



Monitoring
The Consumer
Promotion of
MAGGI

Course: BUS400



Monitoring the Consumer Promotion of *MAGGI*

Submitted To:

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Submitted By:

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Date of Submission:

September 04, 2016

Letter of Transmittal

4th September, 2016

G. M. Shafayet Ullah

Senior Lecturer, BRAC Business School

BRAC University

Subject: Submission of internship report on ‘Monitoring the Consumer promotion of Maggi’

Dear Sir,

It is an immense pleasure for me to submit you this internship report titled “Consumer promotion of Maggi”. I have been working at Nestle Bangladesh Limited as a Marketing Intern for the past three months or so. I have tried my level best to fulfill all my requirements of this course and tried to follow my supervisor’s instructions while preparing this report. This report helped me understand the field in which I have been working a lot better and learn deeply about the consumer’s behavior on this field.

It would be a profound pleasure for me if the report can attain its objective. I would be available in any time to clarify you any queries if you feel needed.

Sincerely Yours

Rezwan Ahmed

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BRAC Business School

Letter of Authorization

Nestlé Bangladesh Limited

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15th May, 2016

Letter of Admission for Internship Program

Dear Mr. Ahmed,

With reference to your application and subsequent interview you had with us, we have the pleasure to admit you as an 'Intern' in our Marketing Function with effect from 15th May 2016 under the following terms and conditions:-

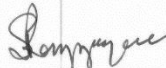
1. You will be on training for a period of 12 months, effective from the above mentioned joining date. During this training period, the first three months will be unpaid and from the fourth month onwards you will receive stipend as per the 'Company Internship' guideline. However, you will not be entitled to avail any other benefit/ allowances from the Company during this training period.
2. During this training tenure, you may receive both practical as well as theoretical training. Your competence may be evaluated through various examinations as decided by management. If your performance is not satisfactory the Management shall have the right to terminate you from the "Internship Program" at any time without assigning any reason by giving a 05(five) days' notice. You may also request for separation without assigning any reason by giving a 05(five) days' notice.
3. During this training period, you will be entitled to 20 days of annual leave. You can avail a maximum of 5 days leave per quarter. There is no limit to sick leave. In case of sick leave over 2 days, valid document from a certified physician is required. Other festival holidays will be applicable as per management notifications.

(Handwritten mark)

4. On successful completion of your internship, the Management may employ you as its discretion on a permanent basis with twelve months' probation period and at that time you will be entitled to avail all other facilities as per Company policy.
5. You will be under an obligation to keep information, incidents, documents etc. under strict confidentiality concerning the products, processes, quality systems of the Company and you shall not disseminate/ divulge them to any unauthorized persons either directly or indirectly.

If the above terms and conditions are found acceptable to you, you are requested to put your signature on the duplicate copy of this letter.

Yours faithfully,
Nestlé Bangladesh Ltd



Sanjana Georgina Razzaque
HR Manager - People Development & NCE

=====

I have read the above appointment letter and the terms and conditions set out therein, which I have fully understood and I hereby accept the same.

Signature with date



15/05/16

Acknowledgements

I would like to express my deepest appreciation to all those who provided me the possibility to complete this report. A special gratitude I will give to my internship supervisor Mr. G. M. Shafayet Ullah, whose contribution in stimulating suggestions and encouragement, helped me to coordinate my research work especially in writing this paper.

Along with that I would like to thank my supervisor Mr. Nazmul Huda Naim, Brand Manager, Maggi, Nestle Bangladesh Limited and Mr. Tausif A. Rahman, Brand Executive, Maggi, Nestle Bangladesh Limited for guiding me and teaching me all the works associated with Brand Marketing at Nestle Bangladesh Limited.

After that I would like to thank my colleague Tanzira Shikta to take time and help me a lot during the whole work time.

Last but not the least, many thanks go to my parents who always guided me.

My supervisors have full support and permission to share these information in my report. They have approved the information I am sharing.

Executive Summary

Nestle Bangladesh Limited is one of the largest Multinational companies in our country. It has started its operation in Bangladesh in 1994. They are mostly in food, beverage and nutrition business. Under food category MAGGI is the biggest brand of NBL. Within a few years, MAGGI noodles become so popular in our country. For consecutive for years MAGGI Noodles was nominated for the 'No 1 Snack Brand' by Bangladesh Brand Forum. Comparing to other noodles brand, this brand has been able to build a loyal consumer base. Now MAGGI has almost 70% market share in the instant noodles category. MAGGI is right now the first choice of the mothers and the children. Its unique taste and quality made it possible that MAGGI has now become synonymous to noodles to the children.

My internship report on the topic "Monitoring Consumer Promotion of MAGGI" has been completed in the marketing department of Nestlé Bangladesh Limited. My internship gave me valuable knowledge on the corporate structure and business development at one of the largest food and Beverage Company in Bangladesh. Moreover it gave me insight into the strategic and innovations that come to a product depending on the market. I was entrusted with the responsibility of promoting Maggi to the people of Bangladesh

Being an intern in the 'MAGGI Brand Team' under Marketing function of Nestle Bangladesh Limited, I got the opportunity to observe the brand activity, its strengths, weaknesses and possibilities. As a student of marketing background, I was always wondering about the strength of the MAGGI brand in the market place. That's what led me to relate the MAGGI Consumer promotional activities with the promotional theories.

The report also included the tasks I have performed as an intern in the marketing team. The challenges I have face and the experienced I have gathered.



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Organization Overview

With sales of CHF 91.6 billion in 2014, Nestlé is the world's leading nutrition, health and wellness company. The company employs over 339,000 people and has 442 factories situated in 86 countries. Nestlé products are sold in 197 countries.

According to (Zaman, 2013), founded in 1866 in Switzerland, where it is still based (with headquarters in Vevey), Nestlé has often been called "The multinational among multinationals". Only about 1.5 percent of its sales are generated in its home country, and all but 10 of its factories are situated abroad. Nestlé's General Management consists of all the Executive Vice Presidents and deputy Executive Vice Presidents. It is chaired by the Chief Executive Officer Paul Bulcke.

Nestle entered this part of the sub-continent during British rule and the trend continued during pre-independence days of Bangladesh. After independence in 1971, Nestle World Trade Corporation, the trading wing of Nestle, sent regular dispatches of Nestle brands to Bangladesh. By that time some of the brands such as Nespray, Cerelac, Lactogen, and Blue Cross etc. became household names. In the early eighties Transcom Ltd. was appointed the sole agent of Nestle products in Bangladesh. In 1992 Nestle and Transcom Ltd. acquired the entire share capital of Vita Rich Foods Ltd. Nestle took 60 percent while Transcom Ltd. acquired 40 percent. The name of the company was also changed at this time to Nestle Bangladesh Limited. In 1998 Nestle took over the remaining 40 percent share from Transcom Limited. Today Nestle Bangladesh Ltd. is a solid based enterprise.

Nestle Bangladesh Ltd has established its very own factory at Gazipur where they produce Maggi, Munch, Cerelac which has high demand in our market. Nestle also planning to establish a plant where they will make breast milk supplement like Nido, Baby & Me, Pre-Nan.

History

Nestlé is the world's leading nutrition, health and wellness company. The Nestlé story began when the company became known with the first milk based foods for babies. Today Nestlé is the world's largest food company, employing around 276, 000 people at 481 factories in 87 Countries and operating in almost every country in the world. Nestlé has divided its world-wide operations into three zones:

- **Europe**

Regions (Adriatic, Benelux, Iberian and Russia + Eurasia)

- **Americas**

4 Regions (Austral-America, Bolivarian, Caribbean and Central America.

- **AOA**

3 Regions (Asia, Africa and Oceania)

In the mid-1860s Henri Nestlé, a trained pharmacist, began experimentation in an attempt to develop an alternative source of infant nutrition for infants who had been unable to be breast fed. Nestlé's first customer was a premature child, who was eventually saved by Nestlé's landmark infant formula. People quickly recognized the value of the new product and since then it had been a successful journey for Nestlé.

In 1905, Nestlé and Anglo-Swiss Milk Company merged, not before producing fierce competition between them. By the early 1900s, the company was operating factories in the United States, Britain, Germany and Spain. In 1907, the Company began full-scale manufacturing in Australia, its second-largest export market. World War-I created new demand for dairy products in the form of government contracts. By the end of the war,

Nestlé's production had more than doubled.

Ironically, World War-II helped accelerating the introduction of the Company's newest product, NESCAFÉ. After the United States entered the war, NESCAFÉ became a staple beverage of American service men serving in Europe and Asia. In 1947, Nestlé merged with Alimentana S.A., the manufacturer of MAGGI seasonings and soups. The acquisition of Crosse & Blackwell, the British manufacturer of preserves and canned foods, followed in 1950, as did the purchase of Find us frozen foods (1963), Libby's fruit juices (1971) and Stouffer's frozen foods (1973).

Meanwhile, Nestlé management decided to diversify outside the food industry for the first time. In 1974, the Company became a major shareholder in L'Oreal, one of the world's leading makers of cosmetics. After this diversification endeavor, its overall financial condition deteriorated drastically. Its rapid growth in the developing world partially offset a deceleration in the Company's traditional markets; however it also carried the risks of unstable political and economic conditions. To address this, Nestlé made its second venture outside the food industry by acquiring Alcon Laboratories Inc., a U.S. manufacturer of pharmaceutical and products ophthalmicin 1977. In the same year the group took its current name, Nestlé S.A.

The first half of the 1990s saw gradual phasing out of trade barriers and development of markets into a series of more or less integrated trading areas. The opening of Central and Eastern Europe, as well as China, and a general trend towards liberalization of direct foreign investment was good news for a company like Nestlé.

In 140 years, Nestlé came across a long way. It has become a giant with 480 factories situated in 87 countries covering 5 continents and is employing around 276,000 people around the globe. It ranks No.1 in Consumer Food Product category of Fortune's "World's Most Admired Companies". It is truly a Multinational Corporation as home country sales account

for only 2% of the world wide total. Today it is the world's leading nutrition, health and wellness company with 2007 worldwide sales figure of USD 89.9 bn.



Figure-1: Chronicles of Nestle

The goal of the company is to earn consumers' trust as their preferred Food, Beverage, Nutrition and Health Company both for their own needs and those of their family members, including their pets. The company understands consumers' nutritional and emotional preferences and provides them innovative branded products and services based on superior science and technology.

- Nutrition, Health and Wellness
- Sustainable financial performance
- Trusted by all stakeholders

Vision

"Nestlé aim is to meet consumers' needs on a daily basis by let them know the importance of food habit & create awareness among people about the food habit and let people know the impact of good food on their mind. Food is not the only source of nourishment moreover it can also bring pleasure, happiness and peace of mind.

Mission

"Good Food, Good Life" – slogan of Nestlé. Good Food is the only source of good health for life. Nestlé believes that research can help them make better food which provides optimal nutrition to meet psychological needs. Nestlé also focused on making quality food with taste.

Functions of Nestlé Bangladesh

Day by day demand and trust on the Nestlé products are growing. Focusing on the substantial growth and the other business perspective, the company developed its own functional areas.

Currently the existing functional areas are: **

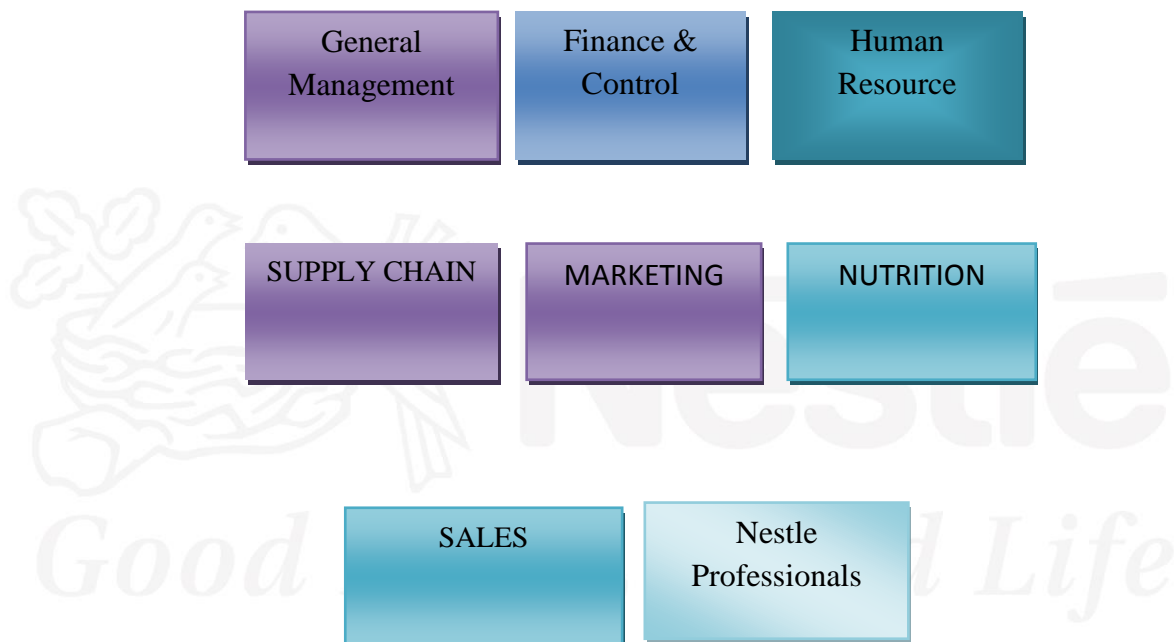


FIGURE 2: ORGANIZATIONAL FUNCTIONS

** (Informations are from Nest, Internal website for Nestle)

No matter how many functions are running, their main aim is to gain ultimate excellence. Every function contributes from their end to meet the corporate goal. The General Management take cares of the overall operation of the company and makes the key decisions. Human Resource focuses the management of employees and organizational culture; moreover HR professionals are also responsible for retaining the people who are making the difference with their competitors at end of the day. Supply Chain ensures the stable supply of the products according to the demand of the customers. Marketing Looks after the existing brands, market share and product development of the products. Nestle is the world's largest Nutrition Company that is why the importance of the Nutrition products is much more in compared to the other food companies; as a result they created a totally separate team to look after the Nutrition products such as, CERELAC, LACTOGEN. FINANCE & CONTROL deals with the financial transactions and most importantly they also apply the control mechanism to remain the company complaint financially and procedurally. Finally sales and Nestle Professionals are responsible for earning revenue for the company, but sales goes for the retail distributors and Nestle Professionals looks after the institutional sales. (Nestle Nest, BD)

MAIN BRANDS of NBL (AS of JUNE 2016)

Milks:

NIDO Fortified, NIDO 2+, NIDO 3+, NESTLÉ Breakfast Cereal

Culinary:

MAGGI-2-minute Noodles, MAGGI Soups, MAGGI-SHAD-E-MAGIC

Beverages:

NESCAFÉ, NESCAFÉ 3 in 1, NESTEA

Infant Milk Food and Cereals:

LACTOGEN-1, LACTOGEN-2, LACTOGEN-3, ALL-110, NAN, PRE-NAN, CERELAC, BABY & ME.

**(Nestle Nest,BD)*



Marketing department of Nestle Bangladesh limited.

I have talked to Mr Sahmmi Rubaiyat, Director of Marketing, Nestle Bangladesh Limited about marketing department of Nestle Bangladesh. It helped me to get the information needed about the marketing department of Nestle Bangladesh. The key functionalities of Nestlé Bangladesh Marketing department are as follows:

Strategic development and implementation:

Consistent contribution to the development of business strategies and implementation of brand marketing actions in line with agreed strategies

Innovation and product development:

Project leading for new product development and ensuring the same in line with agreed objectives.

Implementation of relevant marketing action:

Initiate. Activate and analyze consumers understanding and brand connect parameters consistently to always remain relevant to the consumers in all marketing action- product development, communication, promotion, etc.

Goals:

Nestlé Bangladesh vision is to build Nestlé as the respected and trustworthy leading food, beverage nutrition health and wellness company in Bangladesh ensuring long term sustainable

and profitable growth. The company will achieve these goals through the efficient and effective utilization of its three key resources: people brand and product.

To achieve this goal and to achieve sustainable competitiveness through four pillar of competitive growth marketing department focus on: (*Nestle Nest, BD*)

- **Renovation and innovation:**

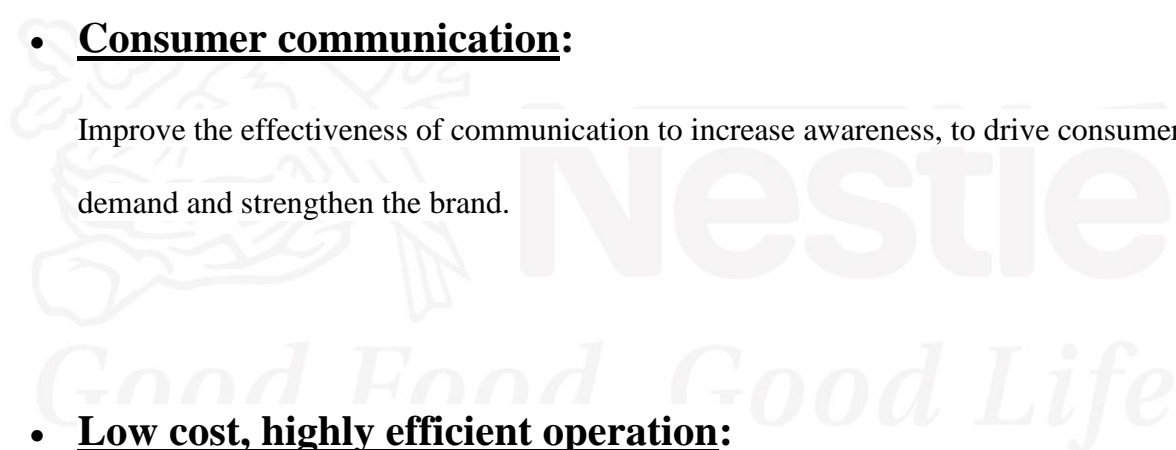
Continuous improvement in business process, brand and product to achieve 60/40+ quality advantage. At the same time, prioritize and launch successful new product that drive consumers need.

- **Consumer communication:**

Improve the effectiveness of communication to increase awareness, to drive consumer demand and strengthen the brand.

- **Low cost, highly efficient operation:**

Continuous improvement process that facilitates the company's ability to promote growth initiatives by improving the delivered product cost and reducing sales and administration expenses.



Objectives

I have interviewed Mr Shammi who is the Director of Marketing, Nestle Bangladesh Limited.

He discussed the Nestle Bangladesh's objectives. According to him,

Nestlé Bangladesh's leading objectives are: *(also from Nestle Nest,BD)*

a) To develop safe and wholesome packaged foods using the most efficient and appropriate packaging materials available, while, at the same time, satisfying consumer requirements and expectations.

b) Nestlé Bangladesh seeks packaging solutions that:

- will result in the lowest possible weight and volume of packages
- Take into account new packaging materials and processes that reduce the impact on the environment.
- Avoid the use of substances that can adversely impact the environment during packaging production and disposal
- Decrease packaging waste at all stages, including package manufacturing, utilization and disposal
- Increase the use of recycled materials wherever possible; and
- Increase the recyclables and compatibility of its packages with existing waste management schemes.

Strategies

Nestlé Bangladesh has these strategically key Success Factors: *(Nestle Nest, BD)*

- Strong brands / relationships with consumers
- Research and development
- Innovation and renovation
- Product availability

BUSINESS AND FUNCTION

There are currently 80 distributors of Nestlé Bangladesh products of which 76 are retail distributors and remaining 4 are Nestlé Professional's distributors providing products for the out of home consumptions. The whole country is divided into seven regions: *(Nestle Nest, BD)*

a) Dhaka North

b) Dhaka South

c) Chittagong

d) Bogra

e) Khulna

f) Sylhet

g) Barisal

Overview of MAGGI

MAGGI is a Nestlé brand of instant soups, stocks, bouillon cubes, ketchups, sauces, seasonings and instant-noodles. The original company came into existence since 1872 in Switzerland, when Julius MAGGI took over his father's mill. It quickly became a pioneer of industrial food production, aiming at improving the nutritional intake of worker families. It was the first to bring protein-rich legume meal to the market.

In 1947, following several changes in ownership and corporate structure, MAGGI's holding company merged with the Nestlé Company to form Nestlé-Alimentana S.A. currently known as Nestlé S.A.

MAGGI in Bangladesh**

- 1997-MAGGI-2-Minute Noodles was launched in Bangladesh in 1997 with local production.
- 2000- MAGGI Soups were launched.
- Today- MAGGI is the market leader in instant Noodles & Soups.

MAGGI 2-Minute Noodles was launched in Bangladesh in 1997. Since then, it has been the market leader in instant Noodles & now synonymous with noodles. Present portfolio of MAGGI Noodles includes MAGGI-2-Minute Noodles (Chicken, Masala & Curry flavors). MAGGI was the pioneer to launch dehydrated soup in Bangladesh in 2001. MAGGI Soup has

quickly gained popularity with the 'Restaurant taste at home' positioning and was re-launched with wellness benefits under the brand name 'MAGGI Healthy Soups' in late 2007. It is now available in 3 flavors– Sweet Corn & Chicken, Thai &Vegetable. ****(Nestle Nest, BD)**

Strengths

1. Market Leader: in instant noodles category MAGGI holds 68% of the market share alone. This means, MAGGI has a substantial number of loyal consumers than its competitors. It gives MAGGI an added advantage.
2. Unique Selling Proposition 'Easy to Cook': 'Two Minute Noodles' is one of their strongest USP. It actually takes two minutes to prepare, if someone follows the recipe on the pack. Beside this it takes less time & effort to prepare MAGGI than conventional noodles. This convenience and unique taste makes MAGGI distinctive than rest of the player in the noodles market.
3. Distribution Channel & Dedicated sales team: Wide spread distribution channel & dedicated sales team made it possible for MAGGI noodles to be available in maximum number of trades. Placements of products 'Up-Top' & 'Up-Front' in trades increase visibility & drive consumers to purchase. Active & hard working sales team successfully forecasts demand and D&SP team make the supply smooth to the distribution end.
4. Excellent Advertising Visibility: visibility of POSM keeps consumers aware about MAGGI noodles & its upcoming promotions. Invention of product shelf like MAGGI noodles basket also increases the visibility of the products.

5. R&D facility: High end R&D facility in Dubai, helps MAGGI to find out perfect recipe for noodles to suit the taste preference of BANGLADESHI consumers. This high end R&D facility also helps to invent variety of new recipes for upcoming SKUs' and able to keep up with the changing taste pattern of the consumers

6. 100 of year's business experience: More than 100 of years of business experience and knowledge give MAGGI huge advantage than its local competitors. Know how from different markets are used to set strategy and achieve long term profit.

7. Outstanding Business strategy: Sustainable business strategy makes the company seek for long term profit. It gives MAGGI enough time to accept by the consumers and make a rock solid loyal consumer base.

8. Substantial product sampling: MAGGI always go for huge sampling which helps it keep on track. Sampling mostly target school going children, who are the actual influential group while purchasing noodles. The target for sampling for year 2014-15 is 20 million pcs noodles cake.

Weaknesses

1. Limited variety in BANGLADESH market: MAGGI has only two types of flavor in BANGLADESH market. On the other hand MAMA has 4 flavors. This gives MAMA a competitive edge over MAGGI.
2. Price: considering the proportion MAGGI noodles price is higher than any stick noodles SKU. That's why it is only popular among family having higher income. But most of the population of our country stays below that income level.
3. Lower profit margin for retailers: MAGGI noodles give lower profit margin to retailers & wholesalers. On the other hand its competitors give much higher margin to the traders. So traders want to keep their product more in the trade shelf.
4. Lower shelf life: due to the taste maker's short life span, MAGGI has only seven months shelf life. On the other hand stick noodles has higher shelf life than MAGGI.

Opportunities

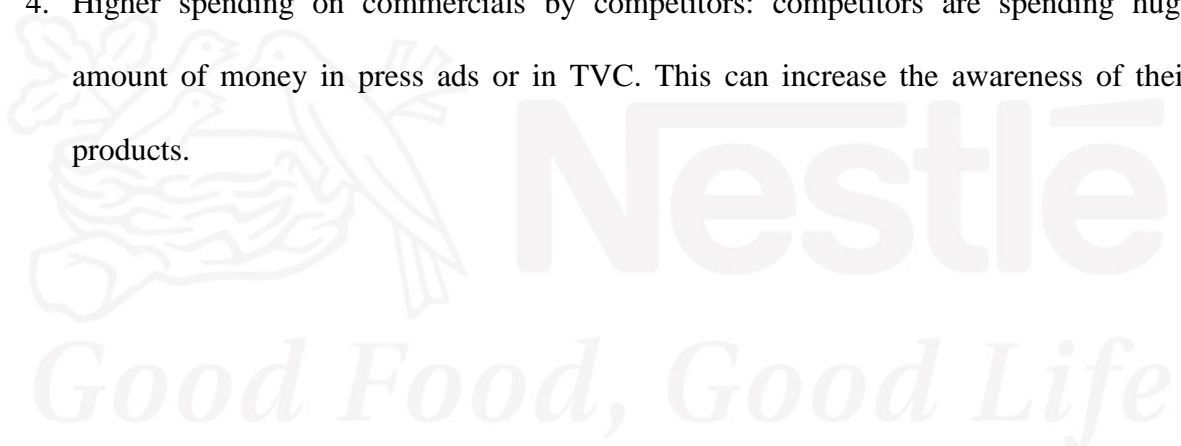
1. Increase of consumers' purchasing power & longing for higher standard of life: Recently increasing in per capita income inspires households to spend more for higher standard life. This would help MAGGI to penetrate into more households, who were looking for low-cost alternatives earlier.

2. Competitors' lack of competency: existing competitors are not competent enough to give hard times to MAGGI. Either they lack the uniqueness, taste, quality or having a suitable distribution channel. For example FU-WANG & MAMA has quality product but their distribution channel is weak. On the other hand PRAN & COCOLA has a strong distribution channel but their products are not good enough.
3. Unexploited rural market: because of the comparatively higher price MAGGI only able to penetrate into solvent households. As urban population has higher purchasing power than rural people. Distribution is more concentrated in urban areas. So MAGGI still has an opportunity to tap that market and increase volume.
4. Change in consumers' food consumption: consumers are buying more noodles than before due to their changing food hobbies. It gives MAGGI the chance to expand.

Threats

1. Lots of competitors: in instant noodles category there are 10-12 player exist in BANGLADESH market. All of them are charging almost same price.

2. Higher profit margin provided by competitors: competitors like PRAN, MAMA give traders' higher profit margin than MAGGI. So traders are more eager to keep their products than MAGGI.
3. Higher promotional campaign by competitor: competitors' are continuously go for various kind promotion like price off promotion, or offering gifts or else. PRAN recently offer 'Free sauce sachet" with every 62gm noodles cake. And also plastic boxes with multi packs.
4. Higher spending on commercials by competitors: competitors are spending huge amount of money in press ads or in TVC. This can increase the awareness of their products.



Duties and responsibilities

Understanding Duties and responsibilities of each and every member in the organization is very important because your sales and marketing team has a substantial influence on the profitability of the business. It's important to define roles that reflect the strengths of the company's products and assign responsibilities for achieving the sales performance required by the company. When the marketing strategy builds on the roles taken on by the members of the team, they can set achievable targets and take responsibility for meeting their objectives and thus helps the organization to move toward its goal.

Work done

As a marketing intern, my main duty was to keep the MIS of the organization updated of my product SKUs and dealing with the vendor Marketing agency. Besides these I worked in so many projects which are also part of my job and helped me to learn a lot. I have given some of my works or projects below which was done or co-ordinated by me.

- **Updating sales information:**

One of my major responsibilities of my job is to keep the record of sales of Maggi in every region nationwide. I have to keep the MIS of the organization updated which is DISHARI.COM with the sales information of MAGGI noodles, soups and seasonings. I am often asked to create a sales report whenever any sales related meeting occurs.

- **Taking Creative Decisions:**

My main responsibility is to deal with the creative agency. I was also responsible to take creative decision regarding the branding of Maggi. I am given the projects by my line manager whenever any promotional activities are needed to be attempted. For example, in my three months of internship, I was given so many projects to be done by me. I have to give brief to the agency and follow up with them about the progress. A well known creative agency called “Protishabda” is assigned to do all our creative works and designs of everything what we need. In my time period I have done following bigger projects along with some smaller projects:

I. Maggi Chicken Noodles Packaging:

My first project was to recreate the Maggi Chicken Noodles packaging. We had to bring some changes in the packaging. I was given the brief in a meeting by the Brand Manager, Maggi and our Category Business Manager.



Then I gave the brief to the creative agency and then they came up with the design. After few changes, I got the approvals from required department I finally succeeded to complete my first project.

II. Ramadan Calendar Production:

I was the coordinator of making the Ramadan calendars of Maggi which were delivered to all the employees of Nestle. As I needed to deliver the calendars to all the Nestle Bangladesh employees, it was very much challenging for me to conduct the work.



III. Ramadan TVC:

I coordinated the whole process of making of Ramadan TVC for Maggi Noodles, Soups and Seasoning. Everyone liked the TVC pretty well.

IV. Making the Promotional Tools:

In my 3 months of time period, I had to coordinate the making of the promotional posters, danglers, Shelf



talkers, Maggi Van, Gondola for the modern trade. I had to coordinate with the creative agency how they will do that and how we wanted it. They gave us the design and after several times of rejection, the designs got approved. Then I need to contact the printing vendors and give them the contract to make those. Whenever the CP (Consumer Promotion) starts, we make a lot of posters, danglers, shelf-talkers, hangers and other promotional tools.



V. Press Ads:

I have to coordinate the press for the press ads. There were Maggi Shad-E-Magic recipes which went in different newspapers and magazines during Ramadan. I have coordinated that. Besides that we have given some press-ads about our consumer promotion.

VI. Employee Gifts:

We had to liquidate some products as the expiry dates were being over. So we decided to gift those products to the employees of Nestle Bangladesh. So I had to organize everything for that.

VII. Conducting Sampling Projects:

I had to conduct some of the sampling projects. For example, last month we had a sampling program for the garments workers for the product Shaad-E-Magic. I had to make the posters using the agency and several presentations for that. End of that, it was very much successful.



VIII. Conducting the September CP:

I had to conduct the coming Consumer Promotion of Maggi Noodles, Soups and Seasoning. I had to make the posters and



other promotional tools for that so that people can know about it. This was one my biggest projects in Nestle.

IX. Television Commercials:

TVCs are fun to work with. Currently I am working on the making of few TVCs particularly for Noodles and soups for the coming September CP. Choosing the models, storyboard, concept etc. were my key responsibilities in this.

X. Display Box:

I had to conduct the Shaad-E-Magic Display box production. For the design to the delivery, I conducted the whole work.



Value of work



After the controversial issue regarding Maggi happened in India, Maggi have gone through a very crisis moment. The entire marketing team is working so hard to overcome this problem. During the time of brand briefing my supervisor told me one thing “Consider Nestlé as a baby, take care of it and help it to grow”. Although I am just an intern but I am working for not only for my growth but also for the growth of Maggi and I am confident enough that this will help me to grow.

Every organization needs fresh ideas from us. For young people like us, work should not be only about the money, rather it should be about meaning. It's important for every organization to equip and encourage young people to "work" in a productive way just the way my supervisor did. Good quality of work is a big motivational factor that can boost up the confidence level. If employees are not enough motivated they cannot become productive adults.

How it helped

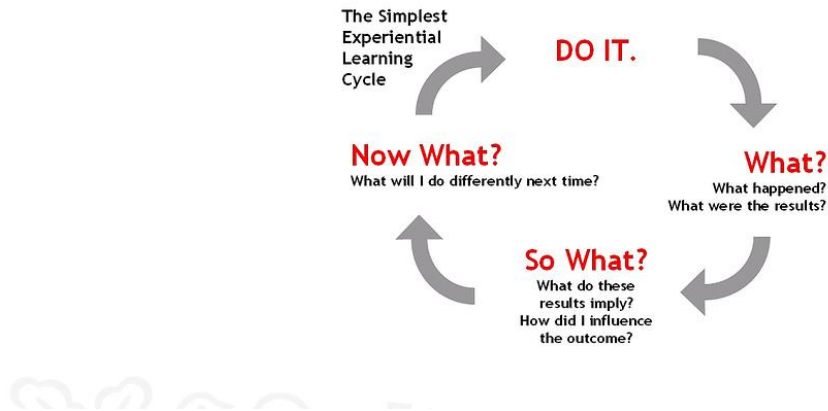
The sense of responsibilities helped me in many ways. I was reading the article by Elmore where he mentioned some of the changes that you can observe if you be enough responsible with your work. I could relate it with myself and some of the changes that I found in myself are as follows:

- Good work helped me identify my gifts: When I started my internship, I did not know that I am a very hard working person. I have experimented it with tasks that were assigned to me and it confirmed me where our greatest gifts and talents lie. The closer I got to serving in my "sweet spot" the deeper was my sense of satisfaction.
- Good work helped me to develop discipline: Nestlé is giving me experience, not money. Usually our motivation may only be the paycheck that's coming at the end of

the month, but along the way, we deepen our disciplines; we hone our ability to delay gratification and get beyond doing only what “feels good.” I found same thing happened to me. I go early in the morning to complete my work and I can say I have become more disciplined person in these two and half months of internship.

- Good work raised my self-esteem: I believe working a job typically ends up cultivating our self-image. We gain a deeper sense of pride about ourselves; a greater sense of dignity; we want to live by a higher standard.
- Good work provides big picture vision: When we work, we tend to gain perspective. We can see passed ourselves; we are humbled by it. Activities we assumed were easy are now clearly not that easy. Before I had a thought that job is easier than studies but now I know this is not that easy.
- Good works furnishes fulfillment. Finally, when I worked for Maggi, the reward that I have gained was internal, the appreciation that I have gained from my supervisor. This is more than salary; I gain in inward sense of gratification. I have added value; I can step back and look with satisfaction what I have accomplished. This is a divine gift.

Learning experience



- Initially I had to face a lot of problems with my work. This was my first job experience. I could not adjust with the work environment, with the new people around me and the type of work that I was assigned. I had very less idea about Maggi and the branding system of Maggi. Although I previously worked with academic projects on Nestlé and Maggi and I have theoretical ideas about Maggi but reality is very different from theories. But as the time passed I got used to the work type and work environment.
- Throughout the period of my internship program, my supervisor Naim Sir helped me with the work; assess my performance on an ongoing basis. This was done informally most of the time so that I can ask for feedback on how I was doing. This helped me to be clear on how my performance is seen and I could develop a picture over the placement of how I was building my skills.

Skill developed:

During my internship, I made documents of what I have been doing through a log or a diary so that I can remember everything I have achieved. I could compare the skills I have developed against the ones I need, whether it's to boost my 'soft skills' or to get into a particular career. My future employers will want to see evidence of these skills, so these studies that I am doing and work experience I am gaining from Nestlé will help you to demonstrate them.

The skills that I have developed so far are as follows:

- **Self-reliance skills:** I think can work independently now. I am self-aware; I know where your strengths are. I can organize works myself without the help of my supervisor and I get the job done.
- **People skills:** I constantly communicate with agencies and also need to work in team with other interns. This helped me to gain good interpersonal skills. Can you communicate effectively (both in writing and in person). I participate in team activity and sometimes take the lead.
- **Specialist skills:** I have gained this specialist skill through my self-studies, such as subject-specific knowledge of marketing culinary of Maggi. I have experience or understood how Maggi sales, operation and branding are structured or how it survives commercially.

Capacity enriched:

In any kind of job, the key to getting the best out of any work experience is to extract the maximum learning value from what you do. Then you will be able to present this to potential employers later, for example in a job application or at interview (Jarche, 2012). Sense of responsibility, hard work and everyday logs helped me to understand my works and capacity properly. It also helped me to plan ahead and think about the best kind of work experience for what I want to do. Whenever start reading advertisements for the job of brand manager, I make a checklist of the skills and experience that I have and need so that I can go for the most appropriate placement.



Observation Towards MAGGI

Like other products of Nestle Bangladesh, Maggi also maintains its own brand elements or brand principals. This has positioned Maggi into people's mind strongly so that even after giving the least profit margins to the retailers, the retailer still want to bring Maggi in maximum. Some of the brand principals of Maggi are given below:

Sign-Logo:

Maggi has that Unique logo where MAGGI written on it. It is very much identical, people



can easily identify it. Which is a very big competitive advantage for Maggi.

Language and Message:

The language of Maggi is very clear and rigid. It always shows the the family bonding and happiness which is pretty attractive.

Color:

Maggi has its very own, unique and identical Yellow and Red color. This color is so identical that people can name Maggi whenever they see these two colors. *(Nestle Nest,BD)*

Few Recommendations:

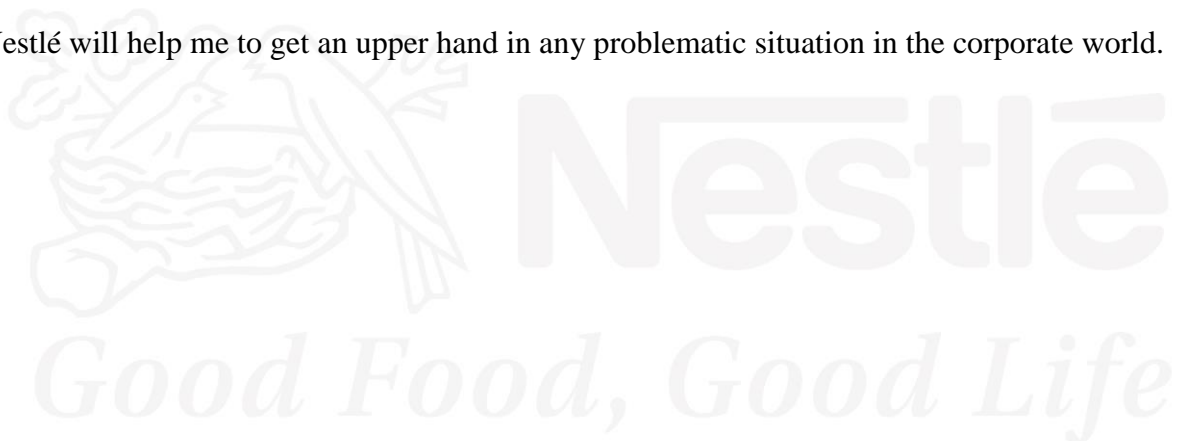
- In instant noodles category there are 10-12 player exist in BANGLADESH market. All of them are charging almost same price rather Maggi is charging comparatively higher. So we need to decrease our price to have more market share.
- Other competitors like PRAN, MAMA give traders' higher profit margin than MAGGI. So traders are more eager to keep their products than MAGGI. So we can work on here. We can increase the profit margin and also give the retail promotion.

- Other competitors' are continuously go for various kind promotion like price off promotion, or offering gifts or else. PRAN recently offer 'Free sauce sachet' with every 62gm noodles cake. And also plastic boxes with multi packs. So we need to be bit innovative and more unique about the promotional activities.
- Existing competitors are spending huge amount of money in press ads or in TVC. Here we are lacking. So we should spend more money on TVC so that we can put that in TV as well as in social networking sites.



Conclusion

I feel myself lucky to being a part of World's Leading Food & Beverage Company. Nestlé has changed my way of seeing the world. I got the opportunity to work with students of different universities both public and private. I have worked with the managers of one of the biggest Multinational Companies of Bangladesh and largest in the world in its sector. They have taught me the best of professionalism. Working with them has taught me how to deal with different types of people in the real world during conflicting situations. When I will leave Nestlé after my internship, I will be a new person entering in the world. My experience in Nestlé will help me to get an upper hand in any problematic situation in the corporate world.



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