



*Observation on launching procedure of  
Nestlé Fruita Vitals*

**Observation on launching procedure of  
Nestlé Fruita Vitals**



Inspiring Excellence

**Submitted to**

Ms. Afsana Akhtar

Assistant Professor

BRAC Business School

BRAC University

**Submitted by**

Nawar Tazrian

13304151

BRAC Business School

BRAC University

**Date of Submission**

30<sup>th</sup> April 2017

# *Letter of Transmittal*

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30<sup>th</sup> April, 2017

Ms. Afsana Akhtar  
Assistant Professor  
BRAC University

**Subject: Submission of Internship report for the completion of BUS400**

Dear Maam,

It is an immense pleasure for me to submit you this report titled “Observation on launching procedure of Nestlé Fruita Vitals”, as a requirement of the BBA curriculum.

The report was done under the supervision of my organizational supervisor, Mr. Shammi Rubayet Karim, Senior Manager (Services and Communication, Marketing), Nestlé Bangladesh Limited. He has directed me throughout the project and I tried my level best to follow my supervisor’s instruction and fulfill all the requirements of this course.

Thanking you profusely for giving me this opportunity to work on such an interesting topic and it would be great pleasure for me if the report can attain its objective.

Sincerely yours,

Nawar Tazrian  
BRAC Business School  
ID - 13304151

# Letter of Authorization

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## Nestlé Bangladesh Limited

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Nawar Tazrian  
D/O #M. Z. Hayder  
House – 10, Tulip Garden,  
Road – 212, Banani, Dhaka.

1 August 2016

### Letter of Admission for Internship Program

Dear Ms. Tazrian,

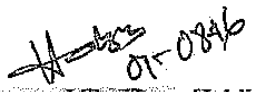
With reference to your application and subsequent interview you had with us, we have the pleasure to admit you as an 'Intern' in our Marketing Function with effect from 1 August 2016 under the following terms and conditions:-

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.

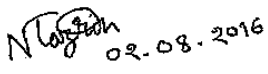
4. On successful completion of your internship, the Management may employ you as its discretion on a permanent basis with twelve months' probation period and at that time you will be entitled to avail all other facilities as per Company policy.
5. You will be under an obligation to keep information, 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

  
Mohammad Toufique Habib  
HR Manager – Rewards

=====  
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

## *Acknowledgment*

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My internship at Nestlé Bangladesh was a great opportunity for my learning and professional development. First of all, I am distinctly grateful towards Almighty Allah for his blessings upon me and for providing me with the opportunity to work in one of the finest multinationals in the world.

I would like to begin by showing my deepest appreciation to my faculty Ms. Afsana Akhtar for her patience and support that has helped me to successfully complete this report. I am highly grateful to her for her valuable guidance.

I would also like the opportunity to express my deepest gratitude and thank my line manager Mr. Shammi Rubayet Karim for being so supportive and understanding. I am grateful for his advice and knowledge, which have helped to groom me into a professional and his assistance in making my journey at Nestlé as smooth as possible. My supervisors helped me complete this report by allowing me to use certain data and reports and teaching me how to include various non-confidential information to support my report.

In addition, I would like to convey my special thanks to Md. Abdul Hakim Shaon, Category Executive (Brand Activation and Sampling) for extending his support and sharing his knowledge about the topic.

Last but not the least I would like to thank my parents for their continuous support and motivation.

## *Executive Summary*

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The report explores the vastness of the Marketing Department of Nestlé Bangladesh Limited. It is all about portraying my internship experience at Nestle Bangladesh Limited.

In this report, mainly I have tried to capture the whole launching procedure of Nestlé Fruita Vitals juice. I have briefly discussed the necessary steps that have been taken before and after launching the product.

Along with that the report is comprised of the history of Nestlé, description about the company, the products that Nestlé deals with etc. Then the report also contains the corporate culture of NBL, the department that I was working for.

The report will also give you an idea of what duties I was assigned to and how I put my maximum effort to contribute as much as possible to solve the difficulties that was encountered. I have also explained in details about my learning and achievement from this internship experience.

The report is basically self-explanatory in the form of portraying the difference between my academic learning and practical learning of the real corporate world.

I would like to request you to go through the report with a hope that it will meet your expectation

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## Organization Overview

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Nestlé began its trip of being the world's driving nutrition, health and wellness organization basically with a solitary man's innovative thought named Henri Nestlé. The advancement by Henri Nestlé 150 years ago of a life-saving infant cereal product established the frameworks for an organization that has energy for sustenance throughout the decades and of bringing 'Good Food, Good Life' to billions of buyers around the world. Nestlé today remains persistently centered around a similar center mission which guided the Swiss scientific expert, Henri Nestlé to be specific to upgrade the nature of individuals' lives at all phases of their reality with science-based sustenance and health solutions.

Nestlé is the biggest nourishment organization on the planet, positioning 72 on the Fortune Global 500 in 2014. It is a Swiss transnational food and beverage organization headquartered in Vevey, Vaud, Switzerland. The organization utilizes more than 335,000 individuals and has 436 manufacturing plants arranged in 85 nations, with offers of CHF 89.5 billion in 2016. Just around 1.5 percent of its deals are produced in its nation of origin and everything except 10 of its processing plants are arranged abroad. Around the world, individuals now devour more than one billion servings of Nestlé items every day. The organization works in more than 189 nations. It's a long ways from the little scale business that Henri Nestlé established in Switzerland. Be that as it may, Nestlé still grasps his values, his well-known "Home" logo, and its central command in the city.

Nestlé's General Management comprises of all the Executive Vice Presidents and delegate Executive Vice Presidents. It is led by the Chief Executive Officer Paul Bulcke. Nestlé is a genuinely open organization with more than 250'000 shareholders of which around 33% are Swiss. No single shareholder claims over 3% of the stock. The Company is focused on conveying shareholder esteem through practical, capital effective and gainful long haul development. Over the previous years it has focused on advancing natural development and execution change. Nestlé has separated its overall operations into three zones that are given below:

-  **Europe:** Adriatic, Benelux, Iberian and Russia + Eurasia (4Regions).
-  **America:** Austral America, Bolivarian, Caribbean and Central America (4Regions).
-  **AOA:** Asia, Africa and Oceania (3Regions).

# History

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Nestlé started in Switzerland in the mid-1860s when originator Henri Nestlé, a prepared drug specialist started experimentation trying to build up an substitute of breast milk for those newborn children who were not able to breastfeed thus endure lack of healthy sustenance. Henri understood the requirement for a solid and prudent item to fill in as an option for mother's milk. Henri's product was a carefully formulated mixture of cow's milk, flour and sugar. Nestlé's first product was called Farine Lactée ("cornflour gruel" in French).

Nestlé's first client was an premature infant in Switzerland who couldn't endure his mother's milk or other option results of that time, which is stressing in a time when numerous babies die because of malnutrition due to lack of effective breast milk alternatives. Indeed, even specialists abandoned treating the newborn child. Around then Henri Nestlé finds out about the case and feeds the child his new 'farine lactée' newborn child sustenance; phenomenally the infant endured Henri's new equation and it gave the support that spared his life. Expression of Nestlé's prosperity spreads quickly, and through assurance, responsibility and a spearheading soul he manufactures a flourishing business. His life-sparing advancement is the model for each one of those that take after all through Nestlé's 150 years, which demonstrate the organization's aptitude in meeting and expecting shoppers' evolving needs.



## The pioneer years:

Henri Nestlé's objective was to bring his infant sustenance inside everybody's span, and he saved no exertion in attempting to persuade specialists and mothers of its advantages. While his vitality and great expectations were almost unlimited, his money related assets were most certainly not. By 1873, interest for Nestlé's item surpassed his generation capacities, bringing about missed conveyance dates; and by the age



of 61, Henri Nestlé was coming up short on vitality, and his musings swung to retirement. Jules Monnerat, a previous individual from parliament who lived in Vevey, had since quite a while ago peered toward the business, and in 1874 Nestlé at long last acknowledged Monnerat's offer of CHF 1 million.

## Merger:

Nestlé's story legitimate starts in 1866, when the Anglo-Swiss Condensed Milk Company propelled Europe's first condensed milk, another life-sparing item in a period before refrigeration, when fresh milk used to get spoilt effortlessly in travel. In the next year, the Nestlé Company added condensed milk to their portfolio, which made the organizations immediate and wild adversaries. In the succeeding decades, the two contending endeavors forcefully extended their organizations all through Europe and the United States. Slowly in 1905 the two organizations combined, the year after Nestlé added chocolate to its line of nourishments. The recently shaped Nestlé and Anglo-Swiss Milk Company had more than 20 industrial facilities in the United States, Britain, Spain and Germany. Before long the organization was full-scale fabricating in Australia with distribution centers in Singapore, Hong Kong and Bombay. Most creation still occurred in Europe.



## Survival during wartime:

The episode of war in 1914 prompts to expanded interest for condensed milk and chocolate, yet a deficiency of raw materials and points of confinement on cross-outskirt exchange hampered creation for Nestlé and Anglo-Swiss. To tackle this issue, the organization obtains preparing offices in the US and Australia, and before the finish of the war it has 40 production lines. In 1915 the British Army begins issuing Nestlé condensed milk to warriors in their crisis proportions as condensed milk is enduring and simple to transport, which

makes it famous with military. Solid interest for the item implies that the organization's milk refineries are working level out.

### Crisis and opportunity:

After the war military interest for canned milk decays, creating a noteworthy emergency for Nestlé and Anglo-Swiss in 1921. The organization recuperates, yet is shaken again by the Wall Street Crash in 1929, which lessens buyer acquiring power. Be that as it may, the time conveys numerous positives like the organization's administration corps is professionalized, research is incorporated and spearheading item, for example, Nescafé coffee is propelled.

Later on, amid 1934 dissolved chocolate drink Milo was propelled in Australia and in 1936 focused market for chocolate in Switzerland urges Nestlé to improve by propelling Galak white chocolate and Rayon chocolate with honey and air bubbles.



### Riding out the storm:

The flare-up of World War Two in 1939 influences for all intents and purposes each market, however Nestlé and Anglo-Swiss keeps on working in troublesome conditions, providing both regular people and military. Amid the war time frame Nescafé was propelled as a ‘powdered extract of pure coffee’ that holds coffee’s natural flavor, yet can be set up by essentially including high temp water. In 1947, the organization adds Maggi soups and seasonings to its item run, and receives the name Nestlé Alimentana.



## Greater consumer convenience:

The post-war period is set apart by developing success, and individuals in the US and Europe burn through cash on machines that make life simpler, for example, refrigerators and freezers. They likewise support comfort nourishments, and Nestlé Alimentana addresses this issue with new items including Nestea, Nesquik and Maggi ready meals.



## Frozen foods to pharmaceuticals:

Acquisitions empower Nestlé to enter quickly developing new territories, for example frozen foods; and to extend its conventional organizations in milk, coffee and canned foods. In the 1970s the organization differentiates into pharmaceuticals and beauty care products. It begins to pull in feedback from dissident gatherings that assert its showcasing of infant food is deceptive. Nestlé later ends up plainly one the primary organizations to apply the WHO code on breast-milk substitutes over its business.

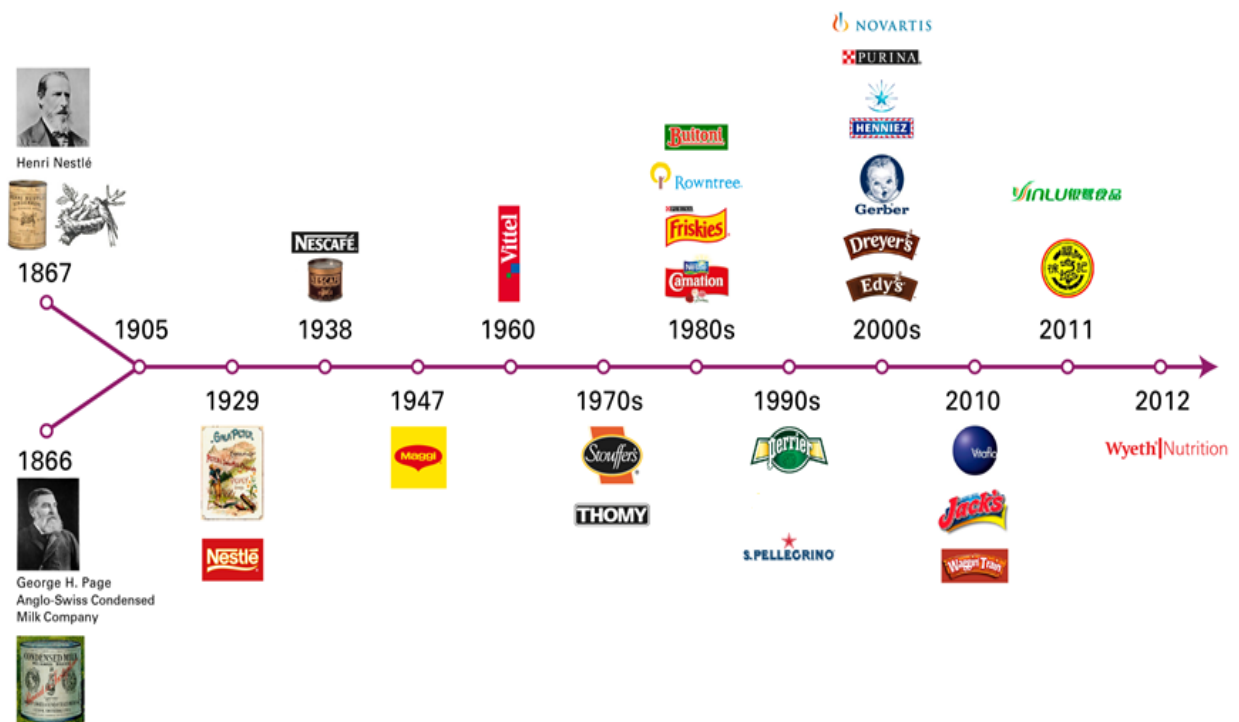


## Towards Nutrition, Health and Wellness:

Taking after years of development, Nestlé discards unfruitful brands and advances those that fulfill progressively wellbeing aware purchasers, in accordance with its new 'Nutrition, Health and Wellness' desire. The organization extends in the US, Eastern Europe and Asia, and focuses for worldwide authority in water, ice cream and animal food amid the times of 1986-2002.

## Creating Shared Value:

Nestlé expresses its Creating Shared Value way to deal with business surprisingly, and dispatches its Nestlé Cocoa Plan and Nescafé Plan to additionally create reasonable supply chains in cocoa and espresso. While fortifying its position in conventional portions, infant formula and frozen foods, Nestlé reinforces its attention on medicinal nourishment as well. Today Nestlé business traverses beverages, waters, dairy, confectionery, pet care, even skincare.

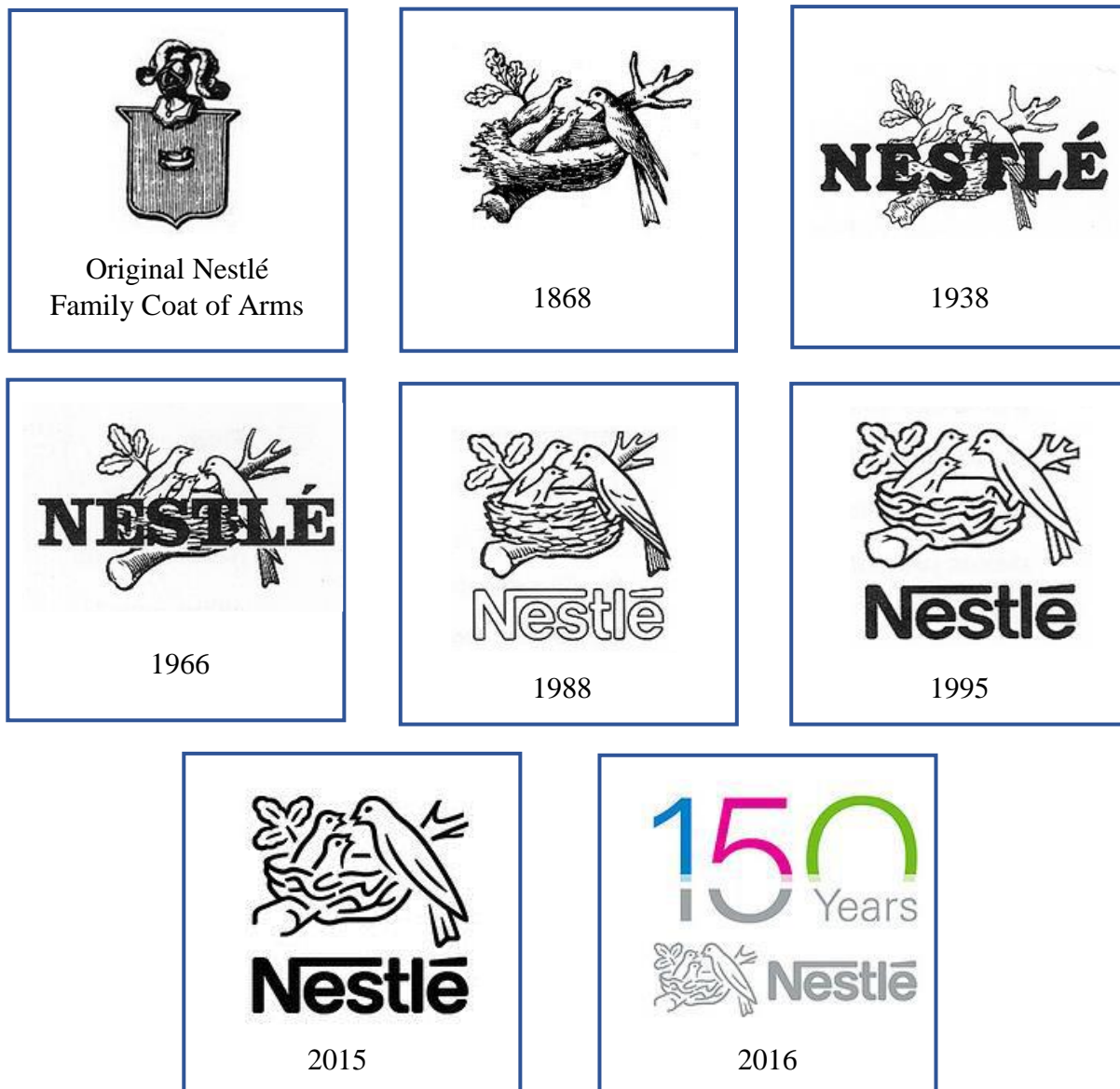


## Chronicles of Nestlé

## Logo Evolution of Nestlé

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Henri Nestlé was one of the primary Swiss producers to develop a brand with the assistance of a logo. The first Nestlé trademark depended on his family's coat of arms, which highlighted a solitary winged creature sitting on a nest. This was a reference to the family name, which signifies "nest" in German. Henri Nestlé adjusted the ensign by including three young birds being fed by a mother, to make a visual connection between his name and his organization's infant cereal products. He started utilizing the picture as a trademark in 1868. Today, the familiar bird's nest logo keeps on being utilized on Nestlé items around the world, in an altered frame.



## *Vision*

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To be a leading, competitive, Nutrition, Health and Wellness Company conveying improved shareholder value by being an ideal corporate citizen preferred employer favored supplier selling preferred products.



## *Mission*

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Its mission of “*Good Food, Good Life*” is to provide customers and consumers with the best tasting, most nutritious choices in a wide range of food and beverage categories for any time of day and for all stages of life, and managing the business in a way that creates value for the company at the same time than for society.



## Nestlé Brands

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Nestlé is known better through its brands. Their portfolio covers almost every food and beverage category, giving shoppers more delicious and more beneficial items to savor at each event and all through life's stages including times of extraordinary dietary need. Nestlé has more than 2,000 brands around the world. Nestlé's Portfolio of brands and products involves:

**Baby foods:** Cerelac, Gerber, Gerber Graduates, NaturNes, Nestum



**Bottled water:** Nestlé Pure Life, Perrier, Poland Spring, S.Pellegrino



**Cereals:** Chocapic, Cini Minis, Cookie Crisp, Estrelitas, Fitness, Nesquik Cereal



**Chocolate & Confectionery:** Aero, Butterfinger, Cailier, Crunch, KitKat, Orion, Smarties, Wonka



**Coffee:** Nescafé, Nescafé 3 in 1, Nescafé Cappuccino, Nescafé Classic, Nescafé Decaff, Nescafé Dolce Gusto, Nescafé Gold, Nespresso



**Culinary, Chilled and Frozen Food:** Buitoni, Herta, Hot Pockets, Lean Cuisine, Maggi, Stouffer's, Thomy



**Dairy:** Carnation, Coffee-Mate, La Laitière, Nido



**Drinks:** Milo, Nesquik, Nestea, Fruita Vitals



**Food Service:** Chef, Chef-Mate, Maggi, Milo, Minor's, Nescafé, Nestea, Sjora, Lean Cuisine, Stouffer's



**Healthcare Nutrition:** Boost, Nutren Junior, Peptamen, Resource



**Ice Cream:** Mövenpick, Dreyer's, Extrême, Häagen-Dazs, Nestlé Ice Cream



**Pet Care:** Alpo, Bakers Complete, Beneful, Cat Chow, Chef Michael's Canine Creations, Dog Chow, Fancy Feast, Felix, Friskies, Gourmet, Purina, Purina ONE, Pro Plan



## *Journey of Nestlé Bangladesh Limited*

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NESTLÉ has been an accomplice in Bangladesh's development for over a century now and has constructed an exceptionally uncommon relationship of trust and duty with the general population of Bangladesh. The Company's exercises in Bangladesh have encouraged immediate and circuitous business and gives vocation to around one million individuals including farmers, suppliers of packaging materials, services and other goods. The Company constantly centres its endeavours to better comprehend the changing ways of life of Bangladesh and foresee buyer needs keeping in mind the end goal to give Taste, Nutrition, Health and Wellness through its item offerings. The way of life of advancement and redesign inside the Company and access to the NESTLÉ Group's brands skill and the broad concentrated Research and Development offices gives it an unmistakable favourable position in these endeavours. It helps the Company to make esteem that can be managed over the long haul by offering customers a wide assortment of amazing, safe nourishment items at moderate costs.

Nestlé entered this piece of the sub-continent amid British administer and the pattern kept amid pre-independence days of Bangladesh. After freedom in 1971, Nestlé World Trade Corporation, the exchanging wing of Nestlé, sent general dispatches of Nestlé brands to Bangladesh. At that point a portion of the brands, for example, Nespray, Cerelac, Lactogen, and Blue Cross and so on progressed toward becoming easily recognized names. In the mid eighties Transcom Limited was named the sole specialist of Nestlé items in Bangladesh. In 1992 Nestlé Bangladesh began its operations as a joint wander between Transcom Bangladesh Limited and Nestlé SA by obtaining the whole share capital of Vita Rich Foods Limited; Nestlé took 60% while Transcom Limited gained 40%. The name of the organization was additionally changed as of now to Nestlé Bangladesh Limited. In 1998 Nestlé assumed control over the staying 40% share from the nearby accomplice Transcom Limited, then Nestlé Bangladesh turned into a completely owned subsidiary of Nestlé S.A.

Nestlé Bangladesh Ltd contributed Tk. 110 corer so far since 1994. Nestlé has built up its own one of a kind industrial facility at Sreepur, Gazipur, 55 km north of Dhaka where they delivers and repacks a few lines of items. Among the items being delivered the most renowned ones are Nestlé Cerelac, Maggi Noodles and Munch Rollz. Other than these items like Nescafe, Lactogen, Nido are transported in from various districts of the world and are

repacked here in the local facility. Nestlé additionally wants to set up a plant where they will make breast milk supplement like Nido, Baby and Me, Pre-Nan.

In Bangladesh Nestlé has been working effectively for over 20 years till now. At present the association has more than 700 individuals required in different full-time positions. These employees are scattered in the 5 regions of Nestlé in Bangladesh. In Bangladesh Nestlé is headquartered in Tejgaon-Gulshan Link road. The Head Office obliges both local and foreign employees.

## **Departments of Nestlé Bangladesh:**

Nestlé Bangladesh Limited comprises of 10 functional departments.

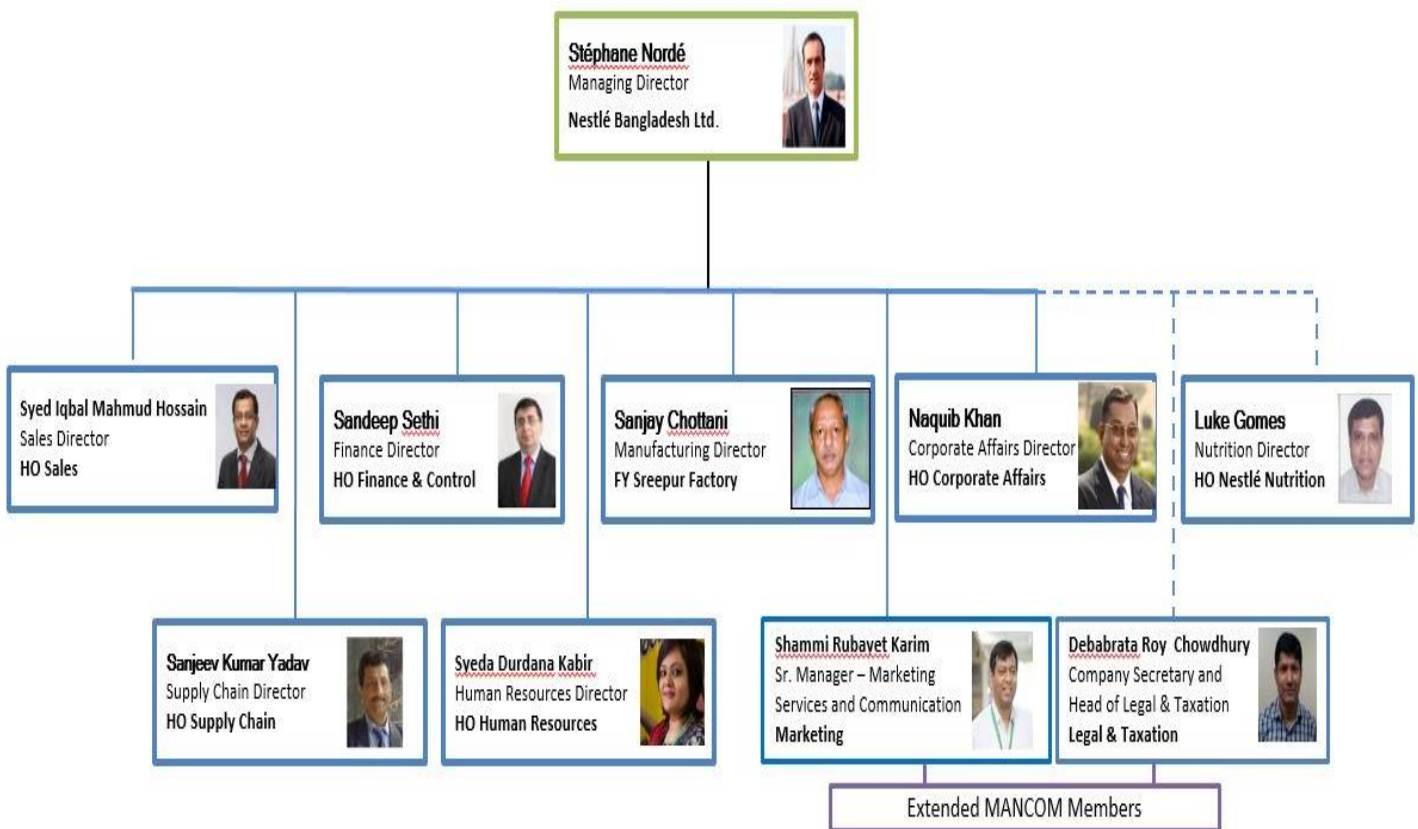
- ✚ **General Management:** Taking consideration of general operation of the organization and settling on vital choice about the organization is the fundamental capacity of this department.
- ✚ **Human Resource:** HR concentrates on dealing with the workers and hierarchical culture.
- ✚ **Finance & Control:** F&C manages the budgetary exchanges and they apply the control component to guarantee that the organization is financially compliant.
- ✚ **Corporate Affairs:** This department takes care of all the internal and external issues.
- ✚ **Marketing:** Marketing function focuses on the existing brands, market share and product development.
- ✚ **Manufacturing:** This department's real work is to keep up the operation that happens in the manufacturing plant.
- ✚ **Nutrition:** Being the world's biggest Nutrition Company, Nestlé has a whole extraordinary capacity for Nutrition which cares for items, for example, LACTOGEN, CERELAC and NAN.
- ✚ **Nestlé Professional:** NP is in charge of procuring income for the organization in the 'out of home utilization' section and the team takes care of the institutional deals.
- ✚ **Sales:** Sales is in charge of winning income for the organization and speaks with the retail distributor.
- ✚ **Supply Chain:** This capacity guarantees that supply of the items takes care of the demand of the clients.

## Products of Nestlé Bangladesh:

There are 15 items right now accessible in Bangladesh. Nestlé trusts that each of their items assumes an imperative part in a balanced and healthy diet and lifestyle. In Bangladesh, Maggi Noodles, Shad-E-Magic, Cerelac and Nescafe 3 in 1 are produced in the Sreepur Factory. Nescafe Classic, Nido fortigrow, Nido fortichoco, Everyday and Maggi Healthy Soup are imported in mass and repacked here. Besides, Lactogen, Nan, Pre-Nan, Coffee-mate, Koko Krunch and Fruita Vitals are foreign made and imported directly. Despite the fact that the product offering is shorter in contrasted with different nations, the organization guarantees that the nature of the item in NBL is at standard with its overall partners.

## Hierarchy of Nestlé Bangladesh:

There are 10 MANCOM members in Nestlé Bangladesh which are the head of each department stated above including the respected Managing Director, Stéphane Nordé.



*Organogram of Nestlé Bangladesh Limited*

## *Marketing Department of Nestlé Bangladesh Limited*

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The Marketing's department will likely form Nestlé as the regarded and dependable driving food, beverage, nutrition, health and wellness organization in Bangladesh guaranteeing long haul supportable and productive development. The organization will accomplish these objectives through the proficient and powerful usage of its three key assets: People, Brand and Product. To achieve this goal and to achieve sustainable competitiveness Marketing department focuses on:

- ✚ **Renovation and innovation:** Continuous improvement of business process, brand and item to accomplish 60/40+ quality preferred standpoint. In the meantime, organize and dispatch effective new item that drive customers require.
- ✚ **Consumer communication:** Improve the viability of correspondence to expand mindfulness, to drive shopper request and reinforce the brand.
- ✚ **Low cost, highly efficient operation:** Continuous improvement process that encourages the organization's capacity to advance development activities by enhancing the conveyed item cost and diminishing deals and organization costs.

There are currently 80 distributors of Nestlé Bangladesh products; from 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 for the betterment of distributing, tracking and promoting products.

1. Dhaka North
2. Dhaka South
3. Chittagong
4. Bogra
5. Khulna
6. Sylhet
7. Barisal

## *Background of the Report*

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My internship report on the topic “Nestlé Fruita Vitals” has been completed in the marketing department of Nestlé Bangladesh Limited. My internship gave me important learning on the corporate structure and business advancement at one of the biggest food and beverage Company in Bangladesh. In addition it gave me understanding into the vital and developments that go to an item relying upon the market. I was entrusted with the responsibility of introducing and elevating Fruita vitals juice to the general population of Bangladesh.

## *Origin of the Report*

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Internship is a course requirement at BBA program in BRAC University. This project is submitted to MS Afsana Akhter and it is approved by my supervisor at Nestlé Bangladesh Limited Mr. Shammi Rubayet Karim, Senior Manager (Services and Communication, Marketing), Nestlé Bangladesh Limited. I started my internship on 1<sup>st</sup> August 2016 and completed 8 months of project.

## *Objective of the Report*

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The essential target of this report is to recognize my quality and shortcoming that I investigated amid internship program. My learning and cooperation, challenges I confronted and how I understood it. At last moral models that was tested and my career plans.

This Internship program has given me a considerable measure of chance to learn, to chip away at my shortcomings and demonstrate my potential. This part as a Marketing Intern has given me a great deal of opportunity to improvise the work that I do, and a considerable measure of exposure in the organization too. I have taken in a great deal amid this residency till now and as yet learning. Having said the positives, one negative can be the work gets exceptionally long and repetitive now and again. Be that as it may, nothing beats the great

workplace that we arrive. Notwithstanding exhausting work gets agreeable in such an exuberant work place.

Performing admirably in work dependably has its esteem and return. In Nestlé Bangladesh Limited, great execution is being remunerated similarly as terrible execution is censured. We have formal on paper Performance Evaluation consistently surveyed by our supervisors to monitor our performance. Our improvement regions are surveyed from this and in addition any great execution is commended. The assessment gets recorded so that at whatever point some intern applies for any permanent position, this assessment can be alluded to.

## *Methodology*

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Data for the report has been collected from both primary and secondary sources.

- ✚ **Primary Information:** Several depth interviews have been conducted with the concerned managers of the Marketing functions of Nestlé Bangladesh along with the agency people and also the consumers to get as much as possible the information about the success of launching this new product.
- ✚ **Secondary Information:** Secondary information has been collected from Nestlé website, Nestlé intranets and other related web sites and journals.

## *Limitations*

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As it was a completely new product of Nestlé Bangladesh so getting detailed information from various sources was difficult because the authority needed to be completely sure that I am not sharing anything that is confidential, as it might give advantageous information to the competitors. So this report had to go through a lot of filtering and I could only reflect on the basic general information and processes. Also it took me more time to write as there were very less information about this product as it is totally new in Bangladeshi market. In spite of those difficulties I gave my best on writing this report; I also got immense amount of help from my supervisor and co-workers.



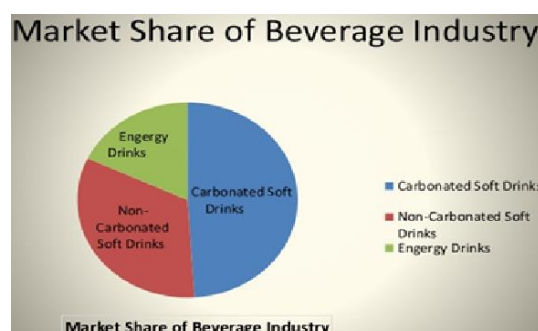
## *Analysis of Current Market Situation*

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The market structure of the beverage industry in Bangladesh is oligopolistic with few firms dominating the market. They are Transcom Beverage Limited, Partex Beverage Ltd, Akij Food & Beverage Ltd, Agricultural Marketing Company Ltd (AMCL), Globe Soft Drinks Ltd. The beverage market is dominated by Transcom Beverage Limited with the 41.10% market share. Coca Cola is holding 28.40% and 11.50% market share is being held by Akij Food & Beverage Limited as per data obtained from Nielsen Report, dated February 2015. Pepsi, 7UP, Mirinda, Slice, Mountain dew, RC Cola, Virgin, Uro Cola, Coca Cola, Sprite, and Pran Cola are the major producers of soft drinks in Bangladesh. The other beverage producers are Akij Group who are producing Speed, Wild Brew, Firm Fresh, SPA, Mojo, Clemon, Lemu, Fruitika; Agriculture Marketing Company Limited producing Pran beverages; Partex Beverage Limited producing RC Cola, RC Lemon and Lychena; also Globe Soft Drinks Limited producing Uro Cola, Uro Lemon.

The market share of the soft drinks in Bangladesh, Coca Cola has now positioned itself as the top brand. According to a survey carried on December 2014 only for cola drinks, Coca Cola's market share in Bangladesh is about 60.30% while for Pepsi it is 13.10% and for Mojo it is 23.60%. The survey also reveals that 50% of the market is occupied by international brands while the rest of 50% by local brands.

In terms of juices, Pran has already earned a good reputation. The demand for juice is increasing day by day as the people are becoming more health conscious and purchasing power of the people has also been strengthening. It is new but it is very attractive and potential to the customer and that's why the market value and market share is increasing day by day. So it is a great opportunity for a beverage marketer to enter the market and gain a lot of profit to ensure the customer satisfaction. The notable brands are Sezan, Frutika, Frutoo etc. (Source: Market Intelligence)



## Higher growth in Non-Carbonated-Beverage market:

Euro monitor International identifies Bangladesh as one of the 20 Markets of the future that will offer the most opportunities for consumer goods companies globally. Public sector's contribution in beverage industry is 38 percent. Quantum Index of Medium and Large-Scale Manufacturing Industry by Major Industry Group show a rising trend till 2013-2014 and after that it shows a downward trend. In manufacturing industry, share of beverage industry is 0.3 percent. Growth rate of beverage industry in 2014-2015 was 28.1 percent and it is projected at 8.2 percent in following year of 2015.

Soft drinks and Beverage market value amounted to US\$235 million in 2013 after registering a CAGR (Compound Annual Growth Rate) of 18% in value terms since 2009. Juice (CAGR 23%), instant powdered drink and energy drinks (19% CAGR each) and carbonated drinks (16% CAGR) were the most dynamic soft drinks categories. It is forecast that soft drinks will see a value CAGR of 15% over 2013-2018.

Category	Market Share	CAGR (Based on Last 3 Years' Growth)	Industry CAGR
Carbonated Beverage	70.77%	16%	18%
Non- Carbonated Beverage	25.11%	23%	
Instant Powdered Drink & Energy Drink	4.1%	19%	

- ✚ Carbonated Beverage is growing at the below industry growing rate.
- ✚ Non-Carbonated Beverage (Ready to Drink Juices) is growing rapidly.
- ✚ Instant Powdered Drink, Bottled Water and Energy Drink is growing at the above industry growing rate but marginal.

## Competitors:

Bangladesh juice market size is almost 40 million taka per month. Total Imported juice market is estimated 500 million taka per year. Almost 1700 tons juices are consumed yearly. Major competitors are Malee, Tipco, Ceres, Dewlands, Cyprina, Fontana etc. Trade Margins are on average 20 to 25% for the competition brands. Average shelf life of the competitor

products are 12-15 months. There 1 liter pack is the major contributing SKU. Besides there is LATINA the developing local brand of PRAN competing with the foreign brands.

Country	Products	Variants	Available Sizes	Price (taka)	Shelf life
Thailand	Malee	Valencia, Apple, Green Apple, Mango, Guava & Tangerine	1 liter 200 ml	385.00 85.00	1 Year
	Tipco	Red Grape, Tangerine, Pomegranate & Guava	1 liter 200 ml	465.00 90.00	1 Year
South Africa	Ceres	Red Grape, Mango, Guava, Orange & Pineapple	1 liter 200 ml	375.00 90.00	1 Year
	Dewland	Apple, Mango, Red Grape, Orange & Cranberry	1 liter 200 ml	285.00 90.00	1 Year
Cyprus	Cyprina	Guava, Mango, Orange & Pineapple	1 liter 200 ml	310.00 90.00	15 Months
	Fontana	Apple, Pomegranate, Mango, Grape, Orange & Pineapple	1 liter 200 ml	250.00 65.00	15 Months

(Source: RTM- Malee Juice Importer)



### Customers:

Adopting a healthy lifestyle is the emerging trend for today’s informed consumers. New generation is more concerned about their health; so that is the reason behind they prefer fresh, healthy and nutritious food or drink.

By combining the natural goodness of fruits with delicious taste and convenience, Nestlé juices are the perfect lifestyle fit in consumer’s demanding daily routine. NESTLÉ FRUITA VITALS is Nestlé’s premium range of fruit drinks and nectars aiming to fulfil the need of today’s young and dynamic consumers. Nestlé Fruita Vitals are made from pulps sourced directly from the best fruit gardens of the world to ensure the ultimate fruity experience. In

addition, Fruits provide powerful health benefits through their rich combinations of vitamins, minerals and antioxidants.

## **Uniqueness of NESTLÉ FRUITA VITALS:**

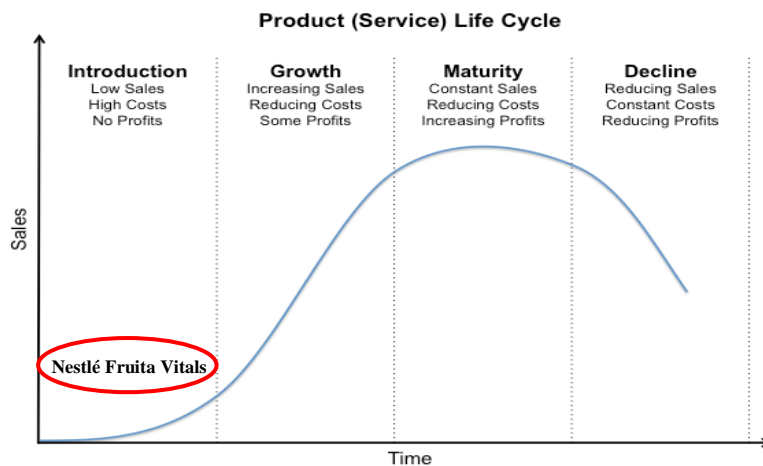
Nestlé Fruita Vitals has its own benefits which makes it different from competitors. There are ample of uniqueness of Fruita Vitals considering the taste, producing method, pricing strategy or packaging. Some are mentioned below:

- ✚ **Calorie Smart:** Apart from great taste, NFV's entire range is now Calorie Smart which means less than 100 calories per serving making it perfect for a healthy lifestyle. That means consumers can enjoy the health benefits of the finest fruits without compromising on the taste.
- ✚ **No added Preservative:** There is no chemical used in the preservation of fruit pulp. It is just frozen. Where other competitors use preservative, Nestlé uses stabilizer which is far less harmful than preservative. There is a difference between preservatives and stabilizers. According to Codex "Preservative" is a food additive, which prolongs the shelf-life of a food by protecting against deterioration, caused by microorganisms. "Stabilizer" is a food additive, which makes it possible to maintain a uniform dispersion of two or more components; that means stabilizer helps in maintaining physical form of food emulsions, colloidal and foam formations.
- ✚ **Tetra Packaging:** Fruita Vitals juices are packed in Tetra packets; which is completely safe to use because Tetra Packaging is a unique seven layer packaging that protects FRUITA VITALS from air, light, bacteria & all other environmental factors.
- ✚ **High Percentage of Fruit Pulp in Nectar:** There is a difference in percentage of fruit content and quantity of added sugar in FRUITA VITALS. It has more fruit pulp than other juices. That is why it is called Nectars not Juice. Nectars contain 25-50% pure fruit juice with a little water and added sugar.



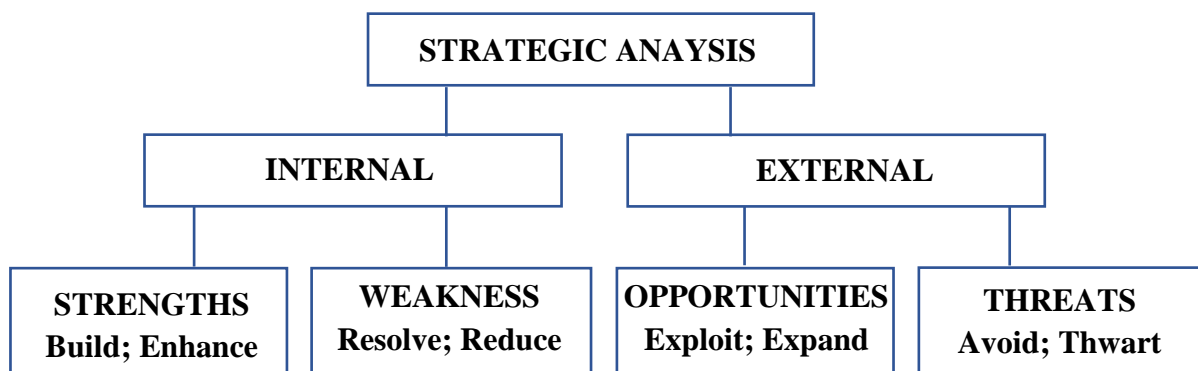
## Product life cycle:

Through product life cycle any person can understand the current circumstance of an item. It includes four particular stages of lifetime of the product: Introduction, Growth, Maturity and Decline stage. Which position an item is in we can have the capacity to know from the PLC chart. Nestlé Fruita Vitals is in its Introductory stage; as the product is launched recently. On the contrary, the competitor juices like Malee, Tipco, Dewland are doing business since long time ago and they already reached their Maturity stage. So Fruita Vitals being an Introductory product has to compete with other Matured products in the market; which is clearly an extreme challenge.



## SWOT Analysis:

SWOT analysis is a strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.



## Strengths:

- ✚ Nestlé's Brand Image
- ✚ Good reputation among customers
- ✚ High quality of product
- ✚ Pure, Fresh & healthy
- ✚ Wide range of Varieties
- ✚ Competitive Price
- ✚ Strong financial position
- ✚ Efficient work force
- ✚ Efficient distribution channel
- ✚ Strong Research & Development
- ✚ Highly standardized safety programs
- ✚ High ethical value and standard business practice
- ✚ Fruit Juice Content in NFV is higher than the competition and above BSTI's minimum level

## Weakness:

- ✚ Low shelf life than the competitors
- ✚ Transit time is almost 2 months, so actual shelf life will be maximum 4 months
- ✚ Lack of brand awareness as it's a new product
- ✚ Few promotional activities
- ✚ No communication
- ✚ Lengthy process in taking major decision
- ✚ High maintenance and production cost as it is imported from Pakistan
- ✚ Lack of CSR
- ✚ Low profit margin

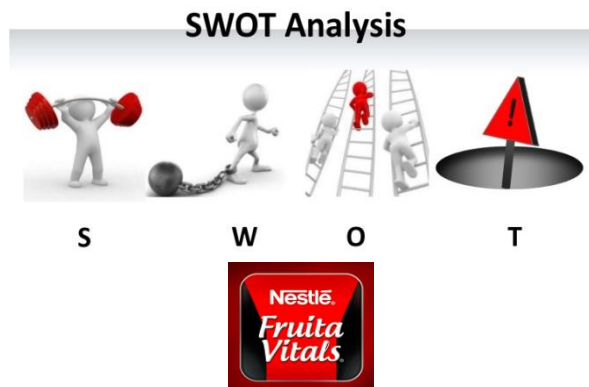
## Opportunities:

- ✚ Non-Carbonated Beverage (Ready to Drink Juices) are growing rapidly
- ✚ Consumers prefer non-carbonated beverage over carbonated ones
- ✚ Carbonated Beverage is growing at the below industry growing rate
- ✚ Expansion Opportunities

- ✚ Local competitors have poor products

### Threats:

- ✚ Increased Competition
- ✚ Price volatility in competition
- ✚ Chance of competitors' unethical practice over new Tariff
- ✚ Political instability
- ✚ Rising price of raw material
- ✚ Changing consumer Trends
- ✚ Juice sale drops during winter season and as we are launching during winter season, so sale of NFV might be less than assumed



### Findings from SWOT Analysis:

Nestlé Fruita Vitals is a healthy, nutritional drink for a balanced lifestyle which is fun filled, sweet, and cheerful; brimming with life however in the meantime healthy and fresh. Presently beverage organizations are excessively competitive so they have to expand their item quality and variety. They have to provide their item to the consumers at a lower rate than the competitors. They should also utilize their elite approach at large restaurants, so the trial of that item is excessively high. They also need to advertise their product more towards targeted consumers.

# Marketing Strategy

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Market strategy is essentially created to determine the target group and how to fulfil their necessities accordingly. Nestlé has great data about the market and knows an awesome arrangement about the normal characteristics of our most prized and faithful clients. They will use this data to better comprehend who is served, their particular needs, and how they can better communicate with them.

## Target Marketing Strategy:

A target market is a group of customers that the business has chosen to point its marketing efforts and ultimately its merchandise towards (Kurtz, 2010). An all around characterized target market is the primary component to a marketing technique. Market can be segmented in three ways, Geographic, Demographic, and Behavioral segmentation. They take after differentiated target market strategy since they portion their market at various levels. Here we have depicted in which way Nestlé has fragmented their aggregate market and focused on have which gathering of people groups as their objective buyers or target market.

- ✚ **Geographic segmentation:** The organization has mainly focused on the urban people for this product. Currently they are targeting only the people of Dhaka city (capital of the country).

- ✚ **Demographic segmentation:** Nestlé has different demographic areas to segment their market. Like – age and income.

**Age:** Fruita Vitals target ages from all groups of people, like children, teenagers, young people, middle age group, and the older people; as everyone likes pure and good quality juice.

**Income:** There are a lot of income groups in the market. Fruita Vitals targets mostly the upper class, upper middle class and middle class people (SEC-A,B,C). The price of Fruita Vitals is average, so a huge amount of people from different income groups has the ability to buy this.

- ✚ **Behavioural segmentation:** Fruita Vitals segments the buyers into groups on the basis of their knowledge, attitude, usage pattern, or response to a product. It is not dependent on a specific occasion, as juice is a regular breakfast item or a part of evening snack for most health conscious people. Markets can be segmented into light,



medium and heavy users. The consumers are mostly light users as it is still a new product. However the company is trying heart and soul to promote the product among consumers.

## Consumer Insight:

The consumer insights are recorded from most vital to minimum vital for the target audience.

- ✚ The need for a healthy alternative to soft drinks
- ✚ Sugary soft drinks are low in nourishing quality
- ✚ Needs an variety of beverage choices
- ✚ Needs way to gain healthy long lasting life
- ✚ Truly worried about the general soundness of their families
- ✚ Need to amplify on chances to spare time and effort by obtaining a quality item
- ✚ Necessities to like their dietary choices and give them a feeling of empowerment
- ✚ Have quick paced lives and don't have room schedule-wise to make sound snack or breakfast everyday

## Market Trend:

The market for nutritional juice has exploded within the last couple of years. Consumers are figuring out how to welcome the more refined taste of these healthy beverages. Also, in recent days many lavish restaurants are now offering different kinds of pure and healthy juices, so the demand is also increasing.

- ✚ **Market supply:** The increase of supply has reinforced the demand. Within the last few years many companies that were producing carbonated drinks have started producing non-carbonated drinks as well.
- ✚ **Health awareness:** Now a day's Bangladeshi's have turned out to be more health conscious.
- ✚ **Presentation/Appearance:** Non-carbonated drinks have more variety, different flavor and color which attracts the consumers

## Positioning:

Nestlé has created a certain image in consumers mind about their product. It can be expected that Fruita Vitals being a product of Nestlé will also be able to create a good image in consumers mind. It has certain quality that ensures consumers belief to prefer this product more than the competitors.

- ✚ Healthy and Nutritional
- ✚ High quality product
- ✚ Reliable and safe

## Competitor Analysis:

Most juices are imported from outside the country like Fruita Vitals, and Bangladeshi juices are not high-quality yet. Although, “Latina” juice produced by Pran is recently getting consumers’ attention for its low cost.

- ✚ **Strength:** Already Established Brand
  - Product Supply is more than Fruita Vitals
  - Many Importers whereas Fruita Vitals are imported by Nestlé only
  - Longer Shelf Life
- ✚ **Weakness:** Excessive amount of Preservative
  - Less amount of Pulp or Nectar
  - Extra Added Sugar
  - High Price

## Competitive Advantage:

Competitive advantage provides an edge over the rivals and gives superiority than the competitors. Though Fruita Vitals is a new product in the market still its unique qualities sets it apart from the competitors as well as gives some additional advantages over them.

- ✚ Amount of pulp or fruit juice is 40-60% which is more than BSTI’s required level.
- ✚ Preservative free
- ✚ Calorie smart or no added sugar
- ✚ Contains different Vitamins and Minerals

## Push versus Pull Strategy:

Pull Strategy an advancement procedure that calls for spending a considerable measure on advertising and shopper advancement to develop the purchaser request. In the event that the procedure is effective, purchasers will approach their retailers for the item, the retailers will ask the wholesalers, and the wholesalers will ask the producers. On the contrary, Push Strategy an advancement methodology that calls for utilizing the business drives and exchange advancement to push the item through channels. The maker promotes the item to the wholesalers, the wholesalers to retailers, and the retailers elevate to customers.

Fruita Vitals is initially following push methodology to allure the customer and to increase their sales. At the point when individuals get the information about the item and get the high purchaser acknowledgment than the producer don't have to take after push technique. They have to create awareness among consumers about their product at first then gradually they will not need to follow push strategy anymore, like other competitive products. Not only Fruita Vitals every single new product in the market went through this phase and achieved their current position in consumers mind.



## Marketing Mix

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Fruits Vitals a Nestlé brand of juices, packs an abundance of fruits into every bottle and trusts everybody ought to have the capacity to appreciate these delicious, natural flavours each day. Rich, healthy and nutritious which would convey Nestlé one stage nearer to rousing purchasers to settle on more beneficial nourishment decisions by demonstrating the customers their organic product's inceptions; this is the symbolism Nestlé needs to catch for their customer.

Nestlé Fruita Vitals is a range of premium Juices and Nectars from Nestlé. Nestlé Fruita Vitals is prepared by using the finest fruit carefully chosen from the gardens of the world and processed under Nestlé's stringent quality standards. Highlighting five delicious flavors – Mangos from Pakistan, Pineapple from Indonesia, Grapes from Italy, Guavas from Pakistan and Apples from Greece; these convenient, single-serve juice boxes were shown to package and deliver only the fruitiest, delicious and refreshing taste from all over the world and a nutritional value people can feel good about serving.

### Product Details:

#### NESTLÉ FRUITA VITALS Chaunsa Nectar

NESTLÉ FRUITA VITALS Chaunsa Nectar is prepared from the finest quality Chaunsa mangoes that are procured from the best fruit farms. The 100% rich mango nectar is nutritious, refreshing and wonderfully delicious. It helps to replenish the lost vigour during workouts and enhances your fitness by providing fortified energy endowed with dietary fibre, Vitamin A, C & E.



#### NESTLÉ FRUITA VITALS Apple Nectar

Apples have no fat and are cholesterol free; NESTLÉ FRUITA VITALS Apple Nectar is made from the finest apples and is 100% clear. As irresistible as seen itself give in to the amber kick of NESTLÉ FRUITA VITALS Apple Nectar.



### **NESTLÉ FRUITA VITALS Red Grape Drink**

Grapes are also known as the Queen of fruits for their great internal body cleansing properties. They are a good source of vitamin C and Potassium that plays an important role in proper heart function by regulating blood pressure and heart beat. Relish the full-bodied, smooth flavour of NESTLÉ FRUITA VITALS Red Grape drink and let your taste buds soak in the sensuous richness of Red Grapes.



### **NESTLÉ FRUITA VITALS Pineapple Nectar**

Pineapples are a good source of Vitamin C, an antioxidant that help fight against free radicals, one of the main reason for aging. Made from premium pineapples, NESTLÉ FRUITA VITALS Pineapple Nectar brings you the exotic taste of pineapples with a refreshing tropical flavour.



### **NESTLÉ FRUITA VITALS Guava Nectar**

A chilled glass of NESTLÉ FRUITA VITALS Guava Nectar is not only great in taste but also wholesome in antioxidant which makes it very nutritious. Guava Nectar is rich in Vitamin A, Vitamin B, Vitamin C and Niacin and due to excessive fibre content it is an effective fat burner.

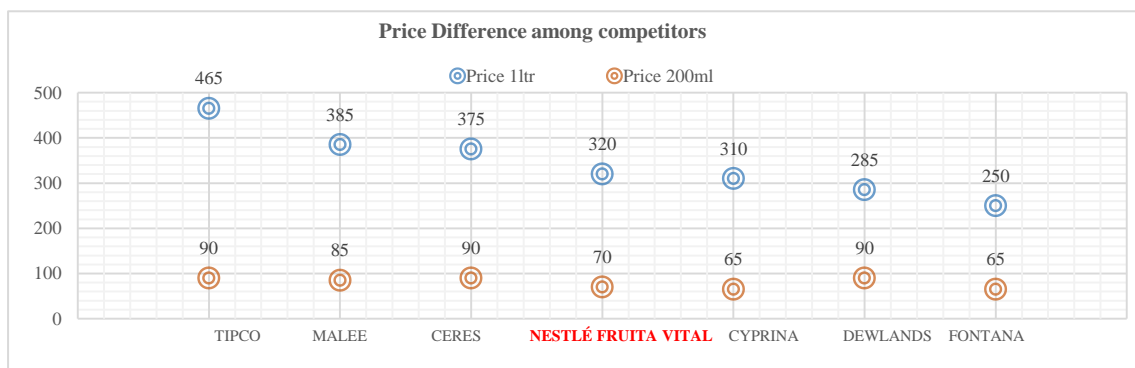


## **Pricing Strategy:**

Each organization has its different valuing approach or technique for its items. This price is decided focusing on its competitors and the current available items in market. There is no degree for market penetration or market skimming as it is now accessible through different organizations. Penetration is the point at which the organization tries to catch the market with a low cost at the beginning level. However, it is unrealistic with this item as the cost of creation is to some degree same for the various organizations delivering it. It can't ask a high cost at the beginning level which is the qualities of market skimming methodology. Fruita Vitals estimating system is contained a few stages. The strategy begins with evaluating the aggregate cost acquired by the organization. On the off chance that it's not close or even

equivalent to the cost acquired by different organizations then the administration looks for the issue and fixes it to decrease production cost. At that point the organization sets a cost for the wholesalers, keeping sensible net revenue for the organization. They then settle a cost for the retailers save an edge for the wholesalers and the last stride is building up a cost for the ultimate customers by securing an alluring amount of net revenue for the retailers. This technique is known as the "Inject system".

As we can see from the below graph Nestlé Fruita Vitals has set a reasonable price considering its competitors. It is less than most of its competitors.



This is the initial pricing of Nestlé Fruita Vitals. Currently they have two sizes available (SKU). Later on, seeing the consumers’ response more variants and more sizes will be introduced.

Price Statement				
Pack Size	Trade Price	Retail Price	Trade Margin	Percentage
1 litre	267 tk	320 tk	53 tk	20%
200 ml	58 tk	70 tk	12 tk	20%

Initially the profit is very marginal for the company. Considering the test market output Nestlé Fruita Vitals will revisit its pricing strategy as this price is set only for test marketing.

Financials			
	1 litre	200 ml	Total
Production Cost	207.8 tk	45.1 tk	
Net Price	221.6 tk	48.1 tk	
Marginal Cost	41%	45%	43%
Profit	12%	15%	13%

## Advertising and Promotion:

The specification of five elements creates a promotional mix or promotional strategy. These elements are personal selling, advertising, sales promotion, direct marketing, and publicity (Rajagopal, 2007).

Promotion is a critical issue for any organization. Each organization secures or sets a different particular spending plan for promotional activities. Nestlé is no exception; so it has a different spending plan dispensed for promotional activities. As the company has launched a new product so it puts its most extreme accentuation on the advertisement of this new non-carbonated beverage. It is endeavouring to get to the nearby position in the market with great quality juice. Nestlé coordinates its financial plan adequately and actualizes proficiently to have an appropriate promotional activity.

Fruita Vitals is currently focusing on internet advertisement and store promotion, as it is a new product so currently they are not spending too much money on the media advertisement.

✚ **Internet Advertisement:** Now-a-days, a great deal of literate individuals has an entrance to the web. Keeping this in mind, Fruita Vitals gives their advertisement in the Nestlé Bangladesh official site and facebook page.



✚ **Point Of Purchase:** X-Banners, Posters, Shelf-talkers, Wobblers and Danglers are displayed in different modern trades like Sawpno, Agora, Meena-Bazar etc. These are given for visibility drive in retail outlets.



✚ **Trade support:** Trade Card & Trade Poster are given to the distributors and retailers for their better understanding about the product. In this card the amount of their commission is also given to excite them to sell more products.



✚ **Consumer support:** Brief knowledge about the product is shared in this consumer leaflet and these are given to the consumers.



✚ **Brand Promotion Activity:** Fruita Vitals is also doing Brand Promotional Activity in selected 15 modern trade outlets for 5 working Days. This promotion is done for corporate office drive for product trial and sales activity.

✚ **Sampling:** There is eye-catching Sampling Cup & Sampling Booth to arrange free sampling in selected modern trade outlets to attract more consumers.

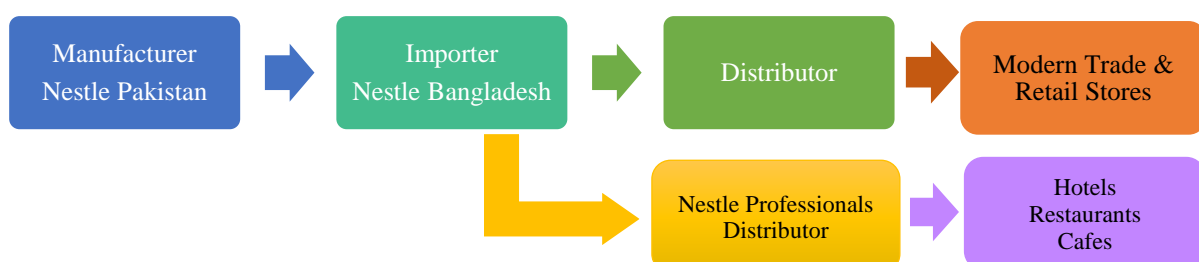


### Route to Market (Distribution Channel):

Nestlé guarantees a distribution channel commendable and satisfying the present market circumstance. It supplies its items through a progression of advertising mediators who assume crucial parts in achieving the final consumer. It is occupied with achieving the customers on the most distant corners of the nation through viable inventory network. Consequently they have a solid dissemination office which guarantees auspicious and successfully achieving the final purchaser.

The product is imported from Nestlé Pakistan; it takes 1-2 months to bring the product through ship. The items are then conveyed to the distributors residing in Dhaka city. The wholesalers and retailers purchase items from the merchants. The retailers gather or purchase the items from the wholesalers and offer those to the final consumers. Also the distributor gives some items to the modern trades like Swapno, Agora etc. Moreover, Nestlé Professionals directly sales a bulk amount of juices to the big restaurants, cafes and hotels.

Initially test market will be only in Dhaka city in 120 modern trade outlets & 80 retail outlets.





## Launch Plan

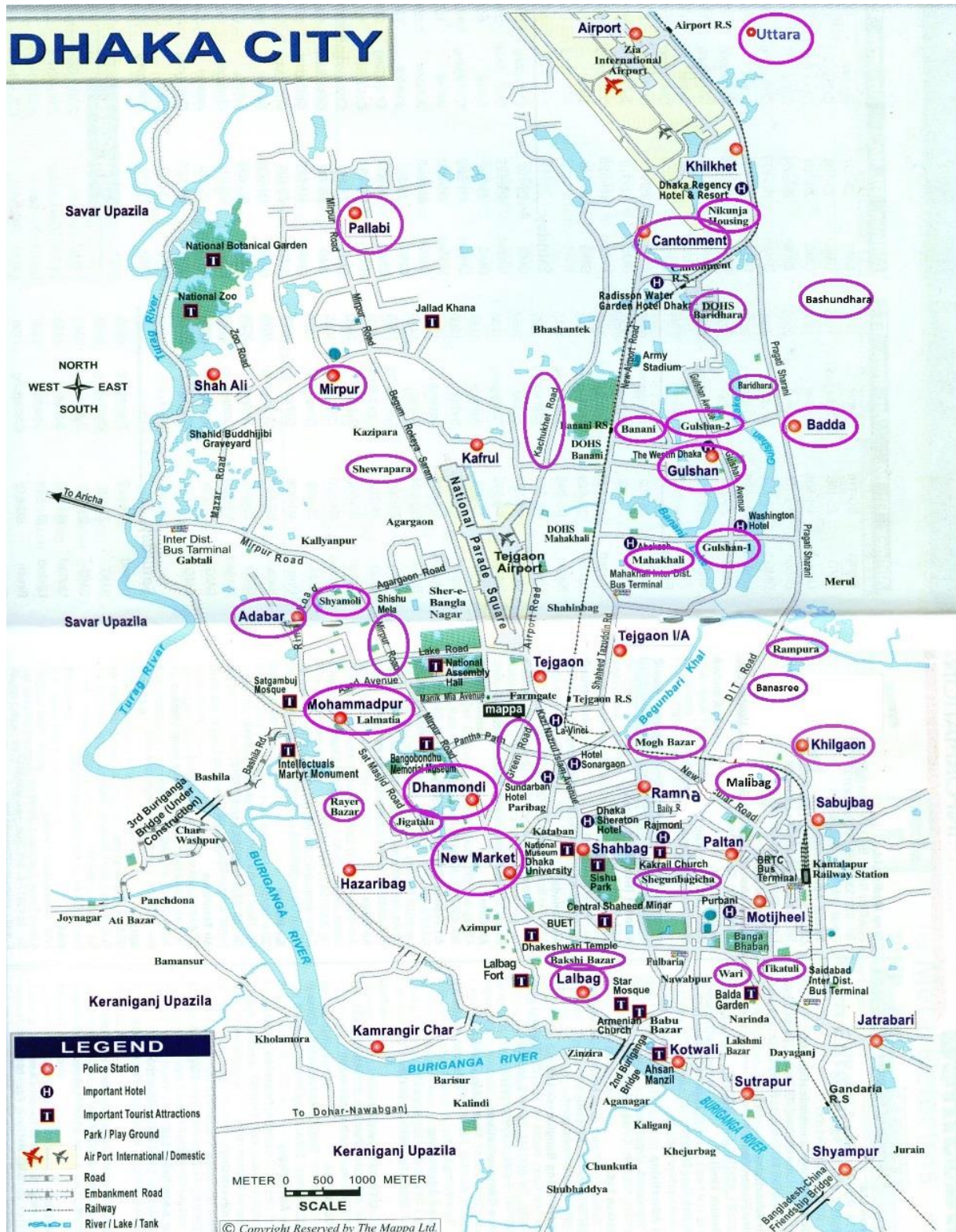
Fruita Vitals did its initial launching or test marketing in 2016. In May 2017 it will be launched officially.

Launch Plan			
	Distributor	Shipment Date	Shipment Amount
Retail Stores	J. K. Sales & Distribution	1 <sup>st</sup> Shipment Date	1 ltr – 343
	J. K. Sales & Distribution - 2	1 <sup>st</sup> week of Nov 2016	200 ml -237
	Zam Zam Traders - 2	2 <sup>nd</sup> Shipment Date	1 ltr – 325
	A S Enterprise	1 <sup>st</sup> week Dec 2016	200 ml - 125
Modern Trade	Organix	3 <sup>rd</sup> Shipment Date	1 ltr – 95
	Route to Market International Ltd.	1 <sup>st</sup> week Jan 2017	200 ml - 50

Distributor	Total Outlet	Pharma	Counter Store	Modern Trade	Placement Plan ( 1Ltr)	Placement Plan (200 ml)
JK-1	20	7	13	N/A	3 Pcs	6 Pcs
JK-2	20	2	18	N/A	3 Pcs	6 Pcs
Zam Zam -1	20	2	18	N/A	3 Pcs	6 Pcs
AS Enterprise	19	1	18	N/A	3 Pcs	6 Pcs
Organix	60	N/A	N/A	60	3-18 Pcs	6-24 Pcs
RTM	40	N/A	N/A	40	3-18 Pcs	6-24 Pcs

Offer	Distributor	Channel
B1G1	Modern Trade	Modern Trade
100 Tk Price Off	Retail/Modern Trade	Pharma, Counter Store, Modern Trade
200 ml free wih 1 ltr	Modern Trade	Modern Trade

Initially Fruita Vitals will be launched only in Dhaka city in few outlets, later on depending on its success it will be distributed all over Bangladesh. In the below map the places are highlighted where products are distributed initially.



## Test Market Observation:

Nestlé has been following certain procedure to keep track of the test market launch and to understand the consumers' response upon the product.

- ✚ **Primary Off take:** Daily basis market visit for 1 month.
- ✚ **Secondary Off take:** Daily basis sales check through Dishari software.
- ✚ **Modern Trade Tertiary:** Sales check weekly through Accounts POS.
- ✚ **Market Visit:** Frequent Market visit to see onsite consumer purchase and availability of product.
- ✚ **Consumer Response:** Brand promotional activity through sampling in Modern Trade
- ✚ **Post-launch shelf life expiry observation:** Nestlé had to keep track of all products continuously so that it is all sold or taken out from the market before expiration, as the shelf life of Fruita Vitals in only 6 months.

## Future Plan:

- ✚ If this first consignment gets successful, Nestlé will order for the second consignment on January-2017 considering the variants' demand and consumer acceptance.
- ✚ Since the MRP for the first consignment will be introductory, Nestlé will have chance to revisit the price considering the competitors' pricing strategy.
- ✚ Nestlé will explore more variants as Fruita Vitals has numbers of variants available in Pakistan and some are very aspiring for Bangladeshi Consumers.

## Findings:

- ✚ As there are ample of fresh Pineapple available in the summer season in Bangladesh so it would be less desired in market at that time; considering this fact Nestlé will discontinue this flavour in their next consignment.
- ✚ The 200 ml packs were less sold as it was a bit high price for the consumers and company had to liquidity the product; bearing in mind Nestlé will bring only the family pack (1 liter) in next shipment.
- ✚ The Grape flavour is more aspired and the Guava flavour is less desired by the consumers; taking into consideration Nestlé will bring more Grape drinks and less Guava nectars in next batch.

## *Work Done During Internship Period*

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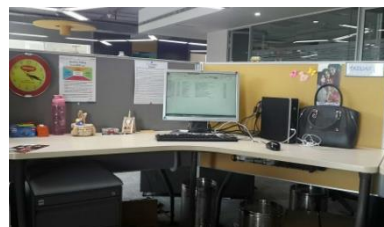
Being able to work under the marketing department head (Shammi Rubayet Karim) I got ample of opportunities to learn new things and explore my capabilities. I was assigned with different kinds of work and got the chance to work with different managers of marketing department. Fruita Vitals launch plan was one of them; besides that I also worked with Nescafe and did some administrative work as well.

- ✚ **Research and Analyzing market situation through continuous market visit:** I had to go to different modern trades also in some retail stores to talk to the retailers about the sale of the product, if they have any complain or suggestions; also to gather consumer insight and to observe their buying behaviour.
- ✚ **Assisting the head of Marketing Department in Presentations:** According to my supervisors order I made several presentations for his meetings and assisted him in those meetings as well. One of my presentations was shown to the entire Nestlé office also to the MD; as it was made on the launch program of Fruita Vitals.
- ✚ **Communicating with the Creative Agencies:** I had to regularly communicate with the agencies where I had to give specifications for the Point of Sale material (POSM) designs which includes x-banners, consumer and trade leaflets, sampling booth, sampling cup, danglers and wobblers to be made for our upcoming product Nestle Fruita Vitals juice. Also had to brief them about the activation of our new products. Continues follow up is very necessary while working with the agencies.
- ✚ **Factory Visit:** I had to visit the factory in Gazipur to observe the proper packaging and labelling of Fruita Vitals.
- ✚ **Arrange Launching Program:** With the help of Activation Manager (Md. Abdul Hakim Shaon) I arranged the launching program for Fruita Vitals in Nestlé Headquarter also in Gazipur on a separate day.
- ✚ **Updating Sales Information:** I had to monitor the sales status everyday and inform my supervisor accordingly; also sometimes suggested necessary steps to be taken.
- ✚ **Meeting with Brand Promoters:** I had meet and interview brand promoters with the help of Activation Manager (Md. Abdul Hakim Shaon). After selection also had to visit them to monitor if they are working properly or not.
- ✚ **Meeting with Distributers:** I went to different distribution houses of Dhaka city to make them aware about the preservation and protection of Fruita Vitals juice.

- ✚ **Communicating with Printing Media:** I communicated with print media several times for publishing different advertisement for Nescafe.
- ✚ **TVC during BPL:** I gave idea about and helped to make a TVC of Nestlé Everyday which was run in BPL and I was highly appreciated for that advertisement.
- ✚ **Demand and Supply forecast (D&SP):** I have done the Demand and Supply forecast of 2017 by comparing it with the previous year (D&SP).
- ✚ **Nescafe Promotional Offer:** I have also worked with NESCAFE team to run their activation programs and different brand promotional offers. I helped to arrange the competition, then select winner from the program and finally to distribute gifts. I arranged the gift giving ceremony solely and also hosted the program.
- ✚ **Maggi Gift giving Ceremony:** I successfully hosted “Maggi kapakapi” program which was a nationwide held competition and all the MD and MANCOM members were chief guest in the program.
- ✚ **Employee Gifts:** We had to liquidate some products of Fruita Vitals as the expiry dates were being over. So we decided to gift those products to the employees of Nestlé Bangladesh. So I had to organize and monitor everything very carefully.
- ✚ **Administrative Work:** I have done administrative work; such as Raising Purchase Orders (PO), Raising Airing Certificates. Then communicated with the agencies about these PO and airing certificate; also helped them to collect their bills from Nestlé. Finally kept track for all of this in excel file and weekly informed my supervisor about it.

## **Working Environment:**

Nestlé’s head office is located in Ninakabbo, Gulshan-Tejgaon link road, comprised of 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> floor. Those entire floors were decorated in different themes as “Environment”, “Rural Development” and “Water”; showing the Corporate Social value of Nestlé. My work station was in 5<sup>th</sup> floor among all the other employees, as Nestlé does not discriminate between their employees and interns. One could arrange and decorate their work station as they wanted. It has all the necessary amenities and the working environment is very friendly and helpful. My supervisor and colleagues helped through every situation and I got to learn many things from them.



## *Learning and Achievement*

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Internship programs are intended for giving the fresh graduates the essence of the corporate world. Subsequently, my internship period was full with learning and encountering the culture, customs and procedures. I have been sufficiently lucky to essentially know how a Multi-National Company works.

In Nestlé I have taken in the control structure and the method of corporate correspondence. I was given preparing on the diverse strategies required to be taken after while working at Nestlé.

I have done my major on Marketing and Human Resource where I became acquainted with the hypothetical parts of this subject. After joining Nestlé as a Marketing understudy, I got the opportunity to apply my knowledge that I gained from my undergraduate program and learned a lot more on how a marketing department works.

- ✚ **Interpersonal Skill:** At first when I joined Nestlé, I was apprehensive to speak with the representatives and associates and was confused on the best way to approach these corporate workers and offices. However, as I needed to constantly communicate with different agencies and monitor their activity; so when I began speaking with the agencies, I slowly picked up certainty on this work with the assistance of my manager. I have better interpersonal skills now for which I can without much of a stretch speak with all my fellow co-workers and senior employees. I became more acquainted with how to approach the printing, activation and creative agencies and constantly screen their exercises so they are all on track to meet the due dates.
- ✚ **Discipline:** As my office hours were 10 am to 6 pm so I had to wake up early in the morning everyday and be there in time; then work through the whole day and finish all my chores within the given time. It made me value the importance of time and helped me to become more disciplined and routine in life.
- ✚ **Confidence:** Before joining Nestle, whenever I heard the term 'Market Visit' it scared me a lot, as it is not that much safe to go alone in local markets and bazars. I was extremely hesitant and lacked confidence in going on market visits. After going on market visit to modern trade, small retailers and offices for my work reason at Nestle, I understood there is a lot more experience to gain from it. I had a better than average

learning knowledge on these visits where I became more acquainted with how to get client insights and evaluate the general economic situations of an item. Today, I am more confident about doing market visits after these encounters.

- ✚ **Ability to Work under Pressure:** I had to do my entire work within given deadline, also manage the agencies, which were very difficult because agencies are too reluctant and they need to be pushed a lot to assure my work from them in time. Also as I worked under the Marketing Head so I had to manage different kinds of work at a time; this helped me to work under pressure and again I become conscious about the value of time.
- ✚ **Leadership Skill and Responsibilities:** As I had to look after some projects all by myself, it gave me the opportunity to lead people and take responsibilities. Also by interviewing and selecting the Brand Promoters got the sense of good judgment.
- ✚ **Excellent Knowledge about Microsoft Office tools:** I had to make excel files and power point presentations regularly, which gave me the opportunity to implement my learning from different courses that I studied in university. Also became more fluent in Microsoft office tools and learned many new things, like how to merge files together, keep track of huge information in a systematic way, incorporating video and hyperlink in presentations and much other stuff.
- ✚ **Appreciation from Supervisor and MD:** I was always highly appreciated by my supervisor on every work accomplishment. Also, after arranging and hosting two huge nationwide events on a same day I got immense amount of admiration and appreciation from all the MANCOM members, employees and the MD, which highly boosted up my confidence.

In short, this internship made me more responsible and liable. It gave me the opportunity to explore my abilities. It helped me increase my self-belief and completely changed the way I used to look at things. It made me passionate about work and made me more confident to pursue my future career in large MNC like this.



## *Challenges Faced during Internship Period*

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Challenging activities at work helps us to develop and learn. There were times I lost my inspiration yet in the end I attempted to conquer those difficulties and figured out how to handle it in a better way. Each trouble reinforces the brain and made me more grounded and strong for future life. Some of the few difficulties that I confronted in office and also in my educational life and how I have defeated those are discussed below.

- ✚ The most challenging part for me was to work in the office at the same time manage time for my internship paper and exams of university. I was also unable to get sufficient information about the topic of my term paper from the Nestlé office as it was a new product and I had to maintain secrecy of this product. For these various reasons it took me more time to finish my report properly.
- ✚ Remuneration and rewards are simple and large way to motivate employees. During my internship period there were no remuneration facilities for the interns for first three months, which made me demotivated sometimes. Gradually I learned to compromise with the situation as I was privileged to work under such a renowned multinational company.
- ✚ As being a fresher I had little knowledge about some working software, but I had to learn some of those by my own without any help which was very difficult at times. Being able to work under the Head of Marketing department he did not always had time for me as he had to look after so many works at a time. However, this pushed me to be more responsible and dependable.
- ✚ Sometimes I used to get tensed thinking about my future, which made it difficult to focus on work. Gradually with the help and suggestions of my colleagues I assured a secure future for me.

Academic life and corporate life is completely different. We got to learn a lot of things in our academic life but it can only be applicable and truly learned after working in an office. I faced few difficulties and challenges in this new phase of life but it made me more confident and helped to build myself as a better person.



## *Conclusion*

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With the help of my supervisor and instructor I was able to finish my internship successfully. My instructor was very helpful and had lots of patience while working with me, she gave me time and helped me to write my paper properly. My internship period was a memorable journey which I would cherish all my life. It helped me learn, grow and to overcome my weakness. It also taught me to do multitask at a time. Nestlé encouraged us to share our knowledge and experience with other co-workers which helped me understand other peoples' approach towards work. All my educational knowledge from the past four years of study came to extraordinary utilize and has equipped me with the quality to seek after my future endeavors. Overall it was a great experience and if I get the chance to work here in future I will be delighted to do so.

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