

Report On

Customer Satisfaction and Marketing Mix of MAGGI 2mn Noodles

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Letter of Transmittal

Suman Paul Chowdhury, PHD

Assistant professor,

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

This is my pleasure to display my Internship report regarding 'Customer Satisfaction and Marketing Mix of MAGGI Noodles', which I was appointed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Mahim Ahmed

15204029

BRAC Business School

BRAC University

Date: December 23, 2019

Non-Disclosure Agreement

This agreement is made and entered into by and between Nestle Bangladesh and the undersigned student at BRAC University

Acknowledgement

I would like to express my special thanks of gratitude to my University supervisor for the internship, “Suman Paul Chowdhury, PhD” sir for providing me all types of support and instruction that was required. Without her support the completing, the report would be impossible. Moreover, I would also like to extend my gratitude towards my organization supervisor, “Md. Hasan Sajib” who has been a great support for me. I would also like to thank the Category Business Manager “Ashikur Rahman”.

Next, thanks to my parent, my sister and my girlfriend for giving encouragement, enthusiasm and invaluable assistance to me. Without all this, I might not be able to complete this report properly.

Finally, I apologize all other unnamed who helped me in various ways to have a good report.

Executive Summary

This report mainly discusses about the competition and marketing mix of MAGGI in Bangladeshi market. First the overview of Nestle Bangladesh was given. After that the main brand MAGGI was introduced with its own identity. To know more about how the customer, buy a Noodles product or what elements mainly puts impact in this decision making is mentioned. In this report many types of in-depth research have been done. Concentrating more on the competition part of the market. After explaining the whole scenario some recommendation part is given.

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List of Acronyms

CP- Consumer Promotion

TP- Trade Promotion

PPM- Pre production Meeting

ICP- Integrated Commercial Plan

POSM –Point of Sales Material

MT – Modern Trade

DC – Distribution Centre

PO – Purchase Order

SKU – Stock Keeping Unit

BP – Brand promoter

WBS – Work Breakdown Structure

GL – General Ledger

CCSD – Channel Category Sales Development

OVC – Online video Communication

MOQ – Minimum Order Quantity

MOP – Method of Operation

RTM – Route to Market

POP – Point of purchase

PFME – Product Fix Marketing Expense

DSR – Distribution Sales Representative

Glossary

Activation	An activity where engagement of the consumers is the main goal. In this type of activity usually the consumers get to experience more about the product.
Consumer satisfaction	It is a proportion of how items and administrations provided by an Organization meet or outperform client desire. Consumer satisfaction is characterized as "the quantity of clients, or level of complete clients, whose announced involvement in a firm, its items, or its administrations (appraisals) surpasses indicated satisfaction objectives.
Marketing Mix	The Marketing Mix alludes to the arrangement of activities, or strategies, that an organization uses to advance its image or item in the market. The 4Ps make up a common Marketing Mix - Price, Product, Promotion and Place. In any case, these days, the advertising blend progressively incorporates a few different Ps like Packaging, Positioning, People and even Politics as imperative blend components.

Chapter 1

1.1 Introduction

Nestle Bangladesh Ltd is the leading MNC of Bangladesh. Nestle Bangladesh is mainly involved in the Culinary and nutrition business. In the culinary category MAGGI is the most successful brand in Bangladesh. MAGGI noodles and soups are very popular in Bangladesh. Within a very short time MAGGI has placed its existence in the Bangladeshi market. It has changed consumers' food habit and become selected as 'No 1 Snack Brand in BD' by Brand Forum for consecutive 4 years. Apart from that it has almost 55% market share in instant noodles category. Understanding the brand strength of MAGGI, consumers' perception about the brand would be helpful to comprehend the FMCG market in Bangladesh.

1.2 Objective of the report

Objective of the report was related with the internship purpose. Internship objective is to accumulate useful experience by working in a professional workplace. To that concern, this report is the summary of the experience I accumulated, tasks I have done. Report was prepared by following every rule suggested by BRAC University and with the assistance of the colleagues of NBL brand team.

1.3 Methodology

To know about the current situation of the noodle market in Bangladesh primary research was used. A survey was done with 20 respondents to know about the marketing mix and customer satisfaction of MAGGI 2mn Noodles. Distinctive secondary sources like journals, papers and web was utilized to gather this information. With the help of my supervisor Hasan Sajib I got a lot of information about MAGGI 2min Noodles. My intern colleagues also help me a lot with tons of information.

To know more about the consumer's preference over noodles, data of 20 random people was collected, and questions were asked related to consumption of noodles. The next step involves

developing the research model and the questionnaire. Modification was required at this stage to get the best result for the research and to improve the quality of the work. Then the data was collected from the respondents. Most of the questions rated on Likert scales, which had five points. The questions were asked mainly about taste, quality, price and their intention towards buying pattern and consumption of noodles. Demographic data was also collected from the respondents. The data was collected through first hand survey and the sample size was 20. The questionnaire was shared in the respondent's hand and was asked to fill the data accordingly. The final sample size was 20. Eighteen questions were asked to the respondents and almost all of them gave their valuable answer according to the instruction. The demographic section states that variety number of respondents gave their data for this research paper. This research was mainly done so that it can give the reader a clear idea, about what are the things that really influences the consumer to buy a specific type of noodles over another one. Inquiries were posed to identify with taste, value, quality and in conclusion the purposes behind the expectation of purchasing noodles. EXCEL was utilized to break down these yields and pursued a specific model, with the goal that it can give an unmistakable thought regarding the consumption patter.

For understanding the selling perspective, up close and personal meeting of 4 respondents was taken. The respondents shared their perspectives about MAGGI 2min noodles.

1.4 Limitations

While preparing the report I had faced lot of difficulties. Sometimes rules and regulations binds me to collect the complete data.

1. NBL has solid principles and guideline of sharing private data. I didn't have access to all the data I required.
2. As far as possible for setting up the report was short. I could get time to write the report only in weekend
3. I need to work various assignments in the association all the while I need to gather information.

4. Representatives were incredibly occupied, so getting their arrangement was additionally troublesome
5. A portion of the respondents were not agreeable, gathering data from them was troublesome as well.
6. While doing the first-hand survey too much time was spent to make the respond understand about the objective of the survey.

Chapter 2: Nestle: at a glance

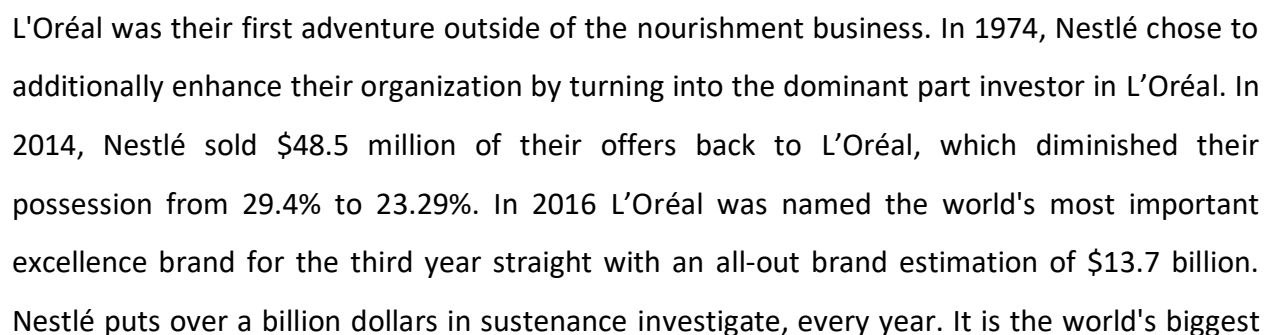
2.1 Nestle Global

Nestle was framed in 1904 when Anglo-Swiss Milk Company converged with Farinelactée Henri Nestlé Company and it was controlled by Henri Nestlé. Nestlé at first focused on dense milk and baby recipe items however their product offering extended during World War 1 and afterward again much more fundamentally after World War 2. Nestlé has procured many organizations in their 152-year history, some of which are exceptional and has enabled the organization to broaden their product offerings. Nestlé's wide scope of items incorporate child nourishment, breakfast grains, Coffee & Tea, Ice Cream, Frozen Food, Pet nourishments, Confections, dairy items, snacks, filtered water and then some. They have held the title of the world's biggest nourishment organization since 2014. Nestlé' moves different organizations with their predominance, unimaginable achievement, capacity to adjust and pledge to bettering the world.

Nestlé is the 54th most significant brand on the planet. As of May 2017, Nestlé is esteemed at \$11.2 Billion with a piece of the overall industry of \$229.5 Billion, making it the 54th most important brand on the planet. In 2016, Nestlé had an all-out closeout of \$90.82 billion. Nestlé comes directly in front of eBay and right behind JP Morgan on the rundown. Nestlé is likewise 41st in benefit, eighteenth in advertise esteem and 26th on the rundown of the world's best managers.

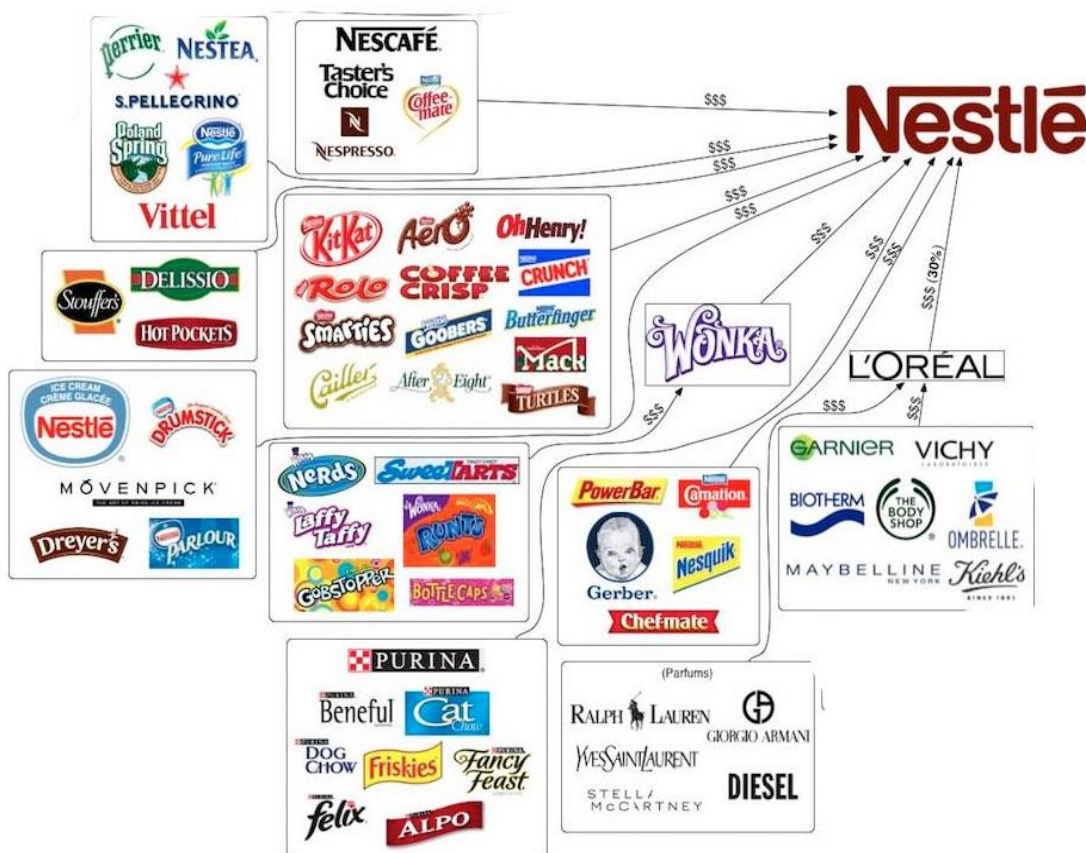
Their best deals performing portion in 2016 was their powdered and fluid refreshments. Nestlé works a wide assortment of areas yet their most productive one of every 2016 was powdered and fluid refreshments. Nestlé had over \$20 Billion in deals in this fragment, alone to a great extent on account of Nescafé and their other espresso items. They likewise sold \$14.5 Billion in milk items and frozen yogurt, over \$12 billion in pet consideration, \$9.1 billion in desserts and \$7.5 billion in bottles waters.

Nestlé's portfolio incorporates more than 2,000 brands. The Nestlé Company is liable for assembling of more than 2,000 brands in a wide assortment of classes. These brands length



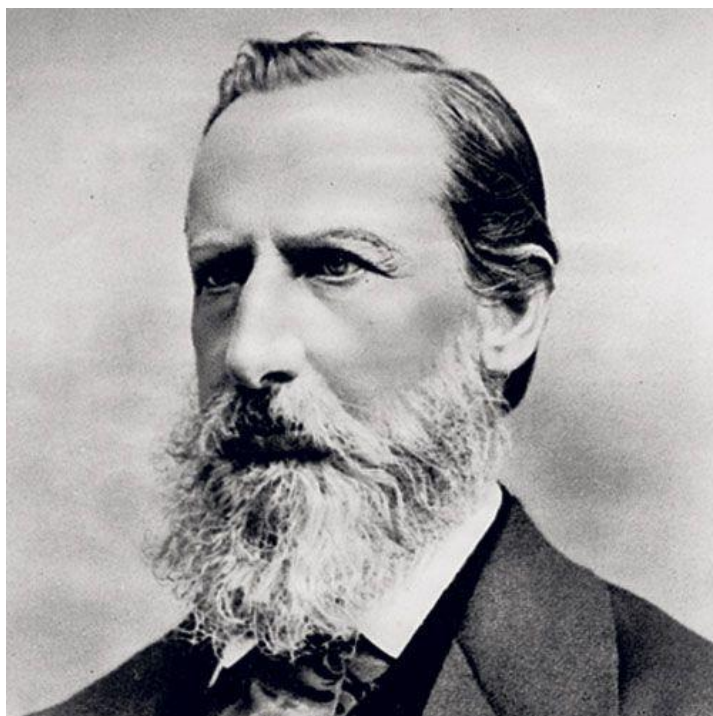
secretly financed Nutrition Research Organization putting more than \$1 billion in innovative work, yearly. The Nutrition Research Division is liable for such accomplishments as presenting the first canned infant nourishment sold in quite a while and making supplement sustained items like the MAGGI brand seasonings that address worldwide hunger inadequacies.

They positioned fifth on the worldwide rundown of chocolate producers. Albeit quite a bit of Nestlé's initial achievement comes from chocolate and different desserts, the enhancement of their product offerings has made them drop somewhat on the rundown of top worldwide chocolate makers. In 2015 Nestlé held the third spot however in 2016 they were positioned fifth, behind Meiji, Ferrero, Mondelez Inc. What's more, the first spot holder-Mars Inc. Nestlé had \$9.1 billion in chocolate deals in 2016. They managed to remain in front of Hershey who came in sixth spot with \$7.5 billion in chocolate deals.



2.2 The Colonizer of Nestle

Nestlé as an organization started in Switzerland more than 153 years back and stays in Switzerland today. The organization was at that point around 30 years before chocolate and espresso even entered the image. The name Nestlé is the individual's last Henri Nestlé. He began the organization by artificially designing what seems to have been a historic child equation. He spared his neighbor's infant by blending Milk, wheat Flour and Sugar. He later imports his new newborn child recipe to UK and opens for business in London. In 1901, Nestlé opens its first UK production line and converges with the Anglo Swill Condensed Milk Company. Nestlé rapidly turns into an easily recognized name here and there the nation. In 1939, Nescafe fills the UK and it was a moment hit. Enormous European brands begin to join Nestlé and energizing new items are concocted. English confectioners Rowntree's joins the family acquiring well-known brands like KitKat, Aero, Smarties, Polo, Black Magic, Dairy Box, Fruit pastilles and Fruit gums and Nestlé keeps on extending.



Heinrich Nestle

Heinrich Nestle was conceived on August 10, 1814, in Frankfurt am Main, Germany. He was the eleventh of fourteen offspring of Johann Ulrich Matthias Nestle and Anna-Maria Catharina Ehemant. Nestlé's dad, by convention, acquired the matter of his dad, Johann Ulrich Nestle, and turned into a glazier in Töngesgasse. The later Lord Mayor of Frankfurt am Main, Gustav Edmund Nestle, was his sibling.

2.3 Nestle Bangladesh

In the mid-eighties Transcom Ltd. was named the sole specialist of Nestlé items in Bangladesh. In 1992 Nestlé S.A. also, Transcom Ltd. procured the whole offer capital of Vita Rich Foods Ltd. Nestlé S. A. took 60 percent while Transcom Ltd. gained 40 percent. Nestlé Bangladesh Limited began its first business generation in Bangladesh in 1994. In 1998, Nestlé S.A. assumed control over the staying 40% share from our neighborhood accomplice when Nestlé Bangladesh turned into a completely possessed backup of Nestlé S.A. Their production line is arranged at Sreepur, 55 km north of Dhaka.



Nestle Bangladesh Factory

Not with standing oats, the manufacturing plant produces instant noodles and repacks milks, soups, and baby nourishment items. Different items, for example, espresso, breakfast grains and confectionary things, like; Fox's Candy is imported from other Nestlé areas. Nestlé Bangladesh's vision is to construct Nestlé as the regarded and dependable driving Food, Beverage, Nutrition, Health and Wellness Company in Bangladesh guaranteeing long haul manageable and beneficial development. The organization centers to guarantee that the vision is actualized in each perspective.



Nestle Bangladesh Head office

The location of the nestle Bangladesh head office is 227/A Gulshan Tejgoan Link road. The name of the building is NINAKABBO. The head office of nestle is located at the 4th, 5th and 6th floor of NINAKABBO.

2.4 Products offered by Nestle Bangladesh:

The current product portfolio of Nestlé Bangladesh includes Brands like:

- NESCAFÉ
- NESTEA
- MAGGI (Noodles, Soup and Seasoning)
- KOKO KRUNCH
- MILO
- CORNFLAKES
- COFFEEMATE
- EVERYDAY
- NIDO (FORTIGROW, 1+, 3+)
- CERELAC
- LACTOGEN (1, 2, 3, 4 and RECOVER) and
- NAN (1, 2, AL110 and PRENAN).
- KitKat
- Nestle Classic
- Munch
- BarOne
- NESTLÉ FRUITA VITALS
- KitKat Desert Truffle



MAGGI Products



Nescafe Products



Dairy Products



Breakfast and cereal

2.5 Product Overview

MAGGI is a Nestlé brand of instant soups, stocks, ketchups, sauces, seasonings and instant-noodles. The first organization came into existence since 1872 in Switzerland, when Julius MAGGI assumed control over his dad's plant. It immediately turned into a pioneer of modern nourishment creation, targeting improving the wholesome admission of specialist families. It was the first to bring protein-rich vegetable dinner to the market.

In 1947, after a few changes in proprietorship and corporate structure, MAGGI's holding organization converged with the Nestlé Company to frame Nestlé-Alimentana S.A. as of now known as Nestlé S.A.



This famous brand is set for champion the decency of home cooking, recharging its worldwide item portfolio with fixings that individuals know about, like those they may discover in their kitchen organizer. That implies more vegetables and unique flavors from vegetables, herbs and flavors, grains and other supplement rich fixings.

The move is a piece of the new Maggi 'Simply Good' activity to motivate and offer more delicious and more beneficial decisions, in accordance with Nestlé's responsibility to empower more advantageous and more joyful lives.

How the Jingle 'MAGGI MAGGI MAGGI' came.?

A tune titled "Music", by Stephen Weiss and Bernie Baum was made in 1947

Since we have heard 6 distinct forms of this melody, you may have just speculated the Indian rendition. Truly, the Maggi ad jingle which replaces 'Music' with 'Maggi'. Settle's Maggi is in news once more with first page advertisements and discussing its well-known and critical jingle in India appeared to be topical now. In any case, here's the point – global brands like Nestle and rumored promoting organizations by and large don't just lift well known tunes for their advertisements. They experience the pound to get the rights to the tune and pay the vital eminence. That is the greatest distinction between how they handle motivation (spread variants) and how Indian film music industry does.



2.6 MAGGI in Bangladesh

Maggi items help draw out the best in each meal. Speedy and simple arrangements - like bouillons, soups, seasonings and sauces - to help cooking and include enhance.

MAGGI 2-Minute Noodle was launched in Bangladesh in 1997. Since at that point, it has been the advertise pioneer in instant Noodles and now synonymous with noodles. Present arrangement of MAGGI Noodles incorporates MAGGI-2-Minute Noodles (Masala and Curry flavors).

MAGGI was the pioneer to launch soup in Bangladesh in 2001. MAGGI Soup has immediately picked up ubiquity with the 'Café taste at home' situating and was re-launched with wellbeing benefits under the brand name 'MAGGI Healthy Soups' in late 2007. It is presently accessible in 3 flavors—Sweets Corn and Chicken, Thai & Vegetable. Today MAGGI is the market leader in instant Noodles & Soups.

2.7 Current position of MAGGI Noodles in Bangladesh

So have a brief idea about the current position of MAGGI now I am going to breakdown the SWAT analysis of MAGGI.

Strengths

The strength of MAGGI noodles are:

01. Market Leader: As we can see that in the instant noodles class MAGGI holds 68% of the piece of the overall industry alone. This implies, MAGGI has a significant number of faithful customers than its rivals. It gives MAGGI an additional bit of leeway.

02. Novel Selling Proposition 'Simple to Cook': 'Two Minute Noodles' is one of their most grounded USP. It really takes two minutes to plan, on the off chance that somebody pursues the formula on the pack. Close to this it requires some investment and exertion to get ready MAGGI than regular noodles. This accommodation and one of a kind taste makes MAGGI than rest of the player in the noodles advertise.

03. Conveyance Channel and Dedicated sales group: Wide spread dissemination channel and committed sales group made it feasible for MAGGI noodles to be accessible in greatest number

of exchanges. Arrangements of items 'Up-Top' and 'Direct Front' in exchanges increment visibility and drive customers to buy. Dynamic and dedicated sales group effectively conjectures request and D&SP group make the stockpile smooth to the dispersion end.

04. Brilliant Advertising Visibility: Visibility of the POSM keeps customers mindful about MAGGI noodles and its up and coming advancements. Innovation of item rack like MAGGI noodles container additionally builds the visibility of the items.

05. Research and development office: High end R&D office in Dubai, encourages MAGGI to discover impeccable formula for noodles to suit the taste inclination of BANGLADESHI shoppers. This top of the line Research and development office likewise imagines assortment of new plans for up and coming SKUs' and ready to stay aware of the changing taste example of the buyers.

06. 100 of year's business experience: More than 100 of long periods of business experience and information give MAGGI gigantic preferred position than its nearby rivals. Skills from various markets are utilized to set methodology and accomplish long haul benefit.

07. Remarkable Business system: Sustainable business procedure makes the organization look for long haul benefit. It gives MAGGI enough opportunity to acknowledge by the shoppers and make an unshakable steadfast purchaser base.

08. Considerable item examining: MAGGI consistently go for gigantic testing which encourages it keep on track. Inspecting for the most part target school going kids, who are the real compelling gathering while at the same time buying noodles. The objective for examining for year 2014-15 is 20 million pieces noodles cake

Weaknesses

The weakness of MAGGI noodles is:

01. Limited variety in BANGLADESH market: There are mainly two types of flavors of MAGGI in BANGLADESH market which is masala and followed by curry. Then again MAMA has 4 flavors. This gives MAMA a focused edge over MAGGI.

02. Price Index: Considering the extent MAGGI noodles cost is higher than any stick noodles SKU. That is the reason it is just prevalent among family having higher salary. In any case, a large portion of the number of inhabitants in our nation remains beneath that pay level.

03. Lower net revenue for retailers: MAGGI noodles give lower overall revenue to retailers and wholesalers. Then again, its rivals give a lot higher edge to the merchants. So, dealers need to keep their item more in the exchange rack.

04. Lower timeframe of realistic usability: Because of the taste creator's short life expectancy, MAGGI has just seven months' time span of usability.

Opportunities

The opportunities of MAGGI noodles are:

01. Increment of buyers' acquiring power and yearning for better quality of life: Recently expanding in per capita salary moves family units to spend more for better quality life. This would help MAGGI to infiltrate into more family units, who were searching for minimal effort choices prior.

02. Contenders' absence of competency: existing contenders are not skilled enough to give difficult occasions to MAGGI. It is possible that they come up short on the uniqueness, taste, quality or having an appropriate dissemination channel. For instance, FU-WANG and MAMA has quality item however their dissemination channel is frail. Then again PRAN and COCOLA has a solid dissemination channel however their items are sufficiently bad.

03. Unexploited country advertises: due to the relatively more significant expense MAGGI just ready to enter dissolvable families. As urban populace has higher acquiring power than rustic individuals. Dissemination is increasingly packed in urban zones. So, MAGGI still has a chance to tap that market and increment volume.

04. Change in purchasers' nourishment utilization: customers are purchasing a larger number of noodles than before because of their changing nourishment hobbies. It allows MAGGI to extend.

Threats

The threats of MAGGI noodles are:

01. Part of contenders: in instant noodles classification there are 10-12 player exist in BANGLADESH showcase. Every one of them are charging practically same cost.
02. Higher overall revenue gave by contenders: contenders like PRAN, MAMA give traders' higher net revenue than MAGGI. So, merchants are more anxious to keep their items than MAGGI.
03. Higher limited time battle by contender: contenders are persistently going for various kind advancement like cost off advancement or offering blessings or the consequences will be severe. PRAN recently offer 'Free sauce sachet' with each 62gm noodles cake.
04. Higher spending on ads by contenders: contenders are going through enormous amount of cash in press promotions or in TVC. This can build the consciousness of their items.

2.8 Porter's Five Forces Model

To comprehend Bangladesh noodles market more intricately and seriously, we are going to utilize "Porter's Five Forces" model. Porter's Five Forces model is an ideal system to dissect the level challenge in any industry, its engaging quality and to acknowledge real state. For portrayal of the general noodles industry of BANGLADESH in a word this model would without a doubt be very accommodating. These five forces are:

- Threat of new entrants
- Threat of substitute products or services
- Bargaining power of customers (buyers)
- Bargaining power of suppliers
- Competitive rivalry

Threat of new entrants

Due to the Profitable market yields and high returns to the investment which makes it attractive to the new investors. As a Result, there are lots of new entry, eventually decrease in profitability for all the firms exist. It means the easier to enter into a new industry the less likely it is attractive. Thus, we can say that the threat of new entrant is HIGH

Threat of substitute

There are usually different types of snacks time in the market. But in the noodle's category Pasta could be a substitute. The only local player producing Pasta in Bangladesh is Kolson Macaroni. Rest of the products imported from foreign countries. The main weakness of this substitute is the price and the limited distribution capacity of the distribution Channel. Thus, we can say that the threat of substitute is HIGH

Bargaining power of suppliers

In Bangladesh bargaining power of the supplier is comparatively little than other countries. In the case of noodles, the suppliers are the flour and spice supplier. Firms can easily switch to another supplier. Supplier switching costs is negligible. As number of suppliers are huge firm always can go for the low-cost option. In the case of MAGGI most of the supplies comes from outside the country. Thus, the bargaining powers of the suppliers are LOW as MAGGI can easily shift its supplier.

Bargaining power of buyers

In aspect of noodles industry in Bangladesh, bargaining power of the consumers is very high. Availability of lot of competitors in the market makes this easy for consumers to switch the brand. There are lots of other noodles brands like Mr. Noodles, MAMA Noodles, COCOCLA Noodles, Chopstick and so on. Thus, we can say that the bargaining power of the buyer is very HIGH

Competitive rivalry

For most industries the intensity of competitive rivalry is the major determinant of the competitiveness of the industry. In the noodles industry of Bangladesh, the competition is intense. Already mentioned the whole Bangladesh noodles industry divided into two categories: Stick noodles & Instant noodles. Mr. Noodles and MAGGI Noodles are the big giants in the noodle's competitiveness in Bangladesh.

Chapter 3

Internship Experiences

My journey of Nestle Bangladesh started from 1st September 2019. I joined In the MAGGI marketing team of Nestle Bangladesh. It was a very new experience for me to work under the biggest snacks brand in the world. I got to learn a lot of things from mu supervisor.

3.1 MAGGI ReiMAGGIne project

The time I joined Nestle, MAGGI was undergoing a new ReiMAGGIne concept. New packaging and communication medium was introduced. In the MAGGI ReiMAGGIne concept three models was introduced for three target aged market. Shertaz was casted for the young generation, Mithila was casted for the motherly figure market and Dilara Zaman was introduced for the Orderly aged Market



3.2 ACTIVATION

Secondly I worked in the Activation of MAGGI 2min Noodles. The first activation that I worked in was the MAGGI 2mn was the School Activation. In this activation a group of Activation team goes to different school and run the program where they brief the students about the nutrients in the MAGGI noodles. A cooking demonstration is run to show how the MAGGI is cooked.



In addition to it I also worked in the MAGGI CARAVAN Activation. In the Caravan, MAGGI 2min noodles are prepared and sell out in a very cheap price to the consumers.



3.3 Market Visit

In addition to it in my market visit I visited different modern trade to know how the brand keeps its dedicated shelf branded and its products. I visited 19 outlets to know more about the brand



3.4 Photo-shoot

As a matter of fact, I got to learn about the photo shoot of packing. My supervisor gave me an amazing opportunity to visit the agency and see how the photo shoot of any packaging happens.



I also got a great opportunity to see how the Video shoot of MAGGI 2min noodles happens



3.5 NESTLE Bangladesh Factory Visit

I was privileged to visit the Nestle Bangladesh factory and see the MAGGI production line. It gives me an immense pleasure to say that I got to learn more and see with my own eyes how the number one snacks brand in Bangladesh is produced



Chapter 4

Customer Satisfaction and Marketing Mix of MAGGI 2mn Noodles

4.1 Introduction

I was given with the topic customer satisfaction and marketing mix of MAGGI 2mn Noodles. Customer satisfaction means how much the consumers are happy and to know whether the consumers are happy or not the in-depth facts marketing mix was introduced. I did a survey with 20 respondents to know whether they are satisfied with the current position of MAGGI in market.

4.2 Customer satisfaction

Customer satisfaction can be defined as a measurement that determines how glad clients are with an organization's items, administrations, and capacities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services. An organization's main focus must be to satisfy its customers. This applies to industrial firms, retail and wholesale businesses, government bodies, service companies, nonprofit organizations, and every subgroup within an organization.

4.3 Marketing Mix

The Marketing Mix alludes to the arrangement of activities, or strategies, that an organization uses to advance its image or item in the market. The 4Ps make up a common Marketing Mix - Price, Product, Promotion and Place. In any case, these days, the advertising blend progressively incorporates a few different Ps like Packaging, Positioning, People and even Politics as imperative blend components.

Product

MAGGI 2mn Noodles is driving nourishment brand under the umbrella of Nestle. MAGGI 2mn Noodles has a wide assortment of items and has an alternate range for every nation. Its items

are significantly sorted into MAGGI 2mn Noodles instant noodles, MAGGI 2mn Noodles soups, sauces, seasonings. The instant noodles class has a wide assortment and extremely well known all inclusive. The major MAGGI 2mn Noodles items in this classification are 2-minute Noodles, Chicken noodles, Vegetable Multigrainz noodles, Cuppa Mania, Hot Heads noodles, Oats noodles, Atta noodles. This is the foundation of the item system in the promoting blend of MAGGI 2mn Noodles. The MAGGI soups classification has a wide assortment of dried out soup blends and items offered fluctuate with nations it is available in. MAGGI 2mn Noodles is also available the whole way across the reality where it works.

Price

MAGGI utilizes a cost-based pricing methodology to tap in to different markets on the world. The aggressive prices are remunerated with high volumes of the items. This shows rivalry and cost are the two main considerations in the showcasing blend pricing technique of MAGGI 2mn Noodles. In view of rising prices in different nations MAGGI 2mn Noodles has astutely begun diminishing the amount to keep the prices unaltered. Settle endeavors to catch most extreme piece of the pie with low prices and top-notch measures. As MAGGI 2mn Noodles is attempting to take advantage of all fragments of salary class it keeps differential prices in depending areas and crosswise over nations.

Place

In Bangladesh MAGGI 2mn Noodles is available in most of the district of Bangladesh. MAGGI 2mn Noodles items are generally accessible because of the solid nearness of Nestle. The circulation technique pursued by Nestlé is Producers to Distributors to Wholesalers to Retailers to Consumers. This is on the grounds that it is expended in a ton of volumes and for the most part in little amounts. Because of its so profound venture even into country zones and communities, it has picked up it the top position. MAGGI 2mn Noodles items are legitimately taken from the manufacturing plants which are autonomously figured out how to Carry and Forward Agencies who at that point store in their huge distribution centers and pass them onto the wholesalers as indicated by their requested amounts. These amounts are then appropriated

among the retailers or to the end client through hypermarkets, other private companies and even its very own stands to corporate.

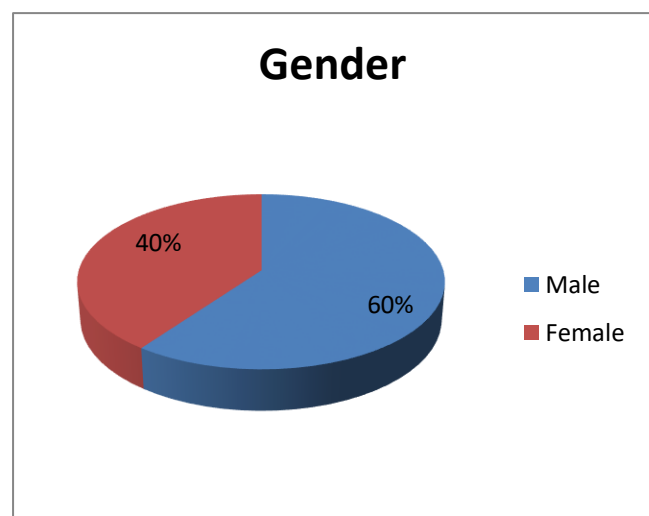
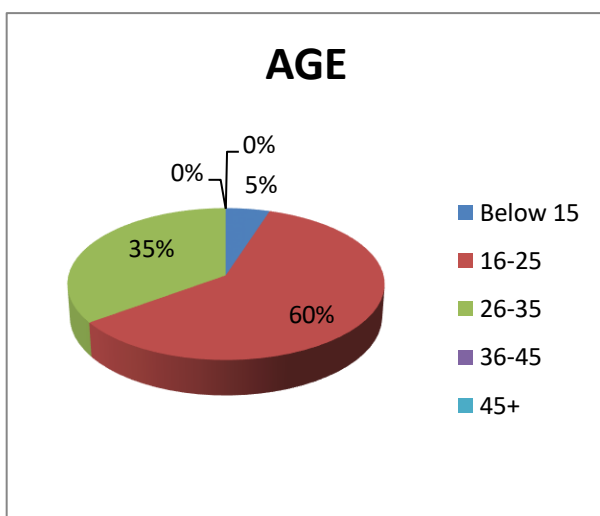
Promotion

MAGGI has utilized publicizing as its primary limited time procedure to make mindfulness and for brand review. At first it concentrated on children and working ladies who have less time to get ready nourishment. The promotions predominantly flashed on kids' channels with viable slogans of "Bas 2-minute" and the jingle "MAGGI". MAGGI has recently launched a caravan branded in MAGGI where the brand promoters sell noodles at a very low price. MAGGI is continuously doing MAGGI School Activation to promote their brand among the school children.

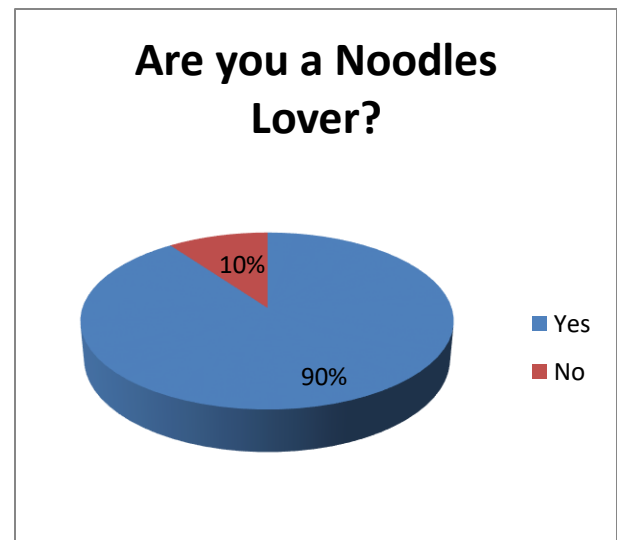
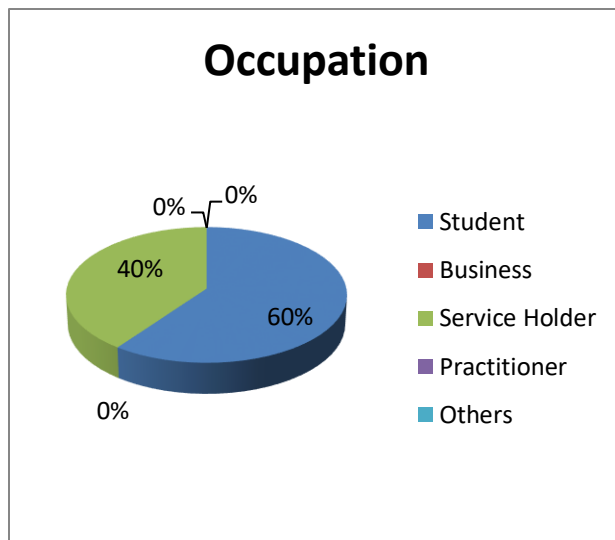
4.3 In-Depth Research

To know more about the customer satisfaction and marketing mix of MAGGI 2mn Noodles a firsthand survey was done with 20 correspondent. There were 18 questions, and these are described below:

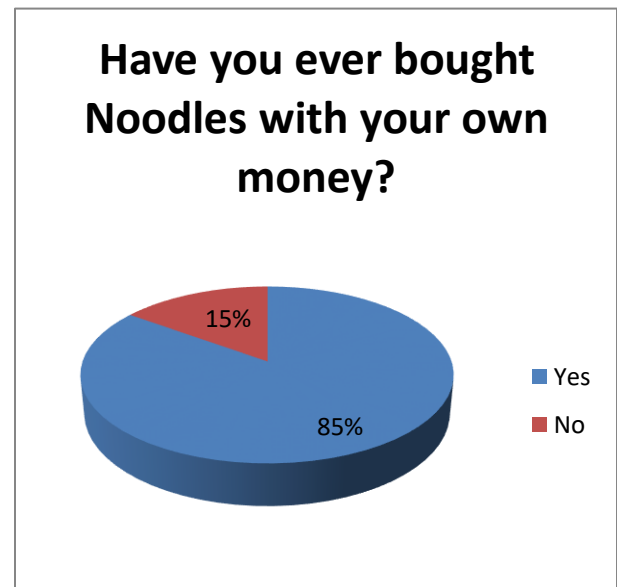
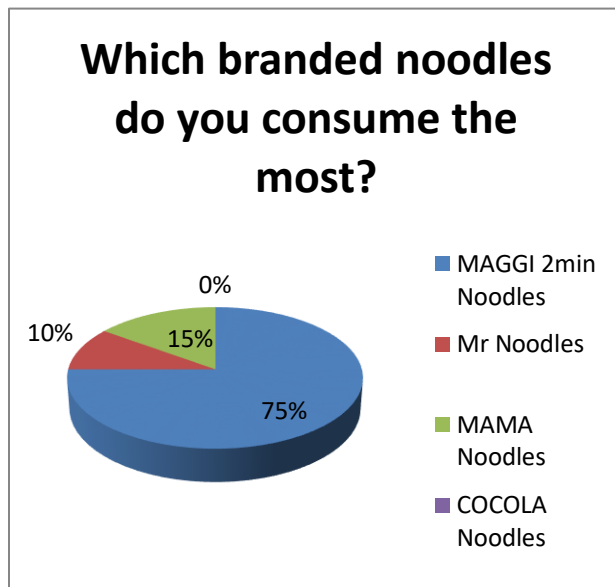
To know the demography of the respondent age and sex was asked and about 60% of the demography was male of which 60% was within the age of 16-25.



And out of these respondents 60% of the respondents were students and rest 40% were students

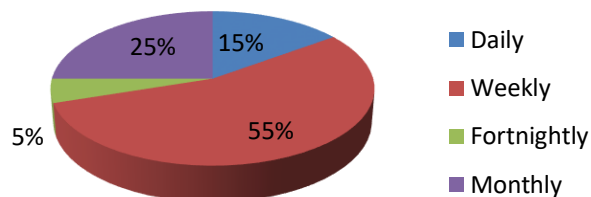


Among the respondent 90% of the people were noodles lover and only 10% don't like noodles

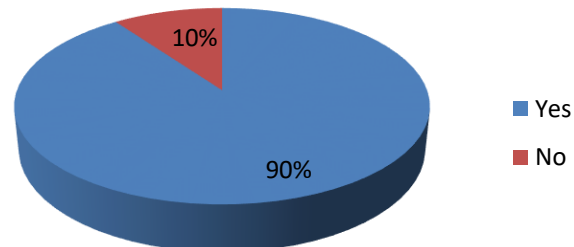


And to see the buying power of the respondents I have asked the question that "Have they ever bough noodles with their own money" and the result came surprising that about 85% of the respondents buy noodles with their own money. This shows that about 70% of the respondents within the age of 16-25 buy noodles with their own money. And about 75% of the respondent consume MAGGI 2min Noodles the most. 15% mama noodles and rest 10% consume Mr.noodles.

How often do you consume noodles?

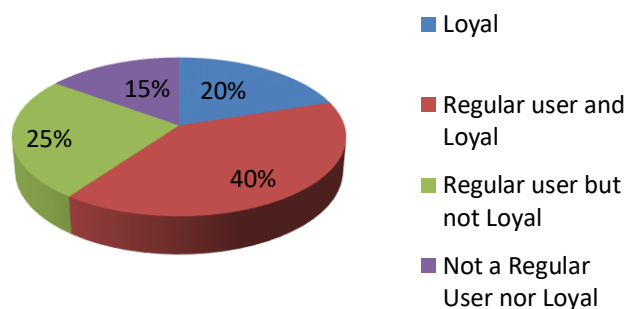


Do you like MAGGI 2min Noodles?

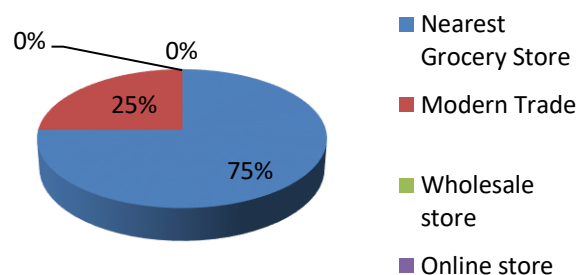


To see the how often the respondents consumes noodles the question “How often do they consume noodles” was asked and we found out that 55% consume noodles weekly 25% consume noodles monthly 15% of them consume daily and 5% fortnightly. Out of these respondents 90% of the respondents like MAGGI 2min noodles.

How much devoted are you to the MAGGI 2min Noodles Brand?

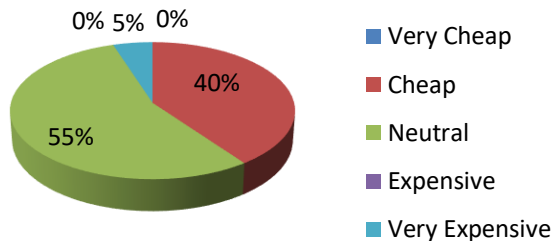


Where do you usually buy MAGGI 2min Noodles?

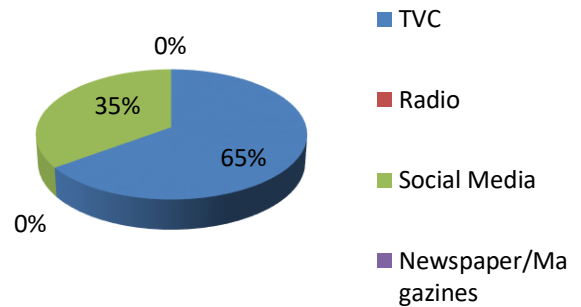


Among the 90% of the respondents who like MAGGI 2min noodles only 20% of them are loyal customers and 40% of the consumers are regular users and loyal. Thus, we can say that MAGGI has captured the bigger portion of the noodle’s lover In Bangladesh. From the questionnaire we can see that 75% of the respondents buy MAGGI from their nearest grocery store and rest 25% of the respondents buy it from the modern trade.

Is the Price of MAGGI 2min noodles Reasonable to you?

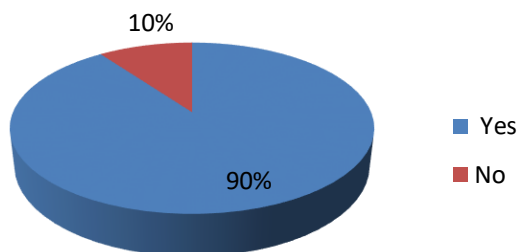


Where do you see the MAGGI 2min Noodles promotion the most?

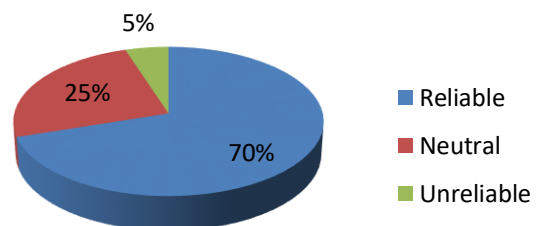


The question “Is the Price of MAGGI 2min noodles Reasonable to you?” was asked and about 55% of the respondents are neutral about the pricing this tell us they have the buying power and the price is not very high or very cheap to them. Only 5% of the respondents think the price is high.

Would you suggest MAGGI 2min Noodles to your Friends and Family?

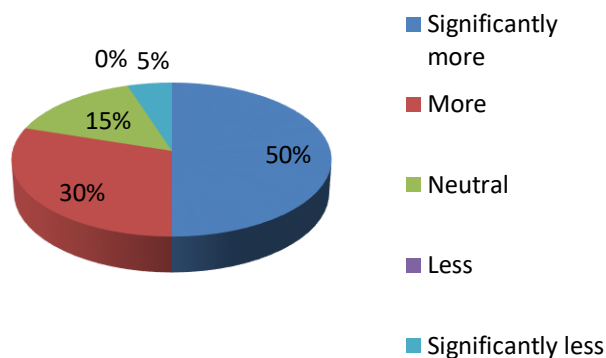


Are you satisfied by MAGGI 2min Noodles

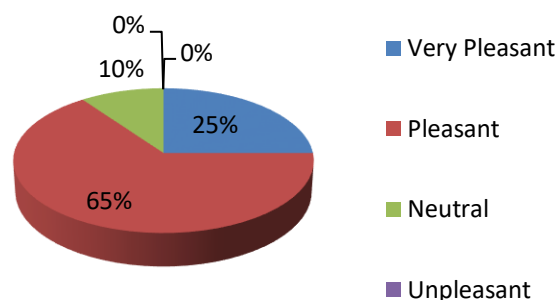


About 90% of the respondents will suggest their family to buy and consume MAGGI 2min Noodles and out of them 70% of the respondents are reliable that they are satisfied with MAGGI 2min Noodles

To what extent do you think MAGGI is a quality Brand of Noodles

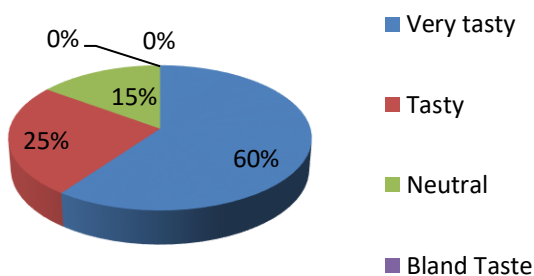


How is the Brand image of MAGGI 2min Noodles on your mind?

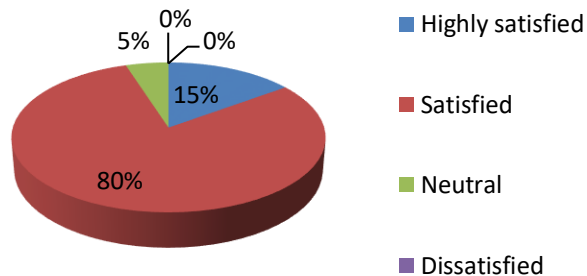


The Respondents were asked 'To what extent do you think MAGGI is a quality Brand of Noodles' and about 50% agreed that MAGGI is significantly more of a noodles brand In Bangladesh. And about 65% of the respondents think MAGGI 2min Noodles have a good brand image in the market.

How is the Taste of MAGGI Compare to others?



Overall How Satisfied are you with MAGGI 2min Noodles?



Comparing in the testing category about 60% of the respondent think that MAGGI 2nn noodles is very tasty and 15% thinks neutral about the taste. Finally, the question "Overall How Satisfied are you with MAGGI 2min Noodles?" was asked and is a positive result about 80% of the respondents thinks that they are highly satisfied with MAGGI 2min Noodles

Chapter 5

Conclusion

5.1 Introduction

I have completed my report in the purpose of completing my internship. In this report basically I talked about the placed and product that I got to work within the last four month. I was blessed to work under the world biggest food brand Nestle. I have collected different data of the noodle market of Bangladesh with help of survey and secondary research.

5.2 Summary of the findings

I am done a survey based on the marketing mix and customer satisfaction and I found out that

- 90% of the people were noodles lover and only 10% don't like noodles
- 75% of the respondent consume MAGGI 2min Noodles. It shows the popularity of noodles among the consumers.
- 80% of the respondent have noodles buying power. Its shows noodles is a cheap snack item among the respondents
- About 90% of the respondents will suggest their family to buy and consume MAGGI 2min Noodles and out of them 70% of the respondents are reliable that they are satisfied with MAGGI 2min Noodles. Its shows that about 20% of the respondents who consume MAGGI noodles still don't trust to it to recommend it to their family
- 80% of the respondents are highly satisfied with MAGGI 2min Noodles. It shows how much MAGGI 2mn noodles have created its brand identity among the consumers.

5.3 Recommendations

Few of the respected respondents shared their valuable feedbacks and almost every one of them thinks that MAGGI has a very dull taste and they want different flavors. Some of the respondents asked for instant cup noodles from MAGGI brand.

Working in NBL is very challenging. I view myself as fortunate to have such chance of working there. The marketing branch of NBL is a spot brimming with skilled, experienced and fiery individuals. Learning opportunity was tremendous and each one in that group was polite, inviting and well coming. Working with such group is constantly an extraordinary test. In each progression or undertaking I need to demonstrate my competency. It is very hard for somebody with no past stir understanding to stay aware of the pace. Time the board, organize errands, performing various tasks abilities and so forth are must, to perform well in such condition. So, it would be better for me if NBL HR group could have composed some of the instruction that I have to do in advance. Such preparing would make us progressively able, we would be increasingly useful to our line chief and above all our learning experience would be vastly improved.

5.4 Conclusion

Working under NBL is perhaps the best open door I ever have. I was presented to the professional workplace. I was fortunate to watch the method for working in a MNC which was ultimately support up my certainty and increment my craving for adapting new things. Working with bunch of gifted individuals truly built up my understandings and made me developed. Following orders, dealing with my time and assets really helped me set myself up for my future carrier.

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Questionnaire

1. Gender

- ☐ Male
- ☐ Female

2. Age

- ☐ Below 15
- ☐ 16-25
- ☐ 26-35
- ☐ 36-45
- ☐ 45+

3. Occupation

- ☐ Student
- ☐ Business
- ☐ Service Holder
- ☐ Engineer
- ☐ Teacher

4. Are you a noodles lover?

- ☐ Yes
- ☐ No

5. Have you ever bought Noodles with your own money?

- ☐ Yes
- ☐ No

6. Which branded noodles do you consume the most?

- ☐ MAGGI 2min Noodles
- ☐ Mr Noodles
- ☐ MAMA Noodles
- ☐ COCOLA Noodles
- ☐ Others (Please Specify)

7. How often do you consume noodles?

- ☐ Daily
- ☐ Weekly
- ☐ Fortnightly
- ☐ Monthly

8. Do you like MAGGI 2min Noodles?

- ☐ Yes
- ☐ No

9. How much devoted are you to the MAGGI 2min Noodles Brand?

- ☐ Loyal
- ☐ Regular user and Loyal
- ☐ Regular user but not Loyal
- ☐ Not a Regular User nor Loyal

10. Where do you usually buy MAGGI 2min Noodles?

- ☐ Nearest Grocery Store
- ☐ Modern Trade
- ☐ Wholesale store
- ☐ Online store

11. Is the Price of MAGGI 2min noodles Reasonable to you?

- ☐ Very Cheap
- ☐ Cheap
- ☐ Neutral
- ☐ Expensive
- ☐ Very Expensive

12. Where do you see the MAGGI 2min Noodles promotion the most?

- ☐ TVC
- ☐ Radio
- ☐ Social Media
- ☐ Newspaper/Magazines

13. Would you suggest MAGGI 2min Noodles to your Friends and Family?

- ☐ Yes
- ☐ No

14. Are you satisfied by MAGGI 2min Noodles products?

- ☐ Reliable
- ☐ Neutral
- ☐ Unreliable

15.To what extend do you think MAGGI is a quality Brand of Noodles

- ☐ Significantly more
- ☐ More
- ☐ Neutral
- ☐ Less
- ☐ Significantly less

16.How is the Brand image of MAGGI 2min Noodles on your mind?

- ☐ Very Pleasant
- ☐ Pleasant
- ☐ Neutral
- ☐ Unpleasant
- ☐ Very Unpleasant

17.How is the Taste of MAGGI Compare to others?

- ☐ Very tasty
- ☐ Tasty
- ☐ Neutral
- ☐ Bland Taste
- ☐ Very Bland taste

18.Overall How Satisfied are you with MAGGI 2min Noodles?

- ☐ Highly satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Highly Dissatisfied

Any Recommendation?