

**Internship Report on
Business Methodology to Integrate Social Networking into E-
Commerce Alternatives**

Company: Olive Tree Foods Limited



OLIVE TREE FOODS

Prepared for:

Nusrat Hafiz

BUS400

Internship

Prepared by:

NafisaTasnuvaHossain

ID: 13204024

Batch: Spring 2012

Bachelor of Business Administration

Date: 18.07.2016

Letter of Transmittal

15th July, 2016

Nusrat Hafiz

Lecturer

BRAC University

Sub: Submission of the Internship Report

Dear Mam,

I have the pleasure to submit my Internship report on Olive Tree Foods Ltd. a requirement for my graduation. You are aware that I have recently completed my internship program in Olive Tree Foods Ltd. I joined there as the Senior Executive under the Marketing Department. I am fortunate enough that I have got an experienced, efficient and Professional team in one of the Food and Beverage industries of Bangladesh. I have tried my best to make this report informative, practical, reliable and relevant as possible.

I appreciate your valuable advice, cooperation, patience and suggestions regarding this report, which will definitely help me to go ahead as a brilliant guideline.

I honestly hope that this report will reflect the idea about the functions of marketing and account management along with the critical problems that I have faced in their service activity. I hope you will find this worth all the labor and effort that I have given to complete the report.

Sincerely,

NafisaTasnuvaHossain

ID- 13204024

BRAC Business School

BRAC University

Letter of Authorization

May 30, 2016

To: Ms. NafisaTasnuvaHossain

D/O: Mr. Md. Abu Hossain

Address: House-35B, Road-63, Flat-D1, Gulshan 2, Dhaka, Bangladesh

OFFER LETTER

Dear Ms. NafisaTasnuvaHossain,

We are very pleased to extend an offer of employment to you with Olive Tree Foods Limited. This letter will confirm that we have offered you the position of Senior Executive (Marketing & PR) with the Company's Cold Stone Creamery, Watercress Restaurant, Signature Dining by Watercress, Orange& Half Café, and any other F&B or lifestyle retail brand that the company may decide to explore in future. The offer is outlined below:

Position Title: Senior Executive (Marketing & PR)

Joining Date: June 1, 2016

Reporting: Your reporting will be to the Manager (Marketing & PR) and as a reflection of organizational structure to the Business Head and the Managing Director.

Sincerely,

Sheikh Aftab Ahmed

Managing Director

Olive Tree Foods Limited

Acknowledgement:

I am thankful and grateful to my honorable Faculty, Nusrat Hafiz Mam for giving me the opportunity to do my Internship under her supervision and complete the report Olive Tree Foods Limited. On the design of this report, I again want to thank my honorable Academic supervisor for providing the format and make me understand about the format. I would like to give warm thanks to my Honorable Supervisor Mr. Redwan Zinan Siddiqui, Deputy General Manager & Business Head and Mrs. Nuzhat Tarannum, Head of Marketing and PR for helping me when I needed and all the officials and staffs of Olive Tree Foods Limited for their friendly behavior, heartiest cooperation and other services during my internship period.

Executive Summary

This paper examines the marketing strategies and implementation of Olive Tree Foods Ltd. (Cold Stone Creamery and Watercress). This paper looks into the Food and Beverage industry of Bangladesh, introduces Olive Tree Foods Limited and their marketing strategies on social media, compares it with current market players and looks to see the success of Olive Tree Foods Limited on Social Media Marketing channels.

In the situational analysis I have discussed about how macro environment and micro environment can affect the businesses of Olive Tree Foods. After that I have proposed what should be the current strategy to drive up sale, some tactics on how to achieve the objectives and at last have mentioned some recommendations and showed balance scorecard of Watercress and Cold Stone Creamery Bangladesh.

“We Don’t have a choice on whether we Do social media, the question is how well we Do it”, a quote by Erik Qualman. And this is exactly what my report talks about. Olive Tree Foods has been active on social media with their businesses since inception. This report talks about the impact the social media presence has brought upon the business and the performance after I took charge of social media for the businesses and also the challenges that I had to face in the whole process.

Given the fact that the Food and Beverage industry of Bangladesh is highly saturated, the competition is very high. Olive Tree Foods Limited is a known company in the market and they have been doing well for a while, this study gives a clear look at the Social Media Marketing strategies and implementations of the brands under Olive Tree Foods Limited, its challenges and scope of improvement.

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Chapter 1: Introduction

1.0 Introduction

Social media is now considered more important than traditional print advertising in the food and beverage industry according to the Grant Thornton International Food and Beverage report, 'Hunger for growth: Food and Beverage looks to the future'. Olive Tree Foods also pays special attention to social media for their food and beverage ventures.

Most of the Food and Beverage businesses in Bangladesh have already successfully set foot in this path. Among their business ventures two of them Watercress, Cold Stone Creamery Bangladesh and Orange and Half using are Facebook and Instagram.

In producing this term paper I have critically analyzed every aspect of SOSTAC from the perspective of Cold Stone Creamery Bangladesh and Watercress Restaurant. In the situational analysis I have done the PESTLE analysis.

Situational Analysis

Objectives

Strategy

Tactics

Action

Control

1.1 Situational Analysis

It is important for every business to do the situational analysis properly. It gives the benchmark on how the business should run, what are the possible threats, the opportunities of a business, the weakness, the strength and the threats of a business. In this report I have analyzed the macro and micro environment to give the brief of the situation analysis.

An organization's operating environment has two parts; the Macro environment and the Micro environment.

Macro Environment – This contains external forces that an organization can't directly control, instead organization's need to manage their macro environment in a way that benefits them.

Micro Environment - This is made up of internal factors which mean that the organization is able to control their micro environment, to learn more about the micro environment.

Macro environment Analysis:

To contrast the macroenvironment of a business the most widely used framework is the SLEPT framework. SLEPT stands for Social, Legal and Ethical, Economical, Political and Technological. This is also known as PEST factor. Now each of the factors of SLEPT framework are described below to contrast the situation and analysis of Cold Stone Creamery Bangladesh and Watercress Restaurant.

Social: Prices of products at both Cold Stone and Watercress are a little high as they ensure premium quality raw materials and operations. This is the main socio-cultural challenge that we face. Lowering prices will expand consumer base to include the buyers from the lower and the middle-income tiers. The baby boomer generation is almost retiring. This means spending by older consumers will decrease. Now, we will have to tap the Gen X and the Millennials as customers.

Legal and Ethical: Olive Tree Foods ensure that they do not violate any laws and regulations in the home market and countries from where they source raw materials for their production.

Economic: The income level of people and their spending habits are increasing strikingly fast. Women being educated and employed, families are more solvent now giving rise to customers of restaurants and all other kinds of industries. Watercress and Cold Stone are also reporting increased sales.

Political: The main political factor is about sourcing the raw materials. Cold Stone Creamery being an international Franchise needs to import most of the raw materials which also applies for Watercress, as they ensure premium quality. They follow the sourcing strategies and also give importance to fair trade practices. Franchises based in Bangladesh are now subject to greater scrutiny of the business processes. The Olive Tree Foods being an owner of a franchise monitors political stability within the country as well.

Technological: Cold Stone and Watercress have entered at a time when they can enjoy benefits of the emerging mobile and internet wave. The company introduced Wi-Fi services in their business ventures outlets already. Internet has become an inseparable element to majority. People can now relax at a cozy place, work and eat at the same time. This is an added value to the brand. It enhances the overall consumer experience.

Micro-Environment Analysis

In order to study the micro environment of Cold Stone Creamery and Watercress, in this report, Porter's 5 forces model has been used. The Porter's 5 forces model helps to analyze the industrial environment for the same as well as highlight the key strategy for its success in a given industry. The five factors discussed are as follows:

New entrants: In order to study the industry environment, the potential for new entrants has been kept in mind. Barriers to entry in the both fine dine and ice cream industry is quite high. The main reason for high barriers to entry is product differentiation, capital requirements & limited choices of locations.

Substitute products: The second aspect to be kept in mind in the porter's five forces model refers to the threat from the substitute goods. Some of the substitute goods which might act as a potential threat for Fine Dine is Fast Food and other kind of food ventures. For Ice cream ventures substitutes would be other desserts like cake, pastries, doughnuts etc.

Bargaining power of suppliers: The main role played by the supplier is to either raise the prices of the commodity or threat to reduce the quality and quantity of the same. Although there is no direct substitute of the Ice cream flavors Cold Stone Creamery Bangladesh provides as they source the raw materials from abroad (mother company). The raw materials required for Watercress Restaurant are available in the local market, and some needs to be sourced from abroad. Thus there is little collective bargaining power of suppliers.

Bargaining power of buyer: The bargaining power of the buyers play a crucial role in studying the micro environment for Olive Tree Foods. In the specialty Fine Dine and premium market the bargaining power of buyers is comparatively low.

Industry Rivalry: The last aspect to be kept in mind while studying the micro environment for Olive Tree Foods refers to the industry rivalry. It is not very difficult task to define a boundary for the competitors within the Fine Dine and Premium Ice Cream industry in Bangladesh. Therefore, it should not be a difficult task for the potential new entrants to enter the industry.

1.2 Objective

The objective of this paper is to analyze the impact, social media activities for Cold Stone Creamery Bangladesh and Watercress Restaurant has on these two restaurants sales. Also to analyze the methods used to integrate social media alternatives into the businesses.

As I was recently made an in-charge of the social media activities of the business ventures of Olive Tree Foods, I have tried to figure out and analyze the past performance of their ventures social media activities and thus planned the present implementation to gain maximum outcome.

1.3 Methodology

The method I have used to collect information, analyze and conclude this report is discussed in this section of the report. At first I had asked my department head to make me an in charge of the BFP's (Brand Facebook pages) and Instagram pages that they maintain. These are the two most popular Social Media platforms in our country at the moment. I have also researched and analyzed numerous articles on the internet to actually understand how important social media presence is for Food and Beverage industry at the moment.

From those I have collected information's regarding the Target group and the traffic that was visiting the pages. From those I also tried to find out the timing of their visit to the pages.

1.4 Limitations

The limitations that I had to face while preparing this report can be overlooked. The Olive Tree Foods is a very nice place to work with co-operative colleagues. But one issue that could make my work easier if resolved was the decision making process. The process is very lengthy which delays implementation. I believe the process would have been faster, in case of the Social Media sector of the business if only one person could be made responsible for the Social Media work. In case of Social Media timing is a major factor.

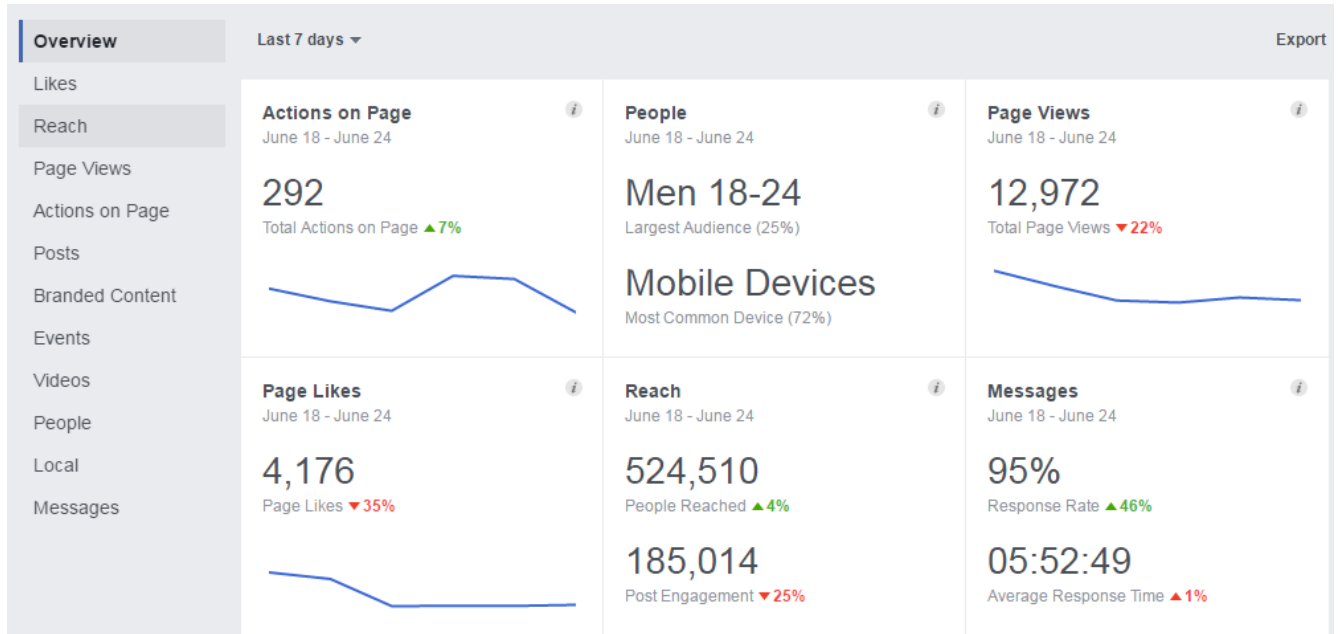


Figure 1.1: Overview of actions, TG, reach of Cold Stone Creamery Bangladesh page

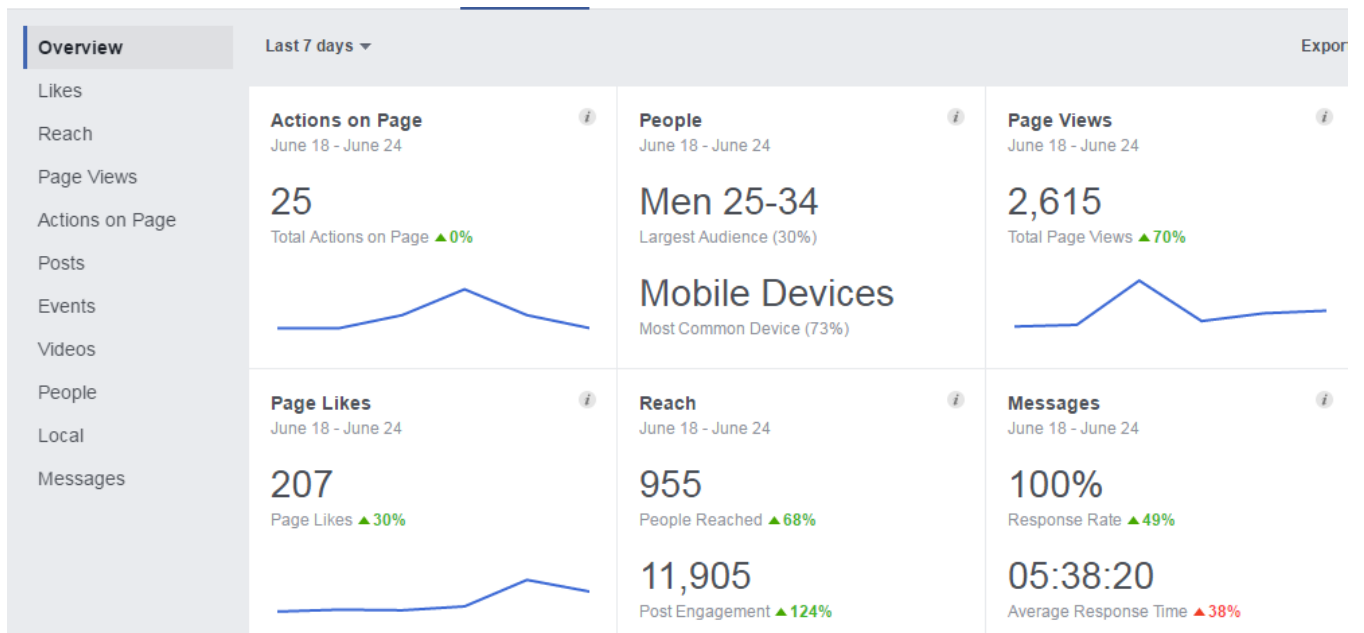


Figure 1.2: Overview of actions, TG, reach of Watercress Restaurant

As the report is based on the social media integration of the businesses, my work and research was mostly done online. I also spoke to the Creative Director of a well-known Digital Marketing agency Control N, to ask for his opinion on the use of social media by our businesses. His contact information is given below:

Maher SayeedChowdhury

Creative Director

Control N Limited

maher.sayeed@controln.net

Chapter 2: Company Overview

2.0 Background

OLIVE TREE LIMITED is an independent concern with full backing of the country's leading business conglomerate ESQUIRE GROUP. It was formed in 2009 with the idea that stakeholders would like to diversify from their current business portfolios and engage in the lifestyle retail industry. The group has observed that a lack of inclusiveness exists in the lifestyle retail industry of the country in the area of international standard product, professional and customer friendly service, and international standard décor and ambiance. In order to bring a radical change, the group has established this company in the consumer market with great lifestyle products at conveniently located retail locations throughout the country.

Olive Tree Foods is the Food and Beverage sector of Olive Tree Limited. Under the mother company Olive Tree Foods are the 3 ventures:



Cold Stone Creamery Bangladesh: The super-premium ice cream franchise from USA owned by Kahala Brands. Cold Stone is currently operating in 27 countries with 1,500+ outlets. They serve the finest, freshest ice cream, cakes, smoothies, and milkshakes, plus Tex-Mex delicacies. They opened the flagship café store in Gulshan Avenue this February 2016 in a 4,000 SFT state-of-the-art facility. The franchise was bought by Olive Tree Foods Limited. They are planning to spread four more outlets/kiosks in next 5 years.



Watercress Restaurant: Conceptualized and developed by The Next Idea – from USA. The concepts are developed by merging the fine dine and B&I models. Watercress restaurant offers Pan-Asian and Continental cuisines. Quick serve set-meals for lunch and a-la-carte menu for daylong, posh and upscale international standard ambiance, attention to detail and dedicated service are the strongest points of Watercress. Olive Tree Foods plans to spread three more outlets in next 5 years.



Orange & Half Café: Conceptualized and developed by The Next Idea – from USA, the model is an all-day affair concept, contemporary café with high quality food items with international standard ambiance. They have an exciting menu offering savories, sandwiches, wraps, cakes, pastries, cookies, breads, and hold/cold beverages. Olive Tree Foods plans to spread 10 more outlets in next 5 years. Currently they have 3 outlets in Dhaka city.

Mission and Vision of Olive Tree Limited:

Vision of Olive Tree Limited is to become:

“The most sought after lifestyle retail brand operator in the country which provides customers with memorable experience in terms of international quality product, customer service, and ambiance of international standard, all under one roof.”

Their mission is to:

“Bring all inclusive radical shift in existing lifestyle retail scene of the country by collaboration with internationally reputed brands to ensure high quality Western influenced lifestyle products through innovation and creativity, personalized service by our customer service staffs, and breakthrough interior decor through Western influenced themes for our customers from multiple segments.”

Chapter 3: Strategy, Tactic and Action

3.0 Strategy

First I have discussed the situation analysis and objectives for the business ventures of Olive Tree Foods. In this part of the report I am going to discuss the strategies that I have come up with once I was made the in charge of the Brand Facebook Pages of Cold Stone Creamery Bangladesh and Watercress Restaurant. To achieve the goal of maintaining an interactive and customer supportive page, I undertook “Market development strategy”, “Speak” and “Sizzle”.

Market development strategy

Because of the low cost of advertising on the internet, at the moment it is easy to develop a completely new market with new customer segment and existing products.

In case of Cold Stone Creamery Bangladesh and Watercress Restaurant I decided to concentrate on Facebook and Instagram to develop new markets with the help of low cost advertising on the internet. I have found out from the insight section of Facebook and also Google ad that advertising in those platforms can also be done geographically.

I consider “Speak” as one of the prime strategy for the national market to make people aware of Cold Stone Creamery Bangladesh and Watercress. This strategy will help to get closer with the customers and identifying their needs and wants. The main purpose of this strategy is to get the consumer engagement to let people know more about their product and service.

“Speak” can be done by different promotional strategies, online quiz competitions has proven to be a very successful one. Social media is an important platform to let customers speak and provide their feedback. “Speak” is all about building a greater relationship with the consumers and providing a 24/7 access route to them. Digital channels are one of the most important communication tool for both Cold Stone Creamery Bangladesh and Watercress Restaurant to start building up trust and engaging with their target group.

Customer engagement is the key tool to gain customer loyalty and retention. This could be gained by something as simple as replying to Facebook posts or the messages people send, posting useful content through Facebook, or having a dedicated blog on the website.

Implementing these methods would show to customers that Olive Tree Foods value them and furthermore increasing the chances of customer retention and referral.

3.1 Tactics & Action

The main objective of this work is to figure out how maximum people can be reached by using social media and drive up sales. In this section I have mainly considered how to achieve the objective with the help of both paid and unpaid social media advertising. The Tactics are designed according to the strategies discussed in the prior section. The tactics are designed keeping in mind the Bangladeshi market, as the company focuses on this market only. Thus the following ideas have been designed keeping in mind the objective.

I. Search Engine Optimization (SEO):

This means achieving the top position in the listings on the search engine results pages such as Google, Yahoo! and MSN after a specific combination of keywords has been typed in.

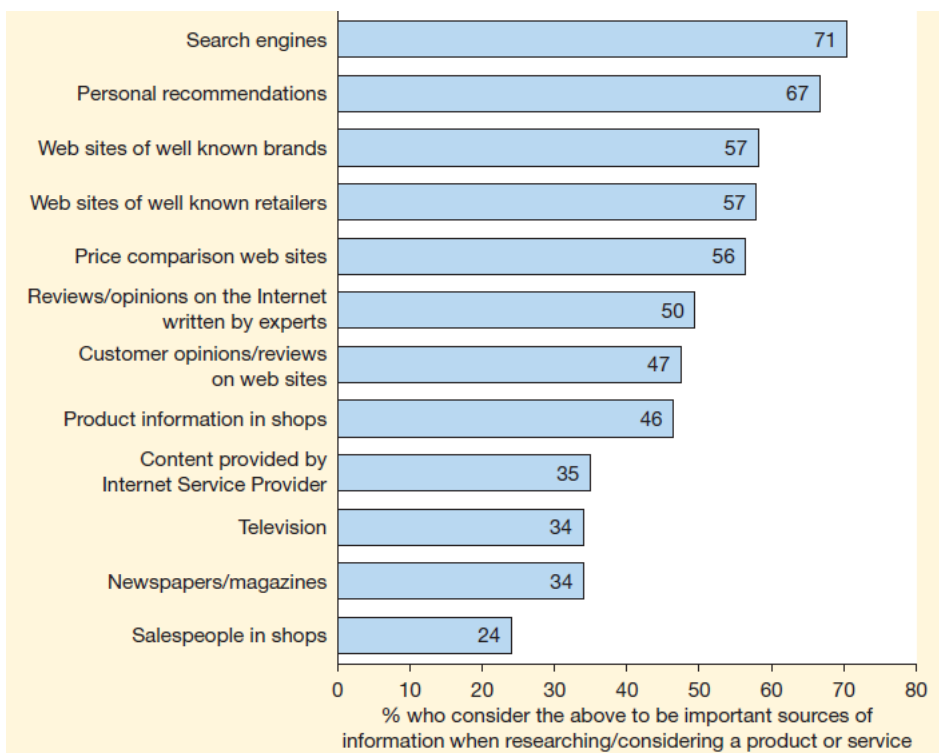


Figure: 3.1

```

1 <!doctype html>
2 <!--[if IE 7 ]> <html lang="en-gb" class="isie ie7 oldie no-js"> <![endif]-->
3 <!--[if IE 8 ]> <html lang="en-gb" class="isie ie8 oldie no-js"> <![endif]-->
4 <!--[if IE 9 ]> <html lang="en-gb" class="isie ie9 no-js"> <![endif]-->
5 <!--[if (gt IE 9)|(IE)]><!--> <html lang="en-gb" class="no-js"> <!--<![endif]-->
6
7
8
9 <head>
10 <meta charset="utf-8">
11 <meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1">
12
13 <title>Cold Stone Creamery®</title>
14 <link rel="shortcut icon" href="images/load.png">
15
16 <meta name="description" content="">
17 <meta name="author" content="">
18
19 <!--[if lt IE 9]>
20 <script src="http://html5shim.googlecode.com/svn/trunk/html5.js"></script>
21 <![endif]-->
22
23 <!-- **CSS - stylesheets** -->
24 <link href="https://maxcdn.bootstrapcdn.com/bootstrap/3.3.6/css/bootstrap.min.css" rel="stylesheet">
25 <link href="css/font.css" rel="stylesheet">
26 <link href="menu.css" rel="stylesheet">
27 <link id="default-css" rel="stylesheet" href="index_style.css" type="text/css" media="all" />
28 <link id="shortcodes-css" rel="stylesheet" href="css/shortcodes.css" type="text/css" media="all"/>
29 <link href="css/responsive.css" rel="stylesheet" media="all" />
30 <link href="css/animations.css" rel="stylesheet" media="all" />
31 <link href="css/settings.css" rel="stylesheet" media="all" />

```

Figure: 3.2 Meta title and description of Cold Stone Creamery Bangladesh’s website

Search engines are vital for generating quality visitors to a website as we can see in Figure-3.1 above (Dave Chaffey, Fiona Ellis, Richard Mayer, Kevin Johnston). But only being registered in the search engines is not enough. It is also very important for the phrases to be well thought out and figured out through proper research on consumer behavior, competitor analysis and what visitors type when they search for webpage. The “keywords” and “keyphrase” used in the Cold Stone Creamery Bangladesh’s website are not very accurate as seen in Figure-3.2, this should be fixed so that the website comes on the list whenever people are searching for this service. Words like “premium ice cream” “best smoothies and shakes” “birthday cakes”, “Texmex food in Dhaka”, “Best cake shop in Bangladesh”.

If these words are updated to the list in the current website, more people might be attracted and pulled towards the website.

Watercress on the other hand does not even have a website, and I do not feel a website is required.

II. E-mail Marketing:

E-mails is sent to the existing customers of “Watercress Restaurant” only as it’s a high end fine-dine place. Email Marketing for Cold Stone Creamery Bangladesh is not done. As we have a database for Watercress already. News about new offers and items is emailed to the customers along with the link of the Facebook page so that people can go to the following link and look at those deals and offers to avail them. This is a good way of customer retention applied by many. The customers’ information is saved in the database file.

III. Online PR

Under online PR we have only considered Facebook and Intagram.

✓ Facebook Marketing

Facebook has turned into a very important factor of marketing. Since this is the age of technological advancement and gadgets are available in the market for cheap and are accessible, Facebook being a free social media site is being used by mass. The data in Figure-3.3 justifies that statement. The following methods are by which we plan on conducting the Facebook marketing plan.

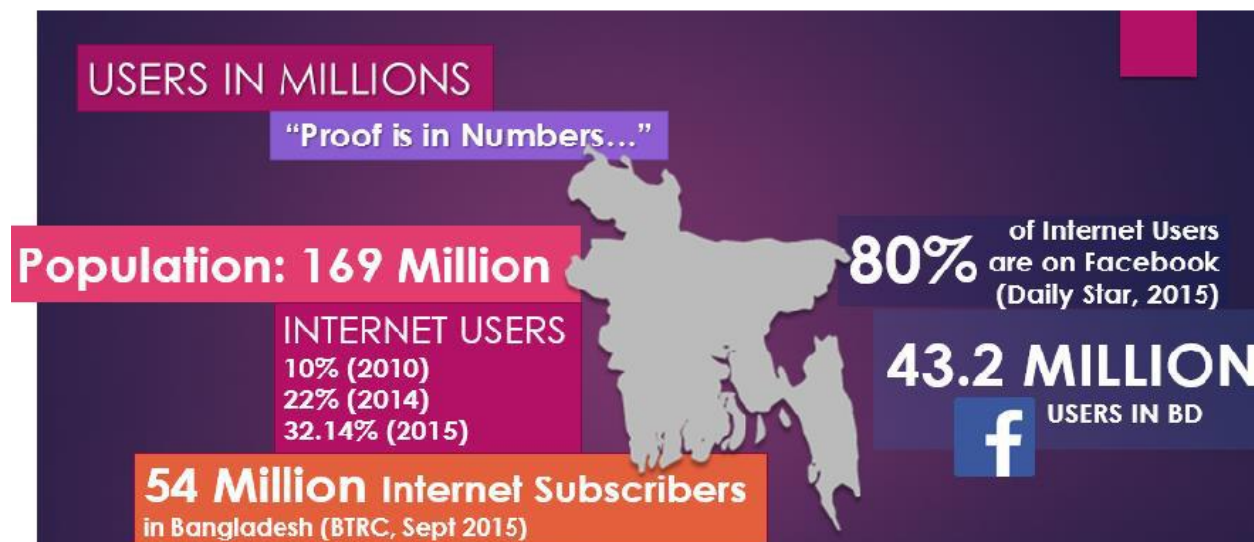


Figure:3.3

❖ **Fast Customer Query Solving:**

The initial step that I took, to gain customer nearness is replying to their comments fast and reduce the reply time that was 48 hours to 1 hour for both of the pages. This has increased customer loyalty manifold and sales also went up by BDT.50,000 in that month.

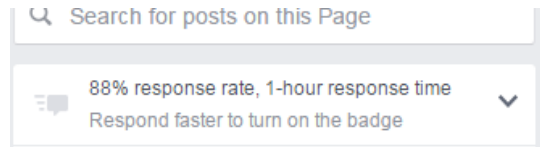


Figure: 3.4- Response rate of Cold Stone Creamery Bangladesh

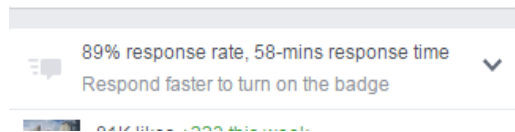


Figure: 3.5- Response rate of Watercress Restaurant

❖ **Hashtag Marketing:**

In this era of technology it does not take very long for trends to travel the world and for people to follow them. The use of hashtags started as a trend in Bangladesh a while back. People used hashtags because it seemed cool to them but they did not know the actual use of it. Now people also know the use of it and are using it in the right manner. Putting a hashtag in front of a word makes it available to the people who search for something using the hashtag later. I started to generate and use innovative and fun hashtags that will be fun and useful at the same time.

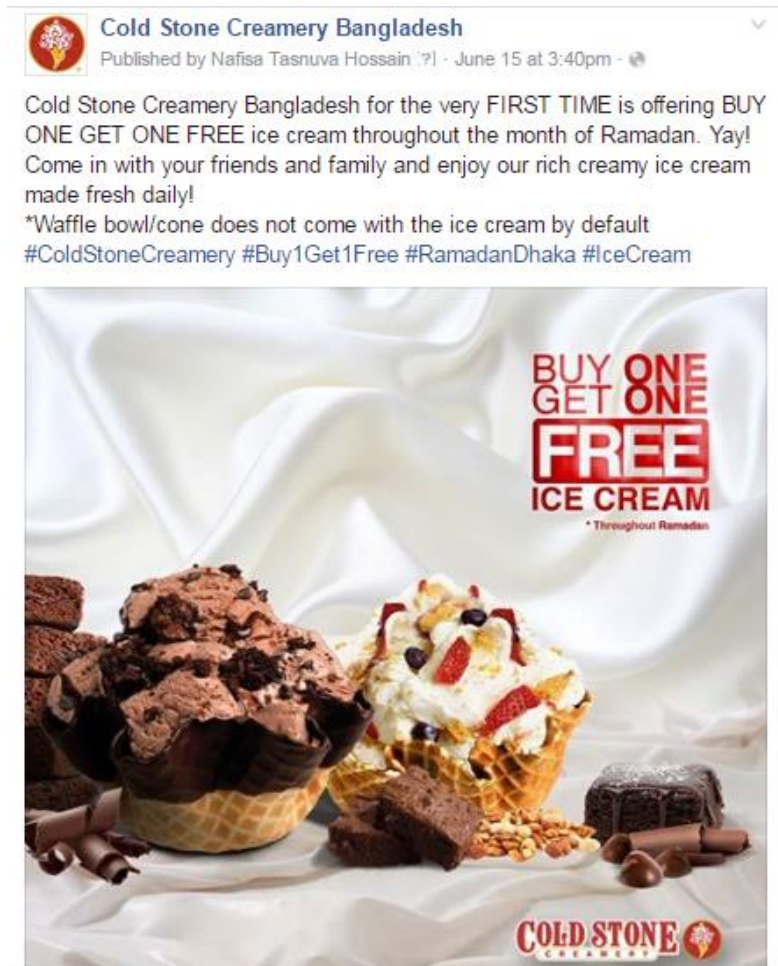


Figure: 3.6- Hashtag Marketing

In Figure-3.6 we will notice a number of hashtags being used in the caption. The trend has gotten such acceptability that even a company that produces meters and bulbs have started to use it in their Facebook promotions.


❖ **Customer Response:**


Fast response to customer query is the easiest way to get on to the good books of customers. Also nice and friendly tone is also important. When I joined the company I found many unanswered messages on their Facebook inbox. After I started responding to the messages personally, the whole dynamics of visitors in the page changed. People started to engage more.


Below are the examples of the way I responded to the customer queries.


Inbox 1 Filter By


Search people and messages



Shaqif Hasan Sajib 4:39pm
 Please check our Facebook page for det...



Zakaria Riad 3:19pm
 See you soon 😊


Minhaz M Zahin 2:41pm
 thanks for the information. can i have some ...



Towfiqul Islam 2:40pm
 Yes Sir. Please try tomorrow


Tasneem Arif Silvia 2:40pm
 See you soon 😊


Ramisha M Reshmi 2:40pm
 Hello Mam, sorry for the trouble. Please ...


Tasneem Arif Silvia
[View Profile](#)


4:33AM


 Is there any offer for unlimited Ice cream

10:22AM

Hello mam, thank you for messaging us. We have Buy 1 Get 1 Free offer for ice cream but not unlimited ice cream.
 Sent by Nafisa Tasnuva Hossain :?)

11:44AM


 Nice will visit soon

2:40PM

See you soon 😊
 Sent by Nafisa Tasnuva Hossain :?)

Figure: 3.7a- Response to customer query of Cold Stone Creamery Bangladesh



Figure: 3.7b- Response to customer query of Watercress Restaurant

❖ **Attractive posts glorifying offers and products:**

The most important part about any marketing media is making the outcomes attractive for the customers. Smart use of color, font, product photography, relevant content plays a very important part in making the communication a successful one. This Ramadan I started to make attractive visuals introducing the special product and communicating the special messages like “Buy 1 Get 1 Free Ice-Cream”, “Buy 1 Get 1 Free Sehri Meal”, “Special Iftar Buffet ” etc. I uploaded the posts keeping in mind the time when the traffic is towards the page. This information was gathered from the Insights section of Facebook page (discussed in details in the next section).

❖ **Groups and Communities:**

Nowadays groups and communities in Facebook is a growing trend, everyone is part of a group. Whenever in need, people tend to seek help from people in those groups by asking questions. We also screened through those groups every day and looked for an opportunity to subtly inform people our service. Also we asked many celebrities to come and eat at our restaurant for free and post reviews about us on the different groups on Facebook. This way people, directly got to know about us. The groups that I focused on are:

-Foodbank: Page for reviews on food.

-Foodtalk: Page for reviews on food.

-DSD- Desperate in Dhaka: This group is comprised mainly of foreigners who live or have once lived in Bangladesh. Bangladeshis with connection with these foreigners and also Bangladeshis' who are foreign passport holders are part of this group. They always ask for help and assistance in this group

-CYP: People seek suggestions here.

In the Figure 3.8, the review posted on Foodbank by a public figure Parisa Shakur, a lot of people interacted and commented.

In Figure 3.9 we will also notice that the band Indalo has shared that they were invited to Watercress and the organic reach of the post is very high.



Figure:3.8- Review of Cold Stone Creamery Bangladesh on Foodbank



Figure:3.9- The band Indalo at Watercress

Targeting on Facebook:

The timing of posting in the groups and Brand Facebook Page (BFP) were set by looking into the insight of the Facebook page which said that people mostly come to Cold Stone and Watercress's page from 3:00pm to late-night. According to these facts peak time for posting in the page is 3:00pm. Thus our posts were posted on the page keeping this information in mind.

The figures also show that the age of the people who come to our BFP's are not too young or old. The age group is 18-24. Thus we have kept a fun touch of colors, content and visuals in all of our posts.

The posts that we have made on Facebook be it videos or promotional offers were based on the above statistics and information.

✓ **Instagram Marketing:**

Instagram is another Social Media Platform that is growing popularity everyday. A recent study by Forrester Research found that Instagram users are 58 times more likely to like, comment, or share a brand's post than Facebook users and 120 times more likely than Twitter users. All data indicates that users are moving away from other Social Media Platforms and shifting their time to Instagram. This absolutely proves that Instagram is the best social and mobile platform for brands to reach audiences that are willing to engage. Bangladeshi market is also very used to Instagram now. None of the businesses of Olive Tree Foods had an Instagram account.

Watercress being a Fine Dine place has a Target group of the higher class corporate people. And my research says that those people are not very active on Instagram. Thus I did open an account for Watercress Restaurant.

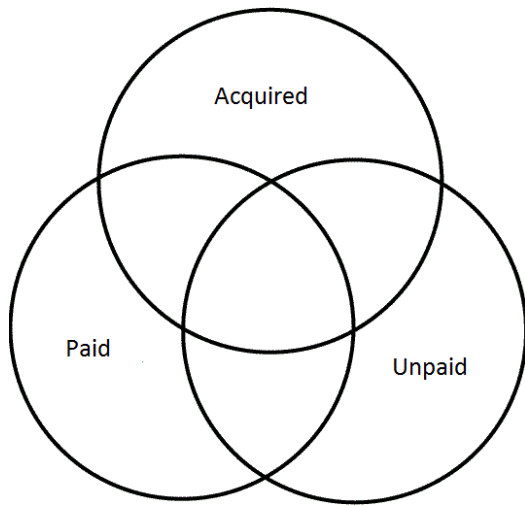
On the other hand Cold Stone Creamery Bangladesh has a much wide Target group. Being an ice cream store most of their customers are young and fun loving. Thus I opened an Instagram account for Cold Stone Creamery. To my utter surprise the Instagram page gained over 140 followers in just 7 days. All of which was organic.



Figure: 3.10- Instagram page of Cold Stone Creamery Bangladesh

As we can see in the above picture the content of Instagram is different from the content shared on Facebook. The content in Instagram is more fun and informal.

Paid Advertisement:



The above diagram explains the kinds of marketing segments that an organization has for their social media marketing.

Acquired: Acquired is when the organization has a certain level of attention from the customers. When customers search for the organization in the internet and find it that is called acquired market. Point number 1 from the previous section of the report which is SEO marketing falls under Acquired marketing but we have not implemented that. We already have a certain number of acquired market as we are an international brand and people are aware of our product.

Unpaid: Few of the implementations that were unpaid were successful whereas few were not. Instagram and email blast is very successful in that list. The detailed report and its success and also the budget required for carrying out this kind of work is mentioned in this section of the report.

Paid: Paid advertisement on Social media means boosting the posts on Facebook. Proper targeting according to age, gender, income, likes etc. can be done for targeting on Facebook. Thus it makes the reach of posts to the right people easier. The targeting of the posts of Cold stone creamery were done accordingly. The below mentioned is a estimated budget that has been spent till now for the Ramadan Campaign in the month of June. The budget has been presented below.

CSC Ramadan Facebook post plan and Boost Calender: 2016

serial	Post	Day	Date	Ramadan	Boost amount	Boost days
1	Iftar Platter with both price	Thursday	2/6/2016		100	7
2	Chicken Iftar Platter	Monday	6/6/2016		50	3
3	Seheri BOGO	Tuesday	7/6/2016		100	7
4	BOGO Ice Cream	Tuesday	7/6/2016		100	7
5	Cover Photo	Thursday	9/6/2016			
6	Add 175 for Ice Cream	Thursday	9/6/2016			
7	Bird View Beef Iftar Platter	Monday	13/6/16			
8	SeheriBogo	Tuesday	14/6/16		100	7
9	Ice cream Bogo	Monday	14/6/16		100	7
10	Fathers day 25% discount on cakes	Wednesday	16/6/16		50	3
11	Bird view Chicken Iftar Platter	Wednesday	16/6/16			
12	Add 175 for Ice Cream	Sunday	25.6.16		100	10

From the whole implementation process I can say that our implementation techniques were more or less successful but could have been better. I have found out that people respond to the queries of known people more thus celebrity endorsement could work well, product photography and presentation is important to attract people. I have also learned that proper timing should be maintained to ensure maximum reach. Video is a very important tool for promotion but we could not do it due to lack of time and resource.

Chapter 4: Control & Recommendation

In this section of the report I am going to discuss the ways I am going to control the next campaigns that will be designed for Cold Stone Creamery Bangladesh and Watercress restaurant based on the learning's of the previous campaigns. Firms determine their objectives for internet marketing using suitable frameworks. Balanced business scorecard is one of such frameworks. This framework can be used to translate vision and strategy into objectives and then, through measurement assessing whether the strategy and its implementation are successful. In addition to the financial data of the marketing plan the balanced scorecard uses operational measures such as customer satisfaction, efficiency of internal processes and also the organization's innovation and improvement activities including staff development.

The balanced scorecard for the objective and the plan that I have presented and also implemented mentioned in this report has been prepared in this section. I have also given my recommendation for the future marketing plans based on the mistakes and the failures that I have faced during our campaign.

The Business balanced scorecard

1. Financial Value:

The financial value that the implementation that I have done, was effective. I am considering it effective because it generated sales or increased exposure of the page without costing us much money. However much was spent was retrieved by sales. Thus we can also say that the plan was also effective because it has positively impacted the sales or the profitability of the business. I have also suggested some options for paid marketing in social media in the recommendation section. Those methods if implemented properly should have a good contribution in driving up online presence with minimum cost incurred. The budget contains elements that are inevitable for the online marketing plan. Thus I believe that the financial plan will prove to be efficient.

2. Customer value:

The online marketing implementation that I have done was efficient as it has increased the percentage of engagement in the page by liking and sharing the posts that we have posted in the

page and also in different groups and communities in Facebook. The posts and queries made in different Facebook groups and communities has also increased the number of visitors in the Facebook page as they have engaged in a discussion thread which has Cold Stone Creamery Bangladesh and Watercress's link on it. The increased number of visitors that has resulted as a result of my implementation makes my work efficient. The maintenance of quality in of our work which is evident as most of our implementations were successful is also an evidence of the efficiency of creating customer value.

The efficiency of our implementation resulting in creation of customer value has also been effective as it has increased the online market share and has also attracted new customers.

3. Operational processes:

It is hard to comment on the operation side of the order process as I was not in charge of that. I can comment on the response time of the queries received on our implementation done on social media. According to my plan on good customer service management I have successfully replied to queries received in my implementation and also in the groups and communities. Thus considering the support response times during our campaign on Facebook our plan was effective.

4. Learning and Innovation:

The learning from the whole implementation process was very helpful to design an even more effective and successful plan in the future. Based on the implementations my satisfaction level is not 100%. The whole implementation could have been better but to make it better I did not have the necessary data and information that I have after completing the work. If we had to do a performance appraisal of my implementation work I would say that I have put in a lot of effort into my plan and implementation but the work could have been better. Although most the implementation techniques were successful, those could have been even more successful with more carefully devised plans.

Recommendation:

1. The targeting for boosting the advertisements should be more precise.
2. The post designs should be nicer and more vibrant keeping a similarity with the International pages for Cold Stone Creamery.
3. The agency that is doing the designs is not very good and they delay submissions, the agency should be changed.
4. Approval process should be cut short to post on time.
5. Twitter and Pinterest are the trends that are coming up in Bangladesh and people already are using it. Watercress and Cold Stone Creamery Bangladesh should also open Twitter and Pinterest accounts.
6. Snapchat is the new in thing in Bangladesh. Cold Stone having the image of a fun brand should also follow the trend and maintain a Snapchat account. It is not required for Watercress Restaurant though.
7. Cold Stone Creamery Bangladesh should also work on the SEO more and make their website come up in the search results more.
8. Orange and Half is a premium coffee shop and café but their Facebook page is very inactive, that should be made more active.

Conclusion:

The report talks about a thorough analysis on Cold Stone Creamery Bangladesh and Watercress's competitors, strategies, target group and functions on Social Media. It also talks about how they can improve their presence. The report also describes the objectives, strategies that I have thought to be appropriate for them. Next it describes the Tactics I suggested the actual implementation work that I have done and finally the analysis of those work. The study, planning and implementation work has helped us gain insight on how the whole concept of social media marketing actually works. Through my gradual learning and results also suggested few recommendations on how the business can continue doing social media marketing and be benefitted. I hope that our recommendations will prove to be fruitful once implemented.

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Appendix

1. Article published in Daily Star:

12:00 AM, June 12, 2015 / LAST MODIFIED: 04:54 PM, May 25, 2016

Serving the finest in F&B

Interview with Managing Director of Watercress, Sheikh Aftab Ahmed



ShahiarRahman

What was your motivation to come to this (Food and Beverage) industry?

To be honest, I do have a career. But this is something I am really passionate about. That passion is what drove me to enter this industry. It doesn't mean that I have to sacrifice my career. In addition to that, I myself am a potential client. During my trips abroad, I found that the quality of food and ambience of the restaurant with respect to the price were something that we couldn't find in Bangladesh. So I thought there must be thousands of Bangladeshis who are craving such a restaurant or food chain that would provide excellent food in a great space but at a reasonable price. In short, I, through Olive Tree Foods Ltd., want to lay the cornerstone of modern F & B in Bangladesh. Plus we want to show people that the F&B industry is a place where there is scope for talented people for a rewarding career. These were my sole motivations.

How big is the F&B industry in Bangladesh?

Since food is one of the very basic necessities, you can probably imagine how huge the industry is. Most employed people are now having their lunch and dinner outside. With more women joining the workforce, there is a steady decline on the dependency of homemade food. If you consider one crore middle income people spending Taka 200 per day for food outside their house then the F&B industry becomes a Taka 60,000 crore industry at least. So you can easily see how enormous this industry is.

What was the toughest part when you started Olive Tree Foods Ltd.?

Frankly speaking, it's really hard to pinpoint a single aspect as the toughest part in the industry. There were several challenges that we faced. We want to provide premium food for people at a sensible price range. And since we don't compromise with the quality of the food, we have to face stern competition with our competitors. Moreover, people in Bangladesh are very price sensitive. Hence only a few understand the value of the product or food that we offer in this price range. But the good news is the situation is slowly changing. People are becoming health conscious, which is definitely great news for the modern F&B industry.

We also face an acute shortage of talented human resource with industry-specific skills in Bangladesh. The scenario is even worse for F&B. It sees one of the highest employee turnover rates. Scarcity of fresh ingredients is always a big issue.

In the modern F&B industry, what is the compensation structure like? What is the scope of developing a career here?

I would like to address the salary issue in two different parts: the present salary situation and the potential salary in the future. Since the industry is in a very primitive state, the salary in this industry isn't that promising yet. But it's not the case if you have experience in industry or if you are a really great chef. The good news is that industry veterans are coming here now. Hence the salary structure is getting a gentle lift. In the next couple of years, we are going to see a surge of foreign players. This will for sure take the compensation packages of people in this industry to another level. At Olive Tree Foods, we have a very good salary and benefits package for executives; it's at par with any local FMCG.

Many entrepreneurs are interested to start restaurant businesses here. What would be your advice for them?

It's great news indeed that more and more educated and passionate people are investing in the modern F&B industry of Bangladesh. My advice for them would be to do adequate research about the target industry before starting the business. You have to have a clear philosophy, or vision, and mission when you start. Also one needs to have proper infrastructure to run the business smoothly. By infrastructure I mean quality control, operations, sales-marketing, human resource, facilities management, customer service, supply chain, research and innovation, etc. It might be one person carrying out all the duties but it needs to be addressed.

Where do you see Olive Tree Foods Ltd. and this industry five years down the line?

This industry holds great potential. But so far we have done very little for it. We need new concepts. I am not going to divulge them now, since these are business secrets and Olive Tree Foods is already working on some of them.

As for Olive Tree Foods Ltd., we want to see ourselves as one of the top F&B operators in Bangladesh. We want people to be confident that Olive Tree Foods restaurant will deliver great ambience and great food without compromising on the quality.