



INTERNSHIP REPORT ON

NESTLÉ BANGLADESH LIMITED-BFC

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Letter of Transmittal

7th April, 2016

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Subject: Request for Submission of Internship Report

Madam,

I, Tabassum Ambreen, student of BRAC Business School, would like to submit my report of internship on Nestlé Bangladesh as a requirement for Bachelor of Business Administration program of BRAC Business School.

I have successfully completed my tenure (1st September- 6th January) of internship program in **Nestlé Bangladesh Limited** as an intern. My report on **Nestlé Bangladesh Limited** includes thorough description of my assigned responsibilities, market overview of the products that I have been involved with, company overview and an impartial opinion regarding the theoretical and practical experiences that I was able to achieve during my internship.

Therefore, I am obliged to have gotten your immense support and guidance throughout my internship under one of the leading Nutrition, health and Wellness Company- Nestlé. I pray that you will find my report valid, precise and valuable. I am always available to reply to any queries that you have on my internship report.

Yours Sincere Student

Tabassum Ambreen

ID:11204031

BRAC Business School

BRAC University

Acknowledgement

Firstly, I would like to thank the Most Merciful Almighty Allah to have blessed me with such an opportunity to work for Nestlé, Bangladesh and to have provided me the strength to successfully complete my internship. I am ever grateful to my parents for supporting me throughout my student life and for mentoring me to the success that I have achieved.

I am not just thankful but also honored to have received the constant supervision of my mentor Afsana Akhtar, BRAC Business School.

I am also grateful to my supervisor Mr. Abid Mahmood of **Nestlé Bangladesh Limited** to have guided me in this new journey of my corporate life. Their advice and guidance have proven to be a priceless tool against the challenges that I had to face during my internship.

At last but not the least, I would like to thank the entire Marketing team of **Nestlé Bangladesh Limited** who have stood beside me whenever I needed them from start right till the end.

It is because of all your support and blessings that I am able to successfully complete the initial stage of my career life. I will always be grateful.

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1.0 Executive Summary

The report has been prepared as a compulsory requirement of internship for BRAC Business School. Executive summary is a brief documentation of the following report that can provide a clear general idea of the contents included in the report.

Nestlé, a leading Multi- National Company started its operation in Bangladesh in 1994 with a goal to enhance lives with science-based nutrition and health solutions for all stages of life, helping customers care for themselves and their families. ‘Cereals’ is one of the product categories of **Nestlé Bangladesh Limited**. It starts with a ‘whole grain’ guarantee and a promise that every Nestlé Breakfast Cereal with a green banner is made with whole grain. Cereal includes products like Chocapic, Cini Minis, Cookie Crisp, Koko Krunch, etc.

This report is based on my market research on the customer requirements and demand of ‘cereals’ in Bangladesh. This was the duty that I was assigned to, in **Nestlé Bangladesh Limited**. This report will assist people to acquire a statistical analysis and comprehend the current market demand, limitations, strengths, weakness and possibilities regarding the ‘Cereal department’ of **Nestlé Bangladesh Limited**. Furthermore, this report includes the challenges that I had to face during my research on Cereals of Nestlé and the procedure that I followed to overcome the situation. Moreover, this internship report portrays the experience that I acquired during these three months of my internship.

In a nutshell, the study have proven that **Nestlé Bangladesh Limited** is developing their market strategy properly regarding cereals with steady success and stands for its motto which providing enhanced quality of customer life through nutritious and tasty products based on geographical and cultural diversification.

2.0 Background of the Study

2.1 Origin of the report:

This report is a four credit course under BUS400 and is a mandatory requirement for the completion of Bachelor of Business Administration program of BRAC Business School. Therefore, this report was prepared under the supervision of Afsana Akhtar, Assistant professor of BRAC Business School. The report is prepared based on a working experience of near about four months for **Nestlé Bangladesh Limited**.

2.2 Objective:

- To relate the learning from all the marketing courses as I was involved in the core marketing in NBL.
- To relate to the marketing concepts from the courses with real life experience and understanding brand well.
- To create a connection between theories and practical procedures of products/ service allotment and operation.

2.3 Scope:

The subject of this internship report is to demonstrate a statistical analysis of the 'Marketing Strategy' of **Nestlé Bangladesh Limited** based on their product category- Cereal. The report illustrates the current market demand of Bangladesh for cereals, the possibilities and limitations of Marketing of the aforementioned product.

2.4 Methodology:

The core structure of this report is based on my working experience of three months for **Nestlé Bangladesh Limited**. The resources provided to me by **Nestlé Bangladesh**

Limited during my internship for the discussed projects helped me to create the data provided in the following report. The insights provided by my supervisor acted as a significant resource to this report. Lastly, various sources and documentations borrowed from internet aided me for completion of this internship report.

2.5 Limitations:

A few challenges that I had to face during my internship and completion of my report are time and limited access to updated information.

The time provided for my internship and preparation of my report was pretty tightly scheduled and hence further analysis of facts and data became a tough challenge during the preparation of this report. Moreover, I being an intern, had limited access to updated information of **Nestlé Bangladesh Limited** regarding my subject matter of study. It was a minor drawback for me which I overcame with the help of my colleagues and supervisor.

3.0 Introduction

Nestlé is one of the most trusted names of the world. It is world famous for ensuring quality products, Nestlé S.A is a Swiss multinational food and Beverage Company headquartered in Vevey, Switzerland founded by the **Henri Nestlé** (10 August 1814 – 7 July 1890). It is the largest food company in the world measured by revenues and ranked 72 on the Fortune Global 500 in 2014.

Nestlé has a primary listing on the SIX Swiss Exchange and is a constituent of the Swiss Market Index. It has a secondary listing on Euronext. In 2011, Nestlé was listed No. 1 in the Fortune Global 500 as the world's most profitable corporation. With a market capitalization of US\$233 billion, Nestlé ranked No. 9 in the FT Global 500 2013.

In the food industry Nestlé is the most trusted name with high quality products. “Good food Good Life” is the mission of Nestlé, which drives the company to provide consumers with the best tasting and most nutritious choices in a wide range of food and beverage categories and eating occasions, from morning to night. The vision of creating shared value and the very own Corporate Business Principles shaped the company culture and made them a reliable investor over 86 countries of the world. Today Nestlé employs around 280000 people and have factories or operations in almost every country of the world with a total equity of CHF 62.60 billion.

4.0 Company Overview

4.1 History of Nestlé

Nestlé's origins date back to 1866, when two separate Swiss enterprises were founded that would later form the core of Nestlé. In the succeeding decades, the two competing enterprises aggressively expanded their businesses throughout Europe and the United States.



Hanri

In August 1867, Charles (US consul in Switzerland) and George Page, two brothers from Lee County, Illinois, USA, established the Anglo-Swiss Condensed Milk Company in Cham, Switzerland. Their first British operation was opened at Chippenham, Wiltshire, in 1873.

In September 1866, in Vevey, **Henri Nestlé** developed a milk-based baby food, and soon began marketing it. The following year saw Daniel Peter begin seven years of work perfecting his invention, the milk chocolate manufacturing process. Nestlé's was the crucial cooperation that Peter needed to solve the problem of removing all the water from the milk added to his chocolate and thus preventing the product from developing mildew. Henri Nestlé retired in 1875 but the company, under new ownership, retained his name as Société Farine Lactée Henri Nestlé.

From the time of the British rule, Nestlé brands have entered the sub-continent. The trend continued in the pre and after independence days of Bangladesh. Nestlé World Trade Corporation which was a trading wing of the Nestlé regularly sent dispatches of popular Nestlé brands to Bangladesh, mainly through indentures and agents. In the early eighties, the sole agent to supply Nestlé products to Bangladesh was Transcom Ltd. Later in 1992, Nestlé and Transcom Ltd. acquired the company Vita Rich Foods Ltd with 60% and 40%

share capital respectively. The company name was then changed to Nestlé Bangladesh Limited. In 1994, **Nestlé Bangladesh Limited** began its commercial production in Bangladesh. Later in 1988, Nestlé successfully bought the remaining 40% share from its local partner. Today, **Nestlé Bangladesh Limited** operates as a fully owned subsidiary of Nestlé. Business expansion in Bangladesh has been relatively slow as it is still operating in the developing stage. On the bright side, it has experienced an organic growth of 40% which is expected to continue in the forthcoming years.

Nestlé Bangladesh Limited has a factory situated in Sreepur which currently produces various products for the domestic market such as instant noodles, cereals and repacks milks, soups, beverages and infant nutrition products. At present popular Nestlé brands in the domestic market include Nescafé, NIDO, Cerelac, Much Rollz, Lactogen, Maggi and so forth.

4.2 Product of Nestlé global

Nestlé has 8,000 brands, with a wide range of products across a number of markets, including coffee, bottled water, milkshakes and other beverages, breakfast cereals, infant foods, performance and healthcare nutrition, seasonings, soups and sauces, frozen and refrigerated foods, and pet food.

Brands	Products
Appliances	BabyNes, Dolce-Gusto, Nescafé Alegria, Nescafé Barista, Nespresso
Baby nutrition	Cerelac, Gerber Graduates, Mucilon, Naturnes, Nestum, Nidal (brand), Nido P'tit
Baking	Libby's Pumpkin Toll House
Bottled water	Arrowhead, Buxton Comtrex ,Deer Park, Hépar Ice, Mountain Ozarka Panna, Perrier Poland, Spring, Pure Life, Quézac, San Pellegrino ,Vittel Zephyrhills
Cereals	Cheerios, Chocapic Chokella, Cini Minis, Clusters Cocoa, Crisp Cookie, Crisp Corn Flakes, Country Corn Flakes, Curiously Cinnamon Fitness, Fitness Fibra Gold Flakes, Golden Grahams, Golden Nuggets, Honey Gold Honey
Chocolate and	Blue Riband, Breakaway Butterfinger, Cailler Caramac, Carlos V Chico, babies Choclait Chips, Choco Crossies, Chocolate Log Chokito, Chunky Club, Coffee Crisp, Crisp Crunch, Die Weisse,

desserts	Drifter Golden Rough Goobers
Coffee and beverages	Abuelita, BabyNes, Carnation Caro, Chuckie (beverage), Coffee-Mate, Dolce Gusto, Juicy Juice, Klim La Lechera, Lion Menier, Milo, Nescafé, Nescau, Nesfruta, Nespresso, Nesquik (mix), Nesquik, Ready-To-Drink Nestea, Nestlé Chocolate, Nestlé Dessert ,Ovaltine, Ricoré Sjora, Sublime Sweet Leaf, Nescafé Gold, Nescafé 3 in 1, Nescafé Cappuccino, Nescafé Classic
Health and nutrition	Nutramen, Junior Nutrament, PamLab Peptamen, Boost Resource
Ice cream	Camay, D'Onofrio, Dibs (ice cream), Dreyer's/Edy's, Drumstick Eskimo Pie, Extreme Fab Frosty Paws, Haagen-Dazs, Hjem-IS Ice creamers, Kit Kat La Cremeria ,La Laities Lanvin (chocolate), Maxibon Mövenpick
Prepared and Packaged Food and Snacks	Buitoni, California Pizza, Kitchen DiGiorno, Garden Gourmet, Herta Hot Pockets Jack's, Lean Cuisine, Libby's Lean Pockets, Maggi, Maggi noodles, Mousline, Nestlé Starz Roll Ups, Stouffer's Thomy, Tombstone
Dairy Products	Actiplus, After Eight Carnation Cerevita, Coffee-Mate, Dancow, Everyday Kit Kat, La Lechera La Laitère Milkmaid ,Nesquik, Nesquik Minis ,Rolo SKI
Milo	Milo granules, Milo Chocolate Bar, Milo Cereal

Petcare	Alpo Bakers, Complete Beggin' Strips, Beneful Bonio, Cat Chow ,Chef Michael's Dog Chow Fancy, Feast Felix Friskies
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The products available from **Nestlé Bangladesh Limited** are: At present popular Nestlé brands in the domestic market include Nescafé, NIDO, Cerelac, Much Rollz, Lactogen, Maggi and so forth.

4.3 Mission

While Nestlé's mission is to be the world's leading nutrition, health and Wellness Company, **Nestlé Bangladesh Limited** has set its target aligned with Nestlé's mission of "Good Food, Good Life" by providing consumers with the best tasting, most nutritious choices in a wide range of food and beverage categories and eating occasions, from morning to night.

4.4 Vision

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

4.5 Objectives

he objectives of **Nestlé Bangladesh Limited** are:

- a) To satisfy consumer requirements and expectations.
- b) To produce safe packaged food
- c) To use the most suitable packaging materials that:
 - Gives the least weight and volume of packages

- Uses the latest packaging materials and technologies so as to reduce the impact on the environment
- Avoids the use of substances during the packaging of products and disposal of wastes, which may be harmful for the environment
- Results in the least amount of waste during packaging
- Uses recycled materials whenever possible.

4.6 Strategies

The strategies of Nestlé Bangladesh are:

- Good products
- Strong relationships with consumers
- Research and development
- Innovation and renovation
- Availability of Product

4.7 Business and Functions

Currently, there are 80 distributors of **Nestlé Bangladesh Limited** 76 of them are retail distributors and remaining 4 are Nestlé Professional's distributors who provides products for the out of home consumptions. The whole country is divided into seven regions. They are:

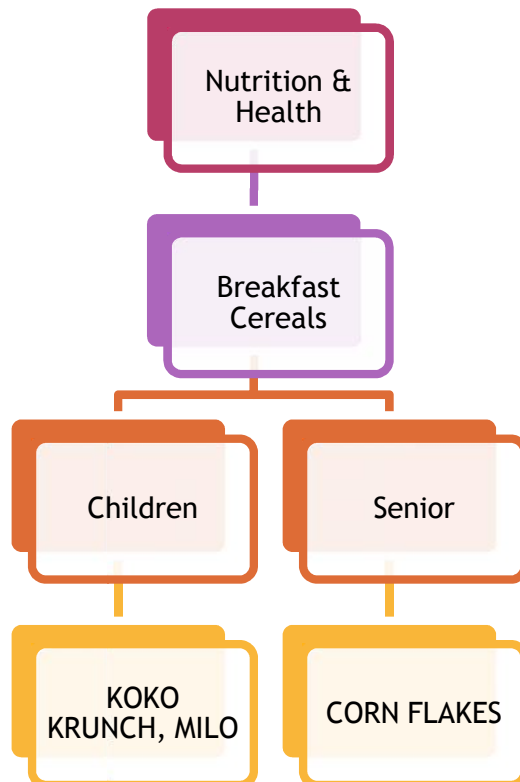
- a) Dhaka North b) Dhaka South c) Chittagong d) Bogra e) Khulna
f) Sylhet g) Barishal

4.8 Operational network Organogram

Marketing function (Confectionary)



5.0 Overview of Koko Crunch Brand



NESTLÉ KOKO KRUNCH is a delicious cereal with a rich chocolate taste that kids love. It is made with the goodness of whole grain, **NESTLÉ KOKO KRUNCH** cereal provides seven essential minerals, including iron and calcium.

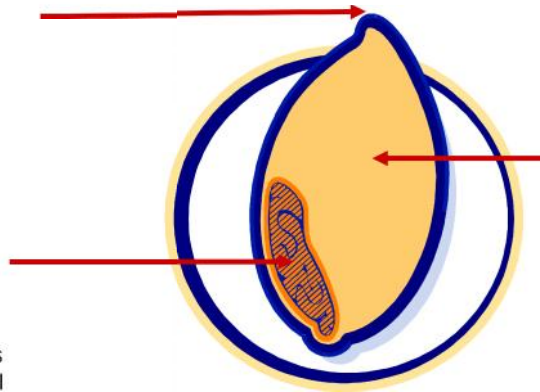
5.1 KOKO KRUNCH :

Bran

- Fiber
- B Vitamins
- Trace Minerals

Germ

- B Vitamins
- Vitamin E
- Trace Minerals
- Photochemical



Endosperm

- Carbohydrate
- Protein
- Some B Vitamins

Food & Beverage: Breakfast Cereals



KOKO KRUNC H 80gm	KOKO KRUNC H 170gm	KOKO KRUNC H 330gm	CORN FLAKES 150gm	CORN FLAKES 275gm	MILO Cereals 330gm
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5.2 SWOT Analysis

5.2.1 Strengths:

- 1. Kids favorite:** KOKO KRUNCH is a flavored breakfast cereal hence it is very much favorite to the kids group. This brand has a substantial number of loyal consumers than its competitors when it comes to TG. It definitely gives KOKO KRUNCH a competitive edge. Also it is associated with NESTLE, a big name in the nutrition world.
- 2. Unique Selling Proposition:** Their strongest USP (Unique Selling Proposition) is the taste definitely. Also it is very easy to prepare instantly therefore it is a time saver. As it has a target group from 7-12/13 years, hence the older kids can also prepare the food by themselves which is also very handy for the parents in the modern family now a day. BFC very much goes with the modern trend of living and is fitted for career oriented family.
- 3. Attractive promotional campaign:** KOKO KRUNCH definitely comes up with various lucrative advertising ideas which is very much kid oriented and there remain various themes from animated movies which are liked by kids of that TG. Gift premiums like game CD of RIO movie, figurines from Minions movie and Transformers movies. When I was working as an intern there, the promotional campaign was about STARWARS movie, hence the figurines of the characters of this movie were given as gift premiums and the entire promotional campaign theme was associated with the movie's theme. The promotional campaigns ensured the AVA (Availability, visibility and accessibility).

- 4. Distribution Channel and category business channel:** NBL ensures a great network all over the Bangladesh map where its products are very much available and visible. KOKO KRUNCH as it is targeted to the Socio Economic Class (SEC) - A and B mainly, therefore its presence is mostly in super markets and stores like SWAPNO, AGORA, MEENA BAZAR, etc. The framework of the sales and distribution activities is very well equipped and organized.

- 5. R & D facility:** Many research works and surveys are done in our country before any project launching and also extensive surveys are done to understand the consumer behavior and changing consuming patterns so that the positioning of the product is done with perfection. The research and development hub for Nestle KOKO KRUNCH in Dubai works to improvise the taste and also ensures proper nutrition for the kids.

- 6. Unique Business strategy:** The business strategy of NBL is very effective as they go for proper R & D and they are also updated with the changing trend of the world. So their business plans are positioned in such a way so that the target group are becomes their loyal customers.

5.2.2 Weakness:

- 1. Limited TG and price barrier:** KOKO KRUNCH is targeted to the elite class mainly. As it is expensive and not easily affordable by the SEC- C, it has got a limited share of the market. Though it is available in different SKUs but KOKO KRUNCH 330g and 270g are not much consumed by the SEC-C, they go for buying the pouch at times that is KOKO KRUNCH 80g, but they consume it as chips rather than BFC.

- 2. Limited varieties:** There remain very less variety in the BFC of NBL, unlike its competitors. NBL facilitates the consumers with very less variety of flavors where else KELLOGGS and SAJIB come with multiple varieties and SKUs.
- 3. Lower profit margin for retailers:** While visiting many areas of Dhaka during the market visits I have found that the retail shopkeepers complain about the trade promotions and profit margin they are entertained with. The traders tend to keep the competitor's products on the shelf as they are given much higher profit margin compared to NBL. This decreases the FSS (Front Stock Share) for NBL products.
- 4. Product positioning in Bangladesh:** The people of Bangladesh are more likely to consume pouched egg with homemade bread with vegetable rather than cereals. The culture over here creates a great barrier for BFC in our country. Though it compromises nutrition in high amount often more than the alternative still the conception of the people creates a great problem in the product position of BFC. Also many people mistake it with chips and consume it without milk which limits the proper positioning scope for BFC.

5.2.3 Opportunities:

- 1. Modern lifestyle:** with the passing of time, man and woman are working simultaneously which has encouraged the modern families to opt for time saving and easier mode of cooking. This is a huge opportunity for BFC to target. KOKO KRUNCH definitely is an easy solution for breakfast for kids.
- 2. Unique Chocolaty taste:** The chocolaty flavor of KOKO KRUNCH is very special compared to the other competitors which are definitely their opportunity.

Kids are able to trace out significant difference in the chocolaty taste of the cereals. Also Nestle KOKO KRUNCH is crunchier.

3. **Changing trend of consumption;** The kids are very fond chocolaty flavor foods which give the product a chance to penetrate in the shopping basket of many households.
4. **Expanding the market:** KOKO KRUNCH has both the flavor and the nutritional benefits required for the kids of the age group 7-12 years. The pouch bag pack of 80g of nestle KOKO KRUNCH is also famous in SEC-C. In the FGD session conducted we found that many slum dwelling kids are also familiar to this brand and have consumed many a times. Therefore, the market of this brand can be extended and expanded.

5.2.4 Threats:

1. **Threat of competitors:** The competitors are offering many varieties of flavors with lots of SKUs, therefore their display and presence is more compared to NBL. As the competitors are offering more SKUs, hence their pricing policy is favorable to many consumers.
2. **Emergence of local brands:** Local brands SAJEEB, Mr. CHOCOZ, SHEZAN, etc are grabbing a significant share in the market and FSS. The price being comparatively less than KOKO KRUNCH, many families choose those brands.
3. **Higher profit margin provided by the competitors:** The competitors are providing higher profit margin than NBL which is acting as a driving force for the traders to keep and display the competitor's products more in comparison to NBL.
4. **Promotional campaign by the competitors:** The competitor brands are endorsing celebrities like Deepika Padukone for promoting their brand for encouraging

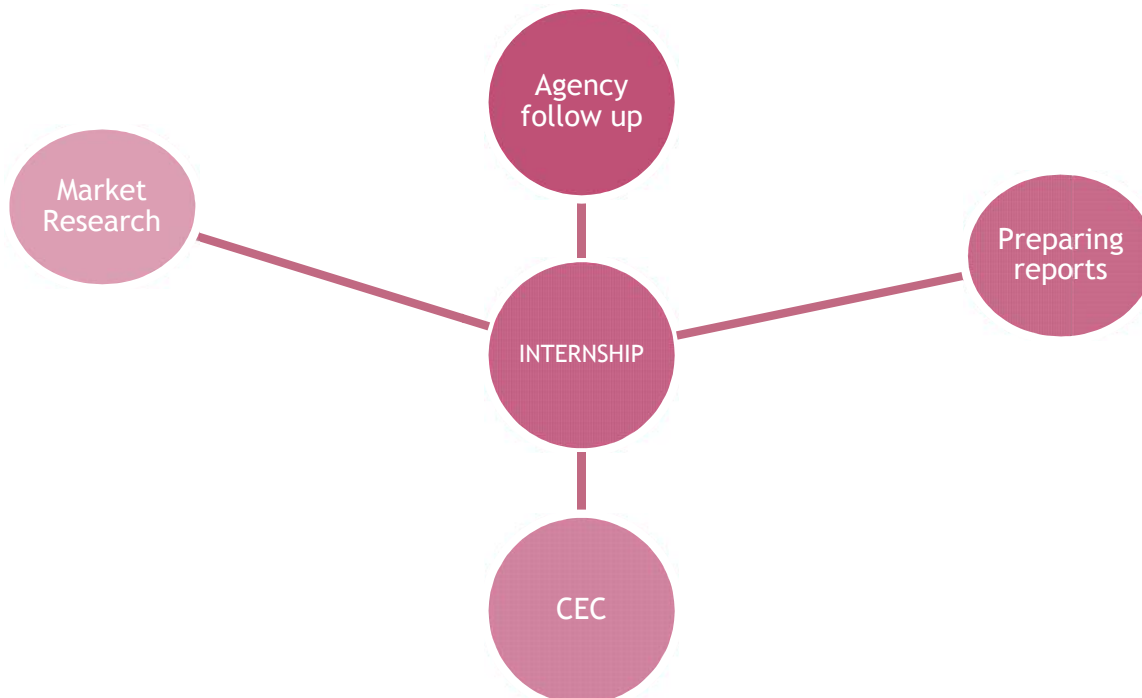
dieting for the women. Where else Nestle CORNFLAKES are targeted to the same TG but are not that much appealing to the women folks.

- 5. Threat of substitutes:** The culture of our country is such that we are more prone to homemade RUTI and DAAL, vegetable, rice and vegetable. So for people like us cereals are more like snack items rather than a morning meal. This preference creates a great problem for the product to achieve its core marketing positioning.

6.0 JOB DESCRIPTION

6.1 Core responsibilities

Nestlé Bangladesh Limited has given me opportunities to explore different facets of brand management and enabled me to work on multitude of tasks. It has given me enough scopes where I had the full autonomy to modify, assess and execute these tasks which definitely facilitated me to make my experience enriching. My workload was weighted with increasing responsibilities; however, I have felt but positive and motivated on those aspects. ‘Job enlargement makes the individual realize of his increasing importance in the organization due to the increased scope of work that is being performed’ (Amstrong, 2006). Therefore, working in such an organization like NBL, I felt more like an employee rather than an intern.



6.2 Creative Agency works:

Nestlé Bangladesh Limited for brands of confectionary and dairy work's in partnership with Unitrend, a McCann Erickson affiliated creative agency. I had to deal with the agency directly for handling the creative works. There were various promotional activities like consumer promotion, trade promotion and mass media advertising of KOKO KRUNCH. I had to attend meetings from time to time along with the BFC team with concerned person from the agency. In these meetings we used to finalize the artworks, story boards and scripts of the TVCs and print ads. I also got the opportunity to attend a pre-production meeting of a CG based TVC, that is computer graphics based advertisement, where I worked with our team from the story board formation to the on airing process. It was indeed a mind enriching session for me on this aspect. I had do the necessary follow ups over phone and mail. The activities included brain storming, creativity and innovativeness.

Creative works get filtered a lot as it includes various rectifications and amendments before the finalization. Hence according to the value route perspective, my inspections and suggestions about the amendments serves as an input. This has helped me to observe better and also to make decisions.

➤ **Taking approval from different stakeholder:**

NBL before launching any new POSM or activity always had to go through chain procedure where lots of internal stakeholders were involved. I had to take approvals from all of them on behalf of my line manager. For any item from any category had to go through this process. The items could be Bag in Box (BIB), Shipper cartoon, Laminate, Tin, sticker or others. The key purpose could be artwork, chromaline/final artwork or shade card/ tin plate approval. Any new POSM, that could be posters, danglers or wobblers in order to launch or for any

sort of approval this SOP (Standard Operating Procedure) was to be followed. The approvals were taken following a circulation flow where in a form the stake holders had to sign and make comments if needed. The circulation flow was as such:

- Brand
- Communication
- Consumer service & Wellness
- Regulatory & Scientific Affairs
- Legal
- Application Group
- Factory QA
- Manufacturing Director
- Supply Chain
- Managing Director

After taking the concerned approval of the entire stake holders finally I had to confirm the related agency about the approval and then that particular work got sealed.

Consumer Engagement:

There remain a separate department known as Nestlé's Consumer engagement Center that deals with inbound and outbound calls of customers concerning information about new products, complaints, suggestions and solutions to problems. This department helps to create a good customer relationship and also helps to conduct some telephone interviews by which the real hype of the survey can be achieved as because the

participants is directly responding to the questions. I along with my line manager and a nutritionist was responsible for creating FAQs (Frequently Asked Question) and the relevant answers to those questions for the product KOKO KRUNCH. I helped in modifying some of the questions. We prepared a total script for the operators. The scripts had to be perfected again to resume the engagement activity. For conducting such engagement activity of the consumer, I had to do an extensive study about the company and the brand. Even though I was still a fresh intern and had limited understanding of the brand, my persisting knowledge helped me in devising and correcting multiple answers.

In the customer engagement department they in order to create more brand awareness and association, have arrangements for composing voiceovers. Whenever a consumer called, he/she could listen to an automated voice record which talks about the consumer promotional activities. For the promotional activity of KOKO KRUNCH StarWars campaign, I along with my supervisor composed a script for this voice over and also recorded it with unmixed music track.

Also beside this, I was also involved with this department to compile the script for text message which were sent to targeted consumers automatically. The message was about the consumer promotion of KOKO KRUNCH.

6.3 Market Research:

The concept of breakfast cereals is still at its infancy, the work is exceptionally engaging as it involves assessing the current cereal industry of Bangladesh. The initiative has been the result of NBL upon its consideration of releasing a flavored cereal in market, which is not only tasty to eat but also very much nutritious.

However, there is definite need of a market research before further actions. My responsibility for this time was to design research questions following the research objective. I had to allocate research questions and also construct the research methodology to find out the required hype of the market and to trace problems if any. To evaluate the current conditions of the beverage market I had to visit modern trade stores, counter stores and small shops to check the availability, visibility and accessibility (AVA0 of the products and related information. For further probing I had to interview the shopkeepers for which a special questionnaire was designed.

To create successful new products, a company must understand its consumers, markets and competitors and develop products that deliver superior value to customers (Kotler, 2013). Such understanding and insights could be gained from conducting market research which consequently falls under the stage of Idea Generation as far as New Product Development (NPD) is concerned.

I was lucky to take active part in conducting many research works for this product line. I was assigned with projects to understand the product line effectively and observe the shoppers behavior very deeply.

1. **FGD:** Focused group discussion was one of the best experience I had in this institution to understand the trend of BFC (Breakfast Cereals) in our country. The session was very effective and i was able to incorporate with the whole project as I was given the responsibility to compose the report of the research.
2. **Market Visits:** I went for market visits in areas like Mirpur (Pallavi), Badda and 30 modern trade stores.
3. **Face to face interview:** I participated in a session where I took interviews from university folks to understand their association with the brand Nescafe and also to find the competitive advantage this brand holds against the competitor brands.

4. **Other programs:** At the end of the internship program I was given the chance to frame the brief for many upcoming research programs like door to door campaign for BFC , where 20 families where chosen according to the desired demographical and social briefing. My supervisor with his team will visit those families during breakfast time and observe their behavioral activities to understand the consumer behavior closely.

6.4 Preparing Reports:

I had to submit reports on various projects that were assigned to me. I had to submit the necessary findings via Microsoft word, power points and excel and I had maintain a track of the day to day activities to ensure proper record. With the proper supervision of my line manager i was able to prepare many reports which helped to create NBLs own record for BFC.

What I understood from being a part of the various market survey activities of NBL is that it is a great institution where research works played a very important role in taking any concrete decisions. Without proper research this institution never approves any promotional or related activities. The knowledge of consumer behavior plays a significant role in the decision making process of the brand managers and category business managers and other stakeholders.

7.0 PROJECT -01

FGD: CONSUMER UNDERSTANDING THROUGH FOCUS GROUP DISCUSSION

Nestlé Bangladesh Limited conducts various researches and surveys for ensuring authenticity in forecasting and taking proper decisions. I was lucky to get involved in one of the most interesting research program that took place in my internship tenure and that was FGD (Focus Group Discussion). The purpose of the FGD was mainly to understand the consumer behavior towards breakfast cereals.

The FGD was conducted according to the brief that my I prepared with the supervision of my line manager. According to the brief the participants were recruited but were not told about the purpose of the FGD. There remains a personal agency of NBL which recruits the members with accordance of the respective briefs. In the NINA KABBO BHABAN, the FGD was held where our agency conducted the program with much expertise knowledge. The participants were unaware of the fact that we were observing them and was noting down the results and their feedbacks. Through interactive session they were asked various questions which they answered. The session was interesting and interactive and effective. The whole team of BFC was present there. It was definitely a great experience.

7.1 METHODOLOGY- FGD

- The FGD was conducted in two different sessions: Mothers group and Kids group.
- 12 kids came with their respective mothers.
- The 12 members of each category were divided into two groups of six each.

7.2 DEMOGRAPHICS

Age group:

- Kids of age group 8-12 participated in the FGD.

Location:

- Participants were from Kollayanpur, Ajimpur, East Rajabazar, Dhanmondi, Bonani 5 no. gate, TNT colony, Gulshan-2, Bonani, East Badda.

Gender:

- There were 5 males and 7 females in the kids group.

Occupation:

- All the **kids** were students.
- Among the **mothers**:
 - One was a beautician
 - One businesswoman
 - Two teachers
 - The rest mothers were housewives.

SEC:

- 7 members: A
- 3 members: B
- 2 members: C

7.3 PSYCHOGRAPHIC:

- The mothers recruited were mostly **active shoppers**. They went for shopping often. This was needed as it helped us to understand the shopping pattern and their mentality while consuming such products.
- They had enough exposures to media world. The mothers were exposed to media world. This was important as a briefing as it helped us to detect the effectiveness of the various promotional TVCs and radio campaign and SMS marketing.

7.4 OBJECTIVES

The FGD was conducted with two objectives and they are:

- a) Understanding the Breakfast habit in the country.
- b) Understanding the Usage and Attitudes of BFC category.

7.5 Analysis:

Breakfast Habit- Typical Breakfast

Roti, vegetable and Egg or Bread & Egg are the most commonly consumed Breakfast. Its little heavy on weekends (Rice, Khichuri, etc.).



Roti, Vegetable and egg



Bread, Butter and Egg



Fried Rice and Chicken



Breakfast cereals



Milk & biscuits

The culture in our county has been like this for a long period of time. The trend of BFC has been started not for long though it is very much common in the affluent countries. The participants gave mixed feedback but the contemporary style of breakfast was common for majority. About 10/ 12 kids gave the feedback that BFC was taken occasionally or for evening snacks.

7.5.1 Decision maker of Breakfast:

The decision of the breakfast menu selection was mostly driven by Mothers. Kids have influence at times if it is at their interest and things they like (cereals, Fried rice and Chicken fry, etc.)

Time of Breakfast:

Major consumption happens between 7-8 AM at the morning.

7.5.2 Shopping pattern of BFC:

Consumption of cereals per month:

Cereals are usually bought once a month. Sometimes they are bought twice a month too.

From where the cereals are bought:

KOKO KRUNCH is mostly purchased from the key accounts like- Swapno, Prince bazar, New Market and nearby stores of residential areas and areas around schools.

Cereals are purchased by:

The cereals are purchased mainly by mothers, mostly triggered by kid's request.



7.5.3 Consumption and preparation of BFC:

Preparation of breakfast:

- The breakfast is mostly prepared by Mothers. All the mothers agreed that they decide the menu for the kids but keeping in mind the nutrition benefits and likings of kids. All the mothers preferred homemade aruti and egg or kichuri.
- 3 of them also recommended highly about KOKO KRUNCH.
- But for regular breakfast they prefer ATA ruti and Egg as it is made for all the family members.
- On weekends they like to prepare items like Shemai, Payesh.

The mode of preparation and the process of consumption:

- Mixing KOKO KRUNCH with Luke warm milk.
- KOKO KRUNCH is also consumed as chips.

Milk used with KOKO KRUNCH:

- NIDO fortified milk powder is used vastly.
- Marks milk powder.
- Cow milk and milk powder.

7.5.4 Awareness about KOKO KRUNCH:

The brand name KOKO KRUNCH was familiar to all the members.

The most effective source of awareness is the television.

Sources of awareness:

- **TVC.**
- **Peer pressure** on the kids.
- **POSMs.**
- **Newspaper.**
- **Word of mouth:** Mothers get to know about KOKO KRUNCH from the other parents of schools.

- **Radio awareness:** The awareness created from radio is very low, almost nil.

The kids and mothers have high to moderate association with the brand:

- The consumers have **high to moderate association** with the brand **KOKO KRUNCH** as most of them could describe the product and packaging.

• Name	• Description
• 1. CORN FLAKES:	<ul style="list-style-type: none"> • Circular white pieces. • The packets are white and red.
• 2. KOKO KRUNCH:	<ul style="list-style-type: none"> • Looks like moon, boat. • Bended. • Chocolate color. • Nestle logo is there on the top of the pack. • Some also recognized the KOKO character and few of them found it like a cat.
• 3. CHOCOS:	<ul style="list-style-type: none"> • Reddish. • Circular pieces. • KELLOGGS is the company. 'K' is written on the top of the pack.

KOKOKRUNCH is mainly preferred for its taste and nutrition:

The mothers and kids shared their likings about KOKO KRUNCH. The kids mainly like it for its chocolaty taste and crunchiness. Where else mothers prefer it for its nutritional benefits.

Likings:

Kids	Mothers
1. Chocolaty and crunchy.	1. Nutritious. (They are aware of the nutrients provided)
2. Easy to make.	2. Kids preference
3. Energetic.	3. Adds variety to the daily menu.
4. Gifts are offered.	4. Easy to prepare and Time saving.
	5. Portable and dry.

Disliking:

Nevertheless, few mothers did mention about the pricing. According to them the price is high and quantity is low.

Premiums and offers of KOKO KRUNCH attract the kids:

The kids really like the gifts or premiums provided by the KOKO KRUNCH and they often request their mothers to buy KOKO KRUNCH for attractive gifts.

It is a matter of fact that they have a very strong **brand recall** as they remembered almost several premiums offered by KOKO KRUNCH within the last one year.



7.5.5 EXPOSURE TO MEDIA

Television: The most effective means of communication. Channels watched are:

KIDS

- 1. Hungama TV (mainly the Doremon series)
- 2. Channels which Mothers watch at times.
- 3. Cricket matches
- 4. Discovery channel
- 5. National Geography
- 6. Meena cartoon








MOTHERS

- 1. Star Jolsha
 - 2. Star Plus
 - 3. Channel I, Asian TV (News)
 - 4. Boishakhi TV , Gazi TV (Bangla natoks).
 - 5. Talk shows
 - 6. Other soap operas(Bangla and Hindi)
 - 7. Telefilms
- The kids watch Indian channels along with their mothers a lot.

Time of watching: The kids and mothers usually watch television **from 8p.m -11 p.m.**

Others:

- Other mode of media: Very few mothers are users of other social media. Kids generally listen to BHOOT F.M in the radio. Mothers do not listen to radio much.

Media sources	Kids	
1. Radio 	Some of them listen to BHOOT F.M	Not much
2. Skype 	Nil	yes
3. Facebook 	Nil	yes
4. Viber 	Nil	yes
5. Whatsapp 	Nil	yes
6. Google accounts 	Nil	Few
7. Newspaper 	Few	yes

7.6 Summary of the findings:

- KOKO KRUNCH is mostly liked by the kids because of its chocolaty taste.
- Mothers also prefer it for its nutritional benefits.
- The KOKO KRUNCH is consumed as chips or evening snacks. Hence more awareness regarding its product positioning can be created.
- TVCs can be one of the main promotional means for BFC products.
- Many do not know about the **wholegrain concept** which is the key nutrients of the KOKO KRUNCH. Therefore more awareness should be created regarding this.
- The mothers and kids watch the Indian channels a lot. Promotional commercials in those channels can be considered as a very good opportunity to explore.

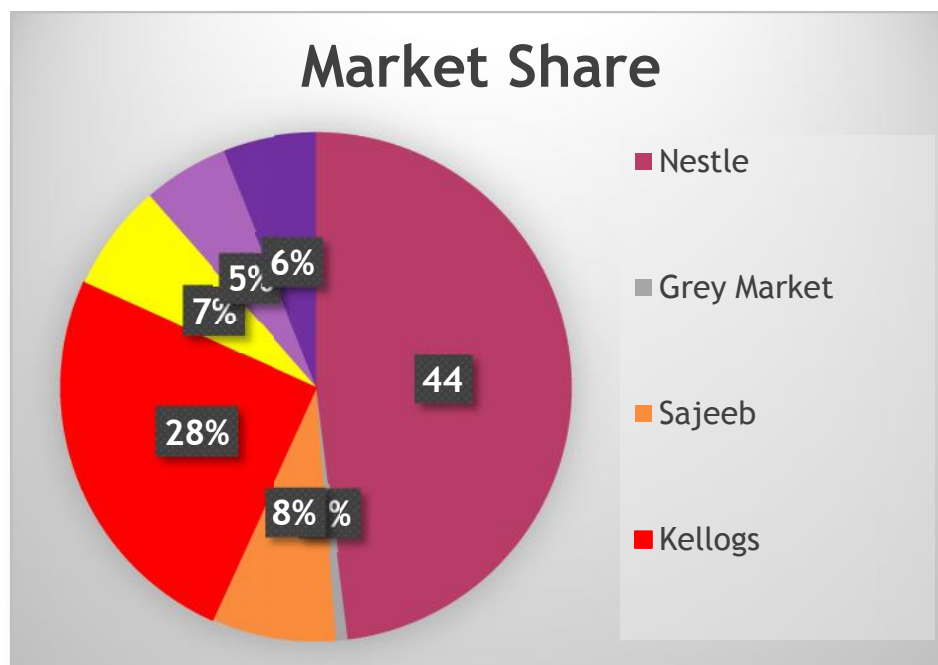
8.0 PROJECT -02

8.1 Objective and Analysis:

8.1.1 Modern Trade-Understanding Category & Shoppers Behavior:

The another project that was assigned to me was the market visit to 30 modern trade, that is superstores like SWAPNO, AGORA, UNIMART, MEENA BAZAR, etc. This was an in-depth study on the modern trade channel to understand the category and shoppers behavior. There remain two distributing channel for modern trade: ORGANIX and RTM (ROUTE TO MARKET). I was directed by my supervisor to prepare the brief, questionnaire and action plans for the project. The key accounts officer of NBL accompanied me to the stores along with the DSR (Distribution Sale representative). The TO (Territory Officers) help me to understand the project well and also gave their feedback on the project. It was a one week long program.

8.1.2 Market Share of BFC on the basis of FSS (FRONT STOCK SHARE):



8.1.3 Price comparison between substitute products:

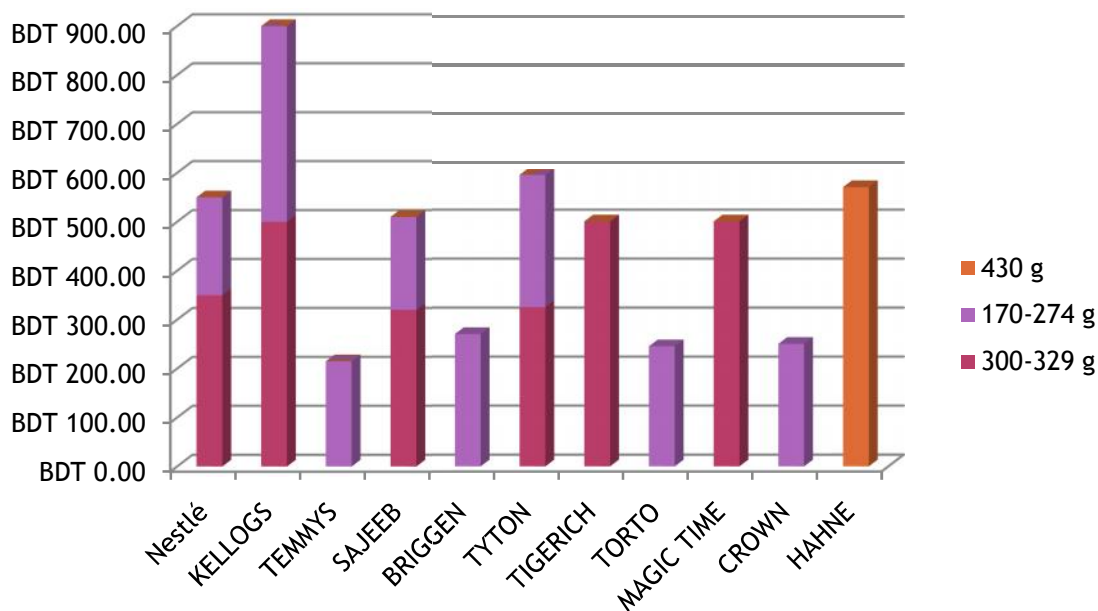


Figure: Relative Price comparison between substitute Products of Nestle

The above chart contains the graphical representation of the prices of the products of the following table:

BRAND	SKU	MRP (TK)	TP (TK)	Distributor	Manufacturer
NESTLE					
NESTLE KOKO KRUNCH	330g	Tk 350	Tk 322	ORGANIX or RTM	Cereals Partner (Malaysia)
NESTLE KOKO KRUNCH	170g	Tk 200	Tk 185	ORGANIX or RTM	Cereals Partner (Malaysia)
NESTLE KOKO KRUNCH	80g	Tk 85	Tk 78	ORGANIX or RTM	Cereals Partner (Malaysia)
NESTLE Corn flakes	275g	Tk 330	Tk 304	ORGANIX or RTM	Cereals Partner (Malaysia)
NESTLE Corn flakes	150g	TK 190	TK 175	ORGANIX or RTM	Cereals Partner (Malaysia)

NESTLE MILO	330g	Tk 395	Tk 362	ORGANIX or RTM	Cereals Partner (Malaysia)
GREY MKT					
NESTLE MILO	330g	TK 395		SPACE trading	Cereals Partner (Malaysia)
NESTLE MILO	170g	TK 265		SPACE trading	Cereals Partner (Malaysia)
NESTLE MILO	150g	TK 300		Rongdhunu group or SPACE trading	Cereals Partner (Malaysia)
NESTLE HONEY STARS	300g	TK 440		SPACE trading	Cereals Partner (Malaysia)
NESTLE School Pack	140g	TK 355		SPACE trading	Cereals Partner (Malaysia)
KELLOGGS					
CORNFLAKES (CF):					
KELLOGGS CF Real Almond and Honey	300g	TK 500		KOLLOL	KELLOGGS
KELLOGGS CF Real Mango	300g	TK 372		KOLLOL	KELLOGGS
KELLOGGS CF Real Banana Puree & chips	300g			KOLLOL	KELLOGGS
KELLOGGS CF Strawberry	275g			KOLLOL	KELLOGGS
KELLOGGS CF Real Honey	300g			KOLLOL	KELLOGGS
KELLOGGS Red Berries	317g			KOLLOL	KELLOGGS
KELLOGGS Chocolatey Strawberry	312g			KOLLOL	KELLOGGS
KELLOGGS Fruity Yogurt	354g			KOLLOL	KELLOGGS
KELLOGGS Peach and Apricot	320g	TK 500		KOLLOL	KELLOGGS
KELLOGGS Red Berries	320g	TK 500		KOLLOL	KELLOGGS
KELLOGGS Crunchy Nut	500g			Muniba Trading	KELLOGGS
KELLOGGS CF Honey Crunch	220g	TK 400		SPACE Trading	KELLOGGS
KELLOGGS Original & the Best	475g	TK 420		KOLLOL	KELLOGGS
KELLOGGS Original & the Best	250g	TK 280		KOLLOL	KELLOGGS
ALL Bran	425g	TK 420		KOLLOL	KELLOGGS
KELLOGGS Special	290g	TK 325		KOLLOL	KELLOGGS
KELLOGGS Special	435g	TK 470		ARIK Enterprise	KELLOGGS
KELLOGGS Special	400g	TK 595		SAIKA	KELLOGGS
KELLOGGS Special	550g	TK 680		SAIKA	KELLOGGS
KELLOGGS Special (Red Berries)	320g	TK 620		M/s Muniba trading	KELLOGGS

KELLOGGS Special (SCHOOL PACK)	45g	TK 88		M/s Muniba trading	KELLOGGS
KELLOGGS Cornflakes	500g	TK 733		SPACE trading	KELLOGGS
KELLOGGS Cornflakes	275g+50g	TK 370		SPACE trading	KELLOGGS
KELLOGGS Cornflakes	750g	TK 720		SPACE trading	KELLOGGS
OTHER FLAVOURS (CHOCOLATEY)					
KELLOGGS COCO POPS	295g	TK 425		EQUAL Mkt or Muniba trading	KELLOGGS
KELLOGGS COCO POPS	550g	TK 690 or 680		EQUAL MKT	KELLOGGS
KELLOGGS CHOCOS	125g	TK 190		KOLLOL	KELLOGGS
KELLOGGS CHOCOS	250g	TK 285		KOLLOL	KELLOGGS
KELLOGGS CHOCOS	375g	TK 380		KOLLOL	KELLOGGS
KELLOGGS CHOCOS (DUET)	375g	TK 400		KOLLOL	KELLOGGS
KELLOGGS Rise Krispies	510g	TK 638		AMWAY Intl Trading Corpo	KELLOGGS
KELLOGGS Rise Krispies	340g	TK 600		EQUAL Mkt	KELLOGGS
KELLOGGS SCHOOL PACK	180g	TK 475		ARIK enter	KELLOGGS
KELLOGGS FROSTIES	300g	TK 488		SPACE trading	KELLOGGS
TEMMYS					
TEMMYS CHOCO RICE	250g	TK 235		UNION Corporation	Mass Foods
TEMMYS CHOCO SCOOPS	250g	TK 235		UNION Corporation	Mass Foods
TEMMYS CORN FLAKES	250g	TK 215		UNION Corporation	Mass Foods
TEMMYS HONEY CRUNCH	250g	TK 215		UNION Corporation	Mass Foods
SAJEEB					

SAJEEB CORNFLAKES	200g	TK 155		SAJEEB corporation	Hashem FOODS
SAJEEB CORNFLAKES	100g	TK 80		SAJEEB corporation	Hashem FOODS
KOLSON CORNFLAKES	150g	TK 150		SAJEEB corporation	Hashem FOODS
KOLSON COCOA CRUNCH	170g				
MR CHOCOZ	100g	TK 90		SAJEEB corporation	Hashem FOODS
MR CHOCOZ	200g	TK 160		SAJEEB corporation	Hashem FOODS
SHEZAN CORNFLAKES	150g	TK 180		SAJEEB corporation	Hashem FOODS
SHEZAN CORNFLAKES	275g	TK 300			
SHEZAN CHOCO CRUNCH	170g	TK 190		SAJEEB corporation	Hashem FOODS
SHEZAN CHOCO CRUNCH	330g	TK 320		SAJEEB corporation	Hashem FOODS
BRIGGEN					
BRIGGEN CORNFLAKES	250g	TK 270		EUROPE CORPO	BRIGGEN
BRIGGEN SHELLINOS	250g	TK 295		AMWAY Intl trading corpo	BRIGGEN
BRIGGEN CORNFLAKES	500g				BRIGGEN
BRIGGEN SCHOOL PACK					BRIGGEN
TYTON					
TYTON CORN FLAKES	500g	TK 495		MUNIBA or INFINITY	TYTON
TYTON CORN FLAKES	250g			MUNIBA or INFINITY	TYTON
TYTON NUTRIBITE CHOX CRUNCH	500g	TK 495		TRADE POINT	TYTON
TYTON NUTRIBITE CHOX CRUNCH	250g			TRADE POINT	TYTON
TYTON TUITTI FRUITTI	250g	TK 270		MUNIBA or INFINITY	TYTON
TIGERICH					
TIGERICH	500g	TK 455		RAINBOW Intl	SWEET KISS
TIGERICH	330g	TK 325		RAINBOW Intl	SWEET KISS
TIGERICH	120g			RAINBOW Intl	SWEET KISS
TORTO					
TORTO MAGIC TIGER	250g	TK 245		3 STAR Corporation	TORTO

MAGIC TIME					
MAGIC TIME Oats and More	411g			MOUNT Intl	MAGIC TIME
MAGIC TIME CORN FLAKES	510g			MOUNT Intl	MAGIC TIME
MAGIC TIME RAISIN BRAN CEREAL	530g	TK 500		MOUNT Intl	MAGIC TIME
MAGIC TIME FITNESS FLAKES	317g	TK 500		MOUNT Intl	MAGIC TIME
MAGIC TIME Honey Nut Loops	347g	TK 475		MOUNT Intl	MAGIC TIME
Magic TIME Bran Flakes	490g	TK 425		MOUNT Intl	MAGIC TIME
CROWN					
CROWN CORNFLAKES	250g	TK 250		INTEC	CROWN
CROWN CORNFLAKES	510g	TK 440		INTEC	CROWN
CROWN CHOCO POPS	250g	TK 300		INTEC	CROWN
HAHNE					
HAYNE CORNFLAKES	500g				HAHNE
WEETABIX	430g	TK 570		GOOD TASTE	

FSS OF Nestle Bangladesh Limited (BFC)

SL No.	NAME OF STORE	LOCATION	DISTRIBUTOR	FSS
1	SHWAPNO TRUST FAMILY	Uttara-3	ORGANIX	54%
2	NEEDS	Uttara -7	ORGANIX	67%
3	SHWAPNO	Uttara-11	ORGANIX	31%
4	SHWAPNO	Uttara-6	ORGANIX	34%
5	MEENA BAZAR	Uttara-6	ORGANIX	43%
6	SHOP & SAVE	Uttara-4	RTM	51%
7	AGORA	Uttara-4	RTM	23%
8	MEENA BAZAR	Bonani Road-11	ORGANIX	41%
9	SHWAPNO	Bonani Road-11	ORGANIX	51.25%

10	SHWAPNO	Gulshan-2	ORGANIX	48%
11	UNIMART	Gulshan-2	RTM	19%
12	LAVENDER	Gulshan-2	RTM	57%
13	SHWAPNO	Banani Bazar	ORGANIX	41.42%
14	CARRE	Mirpur	RTM	59%
15	CSD	Mirpur DOHS	RTM	49%
16	SHWAPNO	Pallavi	ORGANIX	40%
17	MEENA BAZAR	Pallavi	ORGANIX	49%
18	SHWAPNO	Rupnogor	RTM	51%
19	KRISHIBID BAZAR KRISHIBID	Mirpur-10	RTM	46%
20	BAZAR	Kazipara	RTM	40%
21	SHWAPNO	West Kafrul	ORGANIX	48%
22	SHWAPNO	Munipuri Para Muhammadpur	ORGANIX	54%
23	SHWAPNO	Townhall	ORGANIX	58%
24	AGORA	Rifles Square	RTM	65%
25	SHWAPNO	Green Road	ORGANIX	59%
26	SHWAPNO	Gulshan -1	ORGANIX	34%
27	SHWAPNO	Malibagh	ORGANIX	60%
28	SHWAPNO	Vashavo	ORGANIX	59%
29	SHWAPNO	Wari	ORGANIX	40%
30	MEENA BAZAR	Wari	ORGANIX	33%
31	SHWAPNO	Kajla	ORGANIX	50%

The following table shows a graphical representation of the relative variation of prices of the abovementioned products to understand the diversity of price.

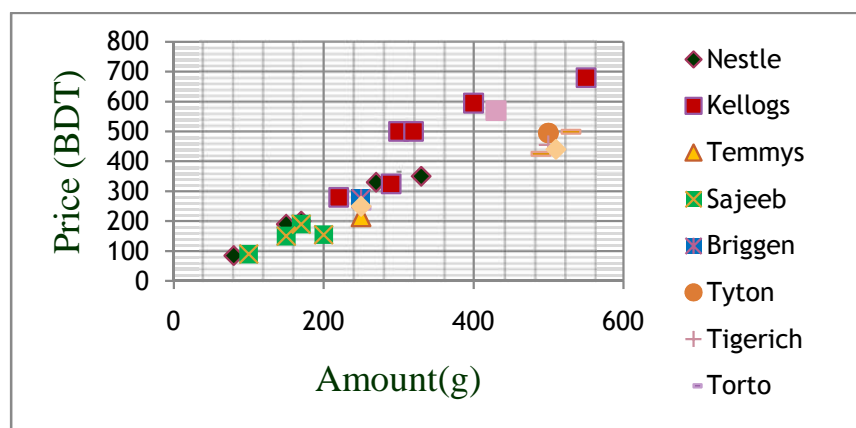


Figure: Relative price variations of products of the above table

8.1.4 Planogram:

The planogram for BFC was made according to the observation in the various stores. Such display will help to ensure AVA. This was one of the finding from my visit.



That is, KOKO KRUNCH 330g will be placed in the middle of the shelf for ensuring the visibility. Then KOKO KRUNCH 170g is to be placed for driving the penetration and lastly the KOKO KRUNCH 80g will be placed as stock up.

- ❑ There remain **two types** of planogram active in this channel. Planogram of the stores itself and that of the NBL.
- ❑ In few stores like SHWAPNO they prefer to arrange the BIBs together and polybags separately. Therefore the block building of our products becomes a little difficult to make. Like in this picture below the polybags are placed together therefore KOKO KRUNCH 80g had to be placed separately.

Kids Eye Level:

This should be ensured in all the stores. This was my suggestion so that the display of the products would be such that it help to drive the sales.



Times of replenishment and organizing of shelves:

- The merchandizers are assigned with near about 10-12 stores which they have to visit daily. Therefore they manage to visit a store **once a day** and organize.
- In outlets like Agora they only allow the merchandiser to enter once in a day till 5 p.m. The BPs (Brand Promoters) remain the whole day in outlets like these of other companies.
- In SHWAPNO they can visit twice if an arrangement can be made. But as the workload is huge that is visiting 10-12 stores a day make it impossible for them to visit a store second time.

8.1.5 Findings:

Category rivalry is very much evident here. Variants of cornflakes of Nestle is just one that is NESTLE CORNFLAKES 275g where else other companies have many variants like KELLOGGS. They have more than 24 variants only for Cornflakes.

- Nestle KOKO KRUNCH 80g was very less in the stores.
- X-banner combining all CPs of NESTLE product can create great hype in MT's
- In grey Market, in gondola they are giving one product free with another and using similar communication lines.
- The Merchandisers have holidays on Friday. Where else the consumers on the weekends visit the highest. Therefore some arrangement can be made with the merchandisers so that a rotation of duty can be arranged enabling them to be present on Friday.
- The POSMs can be made more attractive and creative. Like for example the POSM for STARWARS CP created a kind of confusion among kids. They thought the blue pencils are stick sort of thing.
- Gifts and premiums are very liked by the Kids. I guess there can be made an arrangement so that the display of premiums is there. This can create more association. The bowls of the New CP were seen in two outlets.
- TVCs are very effective as a medium of awareness in our country. Many kids refer to TVCs and request their mothers to purchase the product with gifts.
- **SKUs** of BFC are very less compared to other brands which definitely decreases our FSS or display.

- Maximum of the stores had shelves for BFC in the middle of the store ensuring the availability, accessibility and visibility.

9.0 Recommendation

Nestlé Bangladesh Limited in my view is a great place to work as it has a very favorable environment to work and I really feel the policies and processes used in this organization are very much ideal.

During my tenure of internship there I notices some facts which if can look into for betterment of the organization such as:

- NBL can increase the promotional activities for breakfast cereals and expand this market. NBL as it is a nutrition based institution, hence its main focus is in the Nestle Nutrition. But I think as this is a healthy product for kids of growing age, therefore it [provides necessary health benefits. So vast campaigning can be undertaken.
- More CSR activities can help NBL to expand its market as it its brand value is globally known.
- More sponsorship in kids oriented program like arranging games, competitions or programs like spelling bee competition or talent hunts can add more value to brand recognition and recall.
- For this particular product line, the SKU can be added so varieties will be there targeting more customers.
- Though we had many training sessions from HR, but I think more sessions could have been handy and there was an intern assessment test in NBL during my

internship program which really helped us to know the organization better, Such arrangements can be increased

9.1 Conclusion

This was my first exposure to job world. **Nestlé Bangladesh Limited** definitely was one of the greatest opportunities to be blessed with. I was lucky for the fact that my starting was in such a company which has policies and processes that can be used as SOP (Standard Operating Procedure) for others organizations. NBL is an MNC having a very healthy working environment.. I have gained many leanings from this short span of time in this organization. I have learned the significance for learning anything with the utmost detailing and to work in an organized and strategic way.

9.2 References:

<http://www.nestle.com/brands/cereals>

www.slideshare.net/emranulshovon/nestle-16840963

dailydhakatimes.com/top-10-multinational-companies-in-bangladesh/

www.businesshabit.com/2014/10/top-10-multinational-companies-in.html

Note: *Most of the statistics were obtained from Nestlé Bangladesh Ltd. while my internship there.*