





Inspiring Excellence



**Internship Report On  
Brand Activation - A Focused Marketing Concept  
(NIDO FortiGrow City)**

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## Letter of Transmittal

Date: 21<sup>st</sup> August 2017

Dr. Khan Md. Raziuddin Taufique

Assistant Professor

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**Subject: Internship report on Brand Activation Department of Nestlé Bangladesh Limited.**

Dear Sir,

I am very much glad to submit my internship report on “Brand Activation - A Focused Marketing Concept (NIDO FortiGrow City)” to such a respectable and humble faculty member like you as the requirement of my 3-months internship period at the Brand Activation department of Nestlé Bangladesh Limited. Sir, with due respect thank you so much for being such a supportive faculty and I am looking forward for your kind appraisal for the report.

I have prepared this report with full sincerity and tried to cover all the relevant points so that it portrays the idea of my experience which I have gone through these three months. If you have any query, I will be more than pleased to clarify them.

Sincerely,

Rashedul Kabir Asad

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## Acknowledgement

I feel pleased to have the opportunity to thank many individuals for their unprecedented support and cordial co-operation. Their endless encouragement has contributed to my efforts for writing this report.

First and foremost, it is none but Almighty Allah, who has bestowed me with a good and sound health and allowed me to sincerely work on my report. I would thank my parents for their advices at hard times. I would also thank my faculty adviser, Dr. Khan Md. Raziuddin Taufique our Assistant Professor at BRAC Business School. He was there as an inspiration and his guidance was present throughout my internship period. This report is to be submitted to him for final grading and evaluation.

I am obliged to my internship supervisors, Mr. Muhammad Abdul Hakim Shaon and Mr. Md. Safiqul, respectfully the Brand Activation Department and Dairy Product Category Department at Nestlé Bangladesh Limited for their excellent mentorship from the very first day of my journey as an intern. Their cooperation was beyond explanation which contributed immensely on my learning. I would like to thank all the employees and other interns who were very compliant and helpful to me.

Last but not the least; I want to thank BRAC University for all the exposure for learning within these four years. Like any other student of BRAC University, I am also proud to be a part of this amazing institution.

## Abstract

Nestlé is not just a company name but it is also a name which has reached many hearts by the emotion it carries. It is a trusted brand which is serving quality products for 150 years with the mission “Good Food, Good Life”. This reputation of Nestlé and its various brands did not build up in a day. It is recognized as the leader in Nutrition, Health and Wellness. The secret behind its consistent success is that the company never compromised with its product quality.

Nestlé Bangladesh started its journey in 1994 and in 1998 it became a fully owned subsidiary of Nestlé S.A. This report describes the history of Nestlé and its journey. This company went through many mergers and acquisitions and by that it established such a global reputation gradually. The employees at Nestlé Bangladesh take pride for their mentionable history. Nestlé Bangladesh has some success factors which they never compromise. For this reason, they have been in peoples’ hearts throughout these years.

This report contains detail information regarding Brand Activation department of Nestlé Bangladesh and a project named NIDO FortiGrow City which was held in Dhaka and Chittagong City for the target market of NIDO FortiGrow milk brand. 6 to 8 years of children were invited with their parents to NIDO FortiGrow City for enjoying a recreation event and at the same time parents could also consult with Doctors and Nutritionist about children’s’ nutrition.

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## Chapter 1

### Organizational Part: Nestlé Bangladesh Limited



**Figure 1.1: Henri Nestlé**



## 1.1 The Nestlé History

At Nestlé, they call it “The Nestlé History” because the company is one of the pioneer multinational company in the world at present with more than 150 years of experience. The company is named after its founder’s name, Henri Nestlé. In the year of 1867 Henri Nestlé who was a swiss pharmacist invented an infant milk formula, ‘Farine Lactée’ (flour with milk) in Vevey, Switzerland for those infants who could not breastfed. This restricted infant mortality rates highly. History tells that the concept of making this formula mainly came into his mind from his neighbor as the baby of his neighbor could not breastfed and used to cry loudly. But the main history of Nestlé begins in the year of 1866 with the foundation of the Anglo-Swiss Condensed Milk Company when company was established by US brothers Charles and George Page. In the year of 1905, after competing each other for 38 years Nestlé and Anglo-swiss merged to form the Nestlé Group. As the age of 60 when Henri Nestlé sold the company which bore his name was already an international success through selling his infant formula into five continents across the world. From that time to present Nestlé Global is operating directly in five continents on this planet which are Asia, Africa, Australia, North America and South America. The company had its first loss in 1921 due to an economic slowdown during and after the First World War. After that, the company began to spread their field of operations as the transportation system began to develop at that time through acquiring other companies all over the five continent which are respectively Nescafé in the year of 1938, Maggi in 1947, Vittle in 1960, in 1980s Nestlé acquired Rowntree, Friskies, in 1990s Perrier and Power Bar, in 2000s Gerber, Novartis, Purina, and Henniez, in the year of 2010 Jacks and Waggin Train. Moreover, Nestlé also acquired 50% share of world famous cosmetics brand L’oreal in the year of 2014 (**nestle-company-history, n.d.**).

At present Nestlé, is ranked as 64<sup>th</sup> on the Fortune Global 500 list of 2017 with a sale of CHF 89.5 billion in the year of 2016 all over the world. The company has 418 factories in 86 countries where 328,000 employees are employed directly. The company is selling directly in 191 which are all over the world except European counties. The vision statement of the company is “Enhancing quality of life and contributing to a healthier future” and the mission statement is “Good Food, Good Life” (**nestle-company-history, n.d.**).

The entire adventure of Nestlé has experienced many high points and low points. It had confidence in the branding that connects with the general individuals and their needs in day by day life. Step

by step it created and it covers many nourishment and refreshment food and beverage category globally.

## 1.2 Nestlé Bangladesh Limited

Nestlé Bangladesh Limited began its operation in 1994 as a joint venture with Transcom Group Limited according to the Foreign Direct Investment(FDI) policy of Bangladesh. As the law demands for at least 5 years of joint venture relationship with any Bangladeshi company to enter in Bangladeshi economy for any foreign company. So, Nestlé South Asia (S.A.) made the deal with Transcom Group Limited as at that time they had a very good distribution channel across the country. In the year of 1998, after completing 5 years of joint venture relationship Nestle S.A. took over the remaining 40% share from Bangladeshi local partner when Nestlé Bangladesh became a fully owned subsidiary of Nestlé S.A. Till now a group of most senior employees are present who worked from 1994 in Nestlé Bangladesh Limited. Its factory facility is arranged in Sreepur, Gazipur which is 55 kilometers from Dhaka city. Nestlé Bangladesh utilizes around 650 individual's direct employees. In addition, around 1000 individuals are utilized by distributors and suppliers in circuitous association with Nestlé. The product that are offered by Nestlé Bangladesh Limited in the current market of Bangladesh are given bellows according to their product category:

1. **Dairy Products:** NIDO Fortigrow, NIDO Forti Choco and Nestlé Every Day.
2. **Culinary Products:** MAGGI Masala noodles, MAGGI Chicken noodles, MAGGI Thai Soup, MAGGI Corn Soup, MAGGI Shad-e-Magic.
3. **Beverage Products:** Nescafé, Nestlé Coffee Mate, Fruita Fitals (Mango, Apple, Guava, Red Grape)
4. **Breakfast Cereals:** Nestlé Cornflakes and Nestlé Koko Crunch.
5. **Nutrition:** Nan, Cerelac, Lactogen 1, Lactogen 2, Lactogen 3, NIDO 1+, NIDO 2+ and NIDO 3+.

Fundamentally, some well-known brands are available in Bangladesh among more than 2000 brands of Nestlé Global.

Nestlé Bangladesh has some success factors and they are,

- a) Strong brands/ Relationship with targeted consumers in respect to individual brands.
- b) Research and development department for product development.
- c) Innovation and renovation of new product and strategy.
- d) Product availability in the Bangladeshi according to the demand.

Though Nestlé Bangladesh Limited is a public limited company which is enlisted in the Dhaka Stock Exchange but till now the company did not sell its share in the public. The company is operated by its board of directors in Bangladesh. The current Managing Director (MD) of Nestlé Bangladesh Limited is Stéphane NORDÉ (nestle-company, n.d.). Doing my Internship in Nestlé Bangladesh Limited was a dream for me from the day I knew how they treat their intern from one of my university senior who was also an intern in the year of 2014. Now my dream came true and all that an intern can expect from a Multinational Company (MNC) is given here or I would rather say they try to teach an intern more in respect to any other MNCs in Bangladesh. I would be greatly to Nestlé Bangladesh throughout my life because of what Nestlé Bangladesh is teaching and giving me the opportunities to learn every day.

### 1.3 Job Responsibilities and Learnings

I was appointed to Brand Activation Department of Nestlé Bangladesh Limited on 1<sup>st</sup> June 2017 after having a written test and a face to face interview with my Line Manager. Before writing about my job responsibilities I would like to add that in Nestlé Bangladesh each and very intern is treated and given proper respect and priority as like as their permanent employees though some company polices are different for interns. Currently I am the only Intern in Brand Activation Department of Nestlé Bangladesh for Dairy, Beverage and Breakfast Cereals product category. In the first 2 months, I worked under Mr. Muhammad Abdul Hakim Shaon who is currently the Category Executive of Brand Activation Department and my respected line manager. In those days, I worked with a new product “Fruita Fitals” of Nestlé Bangladesh Limited which is a beverage item and was imported from Pakistan. As the product is very new in Bangladeshi market, so for now it is only available in the modern shop of Dhaka city only. I used to visit all the Modern Shops (Agora, Mina

Bazar, Shwapno and Prince Bazar) all around Dhaka city and gather market intelligence regarding the product that is where the product is displayed, how its look like, which flavor is more likable to consumer and detail information about stock of the product. Moreover, I also worked in an activation project of Nestlé Coffee Mate which is currently ongoing in different corporate office in Dhaka city. In the month of July, I was assigned to the NIDO FortiGrow City activation project where I worked under Mr. Md. Safiqul Islam who is currently the Brand Manager of Dairy in Nestlé Bangladesh Limited and my reporting Manager after my Line Manger went for attending Holy Hajj and Umrah. In the activation project of NIDO FortiGrow City, my job responsibilities were to take approval and providing final approved design of any brand content designed to 3<sup>rd</sup> parties, give on and off the job training to Brand Promoters, taking updates of working progress, field visit, providing ideas for the succession of the project, providing company guidelines to the advance invitation team, managing customers on the project date, helping and guiding 3<sup>rd</sup> party on the event day.

Firstly, I was not familiar with the word “Activation” in respect to marketing till the day I joined Nestlé. But when I was briefed by my line manager I understood that Activation mainly refers to Door to Door marketing concept, Individual marketing concept and product sampling concept. My job responsibilities were to support any activation project which is running under my line manger’s direction; manage, scheduling meeting and taking updates from 3<sup>rd</sup> parties who are running the activation project, field visit for checking whether 3<sup>rd</sup> parties are performing their duties properly or not and completing various activation project work with in due timeline. Moreover, new excellent ideas for any brand activation project is highly acceptable in Nestlé Bangladesh.

During this 2 months and 16 days I learned how an activation project for any brand is designed, how to handle 3<sup>rd</sup> parties, product pricing, how to distribute product according to the demand, how product sampling is done in efficient way, how brand can reach its target market, door to door marketing concept, how to behave with the consumer, how to give on and off the job training to the brand promoters and how to collect market intelligence of any product. The working environment of Nestlé Bangladesh is very friendly and supportive which leads to high job satisfaction. The company always try to improve their intern’s skill through different on the job training and various field visit. Moreover, they always show a positive attitude to the interns which helps interns to learn new practical thing about the market each day.

## Chapter 2

### Project Part: Brand Activation- A Focused Marketing Concept (NIDO FortiGrow City)



**Figure 2.1: Mnemonic of NIDO FortiGrow City**

## 2.1 Introduction of the project

NIDO FortiGrow City is an activation project or event which is basically a focused marketing concept for creating social awareness among parents regarding nutrition and health issues of 6 to 8 years old children, promoting brand to its target market through providing information regarding the benefit of feeding NIDO FortiGrow to 6 to 8 years old children and most importantly for enhancing quality of life and contributing to a healthier future. The project was designed to reach more than 10,000 target customers through 10 events in 6 cities in Bangladesh. In Nestlé Bangladesh, there are 3 activation team which are working under different categories of product and the activation team which I am assigned to work with Dairy, Beverage and Breakfast Cereals product category. As NIDO FortiGrow is a dairy product for 6 to 8 years of children, so any activation done by the respected brand will be managed by our brand activation team.

At the very beginning of any activation project the brand demand or set its amount of reaching target market through activation project. In case of NIDO FortiGrow City the brand demanded to reach 10,000 new target consumer or non-user of NIDO FortiGrow all over the country. At the very first stage of any activation project our team call for tender to the renowned activation agencies (3<sup>rd</sup> party endorsement) on a due date. Then the agency is selected based on their innovative ideas for reaching target consumers, current reputation, previous working experience with Nestlé and budget figure. In case of NIDO FortiGrow City Sky Tracker, Legazo Communications Ltd, I-Creation and many other activation and event management agencies represented their ideas and budget to Nestlé Bangladesh. Among them the company and brand brought Sky Tracker's idea for reaching 10,000 new consumers following the criteria of selecting agency. Sky Tracker named their idea as "NIDO FortiGrow City" so the project is also named after it.

The main idea of NIDO FortiGrow City is to invite NIDO FortiGrow non-user by sending Brand Promoters Door to Door in some selected area of 8 important cities in Bangladesh for a 4 hours session where the target consumers will enjoy different games, experience Virtual Reality (VR) with brand content, can meet with Doctors and Nutritionist and will go home with many gift items. The cities and the venues for event they selected are *Bangabandhu International Conference Center (BICC)* for 2000 target consumer and Police Convention Centre for 2000 target consumer in Dhaka, Radisson Blue for 2000 target consumer in Chittagong, Barisal Club for 1000 target consumer in Barisal, Aman Ullah Convention Centre for 1000 target consumer in Sylhet, Bogra

Convention Centre for 1000 target consumer in Bogra, Khulna Club for 1000 target consumer in Khulna city.

## 2.2 NIDO FortiGrow City Design

We tried to give a NIDO FortiGrow City ambiance to the target consumer. That is the consumer will come to the Activation event and enjoy a city where there will be many Games, Doctor and Nutritionist for consulting about nutrition of child. Moreover, there will be a VR experience point where children and their parents will enjoy a NIDO FortiGrow flight and the children will attend an art competition based on VR experience. The design layout Sky Tracker represented to Nestlé Bangladesh Limited before the event is given bellows:



**Figure 2.2: NIDO FortiGrow City Design Layout**

## 2.3 Problem Statement

To be honest nothing is done without problem arising in this world. There were few problems for which Nestlé Bangladesh Limited planned for NIDO FortiGrow City. The problems are given bellows:

**2.3.1 Losing market share:** NIDO FortiGrow was losing market share to its competitors. The main target market of the brand is school going child that is 6 to 8 years of children. Currently in Bangladeshi market many milk brands are available which are becoming threat for the brand. The competitive brands are MARKS, RED COW, Aarong MILK (liquid), DANO, DIPLOMA, PRAN, FRESH, MILK VITA and original Cow's milk.

**2.3.2 Unaware FortiGrow non-user:** Non-user of NIDO FortiGrow brand or other milk brand user don't know about the benefit of using NIDO FortiGrow. Currently there are 3 television commercials which are on aired regularly in almost all television channel in Bangladesh. These commercials show the benefit of using the product but as internet is becoming more popular people or our target market do not watch television frequently now a day.

**2.3.3 Corporate Social Responsibilities (CSR):** As Nestlé Bangladesh Limited, is committed to help the society and enrich local resources so they need to perform different activities or event to fulfill their commitment. Moreover, the company wanted to create a temporary recreational center for the people so that they can spent a quality time with their family and at the same time take some advice from the Doctor and Nutritionist regarding their child's health.



## 2.4 Purpose of NIDO FortiGrow City

As Nestlé Bangladesh Limited is a Nutrition, Health and Wellness (NHW) company it always works for enhancing quality of life and contributing to a healthier future. Besides there are some main reason or purpose for which the NIDO FortiGrow City activation project is performed. They are:

**2.4.1 Grabbing maximum market share:** NIDO FortiGrow City activation project was mainly performed for grabbing maximum number of market shares as the brand was losing some share due to current competitive market.

**2.4.2 NIDO FortiGrow non-user:** Another main objective of the project is to aware NIDO FortiGrow non-user about the benefits of the product so that they can be converted into NIDO FortiGrow user. A strong database is created for the NIDO FortiGrow non-user through the registration process with the help of Advance Invitation Team so that the brand can use the database for any future use. The database was created with due permission which was taken from the respected target consumers or parents.

**2.4.3 Corporate Social Responsibilities (CSR):** As a NHW company Nestlé Bangladesh performs many CSR activities within the community. One of their motivation of CSR activity is for enhancing quality of life and contributing to a healthier future. Moreover, as the company wanted to create a temporary recreational center for the people so that they can spent a quality time with their family and at the same time take some advice from the Doctor and Nutritionist regarding their child's health. So, they designed the project in such a way which will be enjoyable to the children and their parents at the same time.

## 2.5 Timeline of NIDO FortiGrow City

As I said earlier from the beginning the company was planning to run the project in 6 different cities in Bangladesh. The time schedule of the project with their booked dates are given bellows:

<b>Venue and Date for NIDO FortiGrow City</b>		
<b>City</b>	<b>Venue</b>	<b>Date</b>
Dhaka	BICC	14th August
	Police Convention Center	No Vacancy
Chittagong	Radisson Blu CTG	18th & 19th August
Khulna	Khulna Club	26th August
Sylhet	Aman Ullah Convention Hall	16th September
Bogra	Bogra Convention Center	23rd September
Barisal	Barisal Club	30th September

**Figure 2.3: Venue and Date for NIDO FortiGrow City**

But for some unavoidable circumstances they postponed the date of Sylhet, Bogra, Khulna and Barisal City. Moreover, the company wanted to finish the project before October there were no vacancy in Police Convention Center, Dhaka so company needed to cancel the project for the venue and decided to organize single event in Dhaka. But the date of Dhaka and Chittagong was performed on due date. Still now company did not announce the date for those postponed cities.

Nestlé Bangladesh always follows a Gantt chart for running any activation project which helps both the company and 3<sup>rd</sup> parties to do their individual work on due time. Moreover, it also helps to check or finish each work on due time. We began the work for the project on 16<sup>th</sup> June 2017 and till now we are working on the project though the event is finish some post event work are still going on. The Gantt chart for Dhaka and Chittagong NIDO FortiGrow City is given in the next page in JPG format as the full chart can be represented in portrait mode:





## 2.5 Limitation of NIDO FortiGrow City

There are always some limitations for every work in this world. NIDO FortiGrow City also had some limitation and those are given bellows:

- a) The current climatic condition of Bangladesh was not favorable for the project for which the company arranged the project in indoor venues which cost more.
- b) The invitation team could not reach its individual invitation target due to rain and they faced a lot of problems as different areas of Dhaka and Chittagong were flooded due to rapid rain.
- c) As the target consumer were NIDO FortiGrow non-user and 6 to 8 years of children, so finding such target market were very difficult as they need to go to door to door for giving invitation to the individuals.
- d) As the project was designed especially for children we had to build the full set with taking extra precautions which cost the company a fortune.
- e) Due to indoor project, there were many problems maintaining the crowd as there were 2000 family for Dhaka and 1000 family for Chittagong per day. Maintaining such huge crowd were so difficult for the volunteers or Brand Promoters.
- f) As the crowd was huge maintaining the safety issues were also difficult for us though there were no casualties or any bad report. We maintained proper security measures considering the recent Bangladeshi terrorist attacks.
- g) Arranging Art Competition for such a huge crowd was the most difficult part of the entire project but we divided the crowd and took 16 art competitions each day with 15 minutes of timeline.

## 2.6 Literature Review on Focused Marketing Concept

Richard S. Allen and Marilyn M. Helms has talked about Focused marketing concept in their research paper “Linking strategic practices and organizational performance to Porter's generic strategies”. The authors proved in their research paper that focused marketing concept is performed in many higher-level organizations as it is one of the three Porter’s generic strategies. The authors also showed many examples in their research paper about using focused marketing concept by the multinational companies (**Allen and Helms, 2006**).

In the year of 1980, Michael Porter developed the concept of three generic strategies where the third concept was “Focus Strategies”. In his book “Competitive Strategies” the author mentioned about focused strategies that the concept was to adopt a narrow focus market, the company ideally focuses on a few target markets which is also called a segmentation strategy or niche strategy. These should be distinct groups with specialized needs (**Porter, 1980**).

As the target consumer of NIDO FortiGrow City were NIDO FortiGrow non-user and 6 to 8 years of school going children and after learning about the Porter’s generic strategies I think the project falls under focused marketing concept. Moreover, every activation event or project in Nestlé Bangladesh is designed for very specific target consumers according to the brand and situation demand. For example, in the next their will two activation project on going where on activation project will for Nestlé Coffee Mate and the activation project will be done in 120 corporate office through free Nescafe coffee sampling as the target consumer of Nescafe is corporate officials. Another activation project work will be on “Fruita Vitals” juice which very new in Bangladesh. The target market of the product is only corporate officials as it is a breakfast cereal product and the price is also high compared to other brands. So, we can see Nestlé Bangladesh always designed their activation project for very specific target consumers. This why I named this report as “Brand Activation - A Focused Marketing Concept”.

## Chapter 3

### NIDO FortiGrow City Project Details



**Figure 3.1: Gate of NIDO FortiGrow City at Radisson Blu, Chittagong**

### 3.1 NIDO FortiGrow City Project Phases

The entire NIDO FortiGrow City project can be divided into three phases according to the work details. The phases are:

- a. **Pre-project work phase**
- b. **Event day work phase**
- c. **Post-project work phase**

### 3.2 Pre-project work phase

In this phase Nestlé Bangladesh, designed and approved final print of all designs, recruited advance invitation team for giving invitation to the target consumer, hired online data storage for online registration and developed VR content for event day.

#### **3.2.1 Design and Approval**

At Nestle Bangladesh Limited all the project work and design need to be approved by five different departments. At this point we asked to Sky Trackers for all the venue branding design, venue artwork, brand promoters dress design, invitation card design, online registration application design, database storage design, art-paper design and photo frame design for approval. Moreover, we also asked for final print sample for all the designs to Sky Trackers.

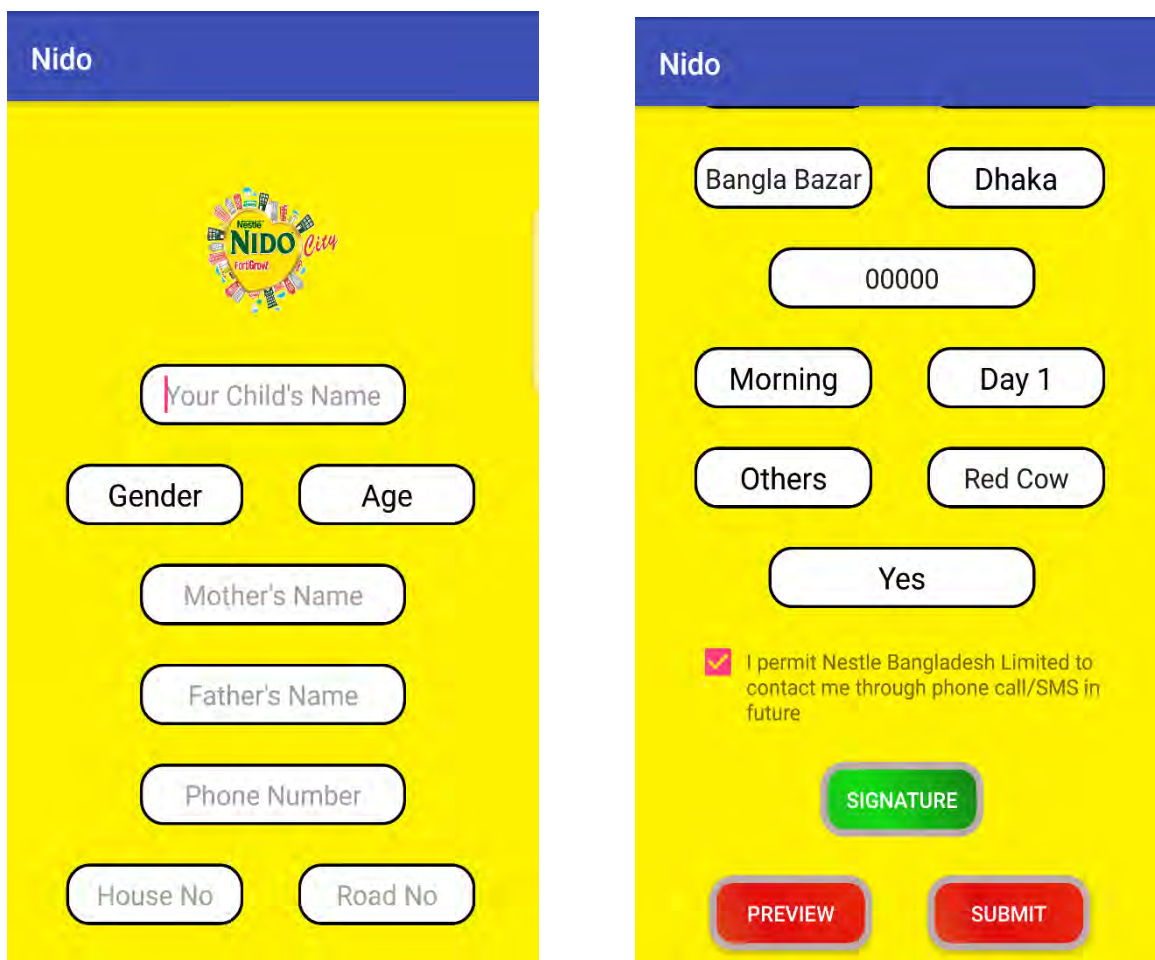
#### **3.2.2 Advance Invitation Team**

On due date, me and my supervisor went to Sky Trackers' office for recruiting advance invitation team for Dhaka. We recruited ten invitation teams consisted of one male and one female members based on their outlook, way of communicating with other people, common sense and previous door to door activation project work experience. We also recruited two supervisors for directing ten teams. After recruiting the teams, we provided training to them which includes brief discussion on target market of our project, route plan for invitation, content of communication with target market, how to approach a target market, detail background of Nestle Bangladesh and NIDO FortiGrow brand. We also trained them on how to use the registration application and how to show the invitation video to the consumer through their tab. From 3<sup>rd</sup> August Dhaka invitation team started to give invitation in Mirpur, Shawra-para, Kazi-para, Agaragaon Taltola, Mohammadpur,



Dhanmondi, Shamoli, Kallayanpur and Moniouri-para in Dhaka city. We designed the invitation route plan giving priority to our venue location.

On 5<sup>th</sup> August, I went to Chittagong along with one of Sky Trackers' member for giving training to Chittagong team. In Chittagong, we also designed the invitation route plan giving priority to our venue location. From 6<sup>th</sup> august Chittagong invitation team started their work. The design of invitation registration mobile app is given bellows:



**Figure 3.2: Invitation Mobile Application Design**

During giving invitation, we showed our target consumer a video which content the exact design of our venue outline and all the facilities which will be available in the venue on event day. The video was mainly prepared for making the target consumer curious about the event.

The invitation card design is given bellows:



**Figure 3.3: Invitation Card Design**

We provided the tickets of 5 games as on the event day there will be Soccer Pool, RC racing, Bowling, Basketball, Wii gaming with the invitation card. Moreover, we provided the entry ticket, ticket for experiencing Virtual Reality and ticket for consulting with nutritionist and doctors.

We gave 2727 invitation in Dhaka City and 2892 invitation in Chittagong city. A reminder message was sent to the invited target consumers just before the event date in both cities.

### **3.2.3 Event Day Team Recruitment and Training**

Before the project date we hired 30 male and 30 female Brand Promoters for both Dhaka and Chittagong event separately. We trained them and briefed them on their assigned work. Sky Trackers also trained the recruited team on controlling VR device, controlling crowd and how they will behave with our guest.

### 3.3 Event Day work Phase

#### **3.3.1 NIDO FortiGrow City at BICC, Dhaka**

At BICC, Dhaka NIDO FortiGrow City was organized on 14<sup>th</sup> August. The entire event was controlled by my present reporting manager Mr. Safiqul Islam who is currently the brand manager of Dairy category, two of my colleagues from Nestlé Bangladesh and me. Firstly, the event started from 9.30 am and ended at 6 pm so we called all our 60 brand promoters at sharp 7am in the morning. We assigned everyone in their respected places and took a mock session at 8 am. After that our long-awaited event started from 9.30 am.

In Dhaka 1743 invited guest participated among 2727 invited guest. We were expecting at least 2000 guest but because of the bad weather I think we could not reach the target. We provided many gifts from Nestlé Bangladesh in different games for the winners. The rules were simple as the participants were 6 to 8 years of children's. We provided Maggi Noodles, Koko Krunch, Nescafe gift pack, NIDO FortiGrow and Maggi Soup for different games and art competition.

### **3.3.1 NIDO FortiGrow City at Radisson Blu, Chittagong**

At Radisson Blu, the event took place on 18<sup>th</sup> and 19<sup>th</sup> August. After the event at Dhaka we took feedback from the organizing team and Nestlé officials who visited the event for providing better service at NIDO FortiGrow City at Radisson Blu, Chittagong. 1086 and 820 guests visited the venue respectfully and were very much happy as they never visited such an event before. Some pictures of the event are given bellows:











**Figures 3.4: NIDO FortiGrow City**



### 3.4 Post Event Phase

A sales promotion was available during the event where we gave a writing paper inside an envelope for writing an essay in Bangla to the guardians on some selected topics with each NIDO FortiGrow 350-gram pack. The essay must be set to Nestlé Bangladesh on due date following the instruction provided on the other side of the paper. 8 lucky winners will win 4 laptops and 4 note pads based on their writings within next month.

## Conclusion

Nestlé is a 150 years of age organization and being such a chronicled association Nestlé takes each measure circumspectly which may appear to go moderate. Be that as it may, Nestlé dependably focus for the long run. As result here and now picks up are not obvious. Being a Nutrition, Health and Wellness company Nestlé stresses on the societal components where individuals are locked in and upgraded. From the ranchers where crude materials are created to manufacturing plant where a definitive item is delivered to conveying wholesalers and achieving buyers, the whole framework and the store network is sorted out. The conveyance focuses and the dispersion focuses are lined up with the head office constantly and furthermore the processing plant which empowers productive operations. In any case, Nestlé works in a develop way where everybody is educated about every one of the circumstances.

Working in an association which is 150 years of age is at least a benefit. The experience increased filling in as an assistant neck-to-neck with to a great degree experienced worker was tremendous. In a nation like Bangladesh, the area store network is developing. Particularly for a MNC like Nestlé, it is vital that every one of the elements of their activation work is done appropriately following their consistence. Bundling may appear like only a cover however for Nestlé Bangladesh it is a wrapper as well as it depicts its notoriety. Any miscommunication or non-standard quality can specifically influence the organization name. Consequently, the bundling area is assuming an essential part. Among every one of the elements of NBL marketing, activation is the main and unique elements. Activation project has till now been exceptionally successful in boosting company's each year's sales. As a MNC, certainly this organization is persistently experiencing advancements and it can be trusted that it will pick up the worldwide magnificence in Bangladesh too.

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