

**Report On**

***Effectiveness of Employee Branding and YOU<sup>th</sup> Initiatives at Nestlé Bangladesh Limited  
(NBL)***

**By**

**Faizava Nawshin Tabassum**

**17204052**

**An internship report submitted to the BRAC Business School (BBS) in partial to sectional  
fulfillment of the requirements for the degree of Bachelor of Business Administration  
(BBA)**

**BRAC Business School**

**BRAC University**

**September, 2021**

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## Declaration

It is hereby declared that

1. This internship report submitted to BRAC Business School, is my/own original work while completing my Bachelors of Business Administration degree at BRAC University.
2. The report does not contain material previously published, accepted, submitted or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report contains materials which has been observed and learned through practice and experience by the intern during the internship period.
4. I/We have acknowledged all main sources of help.

**Student's Full Name & Signature:**

---

**Faizava Nawshin Tabassum**

17204052

**Supervisor's Full Name & Signature:**

---

**Mr. Feihan Ahsan**

Lecturer, BRAC Business School

BRAC University

## Letter of Transmittal

Feihan Ahsan,

Lecturer,

BRAC Business School,

BRAC University, 66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report on, “Effectiveness of Employee Branding and YOUth Initiatives at Nestlé Bangladesh Limited (NBL)”

Dear Sir,

With utmost respect it is my pleasure to inform, I, Faizava Nawshin Tabassum,17204052, have completed my internship report. This report is an accumulation of my experience, support and result of the three months’ internship period at Nestle Bangladesh Limited.

My topic of choice, under your direction, being “Effectiveness of Employee Branding & its Strategic Implementation at NBL”. Under the guidance of my supervisor, Ms. Labeeba Preema & my line-manager Ms. Sharin Toffazal, I was able to complete and enhance my knowledge in the field of Human Resource, which mainly looked over Employee Branding and Youth Engagement initiatives. During this period, I observed, analyzed, studied and shadowed the daily working activities, management and deliverables of the HR executives and business partners, especially the talent acquisition team, remotely to familiarize myself with the corporate culture and achieve the corporate experience. I would also like to express my gratification for your kind support and guidance throughout my internship process. I have utilized the best of my knowledge, throughout all the stages of my internship report. The experience has further helped me enhance the concepts and put things into perspective. It would be my pleasure to address any of your queries, for any aspect of my internship report.

Hoping you would be kind enough to accept my internship report.

Sincerely,

---

Faizava Nawshin Tabassum

17204052

# Letter of Admission from Nestlé Bangladesh Ltd.

## Nestlé Bangladesh Limited

NINAKABDO, Level 4  
227/A, Tejganj Gulshan Link Road  
Tejganj Industrial Area  
Dhaka 1205, Bangladesh

TEL +880 96 09604222  
FAX +880 7 9996579



### LETTER OF ADMISSION FOR INTERNSHIP

Dear Faizava Nawshin Tabassum,

With reference to your application dated 01 February 2021 and subsequent rounds of selection process, we have the pleasure to admit you as an 'INTERN' in our Human Resource Function with effect from **15<sup>th</sup> June 2021**.

#### Terms and Conditions:

1. You will be onboarded for a period of 12 months, effective from the above-mentioned joining date. During this training period, you will receive stipend as per the 'Company Internship' guideline, which will be paid into your personal Bkash No. or personal Bank Account (only). You will not be entitled to any other benefit / allowances from the Company during this period.
2. During this INTERNSHIP period you are expected to maintain a regular reporting schedule as agreed with your respective supervisor. Timely completion of all assigned tasks as per expected quality will be key to successful completion of the program.
3. The Company may at any time at its sole discretion, terminate the INTERNSHIP arrangement without notice or cause. You may also request for separation without assigning any reason by giving a 05(five) working days' notice.
4. During this INTERNSHIP period, you will be entitled to 10 days of annual leave if based in Head Office and 12 days of annual leave if based in Field. In case of sick leave over 2 days, valid document from a certified physician is required. Any unauthorized sick leave will be considered as absence and you will not be entitled to pay. If you are unable to work for a longer period due to sickness or accident, the Company reserves the right to take a decision regarding your allowable sick leave period. In extreme cases, separation from INTERNSHIP may have to be considered. Other festival holidays will be applicable as per management notifications.
5. You will be under an obligation to keep all shared information, incidents, documents etc. under strict confidentiality concerning the products, processes, quality systems of the Company and you shall not disseminate / divulge them to any unauthorized persons either directly or indirectly as per the DATA CONFIDENTIALITY RELATED TERMS & CONDITIONS i.e.(NDA T&Cs) AND USAGE GUIDELINES acknowledged by you.
6. You also hereby confirm that with your free will and explicit consent you are rendering required Personal Identifiable Information towards Nestlé for our record and utilization for the above purpose which will be maintained and secured as per Nestlé Internal Policy and Existing Laws.

  
FATEMA RIZWANA  
Human Resources Director

I have read the above admission letter and the terms and conditions set forth therein, which I have fully understood, and I hereby accept the same. I understand that this Internship Program is an educational program and there is no guarantee or expectation that it will actively result in employment with the Company or payment of any wages.

Name: Faizava Nawshin  
Date: 15.06.2021

You are requested to put your consent on this letter, by sending us an email acceptance.  
Please revert to the mail sent to you with an "I Accept" reply.

### Non- Disclosure Agreement

This agreement has been made and entered into by both parties involved; the organization Nestlé Bangladesh Limited (NBL) and the under-signed student of BRAC University, Faizava Nawshin Tabassum, ID 17204052 of the BBS department. The information shared has been overviewed by Ms. Labeeba Tahseen Preema, the on-site supervisor.

### Letter of Endorsement

Under my supervision, the Internship Report titled 'Effectiveness of Employee Branding & YOU<sup>th</sup> Initiatives at Nestle Bangladesh Ltd (NBL)' was prepared by Ms. Faizava Nawshin Tabassum (ID - 17204052), which has been submitted to BRAC Business School as a means of fulfilling the requirements of her Bachelor of Business Administration degree at BRAC University.

This report has been accepted by me and it may be presented to the Internship Defense Committee for evaluation.

Regards,

---

Feihan Ahsan,

Lecturer,

BRAC Business School,

BRAC University

## Acknowledgement

I would like to start with expressing my gratitude to my academic supervisor, Mr. Feihan Ahsan sir, in the preparation of my internship report titled, “Effectiveness of Employee Branding and YOUth Initiatives at Nestlé Bangladesh Limited (NBL)”, with his constant support, assistance and guidance, from the beginning until the very end, this report was completed successfully.

I want to heartily express my gratification to my on-site supervisor and line-manager for giving me the opportunity to learn, familiarize, practically experience, and be more collective and confident amidst the corporate environment.

I would also like to express my gratitude to my fellow interns, coworkers, and all of the HR executives, managers, and business partners who have provided me with the necessary information, direction, support and advice I needed to complete my report. They ensured that I had a positive working experience and gained practical knowledge at NBL by assigning me corporate duties that I knew would be beneficial to me in the future endeavors.

My tenure, thus far, has been a combination of learning and bonding and enhancing of my KSAs which is a great motivation for me to progress further with my career aspirations.

## Executive Summary

This report explores in depth the vastness of all the wings under the Human Resource function at Nestle Bangladesh Limited. I have tried to compile my experience, learning and contribution under NBL. Nestle is known to be a company of nutrition, well-being and wellness with an advanced research and development department, along with careful logistics, manufacturing and procurement control team to provide the best quality products.

In this report I have captured, mainly how the company is perceived by the consumers and people in general and how the employees and internal members portray the company to the mass population. It also states how NBL's Facebook page and Career page play a major role in their employee branding. It further explains the engagement activities NBL has in store to source out the best minds from the marketplace. The initiatives they have under the Nestle Need YOUTH platform to help the youth choose and progress in the chosen career field.

Moreover, I tried to reflect how the HR teams tries to maintain their global standards, policies, practices and how they make sure all the other departments function efficiently.

The paper gives an overview of how the company works both nationally and internationally/globally.

Finally, I have concluded the paper with certain recommendations on how they can enhance their employee branding via NBL's official career page, by promoting the Nestle Culture.



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### List of Acronyms

NBL – Nestlé Bangladesh Limited

TA Teams – Talent Acquisition Teams

HR – Human Resource

YOUth – Youth under the Nestlé Needs Youth Forum

Comms – Communications

HO – Head Office

TO – Territory Officers

ANO – Area Nutrition Officers

CBR – Competency Based Recruitment

NHK – Nestlé Healthy Kids

WMS – Warehouse Monitoring System

WRG – Water Resource Group

RT – Reflective Teens

PE - Performance Evaluation process

PDG - Progress and Development Guide

KSA – Knowledge, Skill and Attributes / Attitudes

HR-Wing – Human Resource Wings

BD – Bangladesh

ID – Identification Card

PESTLE – Political Economical Social Technological Legal Environmental

STP – Segmentation Targeting Positioning

## Chapter 1 Overview of Internship

### 1.1 Student information

Name: Faizava Nawshin Tabassum

ID: 17204052

Program: Bachelors of Business Administration

Major: Human Resource Management and Marketing

### 1.2 Internship Information

#### 1.2.1 Company Details

Period: The internship period is of 12 months, I started on the 15<sup>th</sup> of June 2021 and it will be ending on the 14<sup>th</sup> of June 2022. In order to complete my bachelors of business administration degree, and the minimum months required by my university, is 3 months. Therefore, to successfully avail my grade, the timeline of internship starts from the aforementioned date to the 15<sup>th</sup> of September.

Company Name: Nestlé Bangladesh Limited (NBL)

Department: Talent Acquisition

Function: HR

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: Ms. Tahseen Labeeba Preema

Position: Recruitment Specialist Officer, Talent Acquisition, HR

#### 1.2.3 Job Scope – Job Description/Duties/Responsibilities as an HR Intern

My main responsibility was to assist both my supervisor and my line manager, which included the following:

- screening resumes in line with the company policy
- creating CBR folders, entering data of candidates

- notifying potential candidates of their interview dates
- organizing files for employee branding, recruitment, YOUth engagement initiatives, etc.
- assisting my supervisor with webinars and online sessions for the YOUth
- assisting my supervisor with certain internal and external HR comms
- helping my supervisor with basic candidate contact information, when needed
- invitations for collaborations

My specific task / responsibility includes, keeping the documents of Internship 2021 organized: Intern Master up to date, aiding all the needs of all the Head Office (HO) and Factory interns. It further includes keeping the intern introduction comms, the intern repository, the onboarding of interns' procedures up to date.

### 1.3 Internship Outcomes

#### 1.3.1 Student's Contribution to the Company

Along with the aforementioned responsibilities the specific projects I worked and will be working on during the length of my internship are:

- HR Newsletter (Internal); a compilation of all the initiatives done so far by NBL's HR function (all four wings) and announcements of upcoming initiatives.

I was in charge of collecting noteworthy accomplishments from both the head office and factory HR teams and presenting them in a polished manner.

- NESTalk a forum under the Nestlé Needs YOUth initiative, where the youngest aspiring individuals from Nestlé Bangladesh unravel their success stories in order to inspire the YOUth of this generation before they step into the corporate sector.

I was in charge of assisting my supervisor with the Facebook communications, getting in touch with Mr. Yusuf Munna from Reflective Teens (RT) and collaborating with him in hosting this successful session.



Figure 1: NESTalk Live Comms

- NESGuide is another forum under the Nestlé Needs YOUth initiative, which is under process. This initiative will give the YOUth an opportunity to learn firsthand about the job scope or prospective career of their chosen major. It will also aid in answering the basic questions swimming in the minds of the youngsters just before they step into the working world. In addition, workshops will be provided to help the freshers enhance their skill set and prove their talent to secure a position in this prestigious organization.

I am fortunate enough to get to work hands-on, on construction of the entire structure of this initiative, with the help of my supervisor.

- NESConnect Season 3 (2022), a recurring session under the Nestlé Needs YOUth initiative (Upcoming). Nestlé takes pride in their effort to connect with the YOUth, as the youngsters are the future of the organization. Even though, Nestlé has been operating in Bangladesh since 1992, the force behind the steering wheels are 78% Gen Z and Millennials. In these sessions, the company connects with specific universities virtually to answer their most hyped questions and concerns about the industry in the light of various sectors.

Just as the seasons before, we will be connecting with universities in different sectors via different topics, to help them prepare better to know what to expect from the workplace. I will be assisting my supervisors, in collecting the responses, analyzing the findings, forming the introduction communications, selecting the speakers and finally preparing the deck from start.

As of September 2021, NBL has been able to reach out to over 1200 students who have shown interest and active participation.



Figure 2: NESConnect Comms

As my internship period is of 12 months, these are just some of the projects currently I am working on under the shed of my supervisor and line manager.

### 1.3.2 Benefits to the Student

Under the guidance of my on-site supervisor Ms. Labeeba Preema and my Line-manager Ms. Sharina Tofazzal I was able to put everything into perspective. The internship period worked as a transitional point in my career. I was able to integrate the theories into practices, and therefore, it helped me to understand and experience the concepts we learnt throughout the years. Having a dual major in two of my passions; Marketing and Human Resource, it was difficult to choose the specific career path I want to venture into. This internship period taught me how to combine and utilize both my majors in one specific career field, and help the company from an overall point of view.

Furthermore, I learnt how an organization works, the importance and the contribution of each department of every function in order for the company to run smoothly. I was fortunate to experience what team-work is all about, adapt to the corporate culture, get insights of the recruitment process, and was able to experience, first hand, the steps of recruitment procedure for field officer positions.

In addition, I was able to learn how to build rapport and also, how to reach out to external parties for collaborations with NBL. I got the opportunity to learn how to communicate with potential candidates via phone and messages, conduct formal meetings, and to source talents from all over the country.

As the intern master, I had the opportunity to work as a manager, taking in the other intern's queries, aiding in their problems, helping them get accustomed to the new setting, keeping track of the intern's information, and basically keeping an overall look out for the interns.

The last few months helped me enhance my communication skills in a professional manner, as I tried to manage both my studies and my deliverables. I was further able to learn to manage multiple projects and tasks simultaneously, brushing up on my time management skill and finally adapted myself to learn how to work with colleagues of different ages.



### 1.3.3 Problems and Difficulties (faced during the internship period)

Nestlé Bangladesh Limited (NBL) policies and practices are conducted in such settings to easily adapt to changes. Just like how Nestlé Bangladesh was the one of the first companies to shift to at-home operation, due to the national lockdown. I am lucky to work in an organization, where everything is well structured and has designated departments to help ease the transition.

With the pandemic daunting in the country, as an intern, who has no experience in the corporate world, it did take a little time for me to understand the work online. Another minor problem was not being able to interact and make connections and actually experience the work vividly.

However, my supervisor was there to guide me in every step.

Overall, during my time here at NBL, I did not face any major concerns or difficulties.

### 1.3.4 Recommendations and Suggestions to the Company on Future Internships

Nestlé Bangladesh is known to hold pride in its internship program. They try to offer as much support as possible to all the interns, via; intern groups, intern buddies, of course the entire HR department, an intern master, and lastly the assigned supervisor and line-manager.

Along with that, they allow interns to take part in various projects, and explore and express their creativity in their unique way.

The only suggestion I would like to give is to have an intern alumni group. Therefore, even when we are not able to meet and make connections, we can have a platform to communicate.

Moreover, this alumni group can help the intern to understand what to expect for their specific role assigned.

## Chapter 2 Organizational Part

### 2.1 Overview of the Organization: Nestlé

#### 2.1.1 Company Overview

Nestlé now is known as the world's largest food and beverage company, with a sale of CHF 91.6 billion on the year 2014. The company sells one billion products everyday worldwide. Till now, the organization has been providing with safe, and quality nutrition for 155 years, with more than 2000 brands worldwide. As of report from 2020, Nestlé has around 376 factories in 81 countries in total, however the company operates in 186 countries in total. With Nestlé being an MNC and

having a global presence, it works with around 273000 employees, who assure a CHF 84.3 billion group sales in the year 2020.

The organization was founded by a Swiss chemist, Henri Nestlé in the year 1866. Nestlé is known to be the multinationals of multinationals with having shareholders from all over the world with no one more than 3%. Nestlé is the leader of soluble coffee with Nescafé, of instant noodle in the SAR market with Maggi, of infant nutrition, of chocolate and malt drinks and last but not the least, its culinary aspects, with Nestlé professionals. The company is also a co-leader in the pet care and foods industry. (*The Nestlé Company History*, n.d.)

### 2.1.2 Mission

According to (*Mission & Vision*, n.d.) & (By Staff Writer, 2020) “Nestlé is the world’s leading nutrition, health and wellness company. Our mission of ‘Good Food, Good Life’ is to provide consumers with the best tasting, most nutritious choices in a wide range of food and beverage categories and eating occasions from morning to night”.

After careful analyzing of the mission statement, we can see what Nestlé prioritizes the most, they are:

- i. Flourishing and energizing health
- ii. Enhancing and enriching the lives of everyone here and to come
- iii. Aiding to create a sound and safe community / environment.

### 2.1.3 Vision and Values

In accordance to the official website, (*Mission & Vision*, n.d.) and (*About Us*, n.d.) it sates, “To be a leading, competitive, Nutrition, Health and Wellness Company delivering improved shareholder value by being a preferred corporate citizen, preferred employer, preferred supplier selling preferred products.”

According to their vision statement we can see Nestlé aims to be the leading health and wellness company without compromising on its values, assuring quality of food and finally whilst upholding integrity.

Nestlé’s values are in-line with their respect for themselves, others around, the community, the nation as a whole, for diversity and inclusion, and for the future.

#### 2.1.4 Strategies

Nestlé aims to offer a portfolio of products and services which are designed to help nourish for a healthier future and are structured in a way to evolve with consumer demands. To comply to this, Nestlé's nutrition, health and wellness experts continuous to work on the already developed model of over 150 years. This allows them to curve to meet the modern demand of both healthy and delicious products, when is adapted for both local and international consumer's wants and needs, in reasonable prices. (*Strategy*, n.d.)

#### 2.1.5 Purpose

Nestlé's purpose is to unlock the power of food to enhance the quality of life for everyone today and for the generations to come. They aim to be a major source to contribute to a healthier future.

#### 2.1.6 Nestlé Bangladesh Limited

Nestlé Bangladesh limited shares the same mission and vision as the globe. It all started from a joint venture between Transcom Limited and Nestlé S.A, Switzerland in the year 1992. In 1994, Nestlé Bangladesh started its commercial operation in it first ever factory in Sreepur. By the year 1998, Nestlé Bangladesh became a hundred percent owned subsidiary of Nestlé S.A.

Over the past two decades, NBL has been providing every stage of lives in Bangladesh with nutritious and fulfilling products to help emerge as a sound, health conscious and wellness society. The organization believes in providing the best value as these are not only products, we offer to ourselves but also to our families and loved ones. The company ensures the quality by engaging extensively with the community, by providing necessary training, enriching livelihoods of everyone around, promoting healthy foods and educating the society on nutrition and food. Nestlé Bangladesh is working non-stop is trying to establish an environmentally sustainable operation and is aiming to remove all plastic packaging's by the next 10 years or so.

Few noteworthy initiatives by Nestlé Bangladesh includes (*Initiatives of Nestlé Bangladesh*, n.d.):

- Nestlé Healthy Kids (NHK)
- Clean Drinking Water
- Amra Korbo Joy
- Responsible Sourcing

Assurance of quality and safety of ingestion is one their topmost priority, which is observed for all the products within their product portfolio.

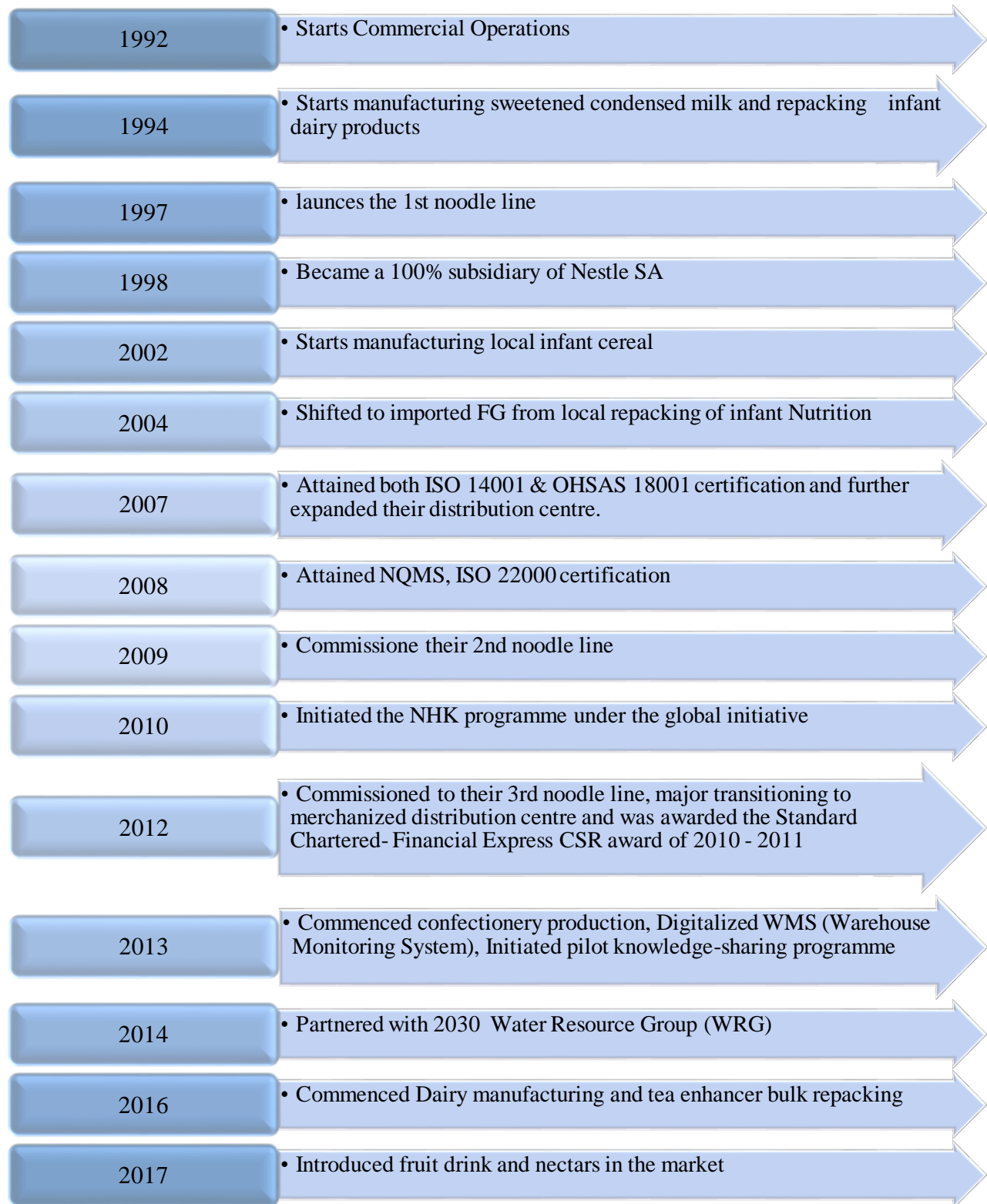
The present products of Nestlé Bangladesh include (*Nestlé in Bangladesh, n.d.*):

- |  |  |
|--|--|
| i. Nestlé Fruita Vitals  | viii. Nestlé Cornflakes                                  |
| ii. Nescafé  | ix. Nestlé Nido which further lists Fortigrow, 1+ and 3+ |
| iii. Nestea  | x. Nestlé Everyday                                       |
| iv. Maggi which consists of their iconic noodles, soups and seasonings | xi. Cerelac  |
| v. Nestlé Coffee-mate  | xii. Lactogen (1, 2, 3, 4 and recover)                   |
| vi. Nestlé Milo  | xiii. NAN (1,2, AL110 and Prenan)                        |
| vii. Nestlé Koko Krunch  |  |

Few of Nestlé's strong local and global brand presences and the NBL's achievement so far:



*Figure 3: Local & Global Brands with Strong Presence*



*Figure 4: NBL's Timeline in Bangladesh*

### 2.1.7 Functional Departments (NBL): Operational Management

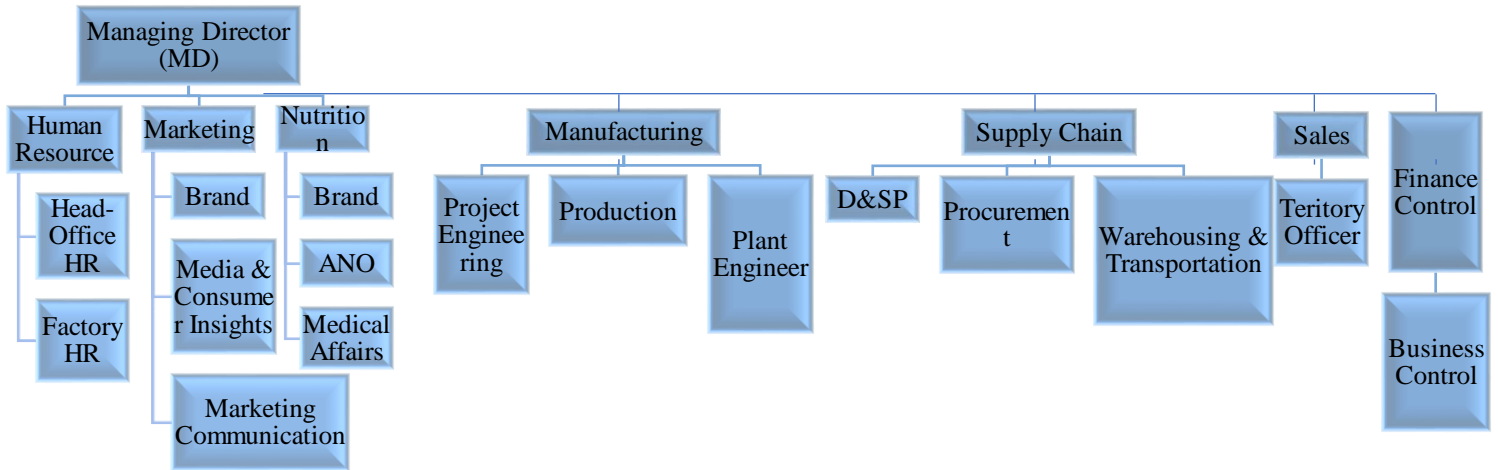


Figure 5: Organogram of NBL

### 2.1.8 One Nestlé Culture: Employee Engagement

Nestlé Bangladesh Limited is known for honouring its official events and submerging itself within the traditions of beautiful Bangladesh. Even the pandemic was not able to break the bridge connecting, engaging and interacting with the employees. With careful measures, with the boundaries of everyone’s home, nestle started the year on a bright colour; adoring themselves within the colours of Pohela Falgun with a #PhotoContest campaign. Here all the employees dressed in their bright colours of Falgun to embrace and welcome spring and the most vivid picture won the contest. Nestlé constantly reaches out to its extended family members who are the families of the employees and tries to make them feel a part of the family. Another such would be the kids contest on commemorating the International Mother Language Day, where the children sang, wrote, dances and read out their own / favourite piece to celebrate the glory of the Bangla language.

On the occasion of International Women’s Day 2021, Ms. Rubana Huq was invited to share her external thoughts on how as a working women and a, as a daughter and as a sister we can still achieve the greatness we are meant for. The pandemic recruits were welcomed and introduced to the Nestlé family via a virtual song performance on the Bengali New Years, Pohela Boishak. Followed by the religious celebrations, thus far, function-wise Eid Reunion. And finally,

connection once more with the families via both Mother's Day campaign #SuperMom and Father's Day Campaign #MyDadMyHero.

In midst, of celebrating the traditions of our nation, official events such as the Quarterly Townhall, where regular business insights are being highlighted. Events such as Agenda Free Connect to hear out the concerns of the employees and mitigate the gap caused by the lack of clarity in certain HR issues due to the lack of interactions with HR which is a result of the global pandemic. To keep the employees motivated, the quarterly Product-Gift Option still proceeds but with a new twist. To ensure safety, the company introduced the Product-Gift Voucher option for the employees to selected their desired item when it is needed within the quarter. Alongside, regular trainings, orientations, seminars, and webinars are still being run to keep the employees up to date on all corporate affairs, practices and policies.

Nestlé believes in building an ecosystem for its employees to encourage them to innovate and rise towards success. It believes in supporting ideas to facilitate the organization as a whole. These ideas are not only monetarily rewarded at time but highly recognized and appreciated by the company, as it is making the lives of everyone easier, this year such an initiative which was internally published is called "Innovative Spark".

Furthermore, Nestlé Bangladesh believes in being a source / force of goodness and radiate its spark wherever it goes, for which NBL recently launched a Management Trainee Program to help individuals elevate towards their career goals.

The latent sourcing team of NBL actively plans and implements to help other professional individuals and secure the best talents from the workplace market.

## 2.2 Management Practices

### 2.2.1 Introduction to the HR-Wings at NBL

#### 2.2.1 Talent Acquisition (TA)

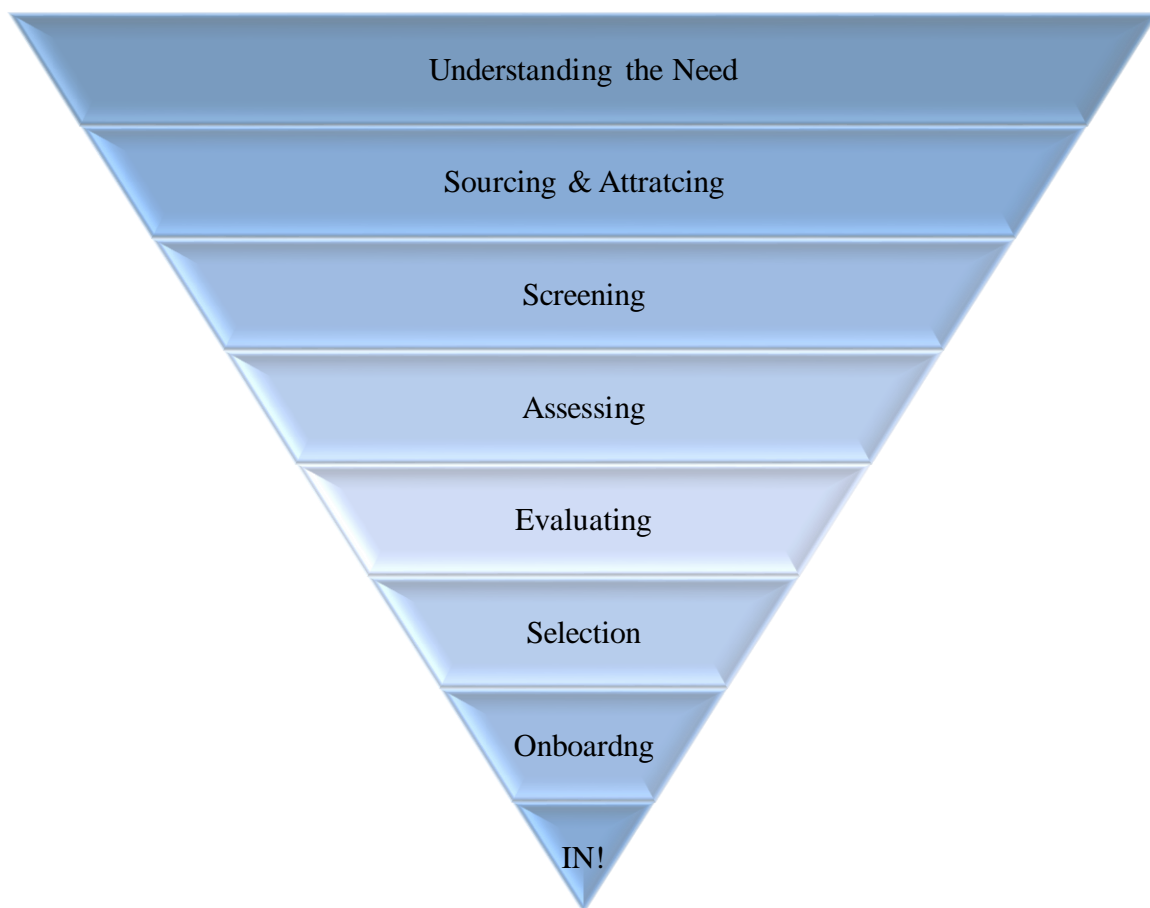
As the name suggests this wing is mainly concerned with acquiring the right talent for the company, because Nestlé realizes that there is nothing greater than having a strong human capital. This is one of the company's strategic functions which strengthens the company from the core by continuously attracting the right talent.

In addition, NBL launches numerous Youth engagement initiatives to help the generations learn, upskill and upgrade for their future employment.

They are:

- Nesternship Program which was a one-month internship program launched last year in October.
- NESConnect a campus-connect sessions to give the individuals insights of the working world.
- NESTalk a coffee session to interact and learn from the young aspiring individuals at NBL
- NESGuide a mentorship program for the youths

A visualization of the stages of recruitment:

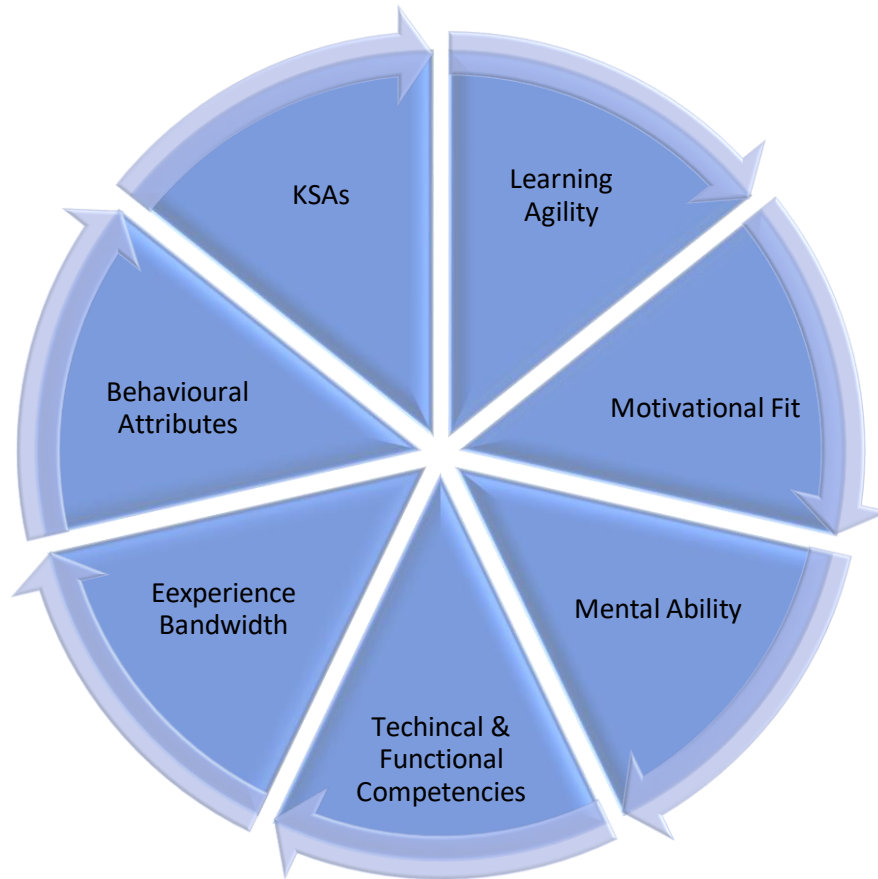


*Figure 6: TA Team 's Recruitment Process*



The first stage of recruitment is understanding the job description and the sever-ness of the vacancy for the organization. Only then can the formal job description can be crafted and posted to start the head hunting. The second stage consists of sourcing and attracting the right talent which not only matches the company standards but also with the KSAs of the potential candidate. This step starts with the implementation of strategic recruitment and selection of the agreed followed by the job briefing meeting. Social media tools are used extensively and also; we seek help from professional head hunters in this regard. The planning and execution of the needed sourcing method is highly significant in order for the talent selection teams to ensure candidates with a high caliber. This stage starts with being initially selected for the assessment and then further down the line for an interview. Candidates are given numerous opportunities to showcase their caliber via case study, idea pitching, aptitude tests and interviews. This is done to increase the efficiency of the selection process. The key for the efficient screening is a combination of the job description, the candidate portfolio, appropriate tools and the candidate KSAs.

Following are the criteria upon which NBL's candidates are assessed / judged on, as all the components are closely defined ranking them in order is difficult, thence the circle model.



*Figure 7: Assessing Criteria*

Now comes the final stage of the recruitment process, that is evaluating all the candidates to see who is the best fit for the company and finally selecting one or two from the large pool. Each candidate selected from the final panel interview round are carefully evaluated individually against the company standard, information attained from the interview and the job success profile. The benchmark is compared for all the selected candidates further down the line. The decision is made within the next 4 to 5 working days and the selected candidate is now entering the onboarding stages. This process consists of the orientation, certain training on corporate policies and practices, handing of the employee ID card and the start of their career journey at NBL.

### 2.2.2 Learning and Training

Nestlé Bangladesh takes pride in its learning culture, and encourages employees at all level to consider upgrading their knowledge, skill sets, attitude towards their job with a better understanding of the job and finally upskilling their attributes towards the company. Prior experiences and on-the-job training are primary examples of training and learning. Nestlé offers a range of learning programs, initiative and methodologies to help the employee enrich their job contents, develop and evolve with the modern technologies and to help be valid in the workforce.

Nestlé leaders are given the opportunities to attend both local and international training courses, solidify and refresh their business understandings and finally reinforce and project the corporate values amidst their business schedule.

Nestlé follows most of the classic leadership development skills and training; few note-able ones are:

- Leadership through 360-degree feedback
- Enriching their interpersonal, presentation and networking skills
- Interviewing skills on competency based
- Workshops and webinars

Few noteworthy mentions of Nestlé Bangladesh's strengthening initiatives through e-learning & training:

- With the recruitment process being executed in the pandemic, the new-joiners are not being let alone to figure thing out. Followed by the orientation, NBL launches its onboarding program with 25+ iLearn Courses and 10+ Video Training which gets auto-assigned to the new joiners upon entry, to help them get familiarized with the company purpose, values, principles and practices and to guide them through the onboarding journey.
- The next one is the mentorship program, the first ever in-house mentorship program of NBL, where 19 mentors and 55 mentees are actively sharing and gaining wisdom and experiences.

### 2.2.3 Rewards and People Development

Nestlé's name is readily known across the world as the leading food manufacturing providing premier nutrition, health, and wellbeing company. However, it is not simply compensation and perks based on strong performance that entice prospective hiring and keep existing employees motivated. It's also about the hard-won value and trust that their name inspires in people with whom they work; connections with line managers and coworkers, the overall recognition, reputation and experiences the individuals enjoy whilst working for this global company.

These are the intangible rewards the employees gain as a whole from working with this wonder company. The tangible rewards consist of:

- Fixed pay which is the base pay
- Variable pay which are bonuses, gifts, vouchers to motivate the employees to go an extra mile
- Employee fringe benefits such as pension and retirement schemes, life and health insurance, home, mobile phone and transport allowances, unlimited sick leave, paid vacation, health check-ups, complementary product gifts, maternal leave, paternal leave soon to be in practice, and many more.
- No clock in/out time, to give the employees to balance between work and life, usually everyone starts working from 10am, some from 12pm and ends around by 5 to 6:30 pm

Nestlé supports its performance culture with a variety of development initiatives and strategies, which are all aligned with the corporate values and how the work will impact the organization.

Each development strategy is structured to ensure the daily task of the employees gets easier and that it mitigates the gap between employees and the HR team caused by the pandemic.

Employees receive function-wise regular feedback of their performance with appropriate tools to measure, such as; PE (Performance Evaluation process), PDG (Progress and Development Guide, the 360-degree assessments and regular updates and insights by their supervisors and line-managers.

Nestlé focuses carefully on removing any barriers between employees and the HR team, allowing both men and women to excel and elevate in-line with their career aspiration, working on providing an even more flexible work environment, introducing mentorship programs for in-

house employees, and the constant support from the company HR for the continuation of the development of people and the company as a whole.

#### 2.2.4 Administration

This wing at NBL mainly focuses on the general service and facility management. The activities include maintaining records, maintain important and crucial HR documents and the overall maintenance of the company and a note on its equipment.

#### 2.3 Marketing Practices

Nestlé has a huge market presence with its wide variety of products ranging from everyday affordable item to luxury items, but most of its brands are on the undifferentiated spectrum, such as the famous and well-established Noodle line “Maggi” and the Coffee line “Nescafé”. Both of these can be bought in bulk sized or in single piece or sachet bag.

However, to be able to deliver their product intensively, and make it available based upon the demand of consumers in that place, they do further segment their consumers based upon their demographics, psychographic, and behavioral groups; common interest, taste and etc.

An example is having Maggi on a rainy day or Nescafé coffee with your close friends. In addition, Nestlé has its own way of deciding the classic 4P (Product, Price, Place and Promotion) of marketing before launching any new product or a new / revamped version of the product.

#### 2.4 Financial Performance and Accounting Practices

Being a multinational company, they are adamant in following strict confidentiality, as a result I was not able to attain much data.

Upon much research I was not able to find only Bangladesh’s annual report of the year 2020, thence, below is a holistic view of the overall organization retrieved from the official website, (*Nestlé Publishes 2020 Annual Report, Spotlights Sustainability at the Annual General Meeting*, n.d.)

In spite of the pandemic, Nestlé showed drastic improvement on organic sales. The company's growth is highly influenced by the consumer driven innovation. Certain examples can be of the

**3.2 Products**  
**Revenue and results**

In millions of CHF

				2020		
	Sales	Underlying Trading operating profit <sup>(a)</sup>	Trading operating profit	Net other trading income/(expenses) <sup>(b)</sup>	of which impairment of property, plant and equipment	of which restructuring costs
Powdered and Liquid Beverages	22 256	5 008	4 824	(184)	(93)	(38)
Water	6 421	639	522	(117)	(19)	(77)
Milk products and Ice cream	11 007	2 652	2 615	(37)	(20)	(5)
Nutrition and Health Science	12 160	2 640	2 490	(150)	(55)	(37)
Prepared dishes and cooking aids	11 523	2 171	2 147	(24)	(24)	(40)
Confectionery	6 975	990	874	(116)	(67)	(28)
PetCare	14 001	3 081	3 089	8	(1)	6
Unallocated items <sup>(c)</sup>	—	(2 278)	(2 328)	(50)	(23)	(1)
<b>Total</b>	<b>84 343</b>	<b>14 903</b>	<b>14 233</b>	<b>(670)</b>	<b>(302)</b>	<b>(220)</b>

In millions of CHF

				2019 *		
	Sales	Underlying Trading operating profit <sup>(a)</sup>	Trading operating profit	Net other trading income/(expenses) <sup>(b)</sup>	of which impairment of property, plant and equipment	of which restructuring costs
Powdered and Liquid Beverages	23 221	5 197	4 701	(496)	(180)	(63)
Water	7 391	914	748	(166)	(21)	(73)
Milk products and Ice cream	13 268	2 706	1 678	(1 028)	(415)	(106)
Nutrition and Health Science	14 990	3 314	3 092	(222)	(32)	(70)
Prepared dishes and cooking aids	12 188	2 170	1 857	(313)	(107)	(124)
Confectionery	7 888	1 332	1 241	(91)	(18)	(47)
PetCare	13 622	2 919	2 741	(178)	6	(38)
Unallocated items <sup>(c)</sup>	—	(2 292)	(2 384)	(92)	(16)	(32)
<b>Total</b>	<b>92 568</b>	<b>16 260</b>	<b>13 674</b>	<b>(2 586)</b>	<b>(783)</b>	<b>(553)</b>

\* 2019 adjusted following a change of business structure. Effective as from January 1, 2020, Nestlé Waters has been managed as a Regionally Managed Business instead of a Globally Managed Business and consequently reported as part of Zone EMENA, Zone AMS and Zone AOA.

(a) Trading operating profit before Net other trading income/(expenses).  
(b) Included in Trading operating profit.  
(c) Refer to the Segment reporting accounting policies above for the definition of unallocated items.

Figure 8: Product's Revenues & Results

launch of Sensational Vuna; a plant based alternative, increase in paper packaging instead of plastic wrappers. The company was able to reduce 10% in marketing certain products in their wide portfolio. There was a 23% multi-market launch increment. E-commerce sale rose by 48.4% which aided a total of 12.8% of the total group sales. More than 60% of Nestlé's digital campaign used the data-driven, audience-first approach to give every consumer a personalized experienced.

### Consolidated income statement for the year ended December 31, 2020

In millions of CHF

	Notes	2020	2019
<b>Sales</b>	3	<b>84 343</b>	<b>92 568</b>
Other revenue		338	297
Cost of goods sold		(42 971)	(46 647)
Distribution expenses		(7 861)	(8 496)
Marketing and administration expenses		(17 370)	(19 790)
Research and development costs		(1 576)	(1 672)
Other trading income	4	238	163
Other trading expenses	4	(908)	(2 749)
<b>Trading operating profit</b>	3	<b>14 233</b>	<b>13 674</b>
Other operating income	4	1 919	3 717
Other operating expenses	4	(1 356)	(1 313)
<b>Operating profit</b>		<b>14 796</b>	<b>16 078</b>
Financial income	5	109	200
Financial expense	5	(983)	(1 216)
<b>Profit before taxes, associates and joint ventures</b>		<b>13 922</b>	<b>15 062</b>
Taxes	13	(3 365)	(3 159)
Income from associates and joint ventures	14	1 815	1 001
<b>Profit for the year</b>		<b>12 372</b>	<b>12 904</b>
of which attributable to non-controlling interests		140	295
of which attributable to shareholders of the parent (Net profit)		12 232	12 609
<b>As percentages of sales</b>			
Trading operating profit		16.9%	14.8%
Profit for the year attributable to shareholders of the parent (Net profit)		14.5%	13.6%
<b>Earnings per share (in CHF)</b>			
Basic earnings per share	15	4.30	4.30
Diluted earnings per share	15	4.29	4.30

*Figure 9: Income Statement December 2020*

## Consolidated statement of comprehensive income for the year ended December 31, 2020

In millions of CHF

	Notes	2020	2019
<b>Profit for the year recognized in the income statement</b>		<b>12 372</b>	<b>12 904</b>
Currency retranslations, net of taxes	17	(2 931)	(1 050)
Changes in cash flow hedge and cost of hedge reserves, net of taxes		(54)	(66)
Share of other comprehensive income of associates and joint ventures	14/17	(265)	49
<b>Items that are or may be reclassified subsequently to the income statement</b>		<b>(3 250)</b>	<b>(1 067)</b>
Remeasurement of defined benefit plans, net of taxes	10/17	(166)	(320)
Fair value changes on equity instruments, net of taxes	17	124	(4)
Share of other comprehensive income of associates and joint ventures	14/17	(340)	337
<b>Items that will never be reclassified to the income statement</b>		<b>(382)</b>	<b>13</b>
<b>Other comprehensive income for the year</b>	17	<b>(3 632)</b>	<b>(1 054)</b>
<b>Total comprehensive income for the year</b>		<b>8 740</b>	<b>11 850</b>
of which attributable to non-controlling interests		76	317
of which attributable to shareholders of the parent		8 664	11 533

Figure 10: Comprehensive Income Statement December 2020

Companies	City	% capital shareholdings by Nestlé S.A.	% ultimate capital shareholdings	Currency	Capital
<b>Asia</b>					
<b>Afghanistan</b>					
Nestlé Afghanistan Ltd	Kabul	100%	100%	USD	1 000 000
<b>Bahrain</b>					
Al Manhal Water Factory (Bahrain) WLL	Manama		63%	BHD	300 000
Nestlé Bahrain Trading WLL	Manama	49%	49%	BHD	200 000
<b>Bangladesh</b>					
Nestlé Bangladesh Limited	Dhaka	99.4%	100%	BDT	100 000 000
<b>Greater China Region</b>					
Donqaan Hsu Chi Food Co., Limited	Donqaan		60%	HKD	700 000 000

Figure 11: NBL's Position Globally

## 2.5 Information System Practices

### 2.5.1 Microsoft

Along with many other tools used in NBL to aid in their daily task function/department-wise, the entire team has started to operate on MS Teams during this pandemic, as it provides unlimited space in one drive, create shared library for multi-user. MS Teams works exactly like a phone,



where you can easily call in your colleague, text, video call, share screen for immediate connection. Moreover, it also shows your current status so no outside noise or disturbance.

## 2.6 Industry and Competitive Analysis

### 2.6.1 PESTLE Analysis

PESTLE analysis helps us to understand the company from a local point of view and how they are doing in their home/host country. (Pratap, 2021)

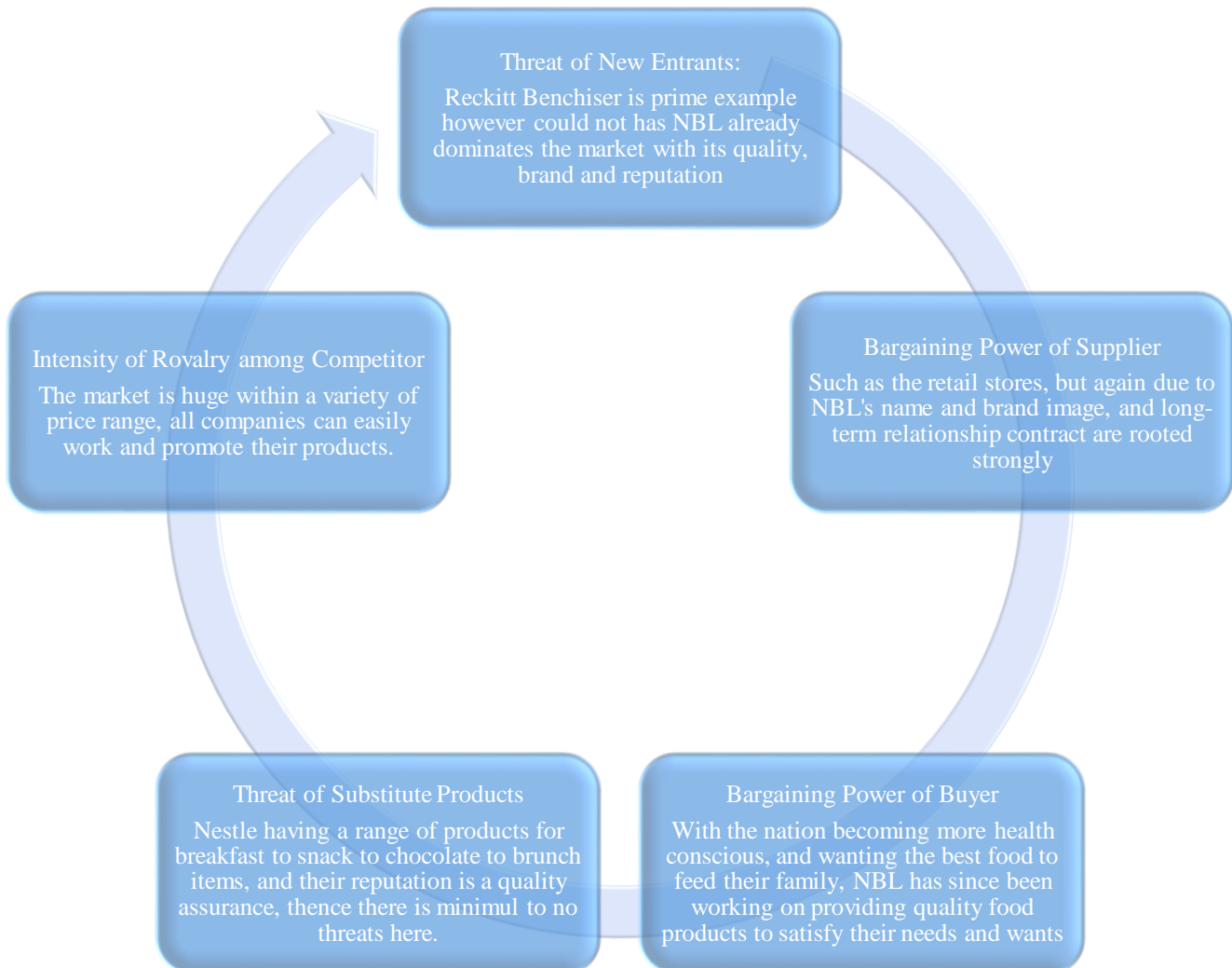


*Figure 12: NBL's PESTLE Analysis*

## 2.6.2 Porter's Five Force

This helps the company to explain why and how the company can create a sustainable business.

(Mia, n.d.)



*Figure 13: NBL's Porter's Five Forces Analysis*

### 2.6.3 SWOT Analysis

Below is a detailed analysis of the company's overall advantages and disadvantages. (Parker, 2019)

	Helpful to achieve the objective	Harmful to achieve the objective
Internal Origin (Attributes of the organization)	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>▪ Brands image, values and reputation</li> <li>▪ Globally recognized; a diversified company</li> <li>▪ Inclusion of diversity</li> <li>▪ Leading nutrition and wellness company</li> <li>▪ Enriched R&amp;D sector</li> <li>▪ Large distribution system; greater accessibility and availability</li> <li>▪ Ensures environmentally sustainable practices</li> <li>▪ Bengali's are becoming more health conscious</li> <li>▪ Great CSR Initiatives</li> <li>▪ Strong presence amongst YOUths</li> </ul>	<p><b>Weakness</b></p> <ul style="list-style-type: none"> <li>▪ Controversy's such as Maggi Noodle line and water, but NBL has since then tackled them</li> <li>▪ Certain price curving by retail giants</li> </ul>
External Origin (Attributes of the Environment)	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>▪ Collaboration with online shopping; pandamart, pathao, daraz, etc</li> <li>▪ Agricultural support as the country has many fertile land</li> <li>▪ Great exposure to social media, food bloggers and health experts to promote lines within the company</li> <li>▪ With the work culture increasing ready-to-drink tea and coffee market is expanding</li> <li>▪ Partnerships</li> <li>▪ Initiatives to help venturing small start-ups in the food industry</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>▪ Up and rising competition in the FMGC industry</li> <li>▪ Global warming</li> <li>▪ Government regulations and prices</li> </ul>

*Figure 14: NBL's SWOT Analysis*

## 2.7 Summary

In comprehension, we can see the daily functions of NBL and the practices of each. We learnt about how the world's leading health and nutrition company started, how it came to Bangladesh and the achievements it has attained thus far. We analyzed the company to understand the core and its position here in Bangladesh.

## Chapter 3: Effectiveness of Employee Branding at NBL

### 3.1 Introduction

#### 3.1.1 Background of the Report

In the era of digital-business, the HRM-department is an ever-growing industry. In the past human resource management, the entire section was looked after by large corporations, which denied the firms in hand to reap the benefits of all the 'how' questions. However, now the dynamics have improved, and almost every organization is putting a greater emphasis on the HRM practices, in respect to the country's contexts. Firms are governed by humans and not machines. Each company has its own set of rules and policies which are better handled by the people of the organization. For a business to achieve longevity, it must learn to attain and preserve its human resources. One crucial factor of building a gratifying experience, the company must balance between the needs of the firm and the wants of the employee, which all falls upon acquiring the right talent. (L. Deadrick & L. Stone, 2014)

Every business is more than what it seems, it is something far greater than earning profits and pushing the products out. Their image, the brand it creates, the impact it has on the society and simply the persona it carries out towards the consumers and how they accept the brand.

The report will show how NBL acquires talents via employer and employee branding and how they retain these talents through employee engagement and other internal and external initiatives which aids to the company's mission and vision.

#### 3.1.2 Literature Review: The Concept of Employee Branding & Engagement

In this age and time there is nothing more personal than branding. A company's human resource are its most valuable assets. We have all heard about employer branding, which mainly focuses on the employer's reputation, the employee value proposition by the employer, and the overall

brand image one company has over the other, for which potential candidate prefer the before than the latter. Whereas, employee branding is the above along with the employee engagement initiatives the company introduces, the identity and reputation, the image of its employees. Through employee branding a company can project its values, purposes, and behavior to the mass people. Employee branding shapes the employees in line with the corporate standards to give of the company aura in their daily tasks / activities. This helps the company's employees to turn into brand ambassador to represent the company in the best possible way. (Circle, 2021)

Companies tell stories through their employees; the essence of their story is only valid when it comes from the people who have lived through it or are living through it.

In the year 2017, Elderman trust barometer stated that 41% of employers and/or people would rank employees higher to be their preferred source of reviews on and for the business and the environment, more than the company PR department, CXOs or founders. All because the employees dedicate and spend constant hours being exposed with the internal environment.

In research from a blog posted on Vantage Circle by Iftekar Ahmed (2019), it was shown that employees get 561% more engagement by sharing a post than by the company, also that the average employee has 10 times the followers on his/her social media, which can only aid to the importance of employee branding.

There are many elements that overlap in between employee and employer branding, one major distinction found in the research by (Kiely, 2021) was that, employer branding may be defined as the identity that an employer establishes in the employment market. It's the impression one may want potential workers and existing employees to have. Whereas, a strong employee branding definition is the image that workers and future employees have of your firm as a place to work. Employees may publish negative evaluations about your firm on job-search websites without your knowing. Your company's brand is shaped by the working experience you provide your employees with. For example, if you provide excellent perks, enough vacation time, and promotion chances, workers who respect these advantages are more likely to create a favorable employee brand.

According to the research, by (Miles & Mangold, 2005) it has been proven how a brand can be positioned by employee branding through the example of southwest airlines. It was further stated

that employee branding is the process by which employees are motivated to project the desired image of the brand.

### 3.1.3 Objectives

The main objective of the report is to provide a magnified analysis of the overall HR-practices Nestlé Bangladesh uses in order to create a rewarding-employee-experience. The goal is to unravel the keys on how Nestlé Bangladesh focuses on different aspects of HR-processes; learning and training, rewards & people development, administration, talent acquisition, employee-employer branding, employee-engagement and other HR related activities and how these contribute to NBL being one of the leading nutrition, health and wellness company in the world.

#### **Specific Objectives:**

- To examine and learn how the Talent Acquisition HR-wing engages its employee and brands the corporate culture and values to potential candidates.
- To investigate and analyze the Nestlé Careers BD page and how it's interlinked with employee branding.
- To learn about NBL's YOUth initiatives in correspondence to employee branding.
- To examine NBL's employee benefits and award recognition in correspondence to employee branding
- To make recommendations for the measures that can be taken in order to solve ongoing & future hurdles.

### 3.1.4 Rational

My topic of choice was influenced heavily by my passion and interest in Human Resource Management and Marketing, which are also my consecutive majors. I wanted to work on a topic where I will be able to put my knowledge gained by our university facilities throughout the years, into perspective and get insights of how the major can work hand in hand to complement each other. With demonstrations from my on-site supervisor, I was able to get a better understanding of how the majors go hand in hand.

In addition, my on-site supervisor Ms. Tahseen Labeeba Preema and Line-manager Ms. Sharina Tofazzal assigned me with some projects relevant to the core of Employee Branding, via various

events. Few functions I was privileged to be onboard of the planning, organizing and implementing were:

- 1) The internal HR Newsletter, which highlighted all the departments of HR, the corporate culture and achievements thus far and of course giving the readers a gist of how Nestlé Engages with its employees.
- 2) NESTalk where the internal employees shared their experience at Nestlé and how they have reached the career level they are at and finally the significance of one Nestlé Culture and how they uphold the values through all their activities.
- 3) NESGuide and initiative yet to come which is a mentorship program for the youth aged between 18 to 25 to help them escalate through the career ladders.
- 4) NESConnect Season 3, a campus connects where Nestlé experts, share their valuable insight to aspiring youths.

... and many more to come.

All this events and many more are there to brand the employees and Nestlé Culture, how Nestlé functions, engages with the internal and external members, the career opportunities and growth scopes available and how Nestlé helps to leverage it.

These events provide employees with a notion of belongingness, a nudge to mentor aspiring youths and being the ambassadors of the company to source out the best talents from the market.

As a 12-month internship program, I will be given the privilege to work on events such as Women's Day, Father's Day, Mother's Day, Ekushe February Campaign, Pohela Falgun and Pohela Boishak Campaigns and many more to come to create lucrative, engaging and energetic events to help the employees create stronger bonds.

A strong network between colleagues helps to provide a positive working experience, enhances learning and finally a profound admiration and willingness to work towards the company's mission, vision, goal, aims and objectives.

Nestlé Bangladesh wholeheartedly believes in the importance of Employee Branding, which is a modern twist in employee engagement and imparting employee wisdom to generations to come,

which also publicizes the corporate culture, environment, values and purpose to the potential candidates, consumers and the mass public.

Of course, employee engagement initiatives and employee branding vary in nature, however being a part of these wonderful events was empowering as an individual wanting to grow her career in the HR field.

### 3.1.5 Significance

This paper will provide readers an overview of how the employees of a company, in this case NBL, act as ambassadors and how they end up branding the corporate culture, the products and/or service of the company. This report will further give an idea how consumers perceive NBL's products and finally how NBL's initiatives to engage with potential candidates serve as a positive factor in branding. Furthermore, the report provides information on how the various functional branches at NBL's HR department operate to adhere with their worldwide missions, morals, values and objectives. NBL's HR function aims to ensure a healthy and assuring work-life-balance. Further introduction of NBL's HR wings and how they ensure smooth functioning of the firm will be discussed as well.

There is no denying that the workplace is continually evolving and the firms' HRM must be prepared to cope with the impact of the ever-changing business industry. As a result, the work is cut out for the HR personnel of any organization, which entails comprehending the effects of globalization, technological advancements, workplace diversity, and so on. The challenge is to launch the revamped KSAs, minimizing recruitment expenses, recognizing the company needs and assisting the business by delivering the required talents in the shortest time span and encouraging employee participation. The challenges can be minimized via acquiring the right talents. Right talent can be attained by portraying corporate values; employee branding.

In conclusion, this study will help us understand the commonalities and differences between the theoretical framework and company's operational measures and the need of digitization to automate the process of HR practices.

### 3.2 Methodology

As an intern we have a limitation to the accessibility of data, to combat the issue, I will opt for both **primary** and **secondary** data collections.



- **Primary information** is being collected as of June 20<sup>th</sup> via qualitative and quantitative research method; phone, mail, online communication and web-surveys, in-depth interviews and questionnaires, focus groups (Intern group, HR personnel) and on-the-job learnings and observations.
- **Secondary information** is being collected from NBL’s company websites, intranets, Facebook pages, documents and related journals and articles online.

### 3.3 Findings and Analysis

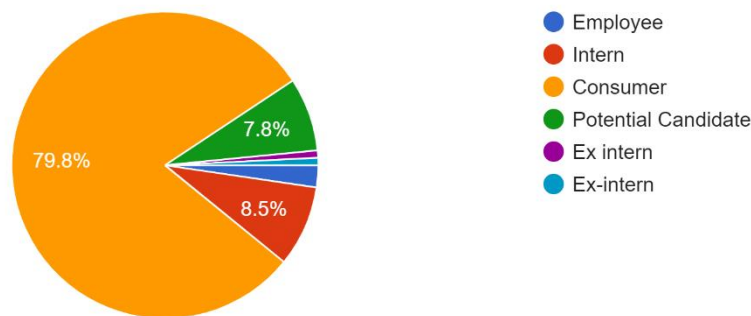
#### 3.3.1 Interpretation of Survey Results

The questions were adapted from the need of understanding how employee branding can work and for NBL where they need to emphasis more upon.

The questions were made with the aid of the research from (Reiners, 2021).

1) How do you associate with Nestlé Bangladesh?

129 responses



*Figure 15:Response 1*

The survey to see how the mass people perceive Nestlé Bangladesh as, based on what the company portrays about themselves. Firstly, we wanted to test out how the people would associate with NBL. Here we can easily see almost 80% of population are the consumers of products of Nestlé.

## 2) Age

129 responses

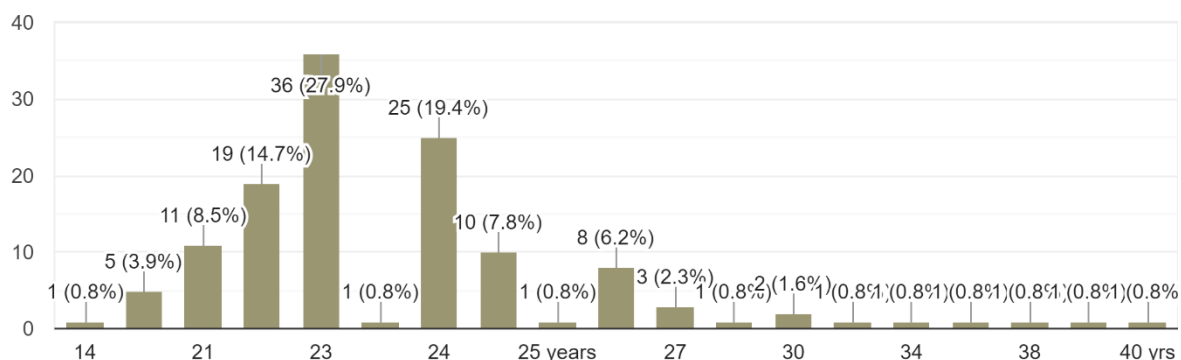
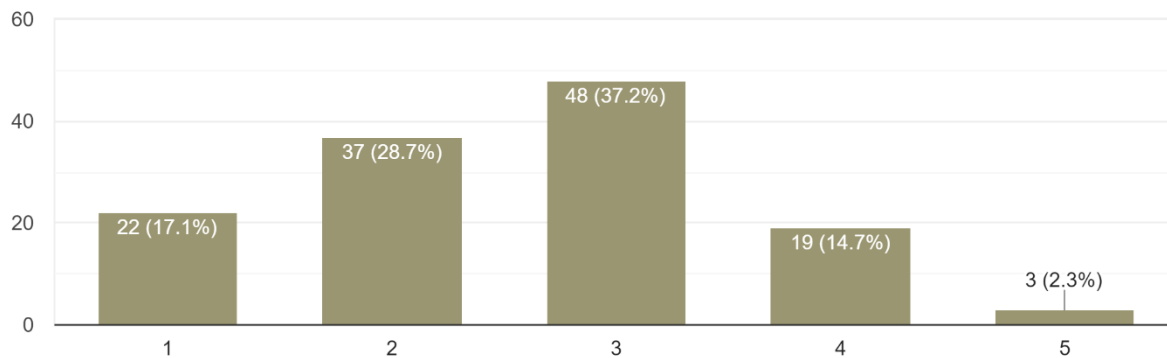


Figure 16: Response 2

If we look further into the age, we can see it varies from 14 to 40 years. Here the maximum population is of 23 years, who are also either graduating to fresh graduate youths. Understanding their part of view not only what they think about the products but how they think the company operates, the scopes of employment and if they are interested to start of their career at NBL. The age ranging from 21 to 25 years were further invited for a phone call to get a more understanding of their perception of NBL as a company.

## 3) Can you relate with the purpose & mission of NBL via their products, advertisements, Facebook posts, and/or, interaction with the employees/colleagues?

129 responses



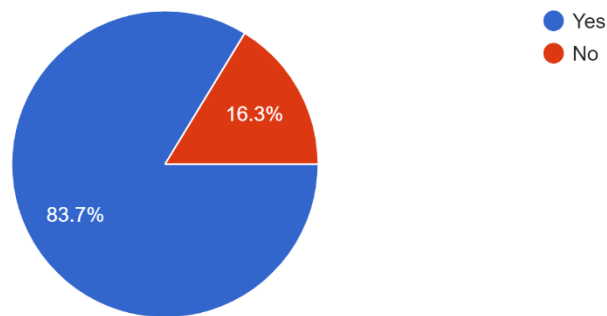
*Figure 17: Response 3*

All the respondents were asked how well they could relate to the company's mission a vision with the products they advertise, the sessions and initiatives they hold for the youths, through their official website and via the Facebook and career pages. Only 22 of the total respondents were able to fully relate via the contents. However, maximum of the respondents was only able to partially understand; 85 of the totals.

This tells us that for employee branding to be successful the company must be transparent in projecting what they really want the audience to understand. In this case the company's purpose and mission. Only when the audience can, they then get the idea of the corporate culture for NBL, the work environment, NBL being a wellness company, how much does it take care of its employees and so on.

Having a transparent communication with the general population increases the company's image and reputation both in the career spectrum for new and/or potential candidates also for the existing employees.

4) Are you inspired by NBL's purpose, mission and vision?  
129 responses



*Figure 18: Response 4*

The company's mission, vision and purpose all co-relates as it wants to provide quality food for this generation and for generations to come. Seeing that 16.3% of the respondent not being able to relate or be inspired by NBL's purpose, means there is a gap in transparency.

5) When you hear the name "Nestlé" or see their logo what comes to your mind? It can be a phrase, a single word, a product and/or anything in general.

129 responses



*Figure 19: Response 5*

After carefully analyzing all the responses, it was seen that the mass population were able to connect with most of the company's brands, out of which the most famous noodle line maggi, the coffee line Nescafe, the chocolate Kitkat. Some of the people connected with the quality and how they felt safe using Nestlé's product, they connected their explanation with the net and birds. It shows that people do have a good idea on what the company is selling and how they are the world's leading nutrition company.

6) Do you believe the organization lives up to its stated values?

129 responses

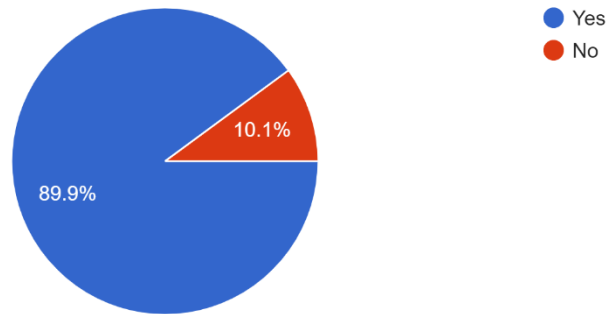


Figure 20: Response 6

Almost 90 % believes it does and upon our further phone call interview it was stated that the one who do not is a result of the company's water and Maggi noodle controversy.

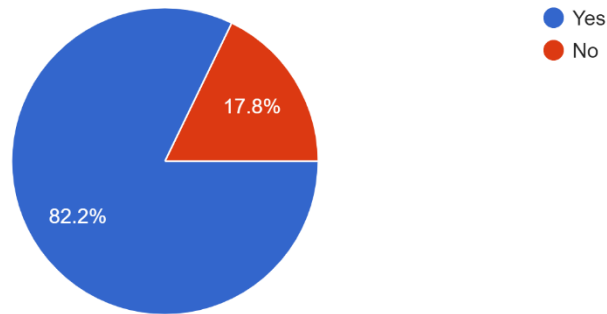
7) Please type in some (at least two) of your personal values. For example (Honesty, integrity, money, etc)

129 responses



Figure 21: Response 7

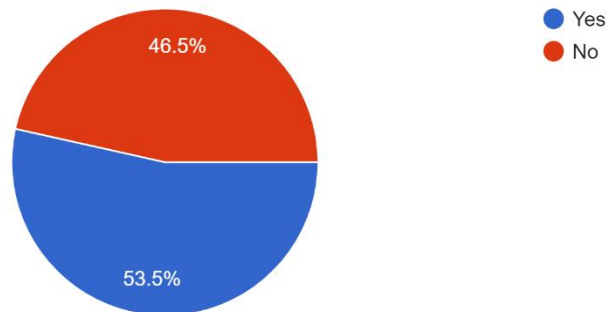
8) Do the organization's stated values align with values you personally consider important in life?  
129 responses



*Figure 22: Response 8*

Upon careful analyzation it was seen that many people's personal values go in line with the values of the company. In research it is found that people go for a job when the values of the two-party come together and aligns. This survey showed a positive correlation between the two.

9) Are you aware of NBL's contributions to society (CSR)?  
129 responses



*Figure 23: Response 9*

10) Are you proud of how the organization contributes to the society?

129 responses

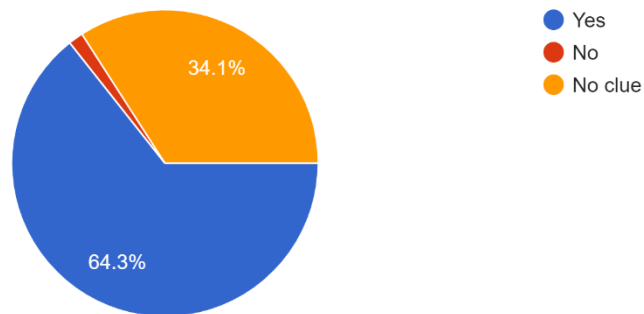


Figure 24: Response 10

In the last two responses it was seen that not everyone is aware of NBL's CSR activities, and that maximum of the respondents assumed or gather a vague idea based upon the picture that was provided with the question.

This is again something the company should highlight on, as the it not only inspires people of to the same and be a part of such an amazing organization but it also builds an ecosystem to encourage the mass people to be innovative and work in accordance to make the society a better place to live in.

11) Would you agree, that NBL's website, Facebook page, Career page and the webinars give a general to certain in-depth idea on what the organization is all about & how it functions?

129 responses

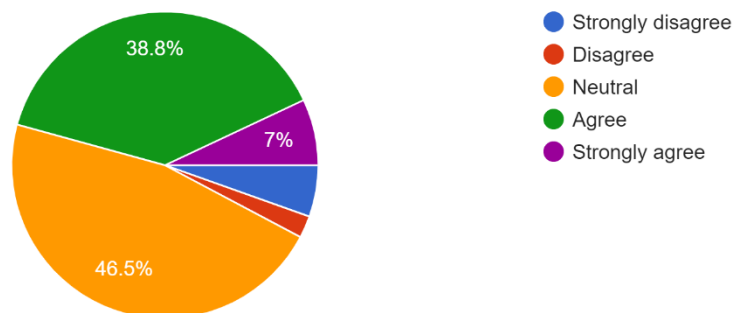


Figure 25: Response 11

Here only the people who have attended events here at NBL, let it be NESTalk, NESConnect, campus sessions, Nesternship or the regular internship, only the ones with a previous exposure was able to strongly agree.

12) Would you consider being a part of NBL?

129 responses

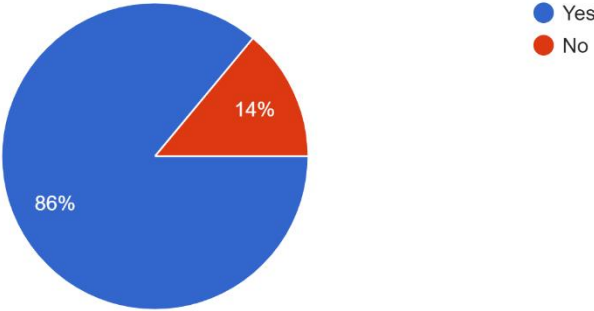


Figure 26: Response 12

13) Would you recommend the organization to a friend or family member looking for a job?

129 responses

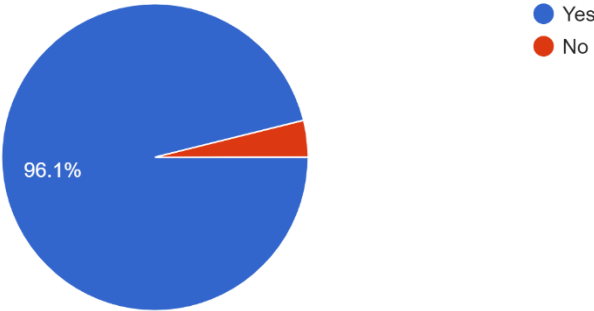


Figure 27: Response 13

The last two survey was very self-explanatory, showcasing ones understanding of the company and whether or not they would want their close family members or themselves to be a part of this company.



14) Supposing, you have an offer from NBL for a job opportunity and another MNC, what would be your deciding factor? (Example; corporate culture, career growth, location, salary, benefits, etc)

129 responses



*Figure 28: Response 14*

Like NBL there are many multi-national companies inside Bangladesh, with one or two in the same industry competing against each other, or one may have already captured the attention of the mass population. The question asked what would the exact deciding factor be for an individual deciding on his/her career. In most cases, it was seen the corporate environment, the culture, the behavior of the employee, and of course career progression opportunity were the main factors.

NBL being a company where the employees are the ambassadors themselves, gives of reviews on career sites, which helps the company to further attract talented individuals.

Analyzing the amount of response NBL receives from a career site shows that people are indeed inspired by the company moto and wants to be a part of the Good Food Good Life company.

15) What three words would you use to describe NBL to someone unfamiliar with the organization?

129 responses



*Figure 29: Response 15*

The responses here show again that people are well aware of the brands established by Nestlé, and almost everyone knows and uses one or two of these brands in their everyday life.

### 3.3.2 Conceptualization of NBL's Employee Branding Process

The model below has been adapted Miles, S. J., & Mangold, G. (2004). A conceptualization of the employee branding process. *Journal of Relationship Marketing*, 3 (2/3), 65-87, found in the research by (Miles & Mangold, 2005)

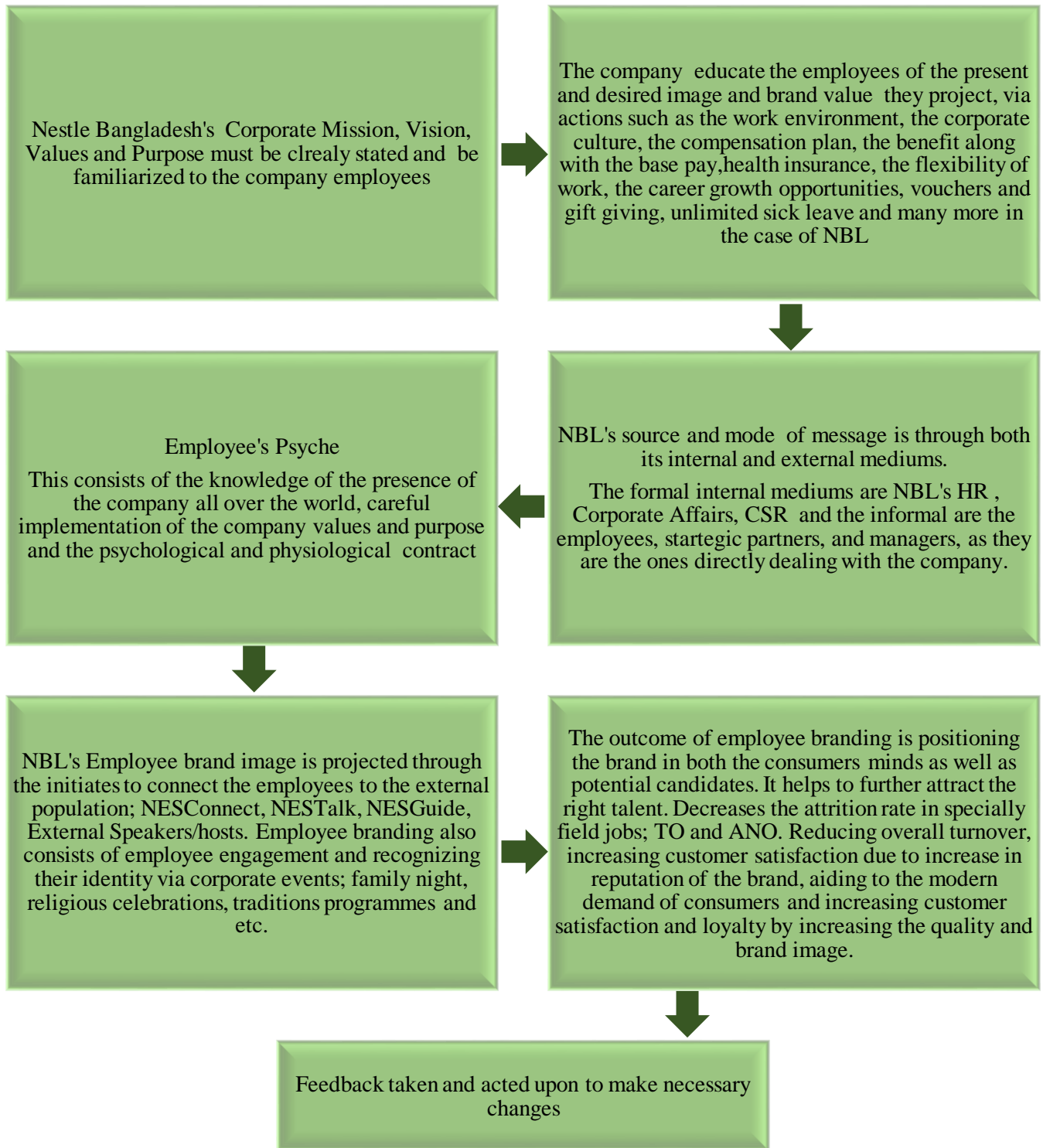


Figure 30: Conceptualization of NBL's Employee Branding

### 3.4 Conclusions

From my time as an intern in this organization, I have understood that despite employee branding being a very new phase, the company has been able to quickly adapt to it and work on it to attract a high caliber of talent from the talent market. The employees are very content with how and what the company offers them, the recognition to other tangible to intangible benefits and rewards.

The company has a global initiative of helping the youth develop their resume for their upcoming employment. Under this initiative, despite the ongoing pandemic, NBL has been able to do wonders, from hosting campus connect sessions to coffee times to mentorship programs to internships and many more.

These all helped the potential candidates get an overview of what the company is all about.

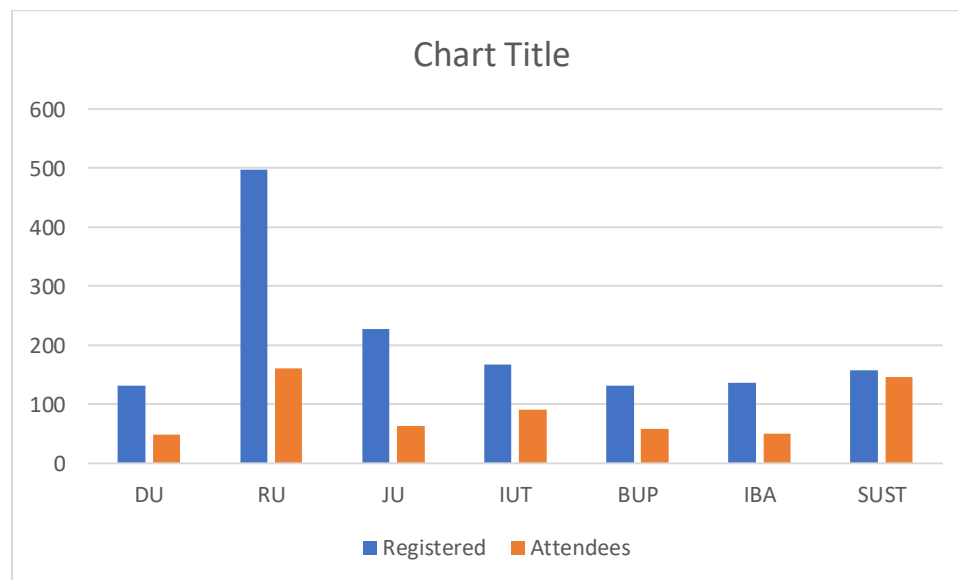
### 3.5 Recommendations / Implications

Upon analysis we can see that not everyone is well aware of what goes in on NBL, their initiatives for the environment, their CSR activities to provide safe drinking water, educating everyone on healthy eating as so on.

After carefully observing and experiencing work life at NBL, I have come up with the following suggestions:

- If NBL were to post these activities in their Facebook or career page and recording of the youth initiative session, more people would be aware of it.
- They can also record their everyday task, as a vlog and post it for people to understand the kind of work that goes on under each function.
- They can also upload bite size clips online giving a tour of their factory or head office.
- They can also have specialized mentorship programs where they solely focus on helping start-up companies to establish themselves, with the aid of Nestlé Professionals, such as “Nestlé Chefs”, an initiative they have established. NBL can have similar initiatives for people who would want to establish ventures in agriprenurship; entrepreneur in agriculture with the help of their Science and Regulatory Affairs team, for social entrepreneurs, and etc.

- Being a FMGC company, usage of water and plastics is inevitable, however, as Nestlé is currently aiming to be free of all plastics products by 2030, they can actively form campaigns to encourage youths. As a result of their CSR activities.
- Mentorship programs for students of first year to final year for them to get an idea of where they imagine seeing themselves, interactions with employee will also be an aid of employee branding.
- Company / factory field trips for final year students before they apply for internships to again help students understand their aspired roles, and also promoting company visions and missions to the mass public.
- Creating more lucrative platforms which works as a gateway to the company other than internships and nesternships.
- As webinars and online seminars and sessions have become more and more common due to the global pandemic, we can see in the graphical presentation below, that the number of students have been fluctuating as it mainly consists of a panel discussion.



*Figure 31: Campus Connect: Registered/Attendees Comparison*

In order to reach the desired number of people, these, ‘campus connect’ sessions can bring in small clips and give advices on what an aspiring individual can go in order to gain the perfect exposure to aim for a career in that particular field.

These will aid more to company's overall employee branding and will be an added advantage for attracting the desired pool of people from the mass job marketplace.

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## Appendix

The survey form questions are given below adapted from (Reiners, 2021).

### Can Employees Be Ambassadors of a Brand?

The future of branding is personal, where the employees of the organization play a major role. This form is designed to get an understanding of how employees, interns, potential candidates, consumers of our product and the mass people in general perceive & portray Nestlé Bangladesh Limited (NBL) as a whole.

Nestlé Bangladesh Limited (NBL)

1) How do you associate with Nestlé Bangladesh? \*



Employee

Intern

Consumer

Potential Candidate

Other:

2) Age \*

Your answer

3) Can you relate with the purpose & mission of NBL via their products, advertisements, Facebook posts, and/or, interaction with the employees/colleagues? \*

Strongly Can

1

2

3

4

5

Strongly Cannot

4) Are you inspired by NBL's purpose, mission and vision? \*

# Mission & Vision

Share this page



## Our Mission Statement

Nestlé is...

...the world's leading nutrition, health and wellness company. Our mission of "Good Food, Good Life" is to provide consumers with the best tasting, most nutritious choices in a wide range of food and beverage categories and eating occasions, from morning to night.

## Our vision and values



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

Yes

No

5) When you hear the name "Nestlé" or see their logo what comes to your mind? It can be a phrase, a single word, a product and/or anything in general. \*

# Nestlé

Your answer

6) Do you believe the organization lives up to its stated values? \*

Yes

No

7) Please type in some (at least two) of your personal values. For example (Honesty, integrity, money, etc) \*

Your answer

8) Do the organization's stated values align with values you personally consider important in life? \*

Yes

No

9) Are you aware of NBL's contributions to society (CSR)? \*

### Initiatives of Nestlé Bangladesh



Yes

No

10) Are you proud of how the organization contributes to the society? \*

Yes

No

No clue

11) Would you agree, that NBL's website, Facebook page, Career page and the webinars give a general to certain in-depth idea on what the organization is all about & how it functions? \*

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

12) Would you consider being a part of NBL? \*

Yes

No

13) Would you recommend the organization to a friend or family member looking for a job? \*

Yes

No

14) Supposing, you have an offer from NBL for a job opportunity and another MNC, what would be your deciding factor? (Example; corporate culture, career growth, location, salary, benefits, etc) \*

Your answer

15) What three words would you use to describe NBL to someone unfamiliar with the organization? \*

Your answer

Submit