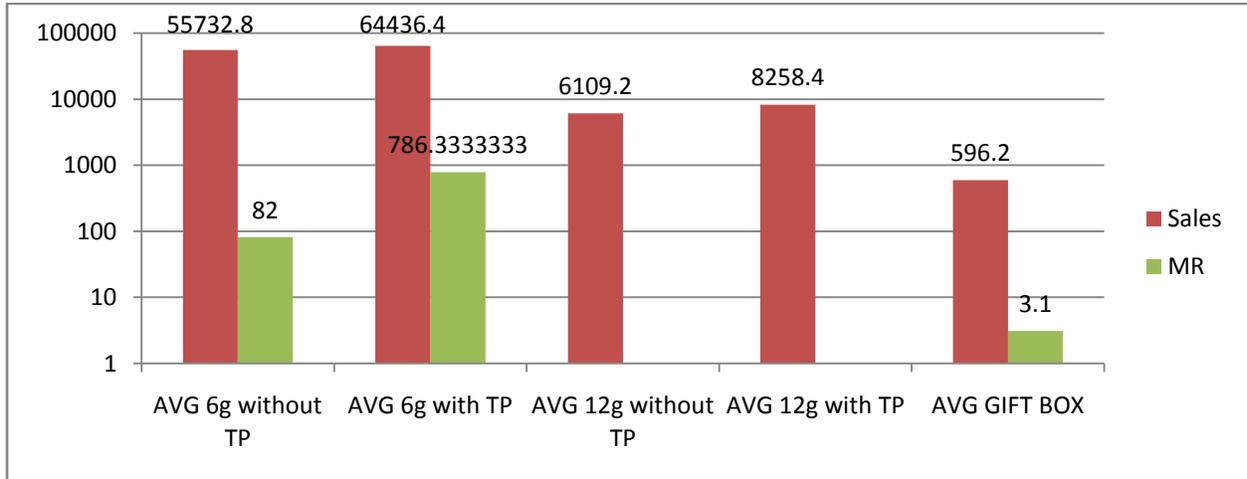


Figure: Overall comparison sales, MR and TP of all variants

4.6 SWOT Analysis:

An overall chart of SWOT Analysis has been presented for a quick assessment:

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SWOT ANALYSIS

Internal Environment

STRENGTHS

- ❖ Long history of nutritious brand over 140 years.
- ❖ A global innovative company which excels in R&D network.
- ❖ Quality of the products
- ❖ Strong workforce
- ❖ Excellent sales staff & strong knowledge of existing products.
- ❖ Good internal communications.
- ❖ Ranked first in nearly all the product segments.

WEAKNESS

- ❖ Less consumer research
- ❖ Less number of brands compared to Nestlé world.
- ❖ Less effective brand communication
- ❖ Varieties of sachet packs are unavailable compared to other competitors.
- ❖ Marketing research data is not available for all products

External Environment

OPPORTUNITIES

- ❖ 156 million people and its growing every year
- ❖ Changes in food habit (home to out of home)
- ❖ Health-based products are more welcomed.
- ❖ Unavailability of trustworthy and reliable competition in the market
- ❖ Increasing customer demand for quality products

THREATS

- ❖ Existence of mature competitors
- ❖ Global competitor all around
- ❖ Increase of prices
- ❖ Competitors launching new advertising campaign.
- ❖ Competitors are making availability of their products in many new shops
- ❖ Highly competitive, organized and financially strong organizations are coming to play in the markets.

4.7 Recommendation:

1. Pricing strategy should be changed as following issues need to be considered. Firstly, in Bangladesh, many customers are very much willing to buy imported foreign chocolates. So there are some markets such as Gawsulazam and Uttara Metro, where lots of imported chocolates exist in the trade. As traders are not getting their expected profit from Munch, they find it more profitable to sell imported Kitkat, Dairy Milk and other chocolates. Their profit margin from Kitkat, Dairy Milk and other chocolates range from 6 tk to 10 tk. At the same time customers have some interest to buy imported product rather than buying our local or Bangladeshi product. In these areas people have the capability to buy more expensive products and traders are responsible for grabbing the market by these gray products. So it is suggested that Nestle reconsiders the pricing of Munch Rolls, so that it can attract these customers with higher purchasing power and the traders can make the amount of profit from Munch Rolls as they make from those imported chocolates. Moreover, marketers are facing some difficulties to attract the consumer to Munch Rollz. One of the main reasons behind this is the positioning of Munch Rollz. The target consumers are the young generation and the children. This class of consumers is aware of the brands and the products they choose to purchase. As they associate Nestle with a good brand providing good value, they cannot relate Munch Rollz to Nestle as Munch Rollz is extremely cheap. Because of this, Munch Rollz is also failing to some extent to grab the secondary market. On the other hand, this study shows that trade promotions have helped to increase sales. So Nestle can focus more on the trade promotions as a part of its pricing strategy. Furthermore, another important observation of this study is that the price of Munch Rollz (6 gram) is 6 taka, which creates inconvenience for both the vendors and the consumers as the most traded bills are 10 taka and 5 taka bills, while buying a Munch Rollz always results in returns of small changes (2 taka bills). This should also be kept in mind while formulating the pricing strategy.
2. Packaging, taste should be more attractive, effective and efficient. (Test or sampling marketing should be placed) to establish brand name among the consumer. In the summer season, chocolate melts due to hot weather. So customers can not feel to take any chocolate. Its taste is not that much good comparing to other chock let like Kitkat and Dairy milk.

Moreover, Kitkat has been packed by silicon paper but munch does not have that kind packaging protection.

3. Additional Promotional activities CP as should be launched like gift box and premium on box.
4. Well merchandizing plan should be implemented in the specific criteria.
5. Shelf life should be increased in order to attend to the secondary market.

4.8 Conclusion:

This study analyzes the overall market scenario of Munch Rollz in Bangladesh, which included a consumer survey and sales; trade promotion and market return analysis of Munch Rollz. Consumer survey findings show that other chocolate products like Kitkat, Dairy Milk and Sneakers are slightly more popular than Munch Rolls among the targeted consumers, which can be attributed to early entry, brand awareness, better value proposition and higher perceived quality. Even though Munch Rollz had a late entry to the market, it has also shown sound sales and limited growth. Moreover, this survey suggests that because of its low price, consumers often have associated Munch Rollz with slightly lower quality than its competitors, which can be attributed as one of the main causes to the lower sales of Munch Rollz compared to its competitors. Lastly, the analysis of the sales, trade promotion and market return data shows that trade promotions have had significant impacts in the growth of sales and market return as well. Thus to conclude it is suggested that Nestle prioritizes on the trade promotions, pricing and packaging in order to keep Munch Rollz in the market.

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Chapter- Five

ATTACHMENT

&

REFERENCES

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5.1 Questionnaire:

Dear Sir /Madam,

Recently Nestlé Bangladesh limited is doing a project on “Marketing Research”. We request you to kindly fill the questionnaire below and assure you that the data generated shall be kept confidential.

Respondent’s profile:

Gender:

Age :

Education:

Marital status:

Occupation:



1. Do you buy branded Chocolate?

Yes

No

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2. Rank your most favorite “Brand” (A,B,C ,D,E), A=Excellent ,B=Very good, C=Good, D=Moderate, E= Poor

Dairy Milk

Kitkat

Munch Rollz

- Safari
- Snickers
- Cadbury
- Others specify

3. What key attributes do you look for in chocolate?

- Comfort
- Style
- Outlook
- Quality
- Economy
- Others (please specify).....

4. How often do you buy chocolate?

- Once in every 2 weeks
- Once in every month
- Once in every 3 months
- Others (please specify).....

5. What forces you to buy a box of Chocolate?

- Wedding
- Any Social Gathering
- Eid /Puja/Christmas
- Free choice
- Others (please specify).....

6. Which source do you prefer most for the “Munch rollz” brand advertising?

- Newspaper

- TV Advertisement
- Poster
- Radio Advertisement
- Others (Please specify)

7. Do you think brand ambassadors influence you're the purchase decision?

- Yes
- No

8. Place your belief of the different attributes of Munch Rollz(M), Kitkat(K), Safari(S), Cadbury (C), Sneakers(R), Dairy Milk (D), Others(O) in the below box:

I. Considering Price: 5 4 3 2 1

High Low

II. Considering Quality:

High Low

III. Considering Taste:

High Low

9. Are you familiar with “Munch rollz” brand logo?

- Yes
- No



10. Who's influenced you while purchasing "Munch rollz" ?

- Myself
- Family
- Friends
- Marketing activities
- Superior

11. What comes in your mind when you hear the word "Munch rollz"?

- High price
- Good quality
- Low price
- Availability
- Stylist
- Tasty
- Other.....

12. What is your favorite product line in chocolate?

- Chocolate Bar
- Wafers
- Rollz
- Candy bar

13. The packaging style of the Munch rollz Chocolate is:

- Attractive
- Less attractive
- Moderate

14. What do you feel after having munchrollz?

- Good
- Satisfactory

- Moderate
- Average
- Poor

15. Place your level of argument with the statement below by placing a (√) mark:

Arguments	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I like the features of Munch rollz					
I am satisfied with the of Taste Munch Rollz					
“Munch rollz” are affordable					
Munch rollz give a particular quality & Taste to the consumer.					
I like Munch rollz					

16. Any suggestions or comments for Munch rollz Chocolate (English or Bengali)

.....

17. What is the likelihood you will buy Munch rollz next time when you purchase a shoes?

- Definitely will buy



- Probably will buy
- May or may not
- Probably will not buy
- Definitely will not buy

“Thank you for your co-operation in completing this questionnaire”



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5.2 Appendix:

5.2.1 Places visited for surveying

- 1) Uttora
- 2) Ashkona 1
- 3) Chairman market
- 4) Johora Market
- 5) Mollartack
- 6) Joynal market
- 7) Jashimuddin road
- 8) Nikunja Housing-1
- 9) Abdullahpur 2
- 10) Uttara-4b
- 11) Ashkona 2
- 12) Nikunjo 2
- 13) Uttora DIT
- 14) Joynal Market 2



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5.2.2 The activity of sales:

Nestle sales:

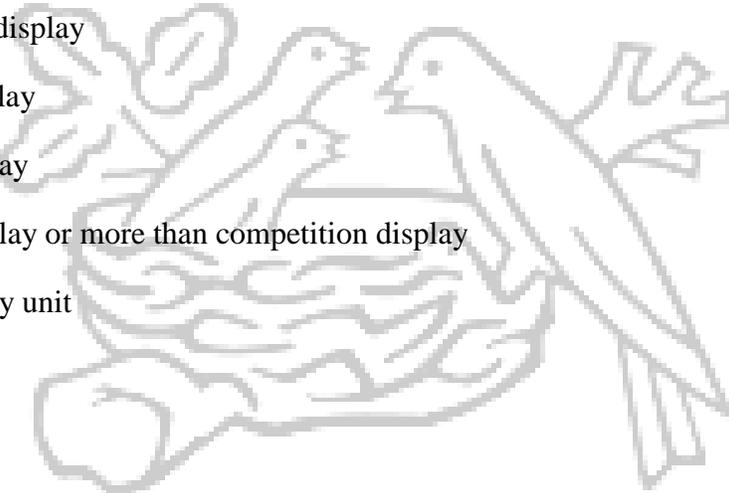
- 1) Channel : Similar types of outlets available to satisfy shopper's similar needs
- 2) Category : Similar type of products available to satisfy consumer's similar needs
- 3) Focus Category: List of category must be available in the identified channel
- 4) Must Sell SKU's: List of SKU's must be available in the identified channel
- 5) Market share: % of nestle brand sales to the category
- 6)
- 7) FSS: % of nestle brand facing to the category, product are available in home shelf & off shelf for shoppers off take.
- 8) POPE: point of purchase equipment's –Dispenser's , hanger etc, where product kept for increase FSS.
- 9) POSM: Point of sales materials: Dangler, posters, that's uses for Shoppers's awareness or call to action.
- 10) Grading A/B/C: Grading Depends on four parameters: 1.FSS
2.Must sell+ Additional Sell Sku' 3. Right Composition Mix4. outlet Space
If all parameters are achieved the said category gets A grade, if 3 parameters out of 4 get B & if less than 3 parameters achieved gets C grade. And if all category achieved A then 3 parameters achieved gets C Grade. And if all category achieved A then the said outlet gets A grade, if 1 focus category achieved B then outlet gets B grade & if one focus category C grade then outlet gets C grade.

Selling step:

- Pre- call preparation
- Greet preparation
- Outlet check
- Establish customer needs
- Sell the call objective
- Merchandizing
- Administrative
- Post call review

Nine rules of merchandizing:

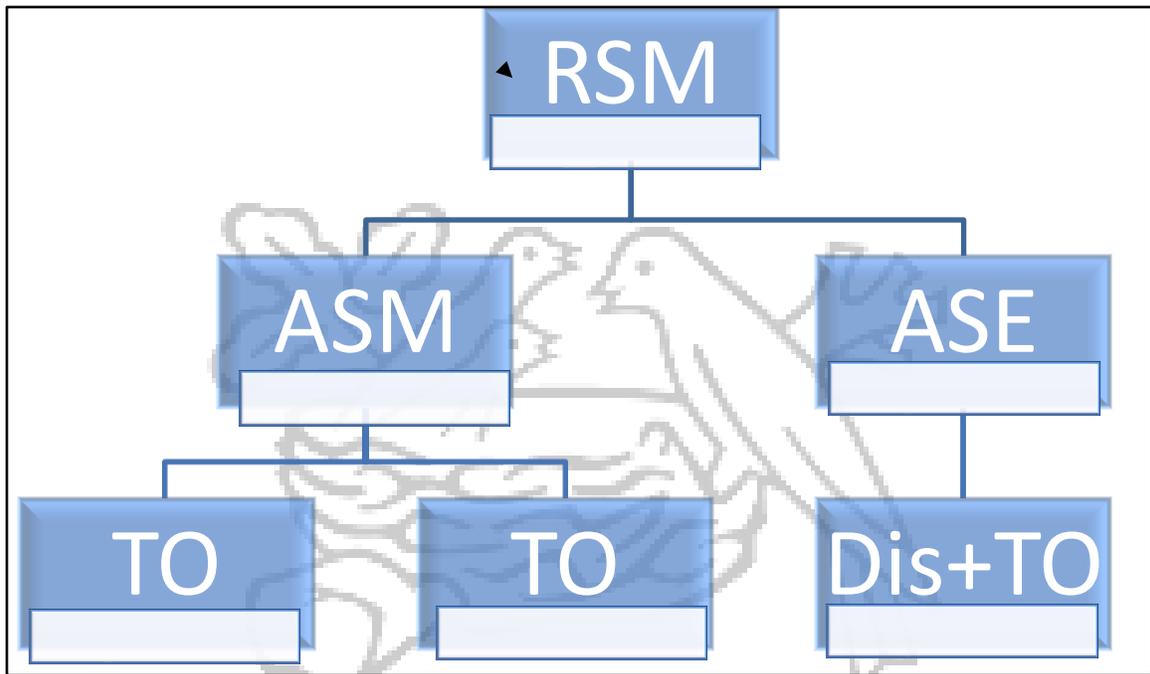
- 1) Eye level display
- 2) Block display
- 3) Lay out display
- 4) Hot spot display
- 5) Upright & upfront display
- 6) FEFO based display
- 7) Stock depth display
- 8) competition display or more than competition display
- 9) secondary display unit



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Figure: Sales Hierarchy



Sales induction:

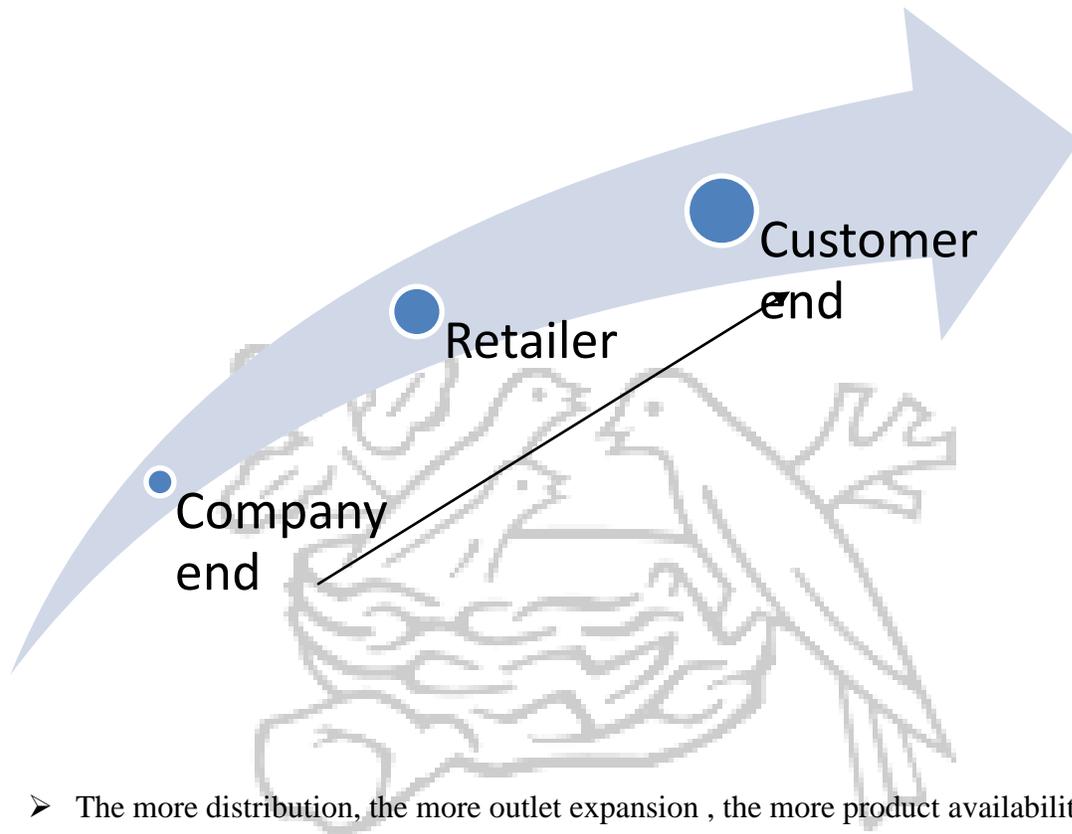
Vision: to be the leading nutrition company

NHW: Nutrition Health and wellness

Mision: doubling the business in every 3 months

The activity of sales

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- The more distribution, the more outlet expansion , the more product availability

Making Sure the product are available in customer’s outlet.

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Company price: 98 tk(Distributor purchase price)

Distributor to trade-2.75%+ 15%-3.14% (100tk)

Distributor profit= (100-98)=2tk

MRP-Trade Benefit,

MRP=105(15%) 3.5%

Trade benefit=5 tk

1. Customer demand → 2. Customer service confirmation (Value and Product)

5. Scan or Fax of deposit slip to CSD → 4. Distribution

6. Distributor order transfer to DC → Shipment vehicle book

9. Distributor receives pdfs ← 8. shipment load

Distributor to trade: Secondary Sales representative → trade → trade demand

Cash Collection ← Demand sent to trade (Delivery man) ← Distributor (Memo)

Distribution against order → Distributor Bank Deposit

Distribution point:

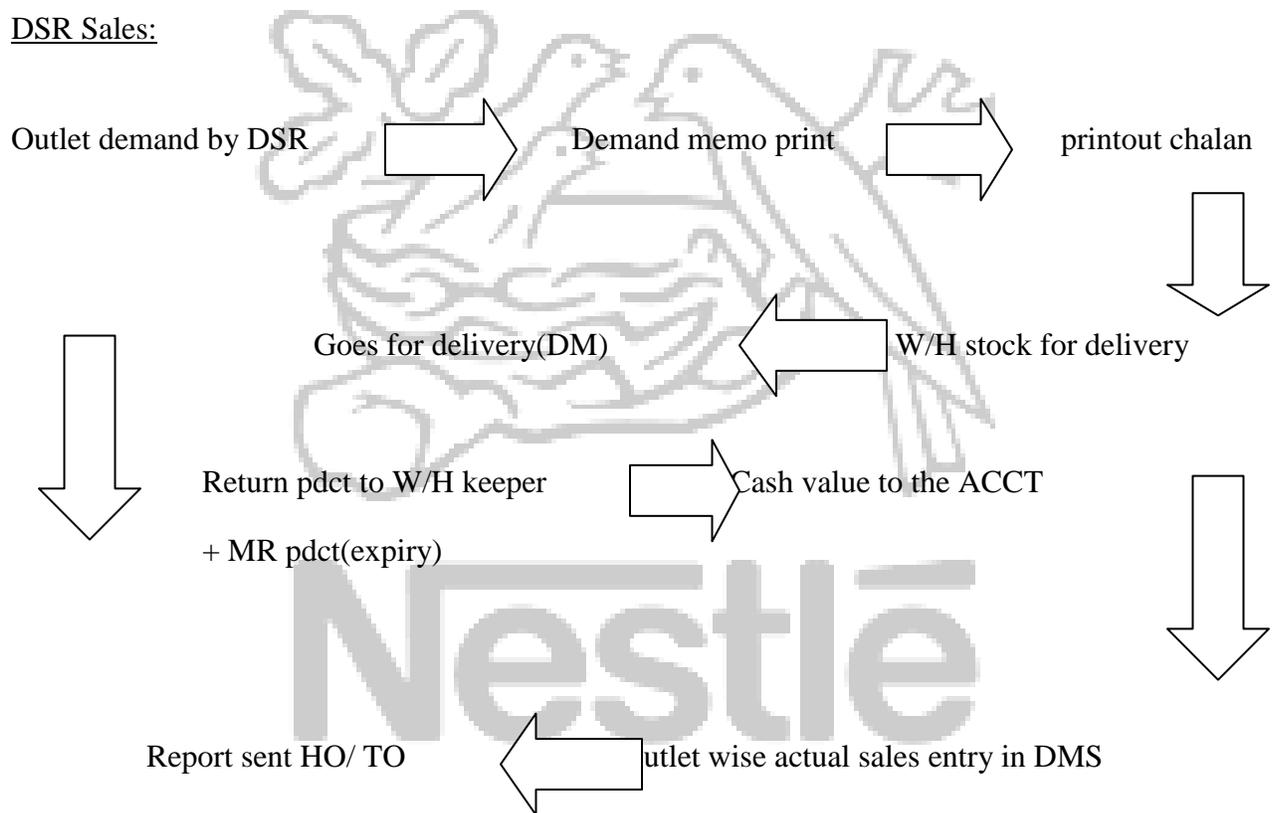
Man power:

- 1) Manager
- 2) Dishari Operator

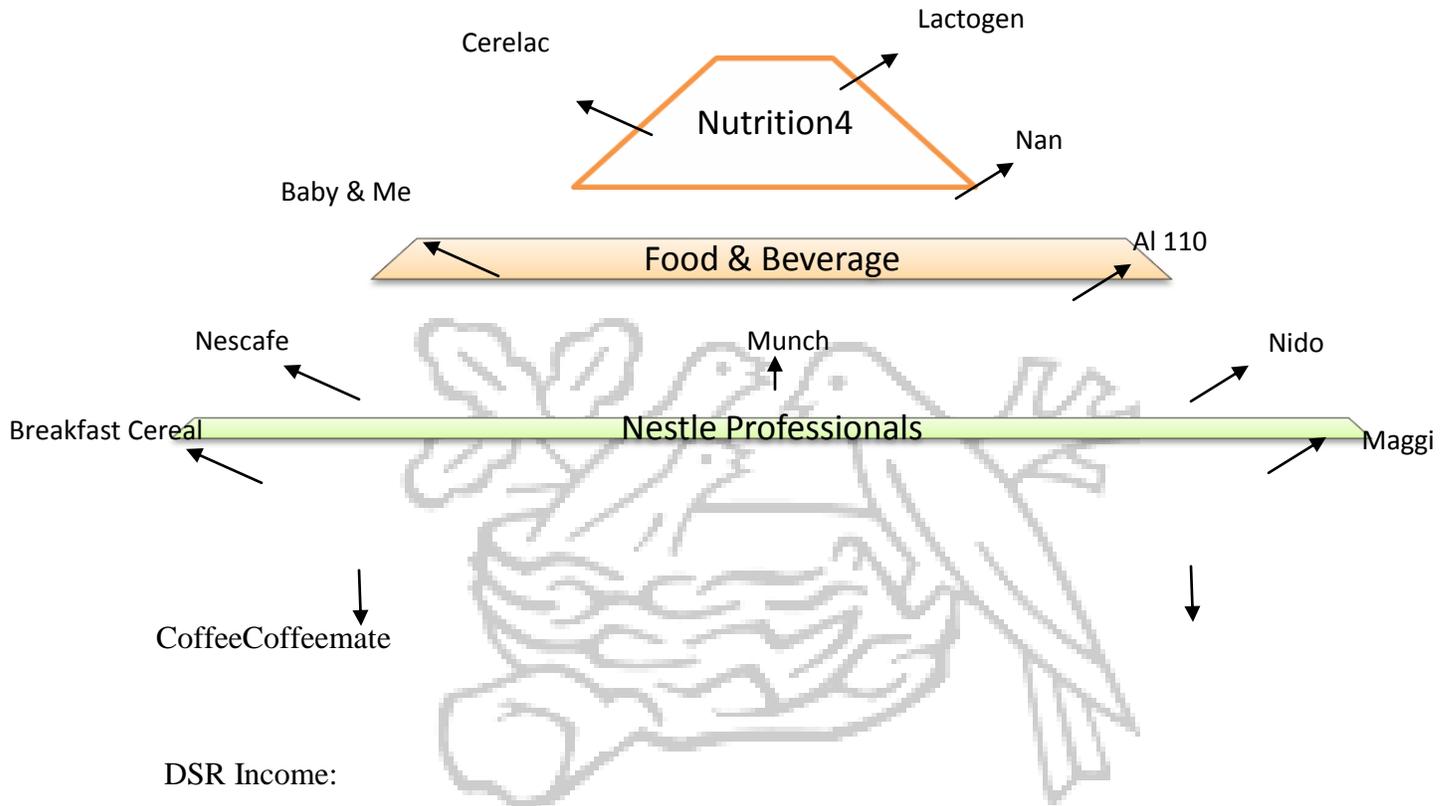


- 3) DSR
- 4) Delivery Man
- 5) Merchandizer
- 6) DCO
- 7) W/H keeper
- 8) Accountant

DSR Sales:



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DSR Income:

Distributor- 1) Salary

2) TA/DA

3) Incentive



Strike Rate: How many product I will deliver in one route. For example: total outlet 12 and I delivered product 6. So my strike rate is 6/12.

SKU/invoice: Total SKU sold/ Total memo successful.

AMS- DSR-10lak , 3 month=30 lakh

Total target 60, but my achieved 10lakh

Contribution: $10/60=17\%$

DSR 1 tag= $65*17\%=11$ lakh

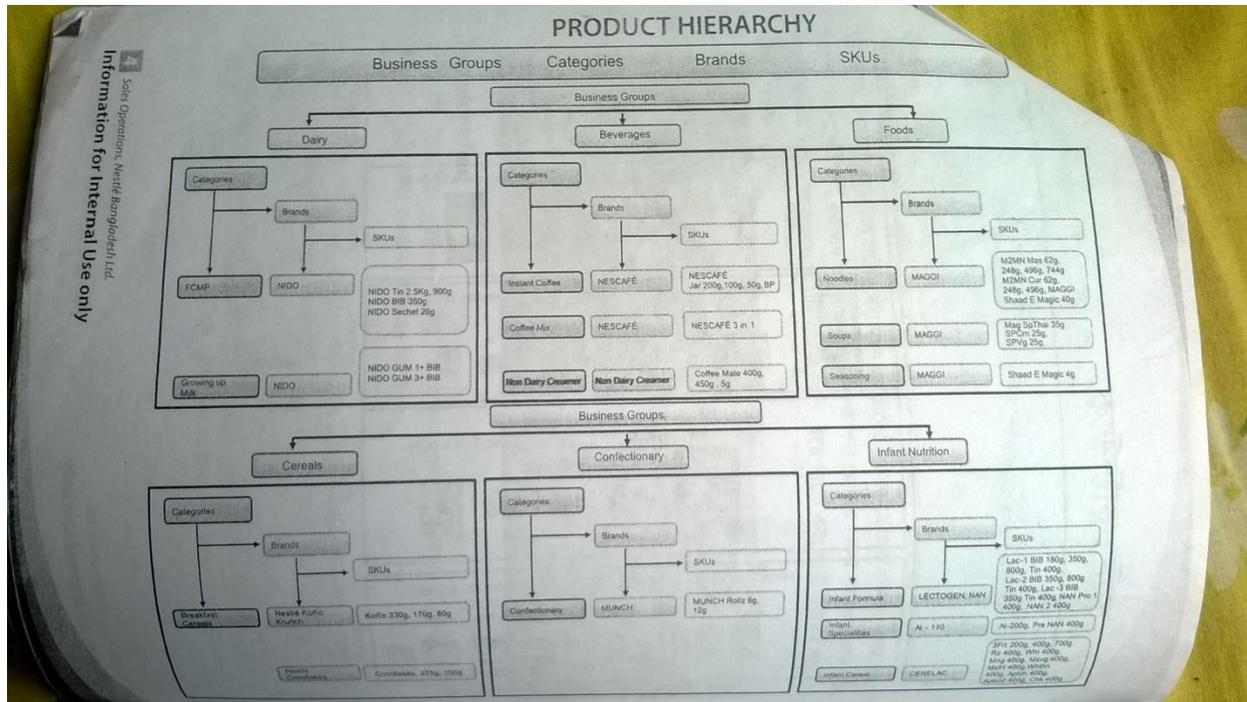
➤ DSR:

- 1) All outlet Visit
- 2) Outlet order pattern / style
- 3) Order stock check
- 4) Product call



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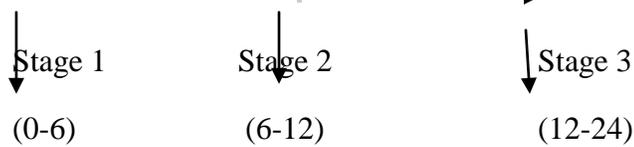
Product Knowledge:

Nutrition

- 1) Lactogen
- 2) Cerelac
- 3) NAN-1
- 4) All110
- 5) Baby & Me

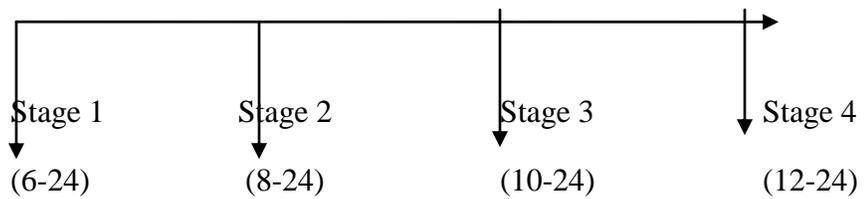
1) Lactogen

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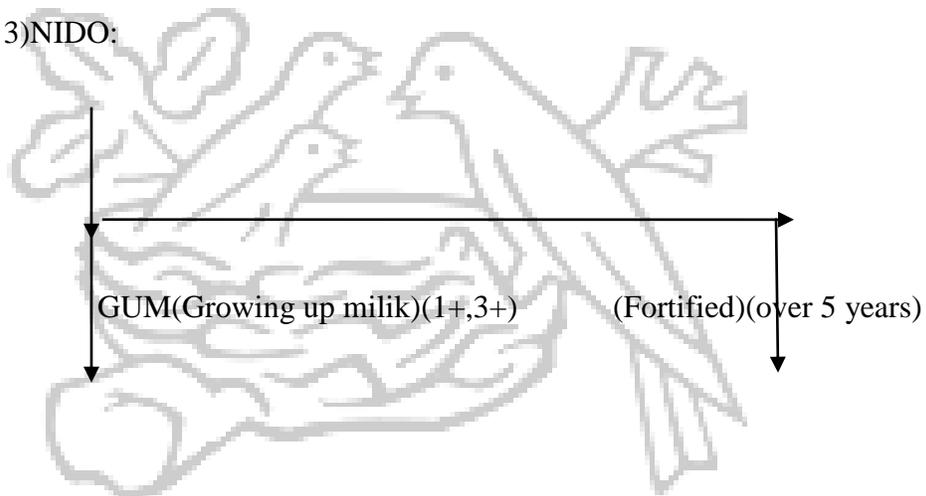


2) Cerelac:





3)NIDO:



Nescafe

Maggi

BFC

(Breakfast cereal)

cornflakes

Koko Crunch

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Sale indicates AVA-1) Availability (Distribution)

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2) Accessibility (Merchandizer)

3) Visibility (Merchandizer) (DSR)

Block Display (Shelf):

1) Blue Strip

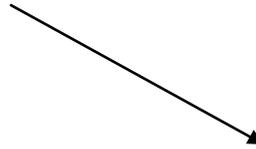
2) Only Nutrition product

3) Hygiene maintenance

1) Hygiene Corner

2) Nestle House

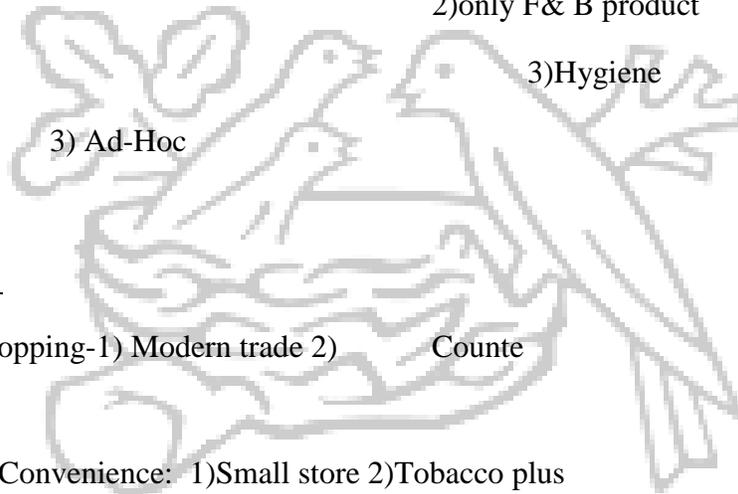
1) Red strip



2) only F& B product

3) Hygiene

3) Ad-Hoc



Channel Hierachy:

- Planned shopping-1) Modern trade 2) Counte
- AD-HOC Convenience: 1) Small store 2) Tobacco plus
- Speciality Food& Drink: Pharmacy
- Business partner: cash& carry
- Nestle Professional: Tea/Coffee Bunk, OOH/others
- POSM: Point of purchase Equipement: Magic hanger, Maggi basket, Soup Hanger, NIDO Hanger, Nescafe Hanger, KOKO Krunch Hanger
- POPE: Point of purchase equipment POPE, 3 basics in counter Store, Munch Box, 3 basics in small Store.

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Nestle house: A, B, C, D class

Hygiene corner: A, B,C, D class

Availability:

- Goods should be provided along with shop's requirement and available in that way so that consumer can buy the Nestle product in any time.
- To ensure a certain & proper amount of control quantity according to retail & observe

Visibility:

- The more visibility, the more sell or bought product by the consumer and it is done by by POSM & POPE
- Goods should be represented as much as possible according to company's rule's regulation.
- Goods should be represented by the things, POSE, POSM
Suitable location should be emphasized creating commitment with the retailer.

Accessibility:

- Product should be decorated in a proper way and certain place
- To ensure cleanliness of product to attract consumer.
- To ensure durability in right time and presentation of product and beautification and preservation.

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The reasons of Market return:

- Unplanned activity practiced by DSR to spoil retail's space potential.
- Product should be placed in right place along with the right channel
- Stock must be checked before first calling and order making
- Right product detailer should be described in right channel

- Promotional product should be preserved according to the product norms.
- Retailer's should be acknowledged about the product shelf life.
- Product rotation should not be accomplished within a very short time
- Miscommunication and guessing can cause wrong merchandizing.
- FEFO should be maintained strictly to restrict Market return

The resolution of Market return:

- To find out bad goods's SKU and retail's potentiality. Apart from that essential actions should be take care off following company's policy.
- The outlet which coming from more return should be analyzed and monitored
- While making order Good should be checked out thoroughly.
- MR and SD product Rotation form should be made to increase sale in another beat and retails
- Expiry, batch no , freshness of every SKU's of every product should be checked out by hand
- Product's off take should be less delivered according to time in hand

Actions should be taken to overcome obstacles:

- MR product should be listed down in MR & SD rotation form to re-pick up the product from market.
- If the product's expiry date near about 1 month , that product must be returned from the market immediately
- Product must be mentioned and included as Expired one in Follow up column of product rotation form.
- Reason code, batch code, number, expiry date should be mentioned in HHT properly.
- DSR and supervisor should be involved only to return the market from the market.

মায়ের দুধই সর্বোত্তম



নিউট্রিশন হাইজিন কর্নার

Nestlé. চাই কোয়ালিটি, চাই তেমনে

Nestlé. চাই কোয়ালিটি, চাই তেমনে



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Six Golden Rules



<p>1</p> <p>OWNERSHIP</p> <p>দায়িত্ব</p> <p>Take ownership of your own safety and of those around you.</p> <p>নিজের এক অন্যদের নিরাপত্তার দায়িত্ব নিজস্বেরই হিতে হবে।</p> 	<p>2</p> <p>PROCEDURES</p> <p>নিয়মাবলী</p> <p>It is mandatory to follow set procedures and behaviours for Safety and Environment.</p> <p>নিরাপত্তা ও পরিবেশ নির্ধারিত নিয়মাবলী ও আচরণবিধি অবশ্যই মেনে চলতে হবে।</p> 	<p>3</p> <p>CHALLENGE</p> <p>চ্যালেঞ্জ</p> <p>Report, challenge and intervene to address any hazard, unsafe act or condition.</p> <p>যে কোন কাজ বা কাজের অবস্থা অবশ্যই কোন ক্ষতিকর বস্তু বা বিষয় সম্পর্কে রিপোর্ট, চ্যালেঞ্জ এবং প্রয়োজনে হস্তক্ষেপ করতে হবে।</p> <p>SPEAK UP</p>  <p>REPORT HAZARDS</p>	<p>4</p> <p>ASK</p> <p>জিজ্ঞাসা করা</p> <p>Don't take risks. If you are unfamiliar with any procedure or equipment, stop and ask.</p> <p>কখনোই ঝুঁকি নেয়া যাবে না। যদি কোন নতুন / নিয়মাবলী অজানা থাকে তবে বন্ধ করে জিজ্ঞাসা করতে হবে।</p> 	<p>5</p> <p>CLEAN AND ORDERLY SITE</p> <p>পরিষ্কার পরিচ্ছন্নতা</p> <p>A clean and organised workplace is a safe workplace.</p> <p>পরিষ্কার এক পরিচ্ছন্ন কার্যস্থলই নিরাপদ কার্যস্থল।</p> 	<p>6</p> <p>ZERO WASTE</p> <p>শূণ্য অপচয়</p> <p>Protect and Save the Environment. Don't waste resources and report any environmental waste/ hazard.</p> <p>সীমিত সম্পদের অপচয় না করে পরিবেশ রক্ষা করতে হবে। যে কোন রজ্য বা ক্ষতিকর বস্তু বা পরিবেশের প্রতি হুমকি স্বরূপ বস্তু রিপোর্ট করতে হবে।</p> 
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CONTINUOUS

DELIGHT CONSUMERS
DELIVER COMPETITIVE ADVANTAGE
EXCEL IN COMPLIANCE

EXCELLENCE

Nestlé Continuous Excellence
drives the 3 C's



Delight Consumers

- Enhance what Consumers value

Deliver Competitive Advantage

- Ensure the best offer on shelf

Excel in Compliance

- Be the Seal of Guarantee

In delivering the 3 Cs, we create positive gaps against the competition ...

The **Vision** of
Nestlé Continuous Excellence

ZERO Waste

ONE Team

100% Engagement

0

1

100

Good



Sales Tra

Excellence in Field Sale

5.3 References:

- 1) www.nestle.com.bd
- 2) Nestle Annual Report 2013-2014
- 3) Marketing Research by Alvin C. Burns & Ronald F. Bush (Fifth Edition)
- 4) Research Methodology by C. R. Kothari



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