

Report On
Human Resource Management Practices and Employee Job Satisfaction of
Nestle Bangladesh Limited

By
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17104144

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

BRAC Business School
BRAC University
October, 2021

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Declaration

It is declared that

1. The internship report submitted is my/our own genuine 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.

Student's Full Name & Signature:

Maisha Mumtahana

Student Full Name

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Supervisor's Full Name & Signature:

Zaheed Husein Mohammad Al-Din

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Senior Lecturer, BBS Department

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Letter of Transmittal

Zaheed Husein Mohammad Al-Din
Senior Lecturer
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report titled “Human Resource Management Practices and Employee Job Satisfaction of Nestle Bangladesh Limited”.

Dear Sir,

This is a great privilege to put forward my internship report which is titled "Human Resource Management Practices and Employee Job Satisfaction of Nestle Bangladesh Limited" under your direction as a concern of the BUS 400 course that is mandatory to accomplish a BBA degree at BRAC Business School.

I have tried earnestly to fulfill the report with all the required information and the recommended proposition in the most significant, concise, and detailed approach.

I am convinced that this particular report will be able to attain all the expectations.

Sincerely yours,

Maisha Mumtahana
17104144
BRAC Business School
BRAC University
October 1, 2021

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is created and documented into by and between Nestlé Bangladesh and the undersigned student at BRAC University, Maisha Mumtahana.

.....
Nestlé Bangladesh Limited

.....
Maisha Mumtahana
ID: 17104144

Acknowledgment

This report was developed in order to present overall human resource management practices and employee job satisfaction of Nestlé Bangladesh Limited. BRAC business school and Nestlé both assisted and supported for developing this report which were really appreciative. I think of myself really blessed for having such guidance and cooperation throughout the whole process. Mr. Zaheed Husein Mohammad Al-Din, my personnel adviser at BRAC Business School, has been really cooperative for finishing this internship report in an effective way. Moreover, he offered his valuable time and thoughts through Google meet sessions for our improvement. Furthermore, I would like to convey my gratitude to my supervisor Mr. Muhammod Moniruzzaman Bahar (Senior Sales Officer) in Nestlé, who assisted me and supported me throughout the internship journey. He was the reason behind my completing internship effectively. Because of his guidance, I was able to complete my thorough analysis on human resource practices and employee job satisfaction of Nestlé Bangladesh Limited.

Additionally, he has favored me with the opportunity to cooperate with his staff so that I could collect all the necessary information for developing my internship report. I will be earnestly grateful to Muhammod Moniruzzaman Bahar for his guidance, supervision, support, and cooperation to finalize the report effectively. Finally, I'd want to convey my heartfelt gratitude to everyone who has guided me at BRAC Business School since 2017. With their sincere guidance, I may guide this internship report and benefit my country by determining that I am a qualified graduate of BRAC Business School.

Executive Summary

This report is developed in order to obtain practical knowledge about how an organization practices its HR policies and also to determine the employee job satisfaction level of Nestlé Bangladesh Limited. Nestlé Bangladesh Limited, one of our country's major multinational corporations originally established its commercial operations in Bangladesh in 1994 with its first factory in Sreepur of Gazipur. They are basically entailed in the food, beverage, and nutrition industries.

Over the past 25 years Nestlé Bangladesh Limited has provided numerous products and services for individuals. The current product line of Nestle Bangladesh involves brands like Maggi (Noodles, Soup and Seasoning), Nescafe, Nestea, Nestle Koko Krunch, Nestle Milo, Nestle Cornflakes, Nestle Coffee-mate, Nestle Every-day, Nestle Nido, Cerelac, Lactogen and Nan. Moreover, Nestlé has worked significantly with the communities in which they function. For example, they provide training for the farmers so that they could improve their livelihood. They also provide teaching facilities for children and they constructed fresh water tanks for school so that they could get to drink fresh water. That is how Nestle Bangladesh Limited is helping to advance environmental sustainability. Nestle Bangladesh Limited's top priority is providing quality and safety for their customers.

In this report, I focused on overall human resource management practices and level of employee job satisfaction of Nestle Bangladesh Limited. During my internship period, I have worked as a sales intern in Nestlé. My main work was to conduct survey on shoppers of Nestle and to make sales reports on the basis of these survey results. Despite my internship as a sales intern, I was able to learn about human resource management practices of Nestle Bangladesh Limited with the help of my supervisor and coworkers from HR department.

Moreover, a survey has been conducted on the employees of various departments to determine employee job satisfaction of Nestle Bangladesh Limited and the result of the survey was quite satisfactory. This report was established to follow all the guidelines provided by BRAC University and formed on my real-life work experience, which I collected from Nestlé Bangladesh Limited. I'm expecting that my report will provide some realization about all the tasks I fulfilled as an intern. With limited access to data owing due to confidentiality, I made utmost effort to present as much knowledge as possible on human resource management practices and employee job satisfaction while working at Nestlé Bangladesh Limited.

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Chapter 1

Overview of Internship

1.1 Student information:

Student ID	17104144
Program	Bachelor of Business Administration
Major/Specialization	Major in Human Resource Management and Finance.

1.2 Internship Information:

1.2.1 Company Information

Period	June 2021 - September 2021
Company Name	Nestlé Bangladesh Limited
Logo	
Department	Sales Function
Address	NINAKABBO Level 4, 227/A Tejgaon-Gulshan Link Road, Tejgaon Industrial Area, Dhaka 1208, Bangladesh.

1.2.2: Internship Company Supervisor's Information

Name	Muhammod Moniruzzaman Bahar
Position	Senior Sales Officer
Email	Md.Moniruzzaman4@bd.nestle.com

1.2.3 Job Scope – Job Description/Duties/Responsibilities

In Nestlé Bangladesh Limited, I have worked as a Sales intern in the sales function department and I have worked in a project titled shopper survey for renovation and innovation. As a Sales intern, I had to work with the sales team regularly for making a survey questionnaire effectively and I also had to make survey summary on the basis of shopper survey that I had taken from the shoppers by communicating with them while visiting various channels. Moreover, I helped my supervisor and coworkers to prepare sales reports at the end of the month, so that the management could take necessary steps to improve their decision-making process.

Furthermore, I was accountable for updating data in survey summary excel file regularly. I also had to make ppt file on the basis of these reports where the sales charts of the products had been shown and the management could analyze sales data on the basis of these reports.

1.3.1 Student's contribution to the company:

The internship program is the training and learning process for undergraduate students before entering the corporate world so that they could get real-life work experience. By getting enrolled in an internship program, a student can understand about the corporate culture and environment, can achieve real-life work experience, and can participate in order to enhance the organization's growth. Besides, Nestlé Bangladesh Limited authorized me to share ideas for the organization's further development. I comprehended a lot about how the job market of a renowned multinational corporation functions during this internship period. During the three-month internship program, the student facilitated with the following business activities for Nestlé:

- Prepared survey questionnaires regarding sales of three major brands of Nestle.
- Joined corporate grooming sessions on Microsoft Power BI for enhancing knowledge.
- Visited different channels in different areas of Dhaka city for getting proper ideas regarding daily, weekly and monthly sales.
- Conducted shopper survey on the shoppers of Nestle Bangladesh by communicating with them in different channels of different areas of Dhaka city.
- Communicated with distributors and traders for collecting important information regarding sales.
- Assisted supervisor and coworkers for making the sales report on the basis of the summary survey.
- Updated data in survey summary excel file regularly.

- Solved various sorts of work-related problems by effective problem-solving skills.
- Conducted online survey on a new variant product of Nestle.

1.3.2 Benefits to the Student:

The internship program benefits the student by providing practical knowledge that they can't attain from academic books. Students can easily learn by achieving proper practical knowledge and acquire genuine idea about the culture and the environment of the corporate world while undertaking the internship program. Students can determine all the managerial skills while working with their supervisor and colleagues during the internship, which will ultimately help them to improve their interpersonal skills. Besides these related statements, the student can obtain some other special benefits.

- Students can establish professional network while doing the internship.
- Students can develop interpersonal skills while doing the internship.
- Students can execute industrial skills while doing the internship.
- Internship provides opportunities for students so that they could understand their professional strengths and weaknesses eventually.
- Internship experience gives an advantage to the fresh graduate students in the job market.
- A good recommendation from the supervisor can be really useful for a graduate in order to utilize it for future jobs, college enrollment, and scholarship applications.

1.3.3 Problems/Difficulties:

Nestlé Bangladesh Limited has an enormous working environment. Due to Covid-19 crisis, all the interns had to work from home through online. HR reached us and wanted to know about our health and family situation regularly. Moreover, my supervisor treated me really well and always guided me to do my work properly by providing me a friendly work environment. During this 3-month internship program, I never faced any difficulties due to work as my supervisor was really helpful and cooperative. He always gave me suggestions regarding work and assisted me whenever I faced any sorts of difficulties. Moreover, my coworkers were very supportive and cooperative. Furthermore, all the interns got proper assistance from HR department, as their initial authority was to guide us if we faced any difficulties. By estimating all these facts, I never faced any difficulties or complications during my internship program.

Chapter 2

2.1 Introduction

Origins of Nestlé

1866-1905: In 1866, Nestlé was established by two brothers George and Charles Page as an Anglo-Swiss milk company, in Cham, Switzerland. These two brothers had originated Europe's first production facility for condensed milk as a substitute to fresh milk. In 1867, Henri Nestlé, who was founder of Nestlé and a German Born pharmacist, introduced his 'farine lactée' which was made from flour and milk. It was mainly made from cow milk, wheat flour, and sugar, and Nestlé made it for children who were unable be breastfed in order to prevent high death rates. For increasing production and sales, Henry Nestlé handed over his company to three local business people in Vevey. Nestlé and Anglo-Swiss confronted intense competition because both firms started to offer matching varieties of the other's primary products such as condensed milk and baby cereal. Both companies were enlarging their international markets and output. In 1882, Anglo-Swiss started its business in the United States but the death of George Page obstructed its expectations. Consequently, they handed over their US-based operations in 1902, placing the beginning for a future merger with Nestlé. Nestlé has taken charge of Peter & Kohler's export sales; Nestle eventually began to sell chocolate for the first time (Nestlé, n.d.).

1905-19013: Nestlé and Anglo-Swiss joined together in order to build the Nestlé & Anglo-Swiss Milk Company. The company had built three head offices in Vevey, Cham and in London in order to enhance dairy export sales (Nestlé, n.d.). Eventually, the company's product line has enlarged and added sugar-free evaporated milk and sterilized milk.

1914-1918: In 1914, there was an intense pleading for evaporated milk and sweets because of the inception of war, ever since the scarcity of fundamental material and restriction on border trade shut off the production of Nestlé. The demand for condensed milk eventually expanded among the army because of the enduring taste and further transportation (Nestlé, n.d.). In order to solve this problem, they started to acquire manufacturing in United States and Australia and they had established total 40 manufacturing industry after the end of the war.

1921-1938: The necessity of evaporated packet milk reduced among the army in 1921. Moreover, Nestlé suffered from first-ever financial loss because of declining prices and high stock. Nestlé arranged an appointment with banker Louis Dapples as a crisis manager for solving this crisis, and then he inspired the company to assign professional managers. That's how the corporation upgraded but, in the end, it suffered again in 1929 because of the Wall

Street Crash. Despite that the period had its conveniences such as the company started to focus on research and development more and eventually introduced products like Nescafé and Milo. (Nestlé, n.d.)

1942-1947: When the Second World War broke out, it influenced almost all industry in 1939. At that time Nestlé didn't suffer from any sorts of consequences as their sales had been increased among the military and citizens. In 1947, Nestlé presented Maggi soup and other seasoning products. (Nestlé, n.d.).

1948-1959: In USA and Europe, people started to purchase stuffs like fridge, microwave for making their life more simple and easier. At that time people preferred to purchase ready meals. That's why, Nestlé Alimenting started to introduce brands like Nestea and Maggi which are ready meals. (Nestlé, n.d.).

1960-1980: Eventually Nestlé started to appear in frozen food industry while they also maintained the quality and production of milk, coffee and other ready foods. In the 1970s, the group emerged into pharmaceuticals and cosmetics. However, Nestlé had to endure criticism and pressure from the activist group because they stated that baby food such as trading milk is immoral. (Nestlé, n.d.).

1981-2005: Since 1981 to 2005, Nestlé started to focus on health-conscious customers and they presented healthy products to meet the needs of these particular customers who are very aware about the betterment of their health. Moreover, Nestlé started to extend all over the world in order to enhance as a world leading company in drinking water, pet food and dairy products. (Nestlé, n.d.).

2006-2021: Nestlé demonstrated its Building Shared Value market approach for the very first time and executed Nestlé Cocoa Plan and Nescafé Plan in order to upgrade viable cocoa and coffee distribution networks (Nestlé, n.d.).

Vision: To befit a developing, driving, Nutrition, Health, and Wellness Company which enlarges shareholder equity by enhancing as a preferred corporate citizen, preferred employer, preferred provider, and determined seller of desired goods. (Nestlé, n.d.).



Figure 1 Nestlé Culture, Values and Principles

Source: Nestlé Bangladesh.

Mission: Our "Good Food, Good Life" intends to present customers the most exquisite tasting, most healthful options in numerous food and beverage sections and consuming occasions, from morning till night (Nestlé, n.d.).

Values:

- Enriching lives
- Nourishing and captivating the senses
- Forming a better and healthier world
- Maintaining integrity, fairness and honesty
- Following ethical business practices
- Sustaining transparency
- Retaining consumer trust

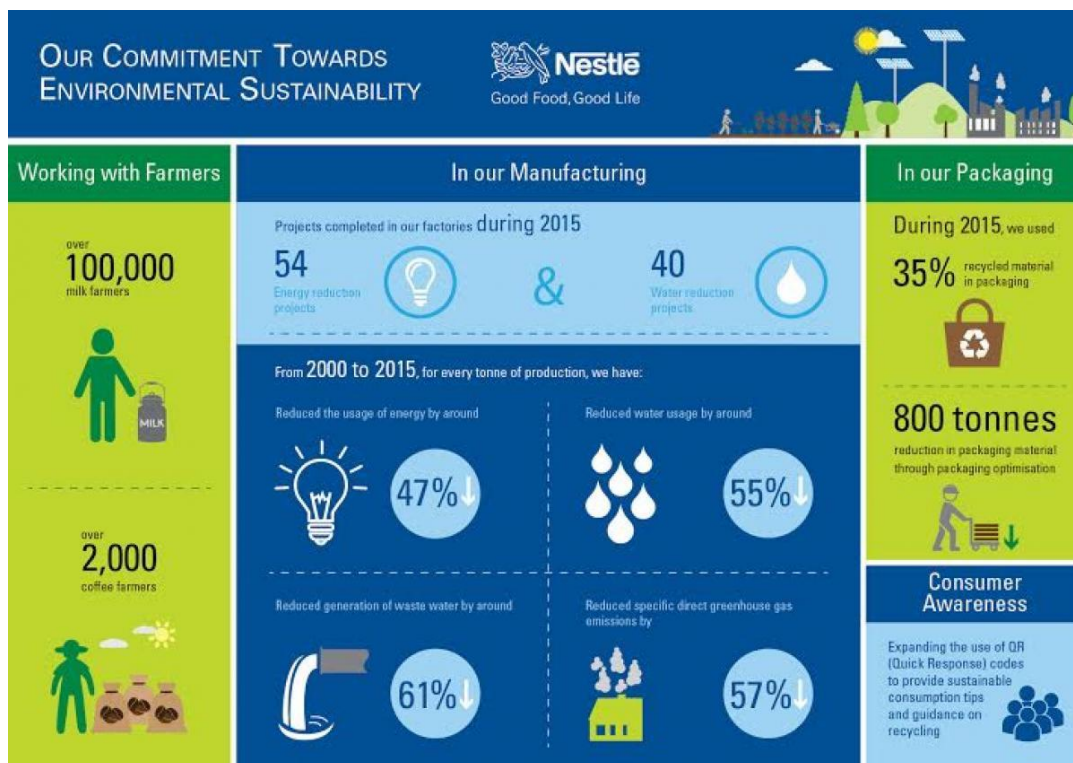


Figure 2 Environmental Sustainability

Source: The Hans India: <https://www.thehansindia.com/posts/index/Environment/2016-06-04/Environmental-sustainability-Nestle-cuts-energy-and-water-use-by-over-45/232785>

Tagline: Tagline of Nestlé is “Good Food, Good Life”. (Nestlé, n.d.).

2.2 Company Overview

Nestlé Bangladesh LTD

Nestlé Bangladesh emerged its operation in Bangladesh as a joint venture between Transcom Limited and Nestlé S.A in 1992. Nestle Bangladesh Limited initiated commercialized operations in 1994 with its first factory in Sreepur of Gazipur. In 1998, Nestlé Bangladesh befitted a wholly-owned company of Nestlé S.A. Over the past 25 years, Nestle Bangladesh Limited has provided numerous products and services. Nestlé Bangladesh has presented extensive variety of goods and services for people over the past 25 years by eventually guiding them in taking actual care of themselves and their families. We also operated intently with the communities where we function, assuring farmer preparation, developing livelihoods, teaching children and youth on good nutrition, and successfully motivating environmental sustainability (Nestlé_Bangladesh_Report; Nestlé, n.d.).

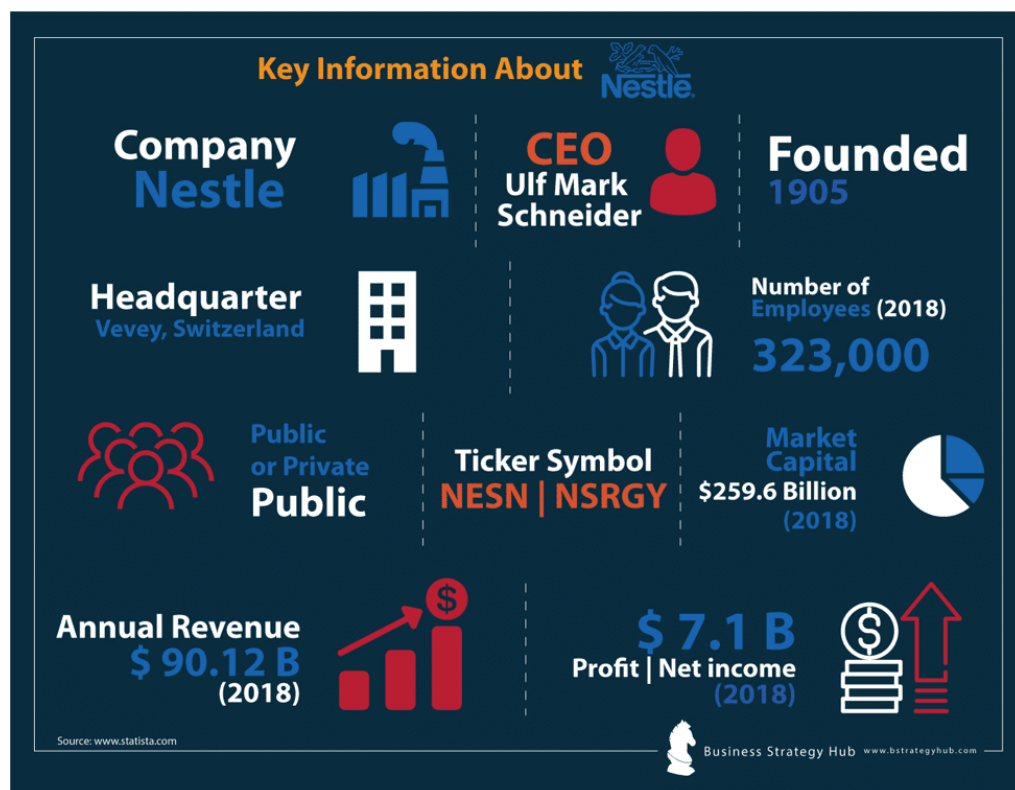


Figure 1 Key Information About Nestlé

Source: The Business Strategy Hub: <https://bstrategyhub.com/nestle-swot-analysis-2019-swot-analysis-of-nestle/>

Products Of Nestlé Bangladesh:

Dairy	Nestlé Every day, NIDO Forti Grow, Nestlé MILO
Foods	Maggi Noodles Maggi Soup, Maggi seasoning
Baby Foods	Nestlé Ceregrow Lactogen, NAN
Beverages	Nescafé Classic Nescafé 3 in1 Nescafé creamy latte Nestlé Coffemate NESTLÉ FRUITA VITALS Nestea
Breakfast Cereals	Nestlé Gold Cornflakes Nestlé KOKO KRUNCH Nestlé KOKO KRUNCH DUO Nestlé Milo cereal

Table 1 Nestlé Products in Bangladesh

Source: Nestlé Bangladesh: <https://www.nestle.com.bd>



Figure 4 Category-Brands of Nestlé Bangladesh

Source: Nestlé Bangladesh. <https://www.nestle.com.bd/ask-nestle/products-brands>

Nestlé Head Office Overview:

The head office of Nestlé Bangladesh Limited is situated in Dhaka. The office is based in Tejgaon industrial area and the name of the office building is NINAKABBO. There are nearly 170 employees who are currently working in the head office of Nestlé Bangladesh. The interior of the head office of Nestlé Bangladesh is innovative and artistic. From level 4 to level 6 three different color themes has been used which stands for three values of Nestlé such as, green symbolizes the value of Nutrition, yellow represents Rural Growth and blue indicates the value of Water.



Figure 5 Nestlé Head Office in Bangladesh

Source: Nestlé Bangladesh.

https://www.nestle.com.bd/aboutus/nestle_in_bangladesh/presence_across_bangladesh

Nestlé Factory Overview:

The factory of Nestlé Bangladesh is established in Sreepur, Gazipur. It is situated next to the Rajendrapur Cantonment and nearly 55 kilometers north of Dhaka. The factory presents cutting-edge production features. For example, a magnificently constructed social block for all workers, a renovated water recycling project, and numerous fundamentally remarkable assembly and packaging lines for world-renowned brands. (Nestlé, n.d.).

2.3 Management Practices:

Gradually, people's confidence in Nestlé products is improving. In order to fulfill the customer's need and demand, Nestlé employees and the management team work effectively (Nestlé_Bangladesh_Report).

2.3.1 General Management: General management of Nestle Bangladesh takes all the necessary decisions and supervise mostly all the operations. Moreover, they analyze all the data, surveys, reports and afterwards they take necessary initiatives for the further betterment of Nestlé by discussing with the management team effectively. The general management team of Nestlé Bangladesh tries to solve all the complications and difficulties for the better growth of the company in the near future. (Nestlé_Bangladesh_Report).

2.3.2 Human Resource: HR management team of Nestlé Bangladesh mainly concentrates on the management of employees, recruitment and selection process, planning, training and development, performance appraisal, administering payment, and other benefits. The HR team of Nestlé Bangladesh plays the most important role as the people they are selecting and recruiting will take part in the development of Nestlé in the near future. Moreover, the HR team tries to manage all of their employees whenever they are in need of any sorts of guidance and assistance. They also arrange training and development sessions for their newly joined interns and employees. At the end of the month, they administer payment for all of their employees. That's how the HR team of Nestlé Bangladesh operates for the betterment of the company. (Nestlé_Bangladesh_Report).

2.3.3 Marketing: The marketing team of Nestlé Bangladesh is accountable for supervising the established brands, market share, and product development. The marketing team cautiously follows all the rules and regulations before undertaking any sorts of marketing campaign or advertisement. For example, in case of Bangladesh, marketing of CERELAC, LACTOGEN, Nan is prohibited because these products are supplementary to breast milk. That's why, the

marketing team of Nestlé employs doctors for recommending infant formula and baby products to the parents of the babies who are really in need of these particular products. (Nestlé_Bangladesh_Report).

2.3.4 Supply Chain: The Supply Chain department of Nestlé Bangladesh regularly concentrates on the LEAN method of working, which indicates no waste of cost, time, and process. The supply chain team sustained effective inventory planning in order to decrease material waste. Also, it aims for short-term production led times in order to reduce the waste and also to execute cost management for vendors by strict bargaining to minimize spending waste. (Nestlé_Bangladesh_Report).

2.3.5 Sales and Nestlé Professionals: They are mainly responsible for creating revenue for the business, but transactions are controlled by retail dealers, while Nestlé Professionals manage corporate sales. Moreover, the sales analysis officer analyzes the sales data effectively and ensures that Nestlé reaches its sales target (Nestlé_Bangladesh_Report).

2.3.6 Research and Development: Nestlé Bangladesh continuously researches the product before launching it for the Bangladeshi citizen because every culture has different standards and taste buds. For example, people of Asia prefer spicy food more; that's why Nestle Bangladesh introduced various noodles segments such as Maggi Masala Blast noodles, Maggi Masala noodles and Maggi Fusian noodles. Moreover, Nestle Bangladesh presented Nescafe Creamy Latte sachet for their respective customers who can easily find the taste of creamy latte at a very reasonable price. Furthermore, it assists to determine the most satisfactory product for their consumers and tries to acknowledge the requirements and preferences of their consumers. (Nestlé_Bangladesh_Report).

2.4 Marketing Practices

The company's corporate image which is "Nestlé is all about consistency" indicates somewhat importance on advertising and promotion as Nestlé's customers in Bangladesh so far realize that Nestlé emphasizes on their product quality over costs (Business Strategy Hub, 2021). Nestlé Bangladesh basically depends on two campaign objectives. Such as,

1. Informative Advertising
2. Persuasive Advertising

Nestlé does not set a high value marketing, advertising or brand promoting as it is already a renowned and premium food product corporation in Bangladesh. At this point a few things to consider when it comes to the advertising of Nestlé Bangladesh Ltd. They are,

- Nestlé cannot undertake marketing, advertising or promotional campaign for infant formula.
- Only brand-new products are exposed to most ads.
- The procedures and strategies of advertising differ from product to product.
- The utilization of Nescafé coffee vending machine in educational institution, corporate offices for promoting marketing campaign.
- In order to get better entailed in food testing and analysis, in 2003, Nestlé sampled Nescafé for testing purposes.
- Due to Covid-19 pandemic, Nestlé initiated to sell their products through Chaldal and Pandamart.

Nestlé Bangladesh Ltd. operates with specialist companies for advertising purposes. They are given below,

- Maggi - Protishobdo
- Polo - Protishobdo
- Nescafé - Unitrend
- Milo - (25%) - Unitrend

2.4.1 Market Segmentation: In order to recognize consumers and to fulfill their needs and demands individually than opponents is fundamental to the ideology of marketing. Though different entities have different preferences, and it is reasonably impractical to satisfy both customers by managing them in the identical way (Business Strategy Hub, 2021). The consumer segments are given below,

1. **Geographic:** Nestlé Bangladesh presented Nescafé ice due to the perception regarding the warm weather of Bangladesh. During the heated season, customers prefer to drink this coffee with hot or cold water and an ice cube to revive their body and minds.

2. Demographic:

- **Age:** Nestlé segmented demand for its top brands by age groups. NIDO, Nesquick, KOKO Krunch, and Lactogen are just a few examples.
- **Income:** Nestle successfully segmented their market depending on consumer spending. KitKat Chocolate and Cornflakes, for example, are targeted at persons with a somewhat high-income level (Business Strategy Hub, 2021). Others, such as Maggie Shaad-E Magic, are aimed specifically at low-income individuals.

3. Psychographic:

- **Lifestyle and personality:** For busy moms, Nestlé launched 2-minute Maggi noodles. It will assist mothers in quickly preparing an evening snack or dinner in under two minutes. Nescafe 3 in 1 is designed for users who are highly busy and do not have the time to prepare a cup of coffee (Business Strategy Hub, 2021). By drinking Nescafe 3 in 1, they will save time. Sugar, tea, and coffee have all been mixed together.

4. Behavioral:

- **Benefits:** Nestle Bangladesh's business was efficiently separated based on advantages. As a result, they offer Cerelac to customers who want to get more out of their products. Cerelac is a high-nutrient formula for infants under the age of one year.



Figure 6 Marketing Campaign of MILO

Source: Nestlé Bangladesh: <https://www.nestle.com.bd/>

2.6 Operations Management and Information System Practices

Manufacturing, sales and advertising, operations management, research and development, human resources, computer technology, and firm infrastructure are all examples of value generation processes which are also a part of supply chain that make up a company's operations (Business Strategy Hub, 2021).

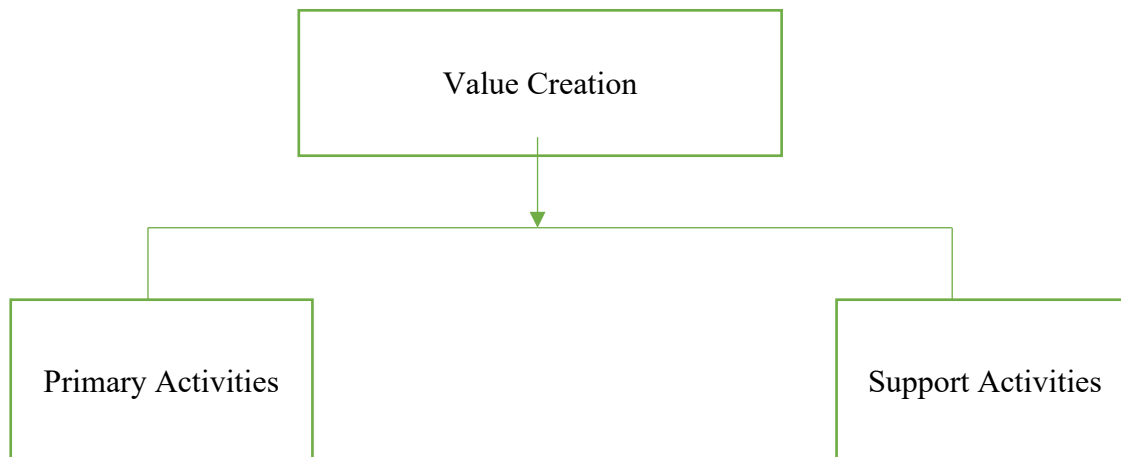


Table 2 Value Creation Method

1. Primary Activities: These operations include the design, production, and distribution of the product, as well as its advertising, support, and after-sales service (Nestlé Bangladesh Report). They are divided into four categories:

- Manufacturing
- Customer service
- Marketing and Sales
- Research And Development

2. Secondary Activities:

- MIS portal (Dishari) to preserve and keep the information and data
- Advanced technology for inventory management
- Keeping track of sales and setting product prices
- Promoting products
- Approaching to customers and distributors

2.7 Industry and Competitive Analysis

i. Porter's Five Forces Analysis

Porter's Five Forces Model is a significant tool for analyzing industry factors and generating business strategies. Here, five different factors will be analyzed in order to highlight Nestle Bangladesh Limited's competitiveness and performance.

1. **Threat of New Entrants:** Nestle has established a strong brand image in the market, but as the food processing business is so vast and profitable, there are so many companies that have already entered the market and succeeded to establish a presence, even if they were unable to overcome Nestle in terms of market share. Nestle has been the market leader for almost a century, so it has become a tremendous challenge for new entrants to not only raise their standards, but also to reduce Nestle's market share in order to survive, which is very difficult. That's why the threat of new entrants is moderate.
2. **Threat of Substitute Goods:** To be competitive, Nestle must continuously develop its products and work effectively to neutralize the threat of substitutes. For example, a recent Nestle innovation: the health consciousness and wellness element, which has been included into all of the company's products. Nestle would be able to go beyond competitors with such approaches.
3. **Bargaining Power of Suppliers:** Nestle is known for having strong relationships with suppliers all over the world, due to its enormous purchasing power and the fact that quality is always fundamental in dairy and agricultural products. Nestle has always encouraged stable and consistent business relationships in order to ensure high quality. Nestlé also offers helpful advice to its suppliers on how to work more productively and reduce unnecessary expenditures.

- 4. Bargaining Power of Customers:** Customers have a considerable level of bargaining power when it refers to using numerous Nestlé products. Nestle customers have a lot of choices as there are so many substitute products and competitors, but the quality that Nestle has sustained has made it very renowned among users. It is important to comprehend the power of customers as well as their requirements in order to properly serve them. That's something Nestle has always concerned about, and it reflects in Nestle's health and wellness programs, which are being utilized in the establishment of innovative products as society is becoming more health conscious.
- 5. Competitive Rivalry within the Industry:** Nestle has a level of commitment and involvement in the food processing industry, but there are few major competitors. These companies are rapidly striving to get an advantage over one another and reduce competition, but it still exists. When it comes to marketing and advertising, these companies have spent so much money for the objective of effective marketing and advertising, and they have always surpassed each other in competition. The food processing industry is represented by intense competition, which benefits customers. Consumers will continue to profit from better quality products as long as these companies compete with each other.

ii. Swot Analysis

Strengths:	Weakness:
➤ Internal development is significant, with a huge emphasis on innovations. ➤ There is a variety of products which is still accessible to the customer. ➤ The products' safety and quality are given special attention. ➤ A centralized organization makes company activities easier to coordinate. ➤ Nestlé's broad distribution infrastructure makes it easier to access Nestlé products in both urban and rural locations. ➤ According to Forbes Global, Nestlé is the most valuable brand in the world. ➤ Nestle spends extensively in sustainable management practices and takes new efforts to improve product quality. ➤ Nestle's consumer and brand range is diverse, which decreases the company's performance fluctuations and boosts productivity.	➤ The Maggi Noodles dispute cost the company 80% of its market share in India and harmed the brand's image. ➤ Nestle has been accused of secretly extracting millions of liters of water from six nations where people do not have access to safe drinking water. ➤ Nestlé's prices for several of its brands are higher than those of its competitors. ➤ The company has trouble managing warehouse storage and has little influence over raw material prices. ➤ Decision-making might be difficult at times due to the large number of brands available.

Opportunities: ➤ There is an extending need for healthier food products. ➤ Nestlé Bangladesh has the potential to expand the availability of Infant Nutrition Products in Bangladesh. ➤ Can sell specific products at a lower cost to entice a big number of customers to purchase them. ➤ Introduce the products while incorporating social and cultural influences and matching the taste preferences of Bangladeshi consumers. ➤ E-commerce platforms can be used to offer products to customers.	Threats: ➤ Competitors' advertisements and marketing are becoming more aggressive. ➤ Many customers are dissatisfied with the product's price. ➤ A few local producers use various unethical methods to market their goods at a lesser price. ➤ The distribution system may be disrupted due to Covid-19. ➤ Nestlé's operations may be hampered by government policies.
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Table 3 Swot Analysis on Nestlé

Source: The Business Strategy Hub Website

2.8 Summary and Conclusion:

Nestlé Bangladesh Limited is effectively implementing and improving its strategy and resources. They acquire a strategic advantage by combining research and development with the right marketing tools, which helps them fulfill their commercial and corporate objectives. In addition, their continuous remodeling propels them to the forefront of the business, resulting in profit and a larger client base for their brand. Despite its weaknesses and risks, Nestlé Bangladesh is steadily growing its company.

2.9 Recommendation:

- Diversifying the company's product and service offerings.
- Increasing the number of new businesses in the food and beverage industry.

- Increasing the quality of online offerings to achieve a competitive advantage in the CPG market.
- Creating and refining manufacturing and operational procedures.
- Participating in CSR initiatives and sticking to environmentally friendly principles
- Stopping environmental and social critics' wrath by using authentic raw components.

Chapter 3

3.1 Research title:

Human Resource Management Practices and Employee Job Satisfaction of Nestle Bangladesh Limited

3.1.1 Origin of the Report:

The internship report was written in accordance with the guidelines set by BRAC University and was based on the time and experiences at Nestle. The report covers the intern's overall internship experiences, learning, accomplishments, and challenges. With the support of my supervisor, Mr. Muhammod Moniruzzaman Bahar, I developed the report based on my experience and insights obtained while working at Nestle Bangladesh as a sales intern. My internship advisor, Mr. Zaheed Husein Mohammad Al-Din, supervised the report. In this report, I have discussed about Human Resource Management practices and employee job satisfaction of Nestle Bangladesh Limited.

3.1.2 The Objective of the study:

Nestlé is the world's most successful food and beverage company. Nestle has been active in 191 countries for 150 years. With the establishment of its first factory in Sreepur in 1994, Nestle Bangladesh began commercial operations. Nestle sells a wide variety of items in Bangladesh. According to the report's purpose, the study's primary objective is to analyse about the overall human resource management practices of Nestle Bangladesh Limited and the secondary objective is to determine the level of employee job satisfaction of the employees of Nestle Bangladesh Limited. Basically, the objective of this report is to describe about the overall HR practices of Nestle Bangladesh Limited, how these particular practices helped the company to operate effectively and also to present the satisfaction level of the employees of Nestle Bangladesh Limited.

Broad Objective:

To analyse the overall HR practices in Nestle Bangladesh Limited which has been followed constantly by the management for operating the whole company effectively and to find out insights regarding the employee job satisfaction.

Specific Objectives:

- To acquire insights about HR practices of human resource management department
- To gain knowledge about all the functions of human resource management department
- To analyse the decision-making process of the management
- To understand the challenges employees face, while implementing HR practices
- To determine the responses of the employees regarding employee job satisfaction
- To detect the level of employee job satisfaction
- To discover real-life corporate culture and environment

3.1.3 Significance of the Study: This report will give readers an understanding of how different departments in Nestlé's Bangladesh Limited's Human Resource Management operate in order to stay up with Nestlé's mission and values. Nestlé has a global purpose and ideals that it must uphold. HR at Nestlé Bangladesh Limited works to ensure that employees have a healthy work-life balance. This report will also provide a brief description of Nestlé's Human Resource Management, Talent Acquisition, People Development, Learning, Training, Engagement and Rewards. Moreover, this report was written to determine the overall job satisfaction of Nestlé Bangladesh Ltd. employees, taking into account factors such as daily assigned job activities, relationships with supervisors and co-workers, and team spirit, as well as concerns such as equal opportunity, fairness in compensation, benefits, work-life balance, training programs, performance evaluation, working culture, and work life balance.

3.2 Methodology

The report was written as part of an Nestlé Bangladesh Limited's internship program. Primary and secondary sources of data were used to compile this report.

- i. **Primary Method:** As an intern at Nestlé Bangladesh Limited I was able to conduct interviews with employees in the HR department as well as interns from other departments. I was also able to conduct online survey on the employees regarding employee job satisfaction.
- ii. **Secondary Method:** Secondary data and visualizations were retrieved from Nestlé office websites, Nestlé intranets, other websites, and journals.

3.2.1 Sampling

Tewenty-seven Nestlé Bangladesh employees in diverse roles were randomly selected to review the research topic. A range of sampling methods, including both probability and non-probability approaches, are used to pick participants.

3.2.2 Data Collection

At first, interviews with employees in the HR department of Nestlé Bangladesh Limited were conducted in order to get all the necessary information regarding Human Resource Management practices, Talent Acquisition, People Development, Learning, Training, Engagement and Rewards segment. Then a detailed questionnaire was developed to collect information regarding employee job satisfaction of the employees of Nestlé Bangladesh Limited. Participants' age group, gender, daily assigned job activities, relationships with supervisors and co-workers, and team spirit, as well as concerns such as equal opportunity, fairness in compensation, benefits, work-life balance, training programs, performance evaluation, working culture, and work life balance and other information are all included in the questionnaire.

3.2.3 Data Analysis

For this study, a total of 27 Nestle Bangladesh managers, senior executives, executives and interns were chosen. The approach used for selection was a haphazard one. My peer

connection's database is primarily used in the samples. The majority of obtained data is primary data. The survey was conducted using a Google Form with proper consent and permission, using data from an academic study.

3.2.4 Qualitative Data

Qualitative data was mainly collected by conducting interviews with the employees of the human resource management department Nestlé Bangladesh and all the necessary information was collected from Nestlé Bangladesh Report.

3.2.5 Quantitative Data

Quantitative data was mainly collected by conducting online survey. Mathematical support has been added to quantitative data. Information is provided through the precise figures and details. The numerical data numbers in traditional charts and graphs are easy to comprehend. The numbers show important information such as the degrees of interaction between the dependent variables and population statistics. Quantitative data can be used to deduce it.

3.3 Findings and Analysis

3.3.1 Nestlé Bangladesh Limited: Human Resource Management Practices

Human Resources (HR) should be competent in any business for the company's success. Employee contentment is assured by a company's human resources department, which also enhances the company's productivity and effectiveness. Human Resources is responsible for hiring and deploying the right individual in the correct position, motivating valuable employees through rewards and compensation, and developing employee performance through specific training. Human Resources is one of the primary functions of Nestlé Bangladesh, supporting other functions and collaborating side by side to provide sufficient assistance to employees with the maximum extent of dedication.

Employees are to be acknowledged for an organization's defining accomplishment. Nestlé aspires to establish and sustain a work atmosphere that promotes mutual trust, understanding, and respect among employees, as well as amongst managers, line managers, and supervisors.

They always seem to be available to assist and motivate employees to attain the greatest possible outcomes that enhance organizational performance. Nestlé attempts to keep a flat organizational structure in order to maintain 25 minimum levels of control in order to be innovative and effective. This encourages employees to share opinions and suggestions in order to benefit the company as a whole. Since efficient relationships are dependent not only on individual characteristics but also on professional attitudes, the ability to share concepts usually supports the development of good relationships among employees and managers. This also develops a positive work relationship with the company which is required for a global corporation.

Human Resource Management practices are in charge of ensuring that all of an employee's requirements are met. Human Resource representatives work in a variety of departments and act as Business Partners (BPs) to help other departments oversee their staff. Nestlé's business partner program is an unusual notion that aids other operations in a variety of ways, from formulating ideas to employing any necessary workers or interns. Nestlé Bangladesh Limited's human resource management departments are given below,

1. The Talent Acquisition Department
2. The People's Development Department
3. The Learning, Training and Engagement Department
4. The Rewards Department

Nestlé is committed to continuing its journey toward basic, structural features with minimal management levels and larger organizational objectives that assist individuals develop, enhance productivity, and make "Nestlé Management and Leadership Principles" easier to control. Less hierarchical levels require cooperation and collaboration among employees. This is what will allow the company to be more dynamic and sustainable. It does, in fact, fulfill today's and tomorrow's company requirements for an adaptive and creative organization operating in an ever-increasingly competitive environment.

These essential features have motivated them to foster an environment that prioritizes not only individual responsibility and authority, but also a strong inclination to assist others, work in multi-skilled teams, and cooperate rather than compete internally. A dynamic organization inspires by encouraging employees to think from a broad perspective. Nestlé motivates its employees to take risks. Even if things do go wrong, there is always a determination to resolve

and learn from them. They integrate a multinational company's scope and brand strength with a local company's creativeness and competence.

To accomplish all of this, the Human Resource department has various features that collaborates with the company's HR policies and objectives.

3.3.2 The Talent Acquisition Department

The Talent Acquisition team is in charge of identifying the greatest talent for the organization in order to enhance the workforce. The team is searching for ways to maximize the human resource by encouraging the employees. The team's primary goal is to find the greatest talent for the company. Nestle Bangladesh Limited's director has specified some regulations for all employees. Those particular sets of guidelines must be followed regardless of the job. While trying to recruit new talent, the team follows a list of guidelines and activities. They are given below,

- **Understand and Activate:** When a position is available, talent acquisition must first recognize the requirements of the position as well as the type of employee expected. These are the team's primary responsibilities. This assists in determining the most significant characteristics to search for when finding the right candidate.
- **Source and Attract:** The Nestlé website's career page is the major source for job advertisements. There is a job description and other credentials mentioned there. In order to recruit potential candidates for specific positions, social media and various search engines play a significant role. Candidates can quickly locate and try to get a job.
- **Screen and Assessment procedures:** This is the most critical stage in any company's selection procedure. Talent acquisition at Nestlé thoroughly screens and assesses candidates' applications while shortlisting them to avoid recruiting risks. The team gathers and analyzes necessary data and compares it to job descriptions. Background, experiences, technical skills, interpersonal skills, education, behavioral attributes, motivational fit, potential, mental ability, and learning agility are all important factors to consider. The next procedure is for the talent acquisition team to match all of the requirements to the job.
- **Evaluate and Select:** For some positions, evaluation is integrated with assessment during a day-long assessment session. Generally, the assessment is conducted in various steps, with conducting interviews by the talent acquisition team with several members of the company, before the final candidates are identified and selected.

- **Place and Onboard:** Once the suitable applicant has been recruited and hired for a specific position, the on boarding procedure occurs, which involves attending an orientation session.

3.3.3 The People's Development Department

At Nestle, a high-performance culture accompanied by a distinct incentives and development system is necessary to attain individual and organizational goals. This can be achieved by giving specific and complicated tasks to all employees, as well as ensuring that they understand how their work influences the overall firm. Line managers and employees interact throughout the business to make sure that difficult standards are created and effectively met throughout the year. In the long run, this allows the management to identify and reward high-performing employees while also conveying constructive feedback to low-performing individuals.

Employees are given regular feedback on their performance and career goals using only a set of equipment and processes, including the Performance Evaluation Process (PE), the Progress and Development Guide (PDG), and 360° assessments. Every year, each manager invests the ideal time to target monitoring and employee coaching. Employees are responsible for their own advancement under the supervision of their line managers, and employees can indicate their professional objectives and aspirations through two-way communication. The organization's key objective is to recruit and select employees by presenting them with tempting yet rational professional opportunities. Nestle places significant value on cultural diversity, and immigrants are offered career opportunities. The Group's global dimension is utilized as a competitive advantage in training and developing high - performing employees.

People at Nestle are prompted based on their long-term activity and results, as well as their prospects for higher development. At all levels of the organization, the Company involves in an active and rigorous succession planning process to make sure that there is a stable pipeline of successors ready to meet future needs. We are dedicated to ensuring the long-term sustainability of a gender-balanced and diverse workforce. Nestle is always attempting to remove barriers to women and men succeeding in their careers by establishing a flexible work environment, introducing mentoring procedures, enabling flexible career opportunities, and offering dual career support. The HR team takes the necessary steps to integrate effective tools and ensures that line managers have access to the information they need in order to continue developing people and the company.

3.3.4 The Learning, Training and Engagement Department

Learning is an important factor of Nestle's tradition and culture. Employees at all levels of the organization are continuously encouraged to increase their abilities and talent. Training and development programs are given significant importance at the organization. Employees, supervisors, and HR undertake full responsibility for developing shared value through training programs. The major source of learning and improvement here is on-the-job expertise and experience. All managers are responsible for mentoring and guiding all employees in order to function successfully.

Every day at Nestle, continuous growth takes place, and insight is transmitted through a wide range of channels. Extended responsibilities, lateral professional development, and cross-functional teams are all common features inside the company, and teams are always encouraged to develop new skills, increase their job scope, and establish accountability. Nestle offers a comprehensive variety of training to facilitate improved learning and development. Employees are expected to attend such training program. Apart from that, the training programs help us in creating and sustaining the best-qualified management.

All of the company's leaders have had the opportunities to join global training courses, which has contributed in the establishment of a sense of business understanding and strategic business policies.

However a substantial amount of training is offered internally, only a minimal amount is provided externally. The following are some of the most common trainings:

For increasing organizational knowledge:

- **An overview of Nestle Leadership Framework:** It encourages all employees to enhance their understanding of leadership behaviors. During the event, attendees will explore these behaviors, offer examples, take part in case studies, and role play.
- **Introductory Nutrition Quotient Training:** This promotes the reliability and capability to provide value to the lives of customers by increasing the levels of nutrition expertise within the firm.
- **Product Knowledge:** Learn about all Nestle Bangladesh Limited product lines and the Nestle Bangladesh Limited product offerings, and also the target market, product characteristics, pricing, regulatory requirements, advantages, functions, communications, and competitions. Participants will be able to identify all Nestle Bangladesh Limited product categories, which product is appropriate for whom, basic

ingredients, target consumers, and contribution to the business after finishing this course.

- **Proud to be at Nestlé:** To develop a deep sense of satisfaction in Nestlé, its history, beliefs, and dynamic and creative culture, which fosters "Unleashing 100% People Potential."

For leadership skills:

- **Day to day Coaching for Leaders:** In order to prepare you to be everyday coaches and to realise the importance of establishing a coaching culture at Nestlé, this course will cover the following areas.
- **Leadership Through 360 Degree Feedback:** The curriculum is based on the Nestlé Leadership Framework and presents important insights about leadership responsibilities, skills, and attitudes.
- **Value Creation Workshop:** The session is mainly organized to provide necessary insight about the importance of value creation method.
- **Unlocking Personal Capability:** Personal determination to achieve organizational goals, as well as an intense understanding of the company priorities.
- **Interpersonal & Networking Skills:** Establish interpersonal and networking skills, which are necessary in today's business connections with both external and internal stakeholders.
- **Presentation Skills:** To familiarize participants with the essential tools and techniques for creating and delivering an Excellent Presentation, so that they may utilize this knowledge while being on the job.
- **Communication Skills:** To acquire the skills of communication and minimize typical corporate communication errors, decrease misunderstandings while interacting and take advantage of nonverbal communication, and to get the most from communication.
- **New Managers' Workshop:** Employees who convert from individual contributors to team leaders are recognized to as new managers within the organization. These new managers are obliged not only for their own work but also for the work of their subordinates. As a result, it is absolutely essential to provide them with the required people management skills as well as a full overview of Hr functions in order to effectively manage teams.

3.3.5 The Rewards Department

Nestle is the world's most well-known nutrition, health, and wellness company. Even so, performance-based reward and incentives are also needed to attract and retain new and current employees. It's also about the difficult value and trust that their name continues to inspire people with whom they work; relationships with line supervisors and coworkers; acknowledgment and experiences gained while working for a large global corporation; and incentives to develop and expand. These are the total rewards that employees receive.

As a result, Nestlé prioritizes Fixed Pay, Variable Pay, Benefits, Personal Growth and Development, and Work-Life Environment as key aspects in determining Rewards. Those aspects must relate to what employees value in each market and indicate how Nestlé is obliged to give each employee the potential to expand, develop, and contribute in order to establish a high-performance culture. Nestlé Rewards initiatives must be developed in conjunction with each country's social and legal structure, as well as any collective bargaining agreements. To communicate effectively, understandably, and with adequate clarity, ample time should be spent with each employee to explain her or his particular situation in terms of salaries and benefits, if needed with the expertise of HR management.

It's important to realize that rewards must take into account what employees value in the marketplace while also following to Nestle's guidelines. It is crucial that total rewards are coherent with the corporate governance framework and are administered in a local, legal, and socioeconomic situation. Moreover, some discretion may be permitted, however this must be done in accordance with applicable laws. The "Total Rewards" must be very easy to analyse and rational.

Individual performance is affected by a variety of variables, including market practices, cost-benefit analysis, and business accomplishments obtained locally and globally. Human Resource management, Pensions, and Finance should all be involved at some point to balance these requirements. Nestlé considers itself as a long-term investor.

In this case, the overall "employee package" must be taken into account. This means that all of the Rewards components must be in synchronization with one another.

The sections of Total Rewards are as follows:

- 1. Fixed Pay:** It includes mostly of the Basic Salary, which acts as a foundation for total compensation. Other remuneration factors, on the other hand, are correlated to it. We execute various surveys on a regular basis to develop our competitive position in the market. Nestlé is committed to a pay-for-performance culture in which pay levels are distinguished based on individual performance. Base salaries and wages are set regionally within the corresponding salary structure, which should be set significantly above the median to reflect local market trends.

Actual base salaries and compensation, on the other hand, can be set anywhere between the market median and the third quartile of corresponding competitor levels gathered from acceptable and trusted survey suppliers. The specific salary positioning is influenced by the factors which go into generating a pay decision.

The local competitive market is basically a set of companies that are Nestle's top competitors. These could include a number of multinational corporations as well as any other local companies offering identical products. Additional reviews may be recognized in some conditions. Individual performance as well as external competitiveness should be emphasized in these assessments. Other concerns, like future growth plans, are usually recognized.

- 2. Variable Pay:** Variable pay's primary objective is to develop a sense of involvement in employees and encourage them to go far beyond. This also stimulates and enhances employee engagement in the company's success. Individual eligibility for a variable pay scheme is determined by the guidelines set at the Group level as well as market conditions in the nearby region. The Short-Term Bonus (STB) is one of the variable pay methods that allows the employees to accomplish a goal and get reward. STB target levels are expressed as a percentage of Annual Base Salary in accord with the group's applicable framework and current market situation.

- 3. Pension and Retirement Schemes:** This form of benefit is generally provided to help employees in sustaining a positive standard of living when they retire, in addition to state/social security payments, personal savings, and/or other individual retirement financial arrangements, as decided by local practices.

- 4. Medical Benefits:** These programs are created to offer employees instant access to high-quality healthcare as well as health insurance benefits in the case of an injury or illness. This policy will cover all Managers, Executives, and Officers, as well as one identified spouse and two named dependent children under the age of 21. The manager/executive/outpatient officer's limit is 90 percent of genuine outpatient expenses for self and family, up to a set amount each calendar year. They are expected to claim the total costs of treatments and hospitalization for themselves and their families. Medications, dental treatment, diagnostic tests, spectacles, and regular check-ups are all provided under this type of policy.
- 5. Executive Health Check-up:** All permanent management personnel are qualified for these benefits. It is important that all employees stay fit and healthy at all times. As a result, employees above the age of 40 can even have Executive Health Check-ups once a year, while those under the age of 40 can have them every two years, in addition to the company's existing healthcare plans.
- 6. Employee Benefits:** Nestle's Total Rewards Package includes an exceptionally comprehensive and competitive employee benefit. All of the factors are briefly described below:
- i. Nestle has made a remarkable financial investment to the employee benefit program. Employees are given the option to choose the amount and type of benefits that are better suited to their own needs, situations, family orientation, etc., in order to enhance the privileges provided to them, as well as to be appropriate and in compliance with existing practices.
 - ii. Employee benefit packages should be comprehensive and inexpensive. Such programs must be established and implemented in accordance with company policies as well as local conditions in each area, as well as fulfill security needs.
- 7. Insurance Benefits:** Benefits such as these are designed to protect employees from risks like accidents, sickness, disabilities, and death while they are still operating. These programs are often provided to employees on a voluntary basis, in addition to occupational and/or mandatory/social security workers compensation benefits in case of work-related disability, accident, or disease, depending on market regulations and guidelines.
- 8. Infant Feeding Scheme:** This policy encourages all female employees, as well as the spouses of male employees, to breastfeed their infants for as long as necessary. Until

the baby reaches the age of one year, the company can offer certain designated products marketed by the company free of charge to all female employees or their spouses.

- 9. Gratuity Scheme:** The access to a gratuity system is determined by multiplying the period of service in years by the last drawn basic pay, considering the following conditions.
- 10. Complementary Product Gift:** This policy establishes a clear structure for the distribution of Nestlé Bangladesh Limited's monthly complementary products/ services to all permanent staff. Company products will be distributed to all permanent employees once every quarter, according to the assortment.
- 11. Leave Fare Assistance:** The following policy applies to all permanent management employees of Nestlé Bangladesh Limited, including directors, executives, officers, and managers who are not foreigners. This allowance is generally offered to workers in order to cover basic expenses during their vacation. The yearly fare assistance is equal to one month's remuneration.
- 12. Marriage Gift Policy:** On the event of an employee's wedding, Nestlé Bangladesh Limited presents him or her with a gesture of appreciation. All permanent employees of Nestlé Bangladesh Limited will receive a wedding gift of a specific amount for their first marriage.
- 13. Staff Sales Policy:** This policy is proposed to identify a guideline for all permanent employees of Nestlé Bangladesh Limited to pursue while purchasing Company products. Staff sales are accessible at both the Head Office and the Factory through the Staff Sales Shop. These Shops are maintained by a third-party Distributor designated by the Company. All qualified employees can grab products from the Staff Sales Shop by finishing a product request form and displaying their Nestlé ID Card. Field Forces (Sales & Nutrition) will acquire sales from their respective distribution points for their employees. They will buy these products at the Trade price and claim the difference between the Staff and Trade charges as a personal expense.
- 14. Recognition Scheme:** Nestlé has always been driven by a performance-based culture. It exerts every attempt to preserve remarkable efforts. The employee's contribution is recognized as extending above and beyond what is anticipated of him or her in the role. The nomination of recognition scheme can be suggested by either the Heads of Functions or the Line Managers. This is open to all full-time employees of the company, regardless of whether they cooperate in the same or different departments.

15. Work Life Environment: An inspirational work environment is very important for attracting, maintaining, and developing high-performing employees at Nestle. All of this is dependant on employees' faith and trust in the organization, as well as their underlying values and principles. Nestlé wants to promote a healthy and positive lifestyle at work and outside of work, keeping in mind the cultural-social context of each Market, and is devoted to doing so by providing:

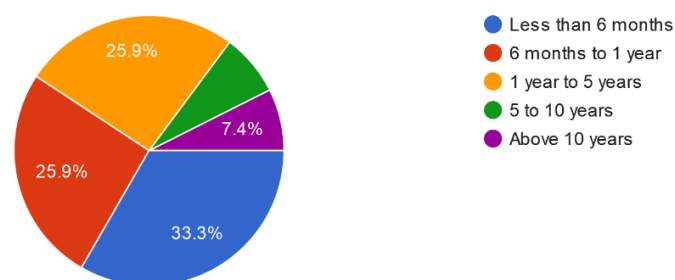
- i. An engaging and pleasant work environment that enables people to not only conduct their jobs well but also maintain a level of balance in their personal lives.
- ii. The capacity to actively participate and contribute in volunteer activities that harness the Creating Shared Value (CSV) principles that are important to us, where feasible.
- iii. Complete flexibility in work-life balance in order to give a framework that considers particular individual situations such as life stages/cycles.
- iv. Coordinating wellness and lifestyle programs, as well as enabling access to a wide variety of employee support programs, such as child care, counseling, fitness center affiliations, smoking cessation programs, stress management programs, health screenings, and other workplace efficiency services.
- v. Creating a friendly and protective workplace in which health and safety are important.

3.3.6 Employee Job Satisfaction Findings and Analysis

I conducted a survey to determine employee job satisfaction at Nestlé Bangladesh Ltd. To attain a better and more effective result, I chose 27 managers/senior executives/executives/interns from Nestle Bangladesh, as recommended by my department's supervisor. They cooperated by filling this form regarding their job satisfaction at Nestlé Bangladesh Ltd. Here the main objective is to understand the level of job satisfaction of the employees of Nestlé Bangladesh Ltd.

1. How long have you been associated with Nestle Bangladesh Ltd.?

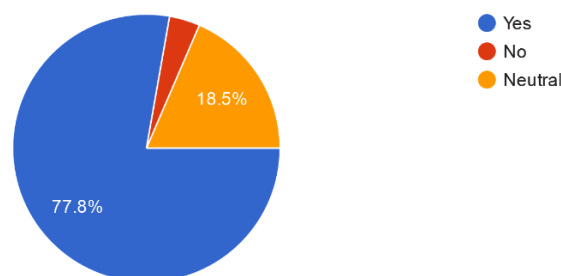
27 responses



Among 27 respondents, 33.3% employees responded that they were associated with for less than 6 months, 25.9% employees responded that they were associated with Nestlé Bangladesh Ltd. for 6 months to 1 year, 25.9% employees responded that they were associated with Nestlé Bangladesh Ltd for 1 year to 5 years, 7.4% employees responded that they were associated with Nestlé Bangladesh Ltd for 5 to 10 years and 7.4% employees responded that they were associated with Nestlé Bangladesh Ltd for above 10 years.

2. Do you enjoy your company's culture?

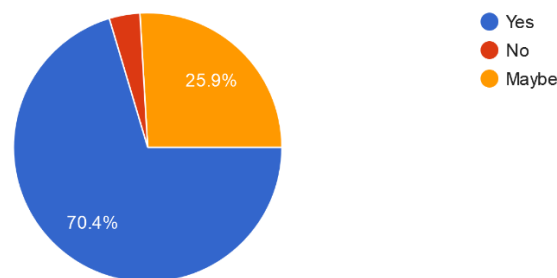
27 responses



Among 27 respondents, 77.8% employees responded positively about enjoying their company's culture, 18.5% employees responded neutral and 3.7% employees responded

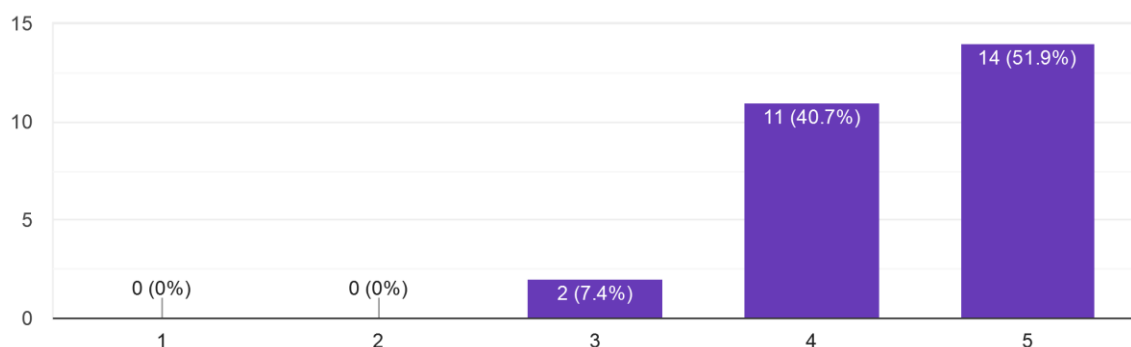
negatively which means that they didn't enjoy their companies culture. According to the responses of the employees of Nestlé Bangladesh Ltd, it seems that the culture of the organization is quite satisfactory because most of the employees enjoy their company's culture.

3. Do you feel connected to your coworkers?
27 responses



Among 27 respondents, 70.4% employees responded positively as they feel connected to their coworkers, 25.9% respondents responded neutral and 3.7% employees responded negatively about their being connected with their coworkers. According to the responses of the employees of Nestlé Bangladesh Ltd, it seems that most of the employees who are working there are quite cooperative with their coworkers.

4. Your company provide you the tools and technologies you need to do your job well
27 responses

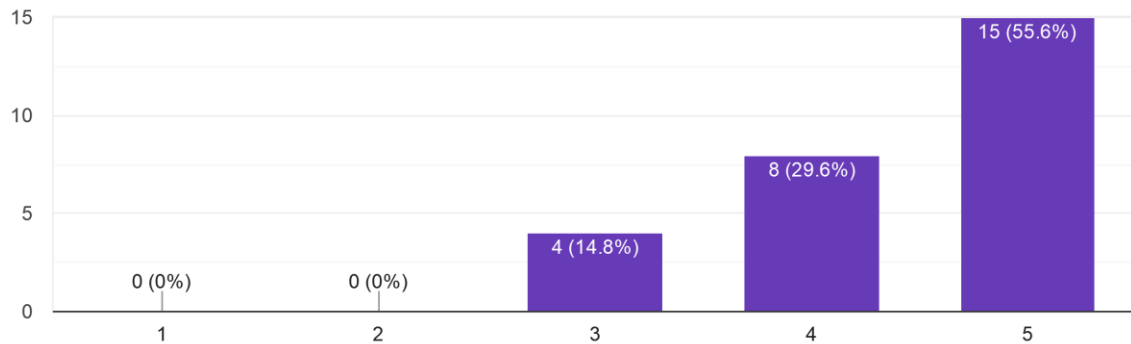


Among 27 respondents, 51.9% employees responded that they extremely agree about their company's providing them the tools and technologies they need to do their job well, 40.7% employees responded that they do agree and 7.4% employees responded neutral. According to the responses of the employees of Nestlé Bangladesh Ltd, it seems that the majority of the

employees are satisfied with their company as the company provide them the tools and technologies they need to do their job well.

5. Do you feel that your job responsibilities are clearly defined?

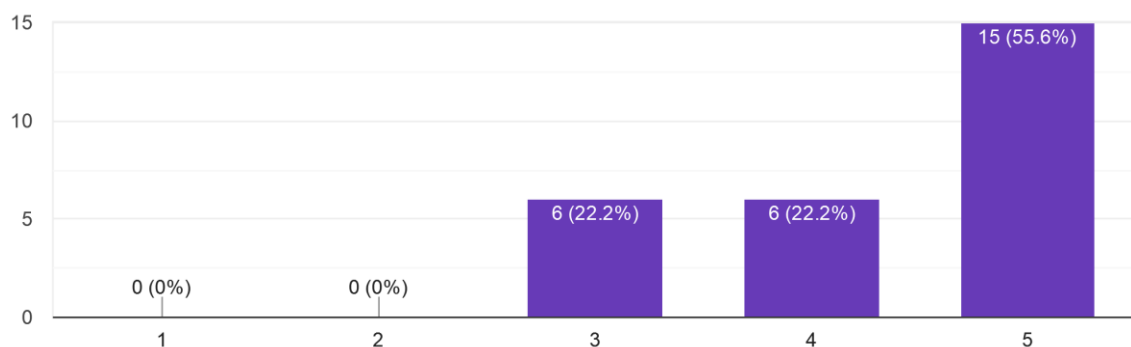
27 responses



Among 27 respondents, 55.6% employees responded that they feel extremely agree about the fact that their job responsibilities are clearly defined to them, 29.6% responded that they feel agree and 14.8% responded that they feel neutral. According to the responses of the employees of Nestlé Bangladesh Ltd, it seems that the majorities of the employees are satisfied with their company as their company clearly define their job responsibilities.

6. Do you feel like your job utilizes your skills and abilities as much as it could?

27 responses

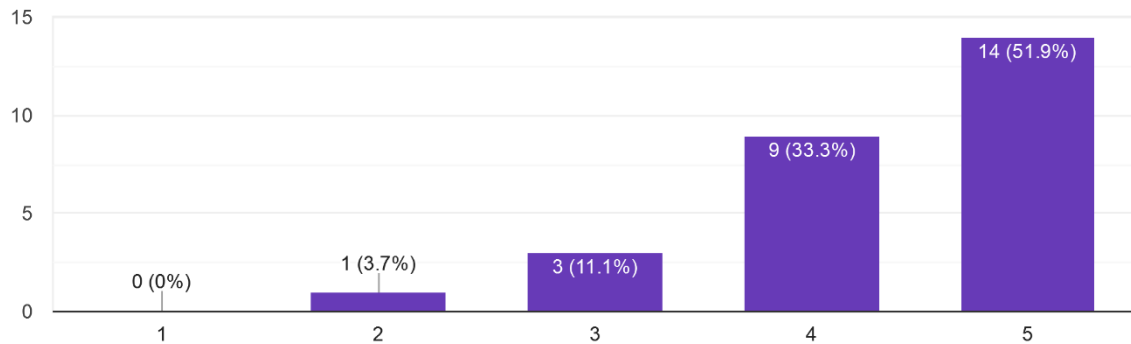


Among 27 respondents, 55.6% employees responded that they feel extremely agree about the fact that their job utilizes their skills and abilities as much as it could, 22.2% employees responded that they feel agree and 22.2% employees responded that they feel neutral. According to the responses of the employees of Nestlé Bangladesh Ltd, it seems that the

majority of the employees are satisfied with their company as the job responsibilities provided by the company utilize their skills and abilities as much as it could.

7. How happy are you at work?

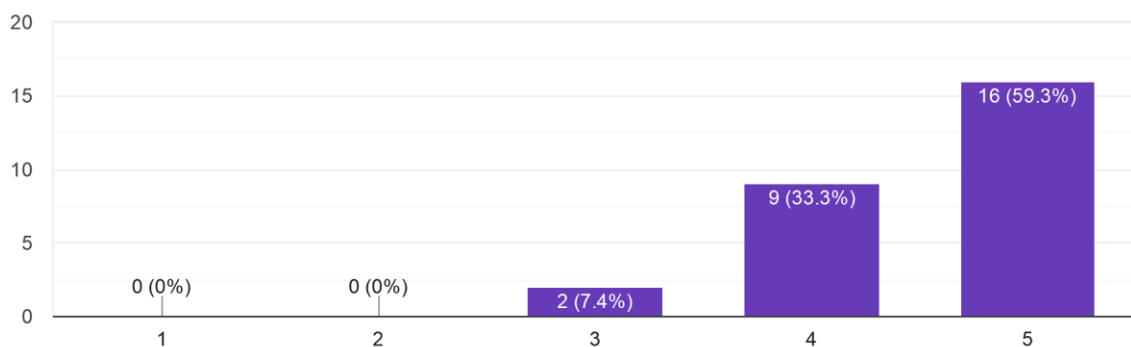
27 responses



Among 27 respondents, 51.9% employees responded that they are very happy at their work, 33.3% employees responded that they are happy, 11.1% employees responded that they are neutral and 3.7% employees responded that they are not happy. According to the responses of the employees of Nestlé Bangladesh Ltd, it seems that majority of the employees are happy at work.

8. The company clearly convey its mission to its employees

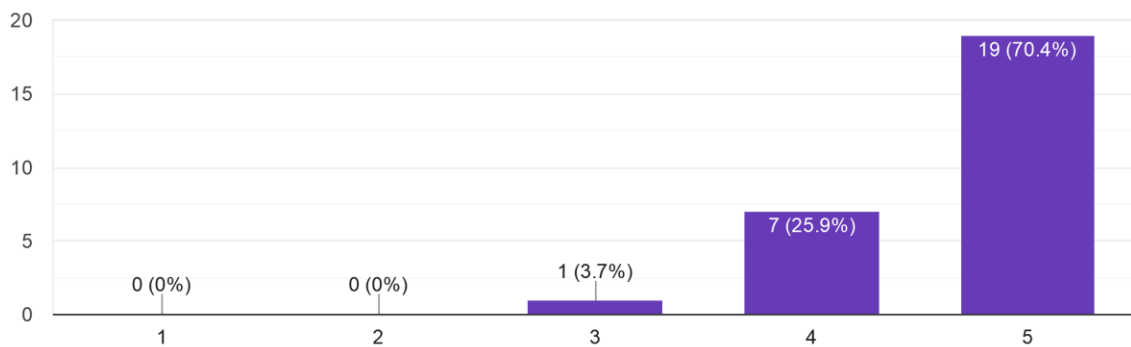
27 responses



Among 27 respondents, 59.3% employees responded that they strongly agree about the fact that their company clearly convey its mission to its employees, 33.3% employees responded that they agree and 7.4% employees responded neutral. According to the responses of the employees of Nestlé Bangladesh Ltd, it seems that majority of the employees think that their company convey its mission to its employees.

9. There is good communication from managers to employees

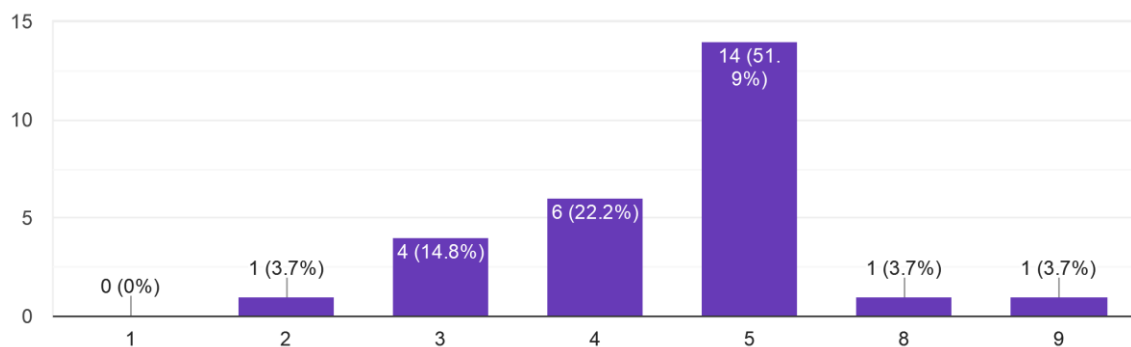
27 responses



Among 27 respondents, 70.4% employees responded strongly agree about the fact that there is good communication from managers to employees, 25.9% responded agree and 3.7% responded neutral. According to the responses of the employees of Nestlé Bangladesh Ltd, it seems that majority of the employees think that there is good communication from managers to employees.

10. How satisfied are you with your remuneration?

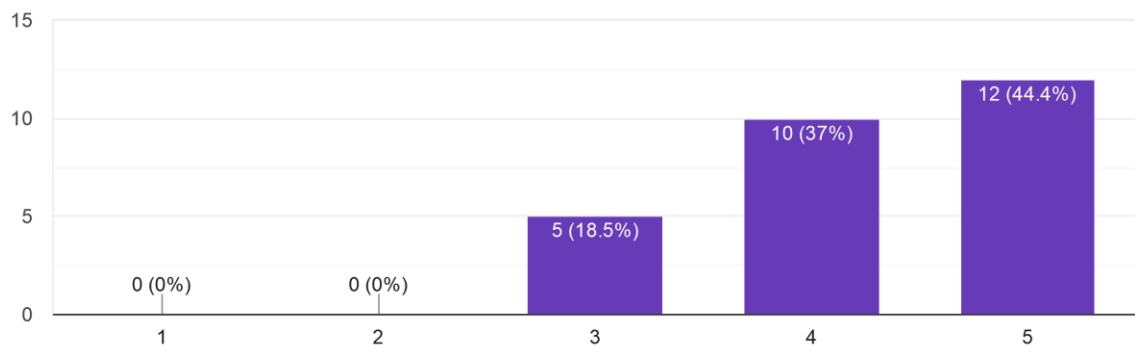
27 responses



Among 27 respondents, on a scale 1 to 10, 3.7% employees responded that they are satisfied with their remuneration, 3.7% employees responded that they are also satisfied, 51.9% employees responded that they are neutral, 22.2%, 14.8% and 3.7% employees responded that they are dissatisfied with their remuneration. According to the responses of the employees of Nestlé Bangladesh Ltd, it seems that majority of the employees are neutral about their satisfaction regarding remuneration.

11. How satisfied are you with benefits offered by the company?

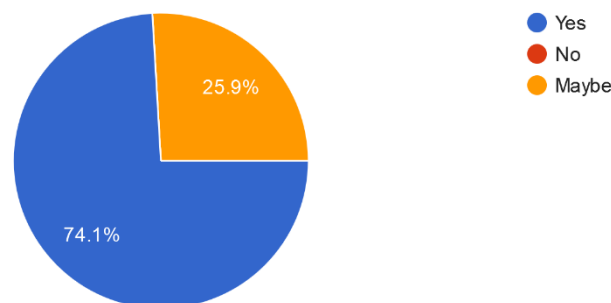
27 responses



Among 27 respondents, 44.4% employees responded that they are very satisfied with benefits offered by the company, 37% responded that they are satisfied and 18.5% responded that they are neutral. According to the responses of the employees of Nestlé Bangladesh Ltd, it seems that majority of the employees are satisfied with benefits offered by the company.

12. Do you think the amount of work expected of you is reasonable?

27 responses



Among 27 respondents, 74.1% employees responded yes as they think that the amount of work expected of them is reasonable and 25.9% employees responded maybe as they feel neutral. According to the responses of the employees of Nestlé Bangladesh Ltd, it seems that majority of the employees think that the amount of work expected of them is reasonable.

3.4 Summary and Conclusion

This report was written in accordance with BRAC University's requirements as well as the findings of my internship at Nestle Bangladesh. This report details the internship program at Nestle Bangladesh, including its overall experience, learning process, and success.

The report indicates Nestlé Bangladesh Limited's Human Resource Management practices and the level of employee job satisfaction. The report also briefly highlights Nestlé's history and how it evolved into a global FMCG, as well as an overview of Nestlé Bangladesh, management practices, marketing practices, operations management and information system practices, industry and competitive analyses, and more. The report's main goals were to introduce Nestle Bangladesh Limited's overall HR practices and to determine employee job satisfaction. The report includes some shareable facts about the major departments of human resource management, such as talent acquisition, people development, training, learning, and engagement, and rewards. In order to determine the employee job satisfaction of Nestle Bangladesh, a survey on employee job satisfaction was conducted. . To attain a better and more effective result, 27 managers/senior executives/executives/interns from Nestle Bangladesh, were chosen and they cooperated by filling the survey form regarding their job satisfaction at Nestlé Bangladesh Ltd. The survey results were satisfactory, confirming that Nestlé Bangladesh Ltd. is a place to work with proper work-life balance, dignity, equal opportunity, and job security, which is currently one of the most urgent issues among employees.

In Nestlé Bangladesh Limited, people are at the focus of almost everything. They aspire for a proper work balance and individual mental serenity in order to increase productivity at work. Their asset is their dynamic development culture and clarity in performance management. They specialize on employee performance and search for opportunities to provide value and enhance the individual's effectiveness and performance. Nestlé Bangladesh Ltd. is working really hard to provide its workers with a positive work environment, despite some limitations. That's how, Nestlé Bangladesh is aiming to accomplish continuous excellence through their efficient HR team, offering a better work environment for employees and making them feel like there is more to life at Nestlé.

3.5 Recommendations

After three months of working at Nestle Bangladesh Limited and undertaking a small scaled research work for this report, it can be said that the company's HR practices are incredibly impressive. However, certain actions can be initiated to improve the company's desirability as a place to work. These might be,

- To support working mothers manage life and work, the HR department should take steps to build a Day Care Center.
- If there was the ability of any kind of modifications in the package focused on employee requirements and aspirations, the remuneration package may be made a little more competitive.
- More intern and employee engagement activities might be arranged.
- When it comes to engagement-related projects, the team must make sure that budget isn't an issue.
- Interns should be given more autonomy in their workplace so that they sense a feeling of belonging and engagement while working for the company. Also, they should be involved in decision-making process.
- Membership in various types of clubs can be organized for interns and employees.

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Appendix

Project Proposal

Nestle is the world's largest food and beverage company, which has increased the standard of life of individuals and their families in 191 countries over 150 years. Nestle Bangladesh Limited established commercial operations in 1994 with its first factory in Sreepur of Gazipur. Over the past 25 years, Nestle Bangladesh Limited has provided numerous products and services. The current product line of Nestle Bangladesh involves brands like Maggi (Noodles, Soup and Seasoning), Nescafe, Nestea, Nestle Koko Krunch, Nestle Milo, Nestle Cornflakes, Nestle Coffeemate, Nestle Everyday, Nestle Nido, Cerelac, Lactogen and Nan. During my internship, I have completed a project on shoppers' insight survey for product renovation and innovation and I have worked with my supervisor and coworkers during the whole project. Moreover, I have worked with the employees of human resource management department due to my project work and I was able to learn about HR practices of Nestle Bangladesh Limited. As a result, the subject of my internship report is "Human Resource Management Practices and Employee Job Satisfaction of Nestle Bangladesh Limited".

For my research, I have already conducted a survey on the employees of Nestle Bangladesh regarding employee job satisfaction so that I can get all the necessary information. I have gathered the information regarding HR practices of Nestle Bangladesh from HR department of Nestle Bangladesh Limited. Moreover, I will also collect other necessary details from secondary sources.

I would like to make this topic into a research question, that's why I will take part in preliminary study on Human Resource Management Practices and Employee Job Satisfaction of Nestle Bangladesh Limited. With the help of these necessary information, I would like to initiate some research questions.

Research Questions:

1. What are the overall human resource management practices of Nestle Bangladesh Limited?
2. What are the challenges employees face while implementing HR practices in Nestle Bangladesh Limited?
3. What are the responses of the employees of Nestle Bangladesh Limited regarding job satisfaction?

This study's findings will help everyone to learn about the overall HR practices of Nestle Bangladesh Limited and these findings will also help everyone to understand the level of employee job satisfaction of Nestle Bangladesh Limited.

Timeline of report work:

Chapter I:16-18th September

Chapter II:19th-21th September

Chapter III:22th-25th September

26th-01st October-Revise the entire Report

Survey Questionnaire on Employee Job Satisfaction

Mention your gender

- i. Male
- ii. Female

Which age group do you belong?

- i. 18-24
- ii. 25-34
- iii. 35-44
- iv. 45-541.

1.How long have you been associated with Nestle Bangladesh Ltd.?

- i. Less than 6 months
- ii. 6 months to 1 year
- iii. 1 year to 5 years
- iv. 5 years to 10 years
- v. Above 10 years

2.Do you enjoy your company's culture?

- i. Yes
- ii. No
- iii. Neutral

3. Do you feel connected to your co-workers?

- i. Yes
- ii. No
- iii. Maybe

4. Your company provides you the tools and technologies you need to do your job well

On a scale 1 to 5,

Extremely Disagree

Extremely Agree

5. Do you feel that your job responsibilities are clearly defined?

On a scale 1 to 5,

Extremely Disagree

Extremely Agree

6. Do you feel like your job utilizes your skills and abilities as much as it could?

On a scale 1 to 5,

Extremely Disagree

Extremely Agree

7. How happy are you at work?

On a scale 1 to 5,

Not at all

Very happy

8. The company clearly conveys its mission to its employees

On a scale 1 to 5,

Strongly Disagree

Strongly Agree

9. There is good communication from managers to employees

On a scale 1 to 5,

Strongly Disagree

Strongly Agree

10. How satisfied are you with your remuneration?

On a scale 1 to 10,

Very Dissatisfied

Very Satisfied

11. How satisfied are you with benefits offered by the company?

On a scale 1 to 5,

Very Dissatisfied

Very Satisfied

12. Do you think the amount of work expected of you is reasonable?

- i. Yes
- ii. No
- iii. Maybe