

**Exploring consumer approach towards MAGGI consumer
premiums in Dhaka Metro**



Internship report

On

Exploring consumer approach towards MAGGI consumer premiums in Dhaka Metro

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Approval Page

The internship report titled, “**Exploring consumer approach towards MAGGI consumer premiums in Dhaka Metro**” has been prepared as required for the fulfillment of the degree of Bachelors of Business Administration by Soad Sufi, I.D- 13104049. The report has been approved and may be presented for evaluation

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Letter of Transmittal

April 27, 2017

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Subject: Submission of Internship Report

Dear Sir,

I am pleased to submit my internship report on “**Exploring consumer approach towards MAGGI consumer premiums in Dhaka Metro**” as part of the requirement for my BUS 400 course. Writing this report has been quite beneficial and insightful and I have tried my level best to prepare a relatable and credible report.

The report contains brief but informative aspects of Nestlé Bangladesh Limited’s opinion of consumer premiums, the purposes they fulfill and the process of spreading awareness among consumers.

I’d also like to thank you for your support by giving me a free rein to explore and the opportunity to pen down my experiences.

Yours sincerely,

Soad Sufi

I.D: 13104049

Acknowledgements

I would like to thank my supervisor, Md. Hasan Sajib, Manager - Culinary, for giving me the opportunity to complete my internship under his guidance and supervision in the CCSD (Channel Category Sales Development) department of Nestlé Bangladesh Limited.

I would also like to extend my gratitude to Zaheed Husein Mohammad Al-Din for being immensely flexible and generous in light of my limited communiqué due to field work.

Lastly, I would like to express my immense gratitude to the territory officers of Dhaka Metro for their cooperation and assistance towards the smooth conduction of the survey and the distributors' sales representatives for their initial introduction with routes and markets without which survey bias would have been unavoidable.

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Abstract

This report has been presentable based on reflections assembled about the company and via direct contact with the consumers in question. The internship involved a huge myriad of different functions and roles to play, but the focus of this report is on the consumer survey to analyze their opinion towards consumer premiums. Nestlé believes that the ultimate consumers' opinions and word of mouth is immensely valuable towards better future planning of consumer premiums and the best time to give such offers. The report gives an overview into Nestlé, its product range, Nestlé Bangladesh Limited, its vision, mission, SWOT and then delves into the sales function and the responsibilities of a sales intern.

The project, “**Exploring Consumer approach towards MAGGI consumer premiums in Dhaka Metro**” was undertaken to have a better understanding of consumer landscape, income, family size, shopping pattern, expenditure on MAGGI products and the impact of consumer premiums towards higher purchase. The purpose of the survey was to assess the more desired consumer premium and to utilize the feedback in strategic planning towards better and innovative premiums in future. The report also gives a clear idea of recommendations based on our findings taken in order to deliver better desired premiums.

Organization Part

2. Organizational Overview

2.1 Nestlé S.A

Nestlé is the world's leading nutrition, health and wellness company. Nestlé gained recognition back in the mid 1860s when Henri Nestlé, a trained pharmacist, successfully developed an alternate source of infant nutrition. Today, Nestlé is one of the world's largest food companies and operating in almost every country in the world. The headquarters of Nestlé are situated in Vevey, Switzerland and it has divided its worldwide operations into 3 broad regions of Europe, Americas and AOA (Asia, Oceania and Africa). However, regions are further minutely divided and assessed in terms of consumer buying behavior, cultures, needs, wants and demands.

Apart from its landmark infant formula, Nestlé has grown in subsequent years through mergers. In 1905, fierce competitors, Nestlé and Anglo-Swiss Milk Company merged. In 1907, the company began manufacturing in Australia at a full scale. World War I created significant demand for dairy products in the form of government contracts and Nestlé's production had doubled. Similarly World War II aided in the introduction of Nescafé. After the United States entered the war, Nescafé became a staple for the Americans serving in Europe and Asia. MAGGI association occurred when Nestlé merged with Alimentana S.A, the manufacturer of MAGGI soups and seasonings in 1947.

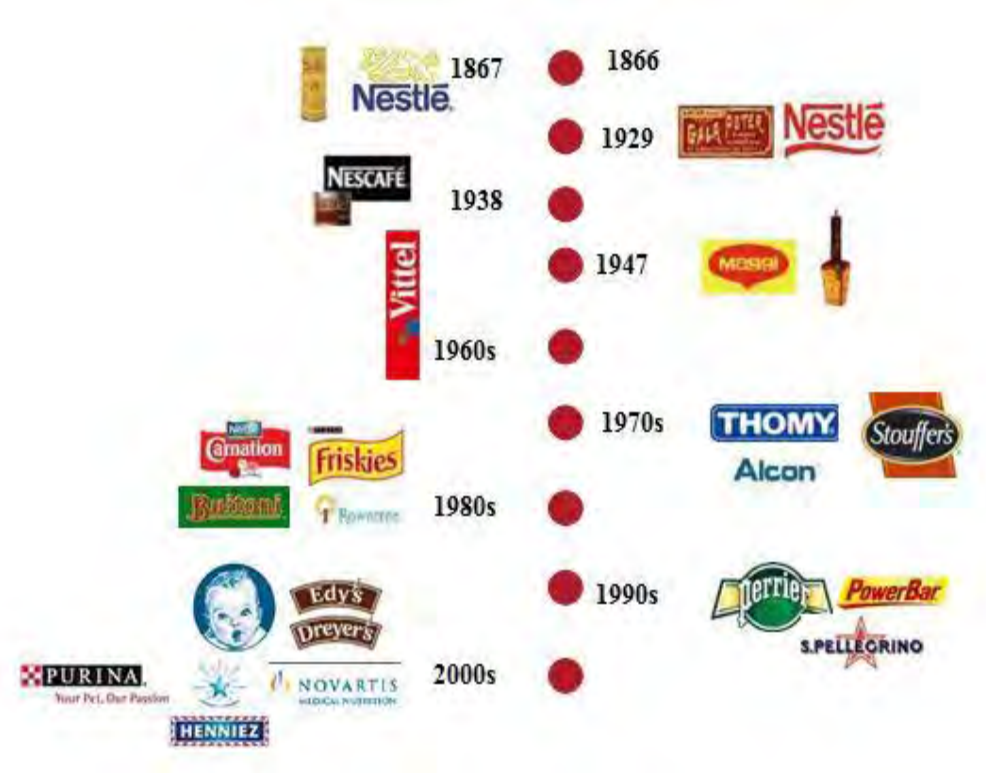


Figure 1: Timeline of popular Nestlé products

In 1974 and 1977, Nestlé ventured away from the world of food into that of cosmetics (L'Oreal) and pharmaceuticals (Alcon Laboratories Inc.). Diversification did not turn out well for Nestlé initially; however, the gradual phasing out of trade barriers and development of markets into a series of more or less integrated trading areas has worked out in favor of Nestlé.

In 150 years, Nestlé has established itself as the world's leading Nutrition, Health and Wellness Company. Its home country sales account for only about 2% of its sales depicting its truly multinational stance. It has become a giant with approximately 418 factories in 86 countries of the world, employing more than 300,000 people around the globe.

Nestlé's mission remains to be the leading company in nutrition, health and wellness as well as a landmark in terms of sustainable financial performance, trusted by its stakeholders.

2.2 Nestlé Bangladesh Limited

Nestlé Bangladesh Limited started its first commercial journey in Bangladesh in the year 1994. It became a fully owned subsidiary of Nestlé S.A in 1998 and shares the same vision as that of Nestlé S.A. The factory of Nestlé Bangladesh Limited is situated in Sreepur which is about 55 kilometers north of Dhaka. Repackaging of milks, soups and powdered beverages as well as production of cereals, instant noodles and seasonings take place there. Through a constant process of innovation and renovation, Nestlé Bangladesh aims to provide the best quality products to the people of Bangladesh.

2.2.1 Reaching customers of Nestlé Bangladesh Limited

Nestlé Bangladesh Limited markets its products with the help of distributors throughout the country. Apart from that, Nestlé Professionals is a separate function which is responsible for institutional sales. Currently there are 80 distributors of Nestlé Bangladesh products, of which 76 are retail distributors and the remaining 4 are distributors of Nestlé Professionals requirements providing products for the out of home consumptions. The whole country is divided into six regions:

- Dhaka North
- Dhaka South
- Chittagong
- Khulna
- Bogra
- Sylhet

The retail distributors supply Nestlé products to seven types/channels of outlets, while Nestle Professional Distributors supply products to different institutions.

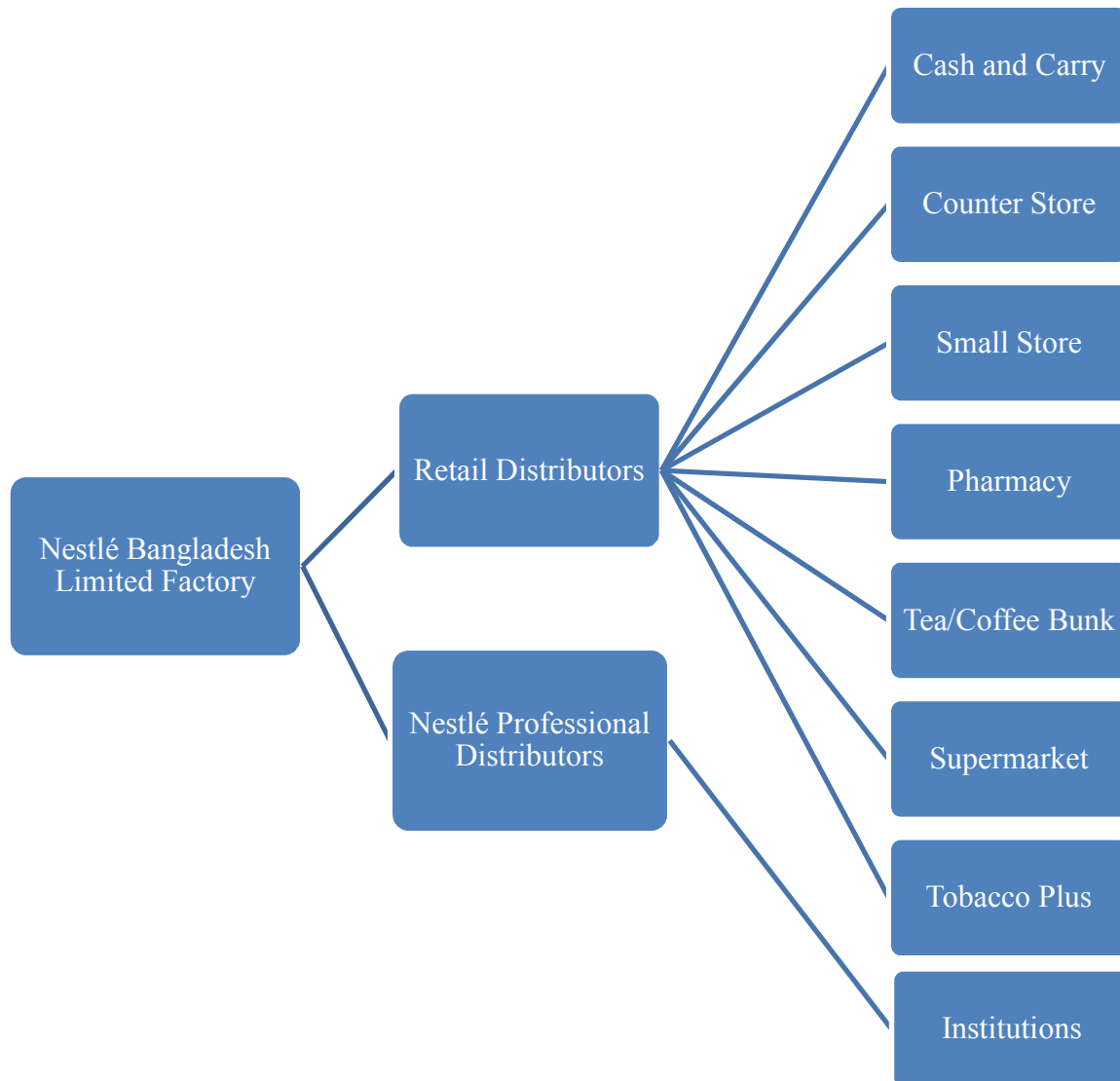


Figure 2: Distribution Channel of Nestlé Bangladesh Limited

2.2.2 Functions of Nestlé Bangladesh

With the gradual growth in the demand and trust on Nestlé products, the company developed its own functional areas focusing on the substantial growth, variants, focus areas and other business perspectives.

Currently the existing functional areas are:

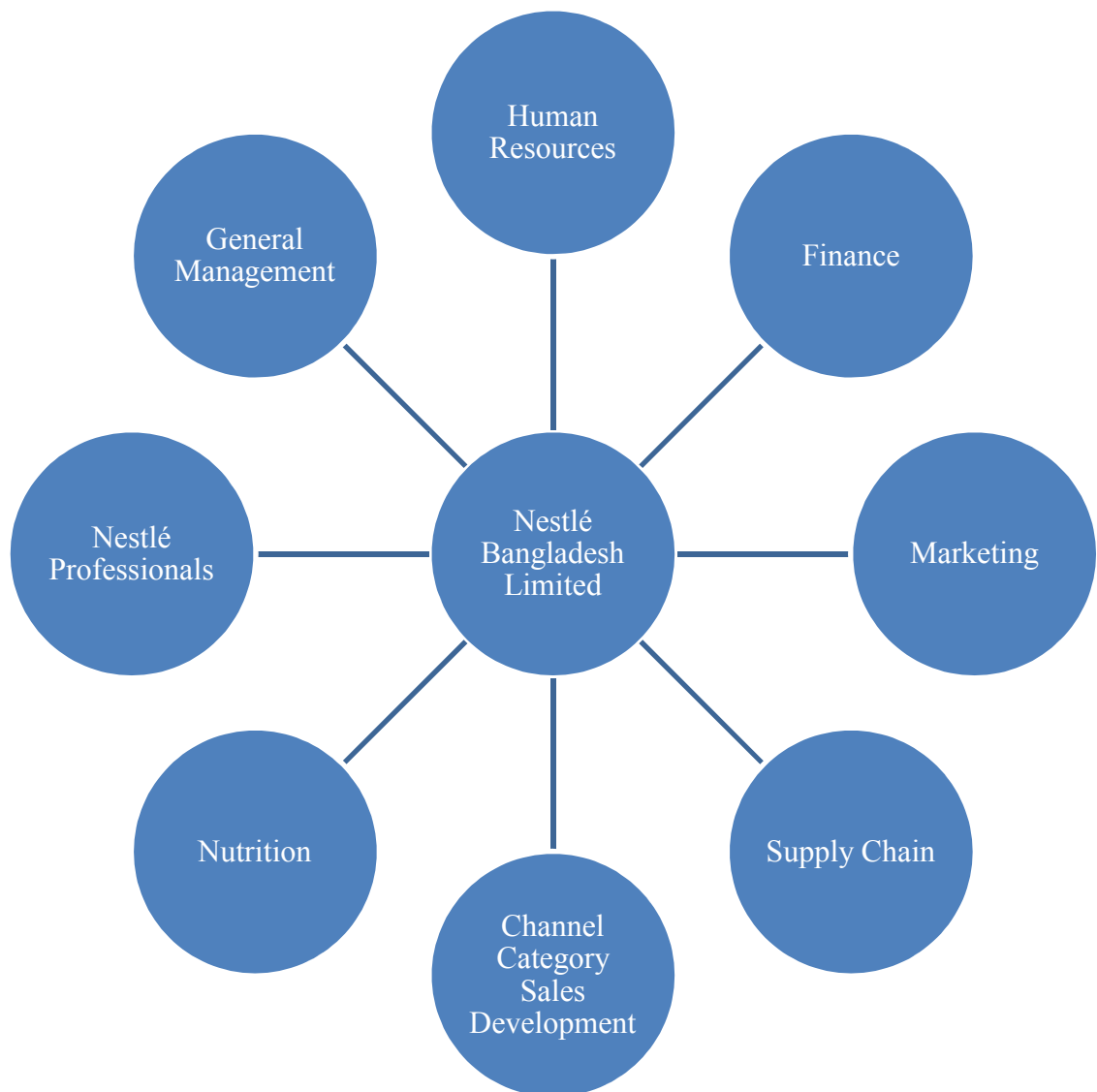


Figure 3: Organizational Functions of Nestlé Bangladesh Limited

Irrespective of the number of functions and the various subdivisions within each function, the main aim of each function and each individual is to acquire eventual excellence. Each function contributes in its own way towards the realization of the corporate goal. The General Management oversees overall operations of Nestlé and also takes the key decisions. Human Resource works on talent acquisition, training, managing of employees and organizational culture as well as retaining the right people who make a difference of significance. Supply Chain ensures the stable supply of products according to the market demand and the plans of the CCSD (Channel Category Sales Development) department. Marketing looks into both the brand as well as in the development of products and demand via digital marketing, brand marketing etc. Nutrition is a function in itself as Nestlé is the world's largest nutrition company and a significant focus is given to the nutrition products such as Lactogen, Baby & Me, Cerelac and NAN. Finance plays its roles in terms of transactions and keeping the company compliant in terms of rules and procedures. Lastly, Channel Category Sales Development (CCSD) and Nestlé Professionals are the revenue earning departments that contribute to the actual and effective sales of non-nutritional products such as MAGGI, NESCAFÉ, and EVERYDAY etc.

Brands of Nestlé Bangladesh Limited as of date include:

- BABY & ME
- LACTOGEN
- NAN
- CERELAC
- NESCAFÉ
- NIDO
- EVERYDAY
- FRUITA VITALS
- KOKO KRUNCH
- MAGGI

2.3 Corporate Vision and Mission of Nestlé Bangladesh Limited

Nestlé Bangladesh Limited envisions building itself as the leading Nutrition, Health and Wellness Company in the country. It also holds the vision of conducting itself thus that it also stands out as a significant reference in terms of financial conduct and is trusted worldwide by its stakeholders. Nestlé Bangladesh's corporate mission includes:

- Ensuring high quality standards in its products and services
- Creating and nurturing a corporate environment that is satisfying to all employees and stakeholders
- Contributing to the society in which it is and being a responsible corporate citizen.

2.3.1 SWOT Analysis of Nestlé Bangladesh Limited:

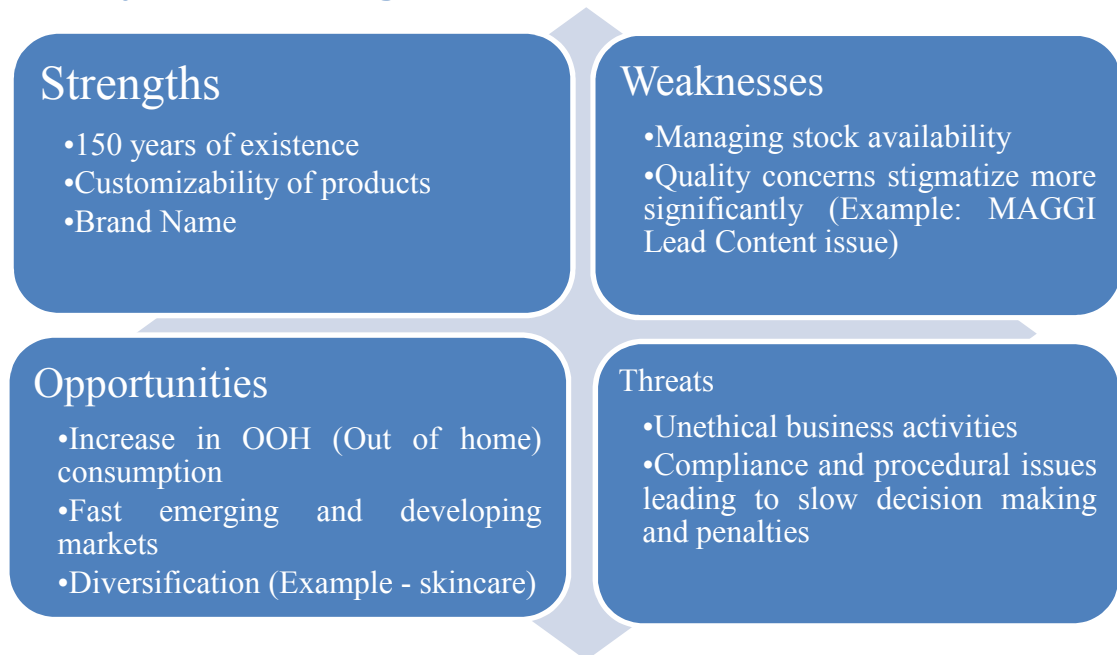


Figure 4: SWOT Analysis of Nestlé Bangladesh Limited

2.4 Key Responsibilities of an intern

The channel category sales development function is subdivided to focus on specific brands, the development of the management information system in a bid to smoothen out and better the overall sales process. Functions are divided broadly as follows:

Innovation and Product Development:

- Developing new modes of consumer contact and plan new product variants on the basis of market feedback.

Strategic Development and Implementation:

- Contributing to the development of business strategies and actions to mitigate overlapping of functional activities and speedup implementation of strategies.

Implementation of Appropriate Sales Action:

- Analyze the point of connect between the brands and its consumers and stay at the top of the mind of the consumer during all sales processes such as promotion, communication and customer care.

As an intern my chief responsibilities are as follows:

Market Visits and Surveys

I was assigned to various markets to oversee the realization of the planned way in which Nestlé aims to sell its products. This involved visiting outlets and assessing how they stored and displayed products, whether they followed the instructions in which they were to merchandize the products or not. For example, all infant formula and nutritional products must be kept clean and stored away from harsh acidic products such as toiler cleaners.

Apart from assessing the proper storing and merchandizing of products by the storekeeper and the merchandiser, an intern also has to observe what competitors are doing, their consumer and trade promotions and their various strategies. Furthermore an intern has to assess if supply of promotional stocks occur in time and if the promotional items are in tally with the stock.

Outlet visits to observe and capture the mega display program of MAGGI

As an intern for MAGGI, my very first assignments included visiting, assessing and capturing the market reality of the MAGGI mega display program that took place from 1st January to 28th February. This involved visiting outlets under the display program in various markets situated at Savar, Tongi, Nikunja, Uttara, Kawran Bazaar, Dhanmondi, Mirpur, Shyamoli, Kallyanpur and Mohammadpur and capturing pictures of the displays as well as ensuring proper display of MAGGI. The mega display program was a competition wherefrom outlets with the best displays would receive cash prizes. Hence, ensuring that the rightful winner earned his due was the main agenda.

Monitoring the activities of the Distributors Sales Representatives, merchandisers and reporting any anomalies

Market visits also included keeping an eye out for any malpractices or out of the ordinary happenings and reporting back to my supervisor in order to assess the cause and effect of the practice. Oftentimes an intern has to visit a market as a consumer and gather feedback as per a fixed agenda.

Other responsibilities include updating the database with regard to competitors' activities and generating a monthly overview report on the sales of MAGGI from the management information system.

2.4.1 Observations

- Nestlé interns are immensely involved into the overall sales process and they get to observe, maintain and control various projects.
- Although a supervisor obtains data from various sources, the intern is made the first point of contact with respect to observations.
- Direct market experience is provided to an intern and there are no limitations with regards to markets that can be visited.

2.4.2 Recommendations

- Sales interns spend so little time in the head office that they often fail to communicate with even anyone within the sales department apart from their supervisor. Nestlé Bangladesh should rethink its orientation program in this regard or amend policies to require interns to be present at various celebrations as a way to encourage networking.

- Nestlé Bangladesh Limited should also provide each intern a separate work space as often there are two or more interns within the same department and one workspace per department is not enough.

2.4.3 Learning reflections

Being from a non-marketing background, working as a sales intern has been a thoroughly learning experience. Noticeable however was that each organization has its own set of values that govern its choices. Also, unlike what is taught theoretically, an individual's experiences rather than their curricular background play an important role in deeming them fit for a job. Lastly, a sales intern has to be adept in all fields such as Human Resource Management, Finance, Marketing and even Supply Chain Management due to the nature of their work.

This is because:

Human Resource Management: Not only do interns have to have a keen eye for people, they also have to manage others such as DSRs (Distributors Sales Representatives), merchandisers and MIS operators to get their work done.

Finance: A sales intern has to generate an overview report from the MIS monthly which requires knowledge of both finance as well that of the various distribution points and regions of the company.

Marketing: The intern has to represent the company at various platforms and also has to be the face of the brand to traders often.

Supply Chain Management: In some cases the intern has to assess how much POSM (point of sale material) is required for the best execution of an agenda.

Project Part

3. Introduction of the project

In today's Bangladeshi market, a huge myriad of companies offer instant noodles. Brands such as Mr. Noodles, Doodles, Chopsticks, Mama, Ifad, Knorr, Banoful and many others saturate the market. As such, MAGGI is today functioning in a highly competitive market. In order to appeal to their consumers, many brands offer consumer premiums (usually free gifts) all year round. This affects the regular buying pattern of consumers as they tend to purchase from those who provide offerings. Previous experience of MAGGI indicates that though consumer premiums boost sales, it does not create a lasting impact, rather dampens the brand image. However, also undeniable is the fact that majority of the consumers of Bangladesh have become conditioned to look for premiums when buying instant noodles. As such the need to intermittently identify the consumer attitude towards such consumer premiums arose. Furthermore, with the impending release of MAGGI consumer premiums, assessing the desirability of premium offerings prior to and post release was an obligation for long term research.

Minute assessment of consumer attitude towards such premiums will help MAGGI in providing desirable and good quality premiums and gradually also predict when consumers attitude change and react proactively. Furthermore, it will help answer the question of whether providing consumer premiums is more help or hassle as traders do not benefit much from consumer premiums rather have to put in extra effort in storing and maintaining and providing the premium offerings to consumers.

3.1 Problem statement

Premiums are prizes, gifts or other special offers that a customer receives with the purchase of a product. Premiums are different from coupons. In case of a premium a customer pays for the good or service and receives the premium free, while in the case of coupons, customers may avail price reductions or samples or prizes.

One of the first loyalty marketing programs ever offered was a premium offering wherefrom customers could avail gifts or prizes in redemption of proof of purchase.

Some marketing experts believe that premiums can actually enhance a brand's image the key being to match a right type of premium with the product and the rightly assessed buyer. Till date, premiums remain a valuable consumer promotional tool and are used widely to boost sales.

The marketing objective of free premiums is to:

- Provide added value to the product
- Impact point-of-sale purchase
- Offer immediate consumer gratification
- Promote multiple purchase
- Encourage new or additional purchase
- Increase brand recognition and consumer awareness
- Revitalize a mature brand
- Gain an upper hand over competition ; albeit short-term
- At times also to reward loyal customers

Thus we can assess that premiums have been established as a beneficial boost to products. However, in case of Nestlé Bangladesh Limited, premiums are not sourced locally and have to be ordered six months in advance. As such the process of providing premiums is both time-consuming and expensive. Furthermore, as mentioned above, the key to providing premiums is that the premium should match the product, brand image and the ultimate consumers' attitude.

This led to the need to keep track of the consumer attitude towards premiums in our market, to assess what premiums are desirable and post release of premiums to assess which premiums were more desired and what the overall feedback was regarding each item.

Briefly, the problem statement can be stated as, “What is the consumer attitude towards premiums and which premiums are most desirable?”

However the research requires correctly identifying and defining the consumers being researched, assessing the feasibility and limiting ourselves to Dhaka Metro and dividing the research itself into three timelines pre-release of premiums, during release of premiums and post release of premiums. Also prior research bias has to be avoided and the survey has to be conducted as a fresh start and from scratch thereby reanalyzing various points further.

3.2 Purposes of the project

There were many purposes behind this project:

Primary Objective

The primary objective was to identify the consumer approach towards MAAGI consumer premiums and provide a holistic picture of the consumer landscape of Dhaka Metro in the process mainly focusing on their buying behavior and tendency to buy for premiums.

Secondary Objective

As each market is different from another, characteristics also vary. The secondary objective of this project was to develop a more customized consumer profile. A more detailed profile will help the company better understand its customers, their lifestyle, and their expenditure on food and consumption patterns.

Lastly, as my mandatory internship period was nearing an end, this report was intended to fulfill BRAC University requirements for its BUS 400 course.

3.3 Timeline

Nestlé Bangladesh Limited's internship is a yearlong internship program. The first three months are mandatory. From the very first month I was sent to various markets to observe the sales process, to learn to recognize the differences between the seven channels practically and to understand the differences between wet markets, cluster markets and residential markets. Also an important learning was to learn to distinguish grey market products from Nestlé Bangladesh Limited's products.

Although I was not assigned this project until March, I can fairly attribute the first two months to learning various important factors which would be required for the proper execution of surveys.

Preparation of this report did not begin until the 1st of April and it can be fairly said that a portion of the project – post release of premiums is yet to take place. The timeline with regards to this project is described below:

Functions	1 st Month	2 nd Month	3 rd Month	4 th Month
Gaining knowledge on markets and channels and the proper way of communicating with traders and consumers				
Introduction to Dhaka Metro area as defined by Nestlé				
Preparation and authorization of survey questionnaire				
Analysis, Findings and Result Generation				
Report Generation				

Table 1: Timeline of activities required for the project

3.4 Limitations

No project can be fulfilled without certain drawbacks, limitations, bindings and hardships or hurdles faced. This report, too, is no different. Limitations that I have faced and assessed are listed below:

- Limited time in terms of the date of submission of this report to BRAC University versus the real scenario of MAGGI consumer premiums in the market.
- Limitations in terms of information that can be shared in the report.
- Although markets visited were many and hours spent were significant, conducting consumer survey was very challenging as most consumers do not cooperate in these cases.
- Survey bias could not be fully eradicated as the very concept of consumer premiums is appealing.
- A selected number of respondents cannot be said to be fully representative of all of Dhaka Metro.

3.5 Methodology

In order to fulfill the objectives of this report, several methodologies have been adopted:

Qualitative Research: To identify and categorize the characteristics of the consumers of Dhaka Metro and find common characteristics among them.

Firstly, the itinerary was set with regards to the 8 distribution points of Dhaka Metro. They are located as follows:

- Mirpur
- Mohammadpur
- Kawran Bazaar
- Khilkhet
- Badda
- Moulvibazaar
- Khilgaon
- Jatrabari

Target markets within the jurisdiction of these points were then selected and thence the checklist was designed to carry out the survey. It contained questions regarding the eating and buying habits of consumers. Survey responses were analyzed using Microsoft Excel

The report mainly relies on the primary data collected from the respondents via face to face questioning and filling of surveys. Secondary data referred to include previously done research, Nestlé's approved questionnaire structure and a few internet references for marketing terms.

3.6 Findings and Analysis

A questionnaire or checklist was developed in order to carry out the survey for the pre release of premiums survey. Survey was conducted successfully on 126 respondents. From an excel analysis of the respondents, we have come up with the following findings:

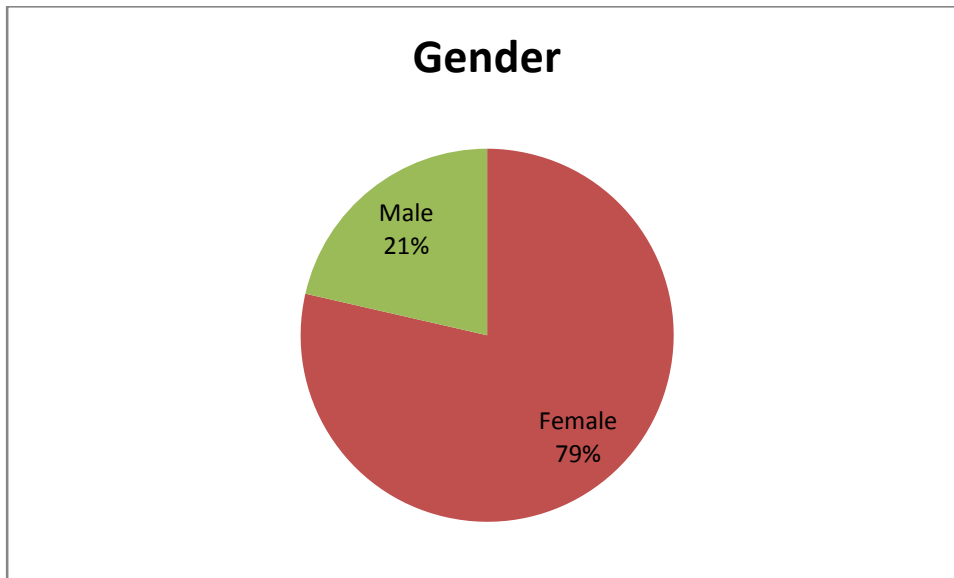


Figure 5: Gender of Respondents

Of the 126 respondents, 99 were female and 27 were male and this is depicted as a percentage in the above figure. From the data we can analyze that majority of the shoppers in Dhaka metro are female.

This data has the potential to justify how advertisements are targeted more towards women instead of men. Even MAGGI advertisements are targeted towards women; some featuring real moms.

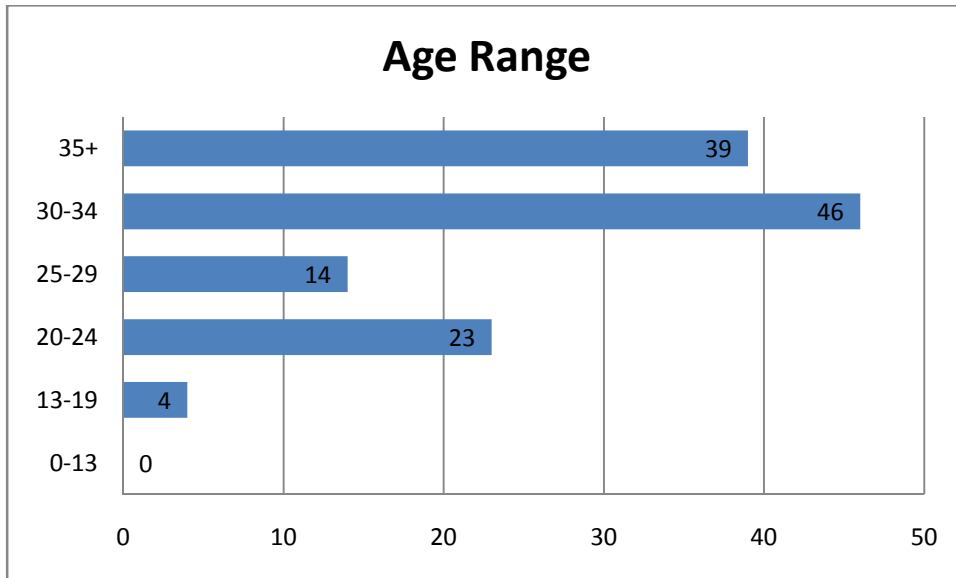


Figure 6: Age range of Respondents

The age ranges of the respondents indicate that a significant number of the respondents were above thirty years of age. Children and teenagers are not significant buyers but are the main consumers of MAGGI products. A comparison with the profession of the respondents shows that majority of the buyers are women, aged thirty and above who are homemakers.

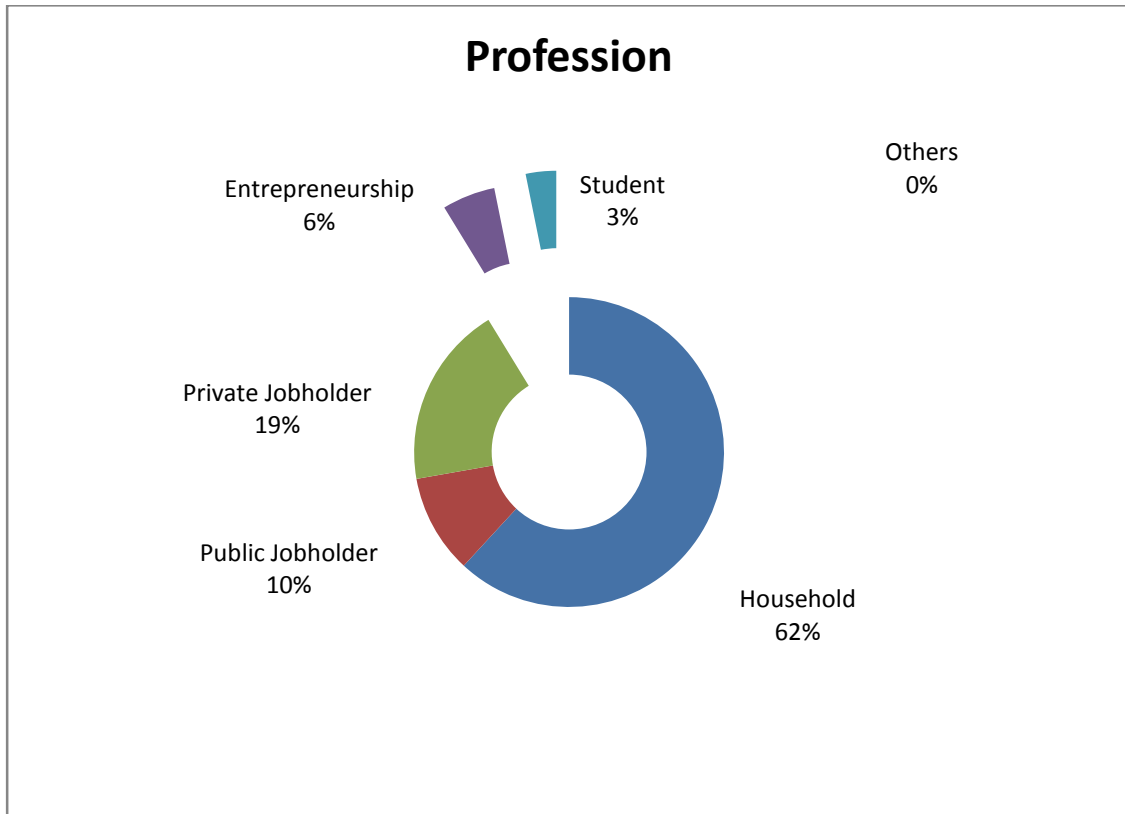


Figure 7: Profession of Respondents

Homemakers are the most significant segment of buyers which has the potential to justify why household items such as cutlery, food containers, buckets and mugs are offered as consumer premium

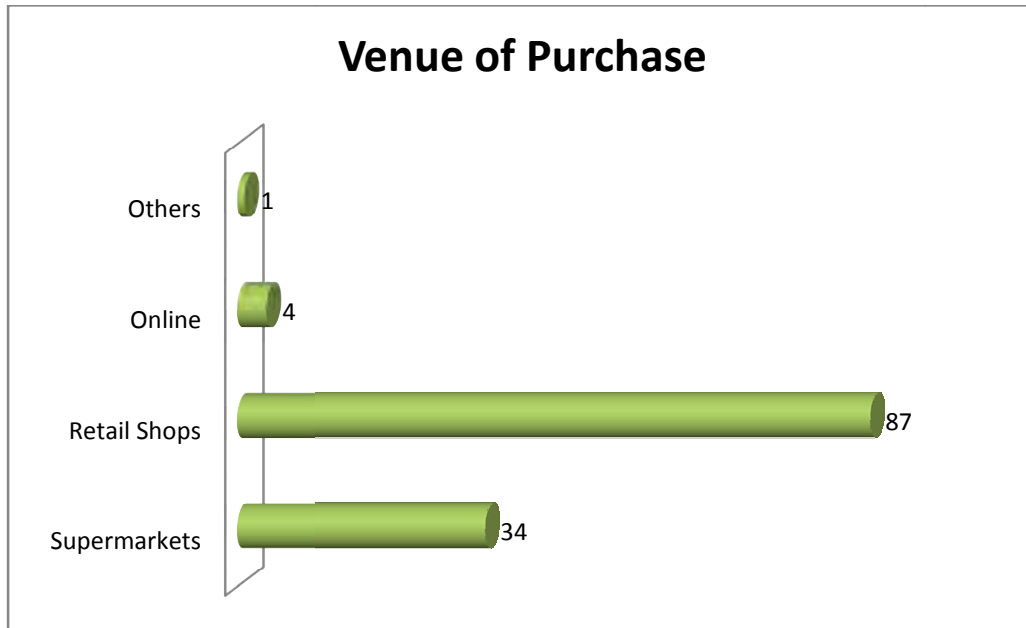


Figure 8: Venue of Purchase

Majority of buyers buy from local retail stores and supermarkets are growing in potential as a venue of purchase. Here, others were indicated as having someone else carry out the purchase via intercom or phone and as such not taking the actual decision. This happens mostly in the Paltan and Shantinagar areas where most apartment complexes have departmental stores attached with the apartment complex.

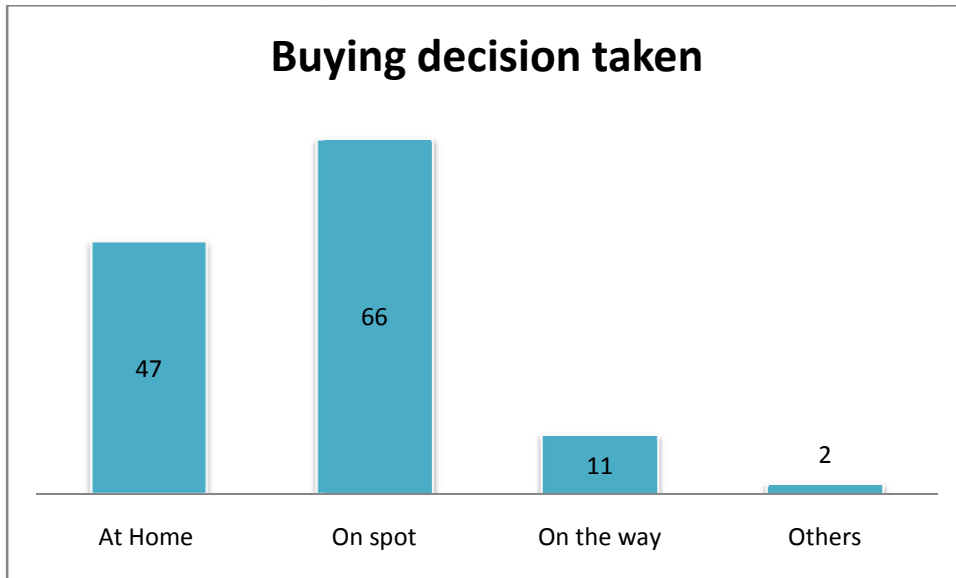


Figure 9: Where buying decision is taken

Most respondents indicated that buying MAGGI products was more of an impulse buying rather than a planned one. However, according to the responses decisions taken at home are not too far behind those taken on the spot. Here both respondents indicating others were the ones who bought as required via intercom and did not take the actual buying decision in terms of brands or offerings.

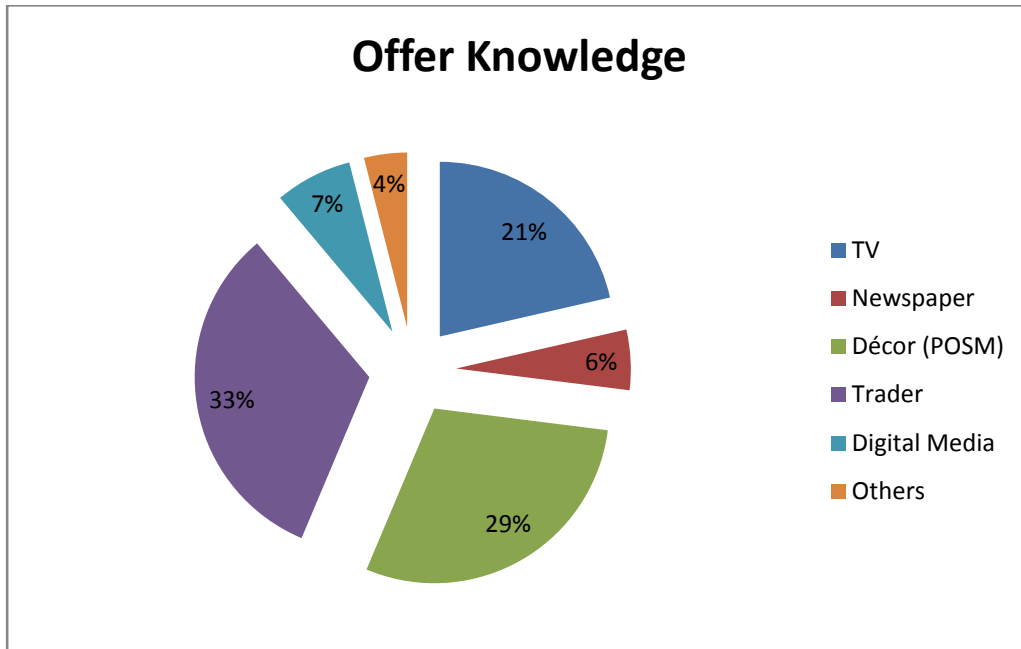


Figure 10: Where offer knowledge is gained

Knowledge of an offer is provided via various means. The influence of the trader and POSM (point of sales materials) play an important role in buying influence. Television advertisements also play a role of influence. Here others indicate word-of-mouth with regard to friends and family; not the traders/seller.

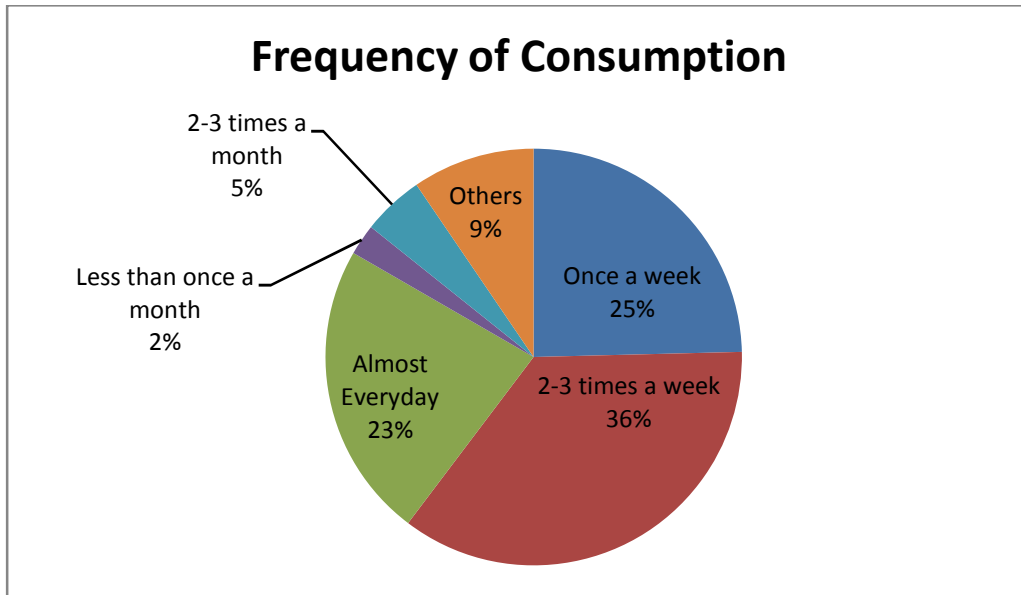


Figure 11: Frequency of consumption

36% of the respondents consumed MAGGI products two to three times a week. Others varied from everyday to five or six times a month. It can be assessed that 84% of the respondents consume within a week.



Figure 12: Preferred offer

56 of the respondents desired a premium or a special offering with their product. 38 preferred a product or a buy on get one offer. 23 preferred cash discounts. 6 claimed to be indifferent to offerings and 3 desired extra weight (Example: 20% extra or 2 packs extra)

Overall it can be analyzed that majority of shoppers are women, aged 30 and above who are home-makers. They usually purchase from nearby retail outlets, deciding on the spot and are influenced by the trader from whom they also gain knowledge of offerings that are provided.

Above 80% of the population consume the product at least once a week. The top three preferred offerings are premiums, product and cash discount.

3.7 Recommendations

Certain recommendations can be made upon the analysis of the respondents:

- Point of sales materials should be displayed outside retail stores so as to catch the eye of potential consumers.
- Tea stalls are a good place to place products as well as POSM.
- Further analysis should be done on exactly what premiums are desirable.
- As traders play an important role in influencing buying decision, it is important to build a good relationship with them.

3.8 Conclusion

MAGGI is a well known and established brand. Nestlé Bangladesh Limited, hence, tries to focus on the brand image of MAGGI prior to all promotional and marketing activities. As such all processes are learning processes and surveys are part of the daily innovation and renovation motto of Nestlé. Each day Nestlé attempts to better understand consumer behavior, how to reach consumers and how to add value to the lives of consumers.

The opportunity of being entrusted with such extensive research projects and becoming integrated with the sales function has been an immense learning journey.

This report answers our problem statement to the extent that we can assess the buying behavior of our target base and can assess the desirability of offers and premiums. Since MAGGI premiums were already designed and on the way based on prior surveys, assessment of exactly what premiums to provide was not undertaken again. Feedback on the premiums provided will also be taken in the near future and this report will have fulfilled its agenda.

Supplementary part

4. Appendix

Shopper Analysis Survey

Market:

Distribution Point:

Point of contact: Retail/Modern Trade

Gender: Male Female

Age Range	Below 13	
	13-19	
	20-24	
	25-29	
	30-34	
	35 +	

Profession	Household	
	Public Jobholder	
	Private Jobholder	
	Entrepreneurship	
	Student	
	Others	

Venue Of Purchase	Supermarkets	
	Retail Shops	
	Online	
	Others	

Where do you decide on buying?	Home	
	On spot	
	On the way	
	Others	

Where do you get to know about an offer?	Television	
	Newspaper	
	Décor (POSM)	
	Trader	
	Digital Media	
	Others	

How often do you consume INSTANT Noodles?	Once a week	
	2-3 times a week	
	Almost Everyday	
	Less than once a month	
	2-3 times a month	
	Others	

Type of offer you prefer	Indifferent	
	Cash Discount	
	Product	
	Extra Weight	
	Premium/Special	

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