



INTERNSHIP REPORT

MERCHANDISING DEVELOPMENT PROGRAM OF NESTLE BANGLADESH LTD.

“MERCHANDISING DEVELOPMENT PROGRAM”

Submitted to:

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Date of submission

21st June, 2015

LETTER OF AUTHORIZATION

Date: 20th June, 2015

Mr. Suntu Kumar Ghosh

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Subject: Submission of Internship Report on Nestlé Bangladesh Ltd.

Dear Sir,

I am a student's of BRAC Business School, hereby submit the Internship Report on Nestlé Bangladesh Ltd. required for the completion of my Bachelors of Business Administration degree. I have followed every instruction you have provided and tried my best to ensure that all the information is authentic and relevant.

The report concentrates on the basic information and my major works done in Nestlé Bangladesh Ltd. as an intern. I hope that all the information and analysis provided within the report will be up to your expectations and will be glad to provide clarification to any inquiries you may have.

Thank you.

Sincerely,

MD. SAIFUL ISLAM

ID - 11304013

Acknowledgement

After completion of 126 credits of the Bachelor of Business Administration program, I feel very fortunate to be able to do my internship in Nestlé Bangladesh Limited.

The purpose of this Internship program is to impart practical knowledge of that I had been bearing theoretically over the last few years. In order to acquire practical knowledge and to use it, it is a matter of satisfaction that I have been able to complete my internship program successfully. In this connection, I am greatly helped by those who were present at the time of this attachment. But none of this would have been possible without the help of the following persons.

First, I express my gratitude and acknowledge my indebtedness to my supervisor **Suntu Kumar Ghosh** for his overall co-operation, guidance, advice and support.

I am also very much thankful, to **Mr. Prashonta Bhattacharjee** (Sales Operation) and the entire Sales department for their co-operation, valuable guidance and generous support providing me with necessary information, without which my efforts would have been hardly possible.

Finally I would like to thank my parents for their blessings and continuous support kept me motivated and helped me finish the report.

Executive Summary

Nestlé is world's largest health, nutrition and wellness company with a mission of "Good Food, Good Life" which actually drives the company to provide consumers with the best tasting and most nutritious food choices in a wide range of food and beverage categories and eating occasions. Although globally it is twice in size of its nearest FMCG (fast moving consumer goods) competitors, in Bangladesh its journey is comparatively new. Nestlé Bangladesh Limited, a wholly owned subsidiary of Nestlé S.A., started its commercial production in 1994. Today Nestlé Bangladesh Limited is strongly positioned to grow through its policy of constant innovation and renovation, concentrating on its core competencies and commitment to high quality, with the aim of providing the best quality food to the people of Bangladesh.

The report is on the "Merchandising Development Program" of Nestlé Bangladesh Ltd. in Dhaka Region. This report is designed in six major chapters with one chapter of reference. Initially the opening words about the report were described in the first segment titled "Organizational Overview" which mainly contains the history of nestle The next segment "Introduction", then the next segment is on "About the Departments of Nestlé Bangladesh Ltd". Where there is every details in there. Then the "Internship part" where apparently contains the total information of merchandising development program and full details of the field report. Then comes the part of "Recommendation" where I myself have came up with some suggestion for the further development of the merchandiser that what I think.

The last & final part contains the concluding part. Before drawing any conclusion based on this report it may be noted that there might be lack in data, but still it may be useful for designing any further study.

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Chapter 01:

Organizational Overview



1.1 Company Profile:

Nestlé - the world's largest *nutrition, health and wellness company*, not only in terms of its sales but also in terms of its product range and its geographical presence. Nestlé covers nearly every field of nutrition and food business : infant formula, baby food, milk products, chocolate and confectionery, instant coffee, ice-cream, culinary products, frozen ready-made meals, mineral water etc. Nestlé is also a major producer of pet food. In most of these product groups and in most markets, Nestlé is the leader or at least a strong number two. Nestlé is a much focused Company, with more than 94 percent of the sales coming from the food and beverage sector. Nestlé is present around the globe, on all continents, with around 230,000 people working in more than in 84 countries with 466 factories and with sales representatives in at least another 70 countries. Many of their brand names are familiar to almost everyone: NESCAFE, NIDO, MAGGI, POLO, MILO, KITKAT, and KOKO KRUNCH. Some of the products have broken records: 3,000 cups of Nescafe are consumed every second. And Kit Kat merited an entry in the Guinness Book of World Records as the world's best-selling chocolate bar with 418 Kit Kat fingers eaten every second around the world. In 2011, Nestlé was listed No. 1 in the Fortune Global 500 as the world's most profitable corporation. With a market capitalization of US\$233 billion, Nestlé ranked No. 9 in the FT Global 500 2013

1.2 History of Nestlé:

1866-1905

In the 1860s Henri Nestlé, a pharmacist, developed a food for babies who were unable to breastfeed. His first success was a premature infant who could not tolerate his mother's milk or any of the usual substitutes. People quickly recognized the value of the new product, after Nestlé's new formula saved the child's life, and soon, FarineLactée Henri Nestlé was being sold in much of Europe.

1905-1918

In 1905 Nestlé merged with the Anglo-Swiss Condensed Milk Company. By the early 1900s, the company was operating factories in the United States, Britain, Germany and Spain. World War I created new demand for dairy products in the form of government contracts. By the end of the war, Nestlé's production had been doubled.

1918-1938

After the war Government contracts dried up and consumers switched back to fresh milk. However, Nestlé's management responded quickly, streamlining operations and reducing debt. The 1920s saw Nestlé's first expansion into new products, with chocolate the Company's second most important activity.

1938-1944

Nestlé felt the effects of World War II immediately. Profits dropped from \$20 million in 1938 to \$6 million in 1939. Factories were established in developing countries, particularly Latin America. Ironically, the war helped with the introduction of the Company's newest product, Nescafe, which was a staple drink of the US military. Nestlé's production and sales rose in the wartime economy.

1944-1975

The end of World War II was the beginning of a dynamic phase for Nestlé. Growth accelerated and companies were acquired. In 1947 came the merger with Maggi seasonings and soups. Crosse & Blackwell followed in 1960, as did Findus (1963), Libby's (1971) and Stouffer's (1973). Diversification came with a shareholding in L'Oreal in 1974.

1975-1981

Nestlé's growth in the developing world partially offset a slowdown in the Company's traditional markets. Nestlé made its second venture outside the food industry by acquiring Alcon Laboratories Inc...

1981-1995

Nestlé divested a number of businesses 1980 / 1984. In 1984, Nestlé's improved bottom line allowed the Company to launch a new round of acquisitions, the most important being American food giant Carnation.

1996-2002

The first half of the 1990s proved to be favorable for Nestlé: trade barriers crumbled and world markets developed into more or less integrated trading areas. Since 1996, there have been acquisitions including San Pellegrino (1997), Spillers Pet foods (1998) and Ralston Purina

(2002). There were two major acquisitions in North America, both in 2002: in July, Nestlé merged its U.S. ice cream business into Dreyer's, and in August, a USD 2.6bn acquisition was announced of Chef America, Inc.

2003 +

The year 2003 started well with the acquisition of Mövenpick Ice Cream, enhancing Nestlé's position as one of the world market leaders in this product category. In 2006, Jenny Craig and Uncle Toby's were added to the Nestlé portfolio and 2007 saw Novartis Medical Nutrition, Gerber and Henniez join the Company.

1.3 Brands of Nestlé:

The most recognized products of Nestlé all over the world are following.

- ✓ Baby foods: **Cerelac, Lactogen, NAN**, Gerber, Gerber Graduates, Nestum
- ✓ Bottled water: Nestlé Pure Life, Perrier, Poland Spring, S.Pellegrino
- ✓ Cereals: Chocapic, Cini Minis, Cookie Crisp, Estrelitas, Fitness, Nesquik Cereal
- ✓ Chocolate & confectionery: **Munch**, Aero, Butterfinger, Cailler, Crunch, Kit Kat, Orion, Smarties, Wonka
- ✓ Coffee: **Nescafé, Nescafé 3in1, Nescafé Cappuccino, Nescafé Classic**, Nescafé Decaff, Nescafé Dolce Gusto, **Nescafé Gold, Nespresso**
- ✓ Culinary: chilled and frozen food: Buitoni, Herta, Hot Pockets, Lean Cuisine, **Maggi**
- ✓ Dairy: Carnation, **Coffee-Mate**, La Laitière, **Nido**
- ✓ Drinks: **Nestea, Nestlé Frapé**, Juicy Juice, **Milo**, Nesquik,
- ✓ Food service: Chef, Chef-Mate, **Maggi, Milo**, Minor's, **Nescafé, Nestea**, Sjora, Lean Cuisine, Stouffer's, Thomy
- ✓ Healthcare nutrition: Boost, Nutren Junior, Peptamen, Resource
- ✓ Ice cream: Mövenpick, Dreyer's, Extrême, Häagen-Dazs,
- ✓ Sports nutrition: PowerBar
- ✓ Weight management: Jenny Craig



Figure 01: Brands of Nestle

1.4 About Nestlé Bangladesh Limited:

Popular Nestlé brands started entering this part of the sub-continent during the British rule and the trend continued during the pre-independence days of Bangladesh. After the independence in 1971, Nestlé World Trade Corporation, the trading wing of Nestlé S.A, sent regular dispatch of Nestlé brands to Bangladesh through an array of indentures and agents and some of the brands such as NESPRAY, CERELAC, LACTOGEN, and BLUE CROSS etc. became some very common products.

Nestlé Bangladesh Limited started its commercial operation in Bangladesh in 1994. Its total authorized capital is TK1.5 billion and total paid up capital is TK 1.1 billion. The only factory of the company in Bangladesh is situated at Sreepur, 55 km north of Dhaka. The factory produces the Maggi noodles, Munch and cereals and repacks milks, soups, beverages and infant nutrition products. Today Nestlé Bangladesh Ltd. is a strongly positioned organization. The Company is continuously growing through the policy of constant innovation,

concentrating on its core competencies and its commitment to high quality food to the people of Bangladesh.

Since the beginning of Nestlé's operation in Bangladesh, the chairman of the company has been Mr. Latifur Rahman, one of the top industrialists of the country, his firm Transcom used to import the products of Nestlé. His business house Transcom is still involved in wide range of business like beverage, pharmaceutical, electronics, newspaper, tea export, fast food franchises etc. Still he remains as an honorary chairman of the company although his group Transcom does not capture any share today as Nestlé S.A. holds 100% share of this company.

Vision:

In Bangladesh Nestlé's vision is to build Nestlé as the respected and trustworthy leading Food, Beverage, Nutrition, Health and Wellness Company in Bangladesh ensuring long term sustainable and profitable growth. The company is very much focused to ensure that the vision is implemented in every aspect.

Mission:

The mission statement that drives Nestlé is "*Good Food, Good Life*". They commit 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.

Key objectives

Broad Objective: Marketing objectives are compatible with the overall corporate objectives of Nestlé. Company's objective is to be the world's largest and best branded food manufacturer while insuring that Nestlé name is synonymous with the products of the highest quality.

“Making our customers winners by constantly exceeding their expectations”

Chief objectives:

- To achieve compatibility with international voluntary standards on environmental management systems.
- To build mutual trust with consumers, governmental authorities and business partners.
- To ensure continuous improvement of Nestlé's environmental performance.
- Conservation of natural resources and minimization of waste.

- Total compliance with the laws.
- To establish the benchmark for good business practice.
- Employing new technologies and processing.
- By committing to resources, both human and financial.
- Measuring the cost and benefits to business of its activities.

Specified objectives of each division

(Production)

- To optimize production costs while enhancing product quality so as to make Nestlé products even more competitive in the market place. Page 7 of 76

(Sales and marketing)

- To reach a sales turnover of 3000 crores by the year 2003 • To double the turnover every three years

(People)

- To help employees to retain a long term perspective and integrate them fully with the company's business goals
- To retain a broad perspective while addressing individual needs
- To view growth as a continuous process
- To concentrate on attitudinal changes by developing leadership skills, an appreciation of interdependence between units and the enhancement of a sense of belonging to Nestlé.

(Finance)

- To maintain profit levels above the average for the food industry in Bangladesh.

1.5 Products of Nestlé Bangladesh

BABY & ME, AL 110, PRE-NAN, NAN:

Baby & Me is the product of Nestlé and it's for the pregnant women who are getting ready to welcome her own child in someday. As well as the infant milk substitute (n.b: there are no other substitute products rather than breast feeding) are AL110, Pre-Nan, Nan 1, Nan 2.



Figure 02: Nestlé BABY & ME, AL110, PRE-NAN, NAN

LACTOGEN:

lactogen is product or other substance that increases the production and secretion of milk. Here it has the different sanction of it, Lactogen 1,2 & 3.



Figure 03: Nestlé LACTOGEN

CERELAC:

CERELAC is a range of nutritious, easily-digested instant cereals. It is suitable as a complimentary food for infants from six months onwards, when breast milk or formula alone no longer meet the baby's growing nutritional requirements. It is not a breast milk substitute. Worldwide, the brand was first registered in 1949. CERELAC in Bangladesh has following 4 stages for 4 kinds of children ages (starting from 6 months to 24 months). CERELAC in Bangladesh has below SKU's (Stock Keeping Units)

CERELAC 3.Fruits

CERELAC Rice

CERELAC Wheat Mixed Fruit

CERELAC Wheat Mixed Vegetable

CERELAC Wheat. Apple Cherry

CERELAC Khichuri

CERELAC Honey

CERELAC Chicken



Figure 04: Nestlé CERELAC

NIDO:

NIDO is Nestlé's brand in the milk food segment. NIDO targets kids above 3 yrs. and is positioned as a food for growing children. The USP for Nido is that it is fortified with Calcium and Vitamin D which helps the kids develop strong and healthy bones. The TVC featuring the child and mother is now on air. Nido faces direct competition with the ordinary milk and milk based beverages. In Bangladesh NIDO has following SKU's:

- NIDO 1+
- NIDO 3+
- NIDO Fortified



Figure 05: Nestle NIDO

CORN FLAKES & KOKO KRUNCH:

It is the breakfast cereal that Nestle came up with. KOKO KRUNCH has three different SKU's and CORN FLAKES have just 1. *KOKO KRUNCH* takes kids on the ultimate chocolate experience combining the pleasure of chocolate with the wholesome friendliness of grain.



Figure 06: Nestlé KOKO KRUNCH, CORN FLEX

MAGGI Noodles:

Maggi noodles are a brand of instant noodles manufactured by Nestlé. Maggi noodles and Maggi Soup are part of the Maggi family, a Nestlé brand of instant soups, stocks, and noodles. Maggi Noodles has few flavors in Bangladesh.

- MAGGI 2 Minutes Masala Fortified
- MAGGI 2 Minutes Curry Fortified (4, 8 & 12 pack)
- MAGGI Magic Masala



Figure 07: Nestlé MAGGI

Local Filling: Importing Semi finished bulks and packing in Bangladesh.

MAGGI Soup:

Maggi Soup has Exciting authentic flavors with a wide range of uses, Bain-Marie stable, and freeze/thaw stable. It is Microwaveable. It has 12 months shelf life. It is Easy to prepare, and gives consistent results and perfect as a base for sauces and pies or simply served as a soup:

- MAGGI Health Soup Chicken
- MAGGI Health Soup Thai
- MAGGI Health Soup Vegetable



Figure 08: Nestlé MAGGI SOUP

NESCAFE & COFFEE MATE:

Nescafé is a brand of instant coffee made by Nestlé. It comes in the form of many different products. The name is a portmanteau of the words "Nestlé" and "café". Nestlé's flagship powdered coffee product was introduced in Switzerland on April 1, 1938 after being developed for seven years by Max Morgenthaler and Vernon Chapman. Nescafe has 2 flavors in Bangladesh: - Nescafe Classic & - Nescafe 3 in 1. There are also coffee mate sachet packets and Nescafe Bondhu & Nescafe Classic sachet packets are available all over the country, and it's been spread out remarkably.



Figure 09: Nestlé NESCAFÉ & COFFEE MATE

MUNCH:

Nestlé introduces "MUNCH Rollz"- the first ever international standard chocolate made in Bangladesh. Nestlé MUNCH Rollz is a crispy, crunchy wafer roll coated with chocolate and a layer of choco cream inside.



Figure 10: Nestlé MUNCH, GIFT BOX

1.6 Functions of Nestlé Bangladesh

Day by day demand and trust on the Nestlé products are growing. Focusing on the substantial growth and the other business perspective, the company developed its own functional areas. Currently the existing fictional areas are:



Figure 11: Functions of Nestlé Bangladesh

No matter how many functions are running, their main aim is to gain ultimate excellence. Every function contributes from their end to meet the corporate goal. The General Management take cares of the overall operation of the company and makes the key decisions. Human Resource focuses the management of employees and organizational culture; moreover HR professionals are also responsible for retaining the people who are making the difference with their competitors at the end of the day. Supply Chain ensures the stable supply of the products according to the demand of the customers. Marketing looks after the existing brands, market share and product development of the products. Nestlé is the world's largest Nutrition Company that is why the importance of the Nutrition products is much more in compared to the other food companies; as a result they created a totally separate team to look after the Nutrition products, such as, CERELAC, LACTOGEN. Finance and control deals with the financial transactions and most importantly they also apply the control mechanism to remain the company complaint financially and procedurally. IS/IT also falls under the Finance and Control Function. Corporate Affairs looks after the external relations of the company. Finally Sales and Nestlé Professionals are responsible for earning revenue for the company, but sales goes for the retail distributors and Nestlé Professionals looks after the institutional sales.

Chapter 02:

Introduction

2.1 Introduction:

Theoretical knowledge gets perfection with practical implication. As the concerning parties, educational institution and the organization substantially benefit from such a program namely “Internship”, the sole purpose of internship is to train the students and prepare themselves for the real life in job markets.

This internship report has been prepared as a requirement for the completion of the Bachelors of Business Administration (BBA) program of the BRAC University. After the completion of 126 credits of BBA program, I joined Nestlé Bangladesh Limited for the internship program under the Sales Operation department, and I started my internship on February 11, 2015. My organizational supervisor was Prashonta Bhattacharjee and my line manager was Delwar Hossain, their regular field visit activities and other in house development program helped me extensively throughout the internship period. I have tried my level best to make this report informative and enriched so that it can be meaningful and can provide insight on Nestlé’s current situation of Sales Department.

2.2 Purpose of the Study:

South Asia is known for a great emerging market with all big multinational companies trying to establish their dominance in this highly populated region. This report is to analyze the total Merchandising Development area in Dhaka Metro and to know better situation and understand their current position.

2.3 Objective of the study:

2.3.1 Broad Objective:

To indicate the actual scenario of field sales of merchandising team, basically what are their work and what are they are came up with. Are they following the NCE (Nestlé Continuous Excellence), are they following the Daily Call Report, etc.

2.3.2 Specific Objective:

- ❖ To learn about Nestlé and Nestlé Bangladesh Sales Operations.
- ❖ Gather knowledge about the field Sales and also the in house function of a territory as well the distribution point of Nestlé Bangladesh Limited.
- ❖ To learn about their total procedure that what they are really done on field and what is the total activities of a distribution point of Nestlé Bangladesh Ltd.

2.4 Scope of the Report:

The intention of the study is to understand analyze the actual field sales of Nestlé Bangladesh to allow me to relate theoretical knowledge to practical applications in fields that learn me to know that in reality how does a company run through and at the same time get an idea on the Sales Department of Sales Operation of Nestlé Bangladesh in order to get a short idea how it works in other section too.

2.5 Research Methodology:

The total analysis of Dhaka metro field sales (six territories out of twelve) can relate with one another as because it is under the operations of Sales, and for that the region is divided into two sections. Those are, Dhaka South and Dhaka North, and the head (RSM- Regional Sales Manager) of them are run by those region. Under them there are three ASM (Area Sales manager) and one ASE (Area Sales Executive), and finally comes the twelve TO (Territory Officers) of those twelve territories. As I am focusing on Merchandising Development project, so, no other than field is the only option for collecting the dada. And then I made up an itenary with my entire companion and match up with the merchandiser to track them in every step and every outlet.

2.6 Sources of Data Collection:

Primary data was collected from meeting and conversation with Nestlé employees as well as from learning experience while working as an intern.

Most of necessary information was collected from secondary sources. Secondary data has been gathered through the intranet of Nestlé Bangladesh Limited, internet and mainly from the field.

Data is collected from the field analysis of the Dhaka Metro.

2.7 Limitations of the study:

The limitations that I had to face while working on this report are given below.

- ❖ Non-availability of the most recent data of 2014, for that I can't relate the situation.
- ❖ Time was a major limitation. Working on the report while doing internship was a hard thing to accomplish.
- ❖ Complexity to gain accurate information.
- ❖ Nestlé Bangladesh Limited maintains a very strict regulation regarding documentation handled by externals.
- ❖ Lack of detailed knowledge required to perform complete analysis was one of the main limitations.

Chapter 03:

About Departments

Sales

Winning attitude is the key strength of Sales function in Nestlé Bangladesh limited. Our motto of ‘Growth Unlimited’ will be the pillar in achieving our objectives, provided we are open and willing to embrace changes with an ability to redeploy our resources and assets for driving efficiencies.

The fundamentals of the sales challenge are the ability to differentiate our demand generating activities through channel & category development strategies. We are one of the leading organization in FMCG to address channel wise business solutions and working with shoppers insights.

Nutrition

Nestlé Nutrition encompasses popular brands and products of infant nutrition and baby food. Working in Nestlé Nutrition means, with every minute of working you know you are putting a smile on someone’s face. The products, the brand personalities as well as the market itself pose daunting challenge as well as immense learning opportunity. At Nestlé Nutrition, we work closely with Healthcare Professionals for Brand Building and Brand Communication.

- Constant Innovation and Renovation of brands
- Superior products
- Zero tolerance in case of maintaining quality
- Strong brand and nutrition awareness communication with the help of scientific information and Healthcare professionals.
- Management of Key stakeholders and opinion leaders
- Managing Business Channels
- Managing availability and distribution

Manufacturing

In Bangladesh, Nestlé started its operation in 1998 and its factory is situated in Sreepur, Gazipur. Nestlé Bangladesh directly employs 462 people and more than 1000 people are employed by suppliers and distributors in connection to Nestlé. Our products in Bangladesh are

Nido, Nescafé, Maggi noodles and soup, breakfast Cereals, Coffee-Mate and Fox's crystal candy.

Nestlé is present around the globe, on all continents, with around 230,000 people working in more in an 84 countries with 466 factories and with sales representatives in at least another 70 countries. Nestlé is the world's largest food group, not only in terms of its sales but also in terms of its product range and its geographical presence. Nestlé covers nearly every field of nutrition: infant formula, milk products, chocolate and confectionery, instant coffee, ice-cream, culinary products, frozen ready-made meals, mineral water etc.

Supply Chain

Nestlé Supply Chain operates with a mission of driving sound business decision making and innovation planning to optimize Group long-term profitable growth, cash flow and total return to shareholders. Here, we embrace the role of change agents, drive long term value creation and ensure the highest standards for stewardship and governance throughout the company.

The strength of our contribution is wholly dependent on our people. Outstanding people are hired, developed and retained with integrity. We as a team nurture their development and actively help them develop the business skills and experiences they need to fulfill our mission and objectives. We set high standards, embrace change, operate discipline and take personal risk, as appropriate, to ensure that decisions are taken in the best long term interest of the shareholders and key stake holders.

Finance & Control

Nestlé Finance operates with a mission of driving sound business decision making and innovation planning to optimize Group long-term profitable growth, cash flow and total return to shareholders. Here, we embrace the role of change agents, drive long term value creation and ensure the highest standards for stewardship and governance throughout the company.

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risk, as appropriate, to ensure that decisions are taken in the best long term interest of the shareholders and key stake holders.

Human Resources

Being the largest Food and Wellness Company, Nestlé has more than 280,000 people working with it worldwide. Globally standardized operational procedures, international working environment, global attachment programs, globally shared culture, structured development and evaluation framework and extensive training programs have made Nestlé one of the leading and preferred employers worldwide. Nestlé produces wide range of food and nutrition products for all the age groups of customers. It is very important to us that we add value and make customers lives healthier.

Nestlé Bangladesh employs nearly 450 people and many more with indirect contracts with its own factory in Sreepur, Gazipur. We consider our manpower to be our best asset and prefer people to work with enthusiasm, wit and efficiency to enhance productivity and sustainable growth to the organization.

Human Resources function offers different areas to explore your career with, including Recruitment & Selection, Learning & Training, Reward management, People Development and Administration to ensure smooth operation as a whole. Nestlé believes in participative management structure, a flat organizational framework.

Corporate Affairs & External Relations

Nestlé Finance operates with a mission of driving sound business decision making and innovation planning to optimize Group long-term profitable growth, cash flow and total return to shareholders. Here, we embrace the role of change agents, drive long term value creation and ensure the highest standards for stewardship and governance throughout the company.

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Nestlé Coding

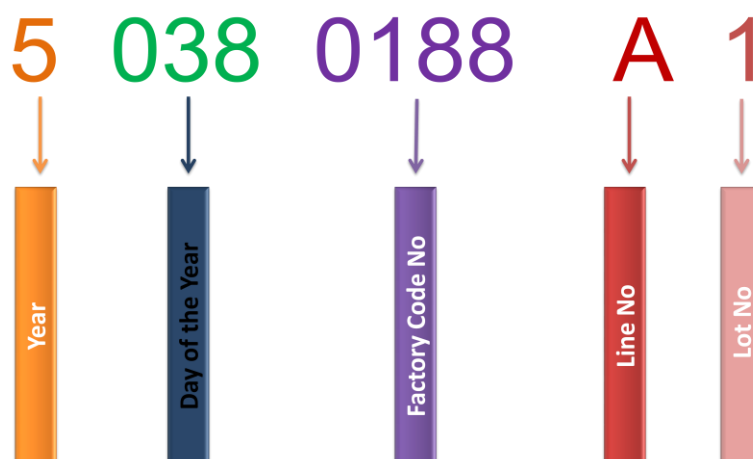


Figure 12: Nestle Batch Code Coding

Chapter 04:

Internship Part

Merchandising Development Project

4.1 Nature of the Job:

Mainly I worked at Nestle Bangladesh Limited as an Intern at Sales. My supervisor was Prashonta Bhattacharjee as well as my line manager is Delwar Hossain of Sales Operation and Training. They, especially Prashonta dada helped me a lot to specify my job description and as well as what we are onto. Basically I along with my team member was working on the “Merchandising Development Project” so, we have to visit the field as well as a daily basis job nature and also I along with my team went to different retail markets to know about some specific issues and we did note down and specify the different problem that we found. Actually for a product base company Merchandising is a root level work to do, and Nestle did recruit some people for do that part properly. Basically we are going to move out with the merchandiser and let them do the work and we are going to cross check that what they really write on their report and what are they are doing and also some specific question as well. Moreover, I directly communicated with retailers to monitor the trade price and trade offerings as well as stock of the product. Then, I would submit my market report to my supervisor. He instantly took action or take action when it is appropriate for him along with the territory officer and area sales manager.

Some Important Topics of Sales

Channel= Similar Type of outlets available to satisfy shopper’s similar need.

SKU’s= Stock Keeping Unit.

KPI= Key Performance Indicators, where one’s performance is judge by this. For an example, Merchandiser’s KPI performed by their rate of market return that they took, DSR (Distributor Sales Representative) KPI performed by their total sales target.

POSM= Point Of Sales Material, those are Dangler, Poster, Bunting, Wobblers etc. basically its uses for the shopper’s awareness or call to action

POPM= Point Of Purchase Material, those are Dispenser’s, Hanger, Basket etc. basically it is using for the increases of FSS (Forward Stock Share).

3R & Time Management= Right outlet, Right Product, Right quantity, and about time management 40% check, 30% execution and the rest 30% is there evaluation.

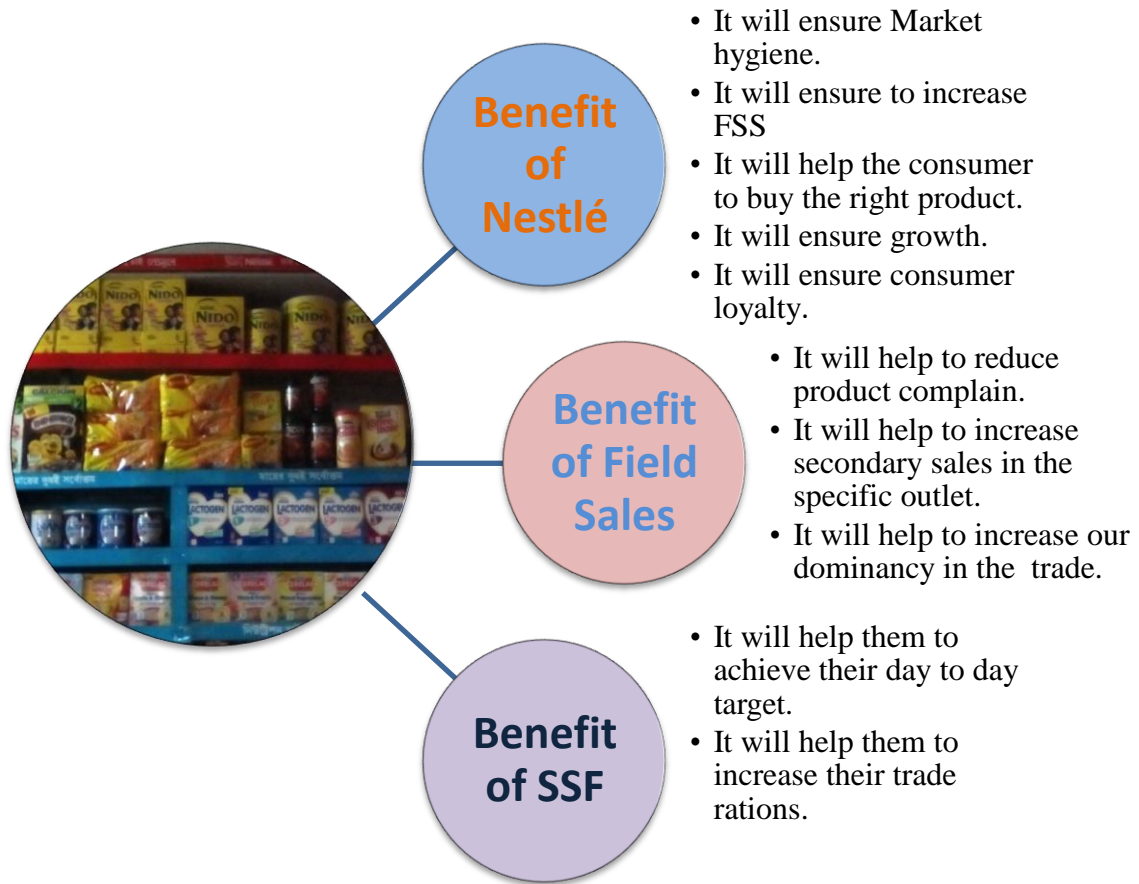


Figure 13: POSM & POPM

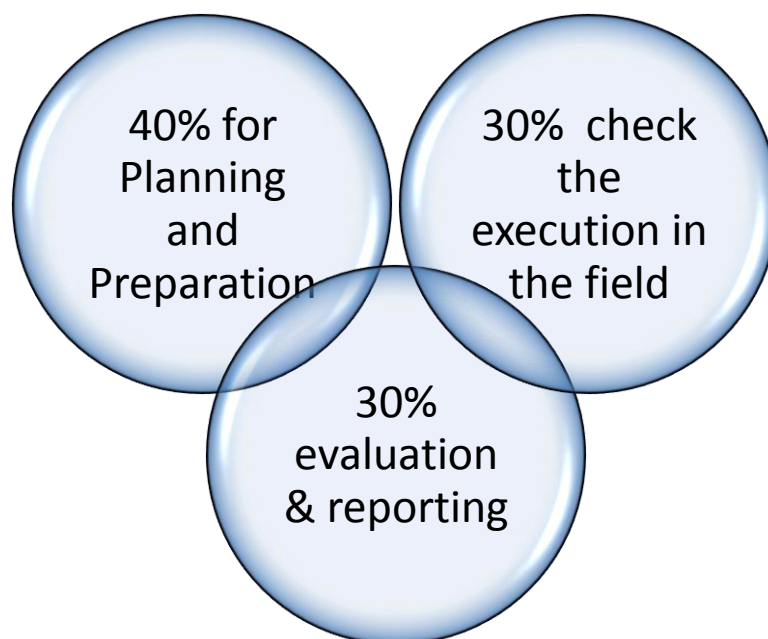


Figure 14: Time Management of the Merchandiser

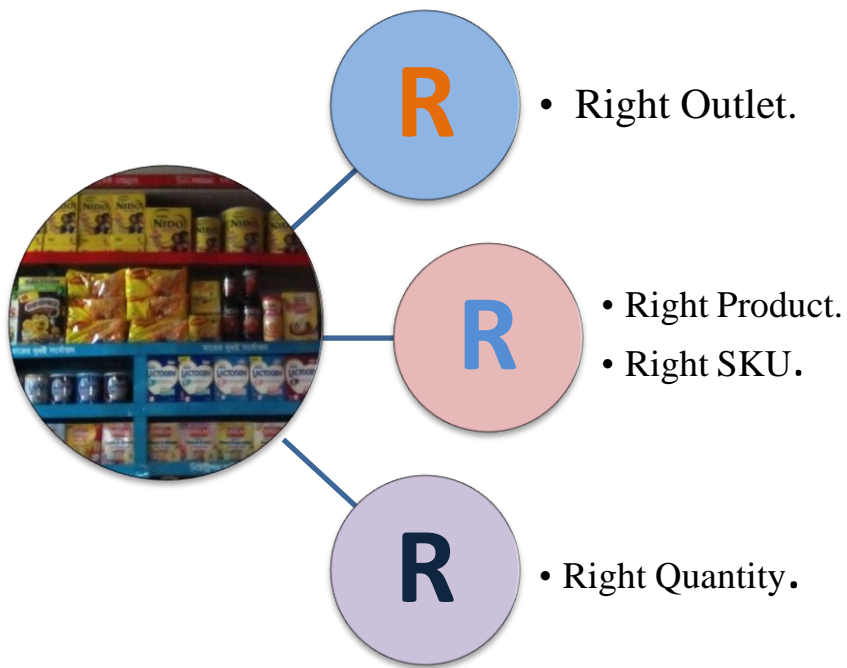


Figure 15: 3R

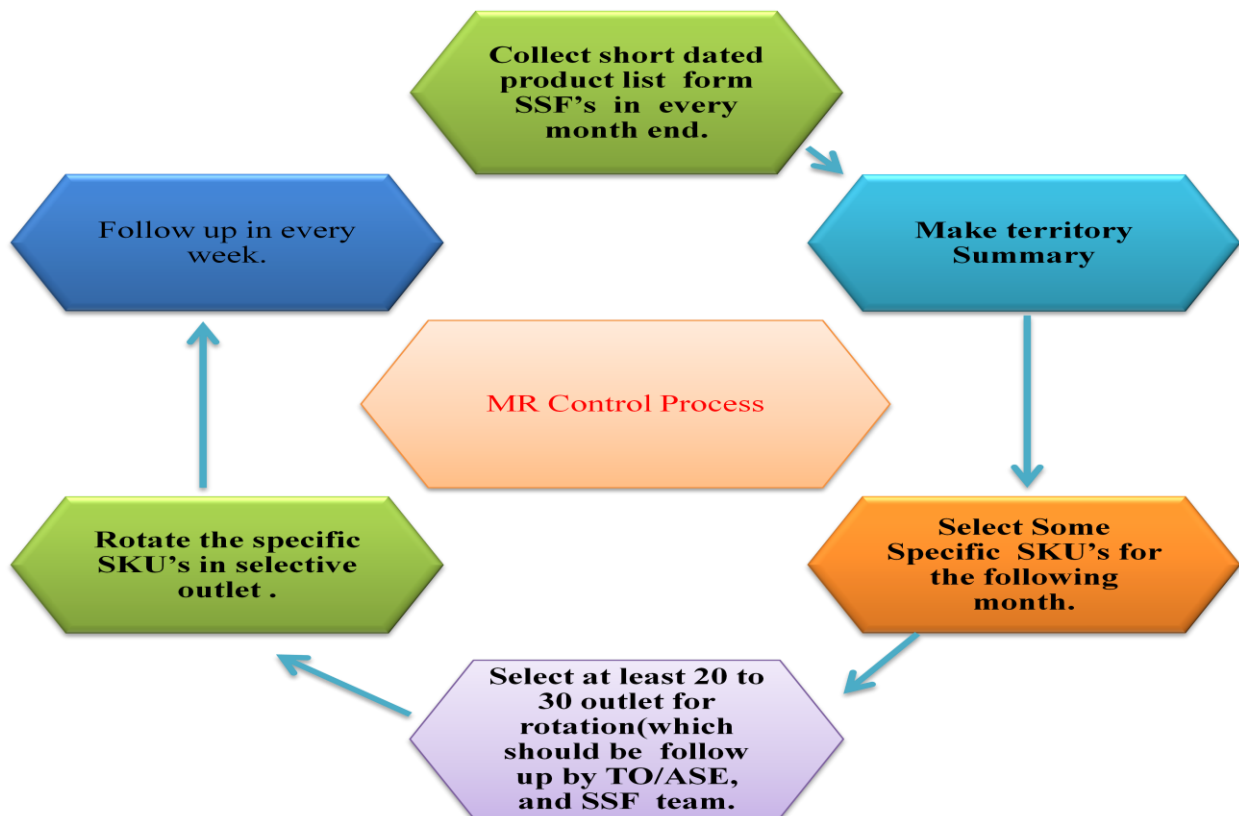


Figure 16: Market Return Control

Present Status Update:

Previous



No fixed route

No Itinerary



No Monitoring

Current

Clearly defined route



Elaborated Itinerary

Proper Monitoring



In Call Execution in Nestlé Way (8 Rules)

- ❖ Pre-call Preparation
- ❖ Greet Customers
- ❖ Outlets Check
- ❖ Established Customer Needs
- ❖ Sell the Call Objective
- ❖ Merchandising/ Accomplish AVA (Availability, Visibility and Accessibility)
- ❖ Administrative
- ❖ Post Call Review

The bulk of an analyst's time is spent in gathering data. A detailed plan as to who is to be interviewed by whom, the questions to be asked, the time and place of contact, and so on, have to be carefully prepared so that analyst's time and cost are kept to a minimum. Daily reports of the interviews are to be written up and reviewed so that the individual or team can spot new areas requiring exploration while data is still being gathered. The marketing analysis will be developing tentative conclusions as the data comes in. It is a sound procedure for her to meet once or twice with the Territory officer before the data collection ends to outline some initial

findings to see what reactions and suggestions they produce. When the data-gathering phase is over, the marketing analyst prepares notes for a visual and verbal presentation to the Territory officer or Area sales manager who hired him or her. The presentation consists of restating the objectives, showing the main findings, and presenting the major recommendations. Then the analyst is ready to write the final report, which is largely a matter of putting the visual and verbal material into a good written communication. The company territory officer(s) will usually ask the analyst to present the report to marketing department and Administration as well as globally. The most valuable part of the marketing analysis often lies not so much in the analyst's specific recommendations but in the process that managers begin to go through to assimilate, debate, and develop their own concept of the needed marketing action.

When they enter into some store they need to memories and practice all the stuffs that one of would not to be missed. It is basically for the DSR (Distributor Sales Representative) but for Merchandiser it also needed.

For them there are also some ground rules to apply, which are called Nine Merchandising Rules.

Nine Merchandising Rules

- ❖ Eye Level Display
- ❖ Block Display
- ❖ Layout Display
- ❖ Hot Spot Display
- ❖ Upright Upfront Display
- ❖ FEFO base Display
- ❖ Proper Stock Display
- ❖ Benchmarking Display
- ❖ Proper Maintenance of Secondary Display Unit

How they done their work is to work on exact rule that what is written upward. The display must be on eye level. Then the block has to be perfect in wards. Then have to follow the sequence what came after what and have to check that the display is on perfect position or not, basically it is for the shoppers because when shopper came onto a store and look at a glance for product that it is on hot spot or not that has to be checked by the merchandiser. If it does not then have to inform the distributor sales representative (DSR) for sorting this out and tell him

for putting it on the right place. Then they have to check that the product is on front facing or not. Then they follow the FEFO base display which is basically “First Expiry First Out” fundamentally if one shop has a product which is short dated then that product have to have place on first so that the product might not be expired and put up for sale on time. Afterward it comes in proper stock display, which is basically filling the box out with the product that where there would be no space there. Then benchmarking display, it is mainly competing with the competitors that in what percentage the presence of our product it competes with the competitors. Then finally came up with the proper maintenance of secondary display unit which is outer stock of the display.

4.2 Market Overview:

After joining in sales dept, I moved into a territory. I have been working in a territory for 15 working days. On my internship period I move around in the Dhaka metro city of six territories, those are,

Distribution Point	Territory	Territory Officer
JK Sales and Distribution 1	Khilkhet	Mimtaj Benojir
Zam Zam Traders	Karwan Bazar	Soieb Ahmed
JK Sales and Distribution 2	Badda	Md. Shihab Anam
AS Enterprise	Mohammadpur	Sathi Islam
Brothers Trade Center	Khilgaon	Md. Nazrul Islam
FA Enterprise	Mirpur	S.M Anamul Hasan

4.3 Market Report and Findings

Territory Report: (JK Sales and Distribution- 1)

Territory Name: JK Sales and Distribution- 1 (As a Group)

Total Route: 63

Total Visited Route: 17

Total paid Outlet: 526

Total visited Outlet: 124

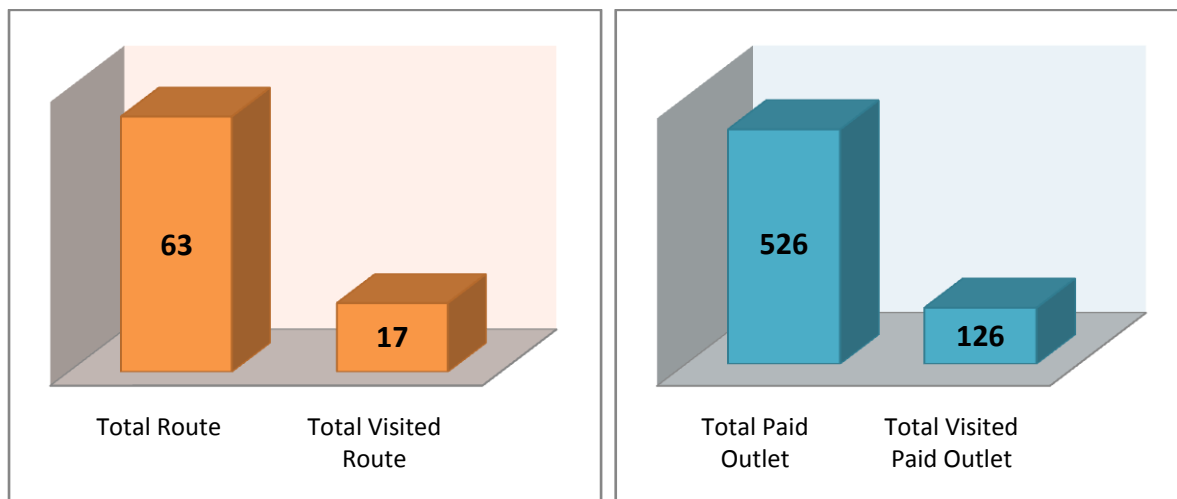


Figure 17: Visited Route and Outlet (Visit)

Market Report: (Major Project Work-Individual)

Market: Essapura-2	<ul style="list-style-type: none"> • Date: 11.02.15 • Merchandiser's Name: Shajan • Total Outlet: 11 • Visited Outlet: 06
Market: Nikunja	<ul style="list-style-type: none"> • Date: .12 02.15 • Total Outlet: 17 • Visited Outlet: 07
Market: Daxin khan Bazar 1	<ul style="list-style-type: none"> • Date: 15 02.15 • Merchandiser's Name: Nadim • Total Outlet : 15 • Visited Outlet : 11
Market: Khilkhet Bottola	<ul style="list-style-type: none"> • Date: 16.02.15 • Merchandiser's Name: Amitabh • Total Outlet : 15 • Visited Outlet: 07

Market: BDR Kacha Bazar +
Abdullahpur 2

- Date: .18 02.15
- Merchandiser's Name: Nadim, Amitabh
- Total Outlet:24
- Visited Outlet: 10

Market: Uttara 6, 8

- Date: 19 02.15
- Merchandiser's Name: Amitabh
- Total Outlet : 14
- Visited Outlet : 08

Market: Ashkona 1, 3

- Date: 22.02.15
- Merchandiser's Name: Rashed
- Total Outlet : 29
- Visited Outlet: 14

Findings from Khilkhet Territory (Observation)

1. We got very few outlets which were maintained properly.
2. Merchandisers are not well aware about the sales call rules.
3. They don't have complete tool kits.
4. POP register is not maintaining properly.
5. The traders were not aware of their monthly honorarium of the program.
6. Our NH and HC are not maintaining as per guideline.
7. Merchandisers are not maintaining ITERNARY properly. Some are taking order in absence of DSR.
8. The measurements of some NH & HC are not correct.
9. Dust were found almost every outlet, it shows that outlet was not maintaining for long time.
10. Some merchandisers don't know the layout.
11. Products were not at the right place.
12. NH & HC was not well organized; competitor products were kept in the NH & HC like DANO, DIPLOMA.
13. We found Dettol, Glass Cleaner, Vinegar etc. backside of our HC.

14. Traders are unaware of the contract's rules and regulations. Some traders don't know when they signed the contract papers and few of the traders the even lost the contract papers.
15. We found backdated expiree products, and damaged products in few outlets. NH contains unwanted things like hand wash, bottle, naphthalene, cotton bud, tang jar etc.
16. We got some complaints from traders that they were not properly aware about payment.
17. We found large number of outlet which were full of old basket and hangers.
18. Merchandiser didn't remove the expired products.
19. Trade relation between Merchandiser and the shop owners is not up to mark.
20. Traders of 13 outlets are not getting their payment for NH & HC regularly.

Territory Report: (Zam Zam Traders)

Territory Name: M/S. Zam Zam Traders

Total Route: 39

Total Visited Route: 19

Total Outlet: 2199

Total Visited Outlet: 241

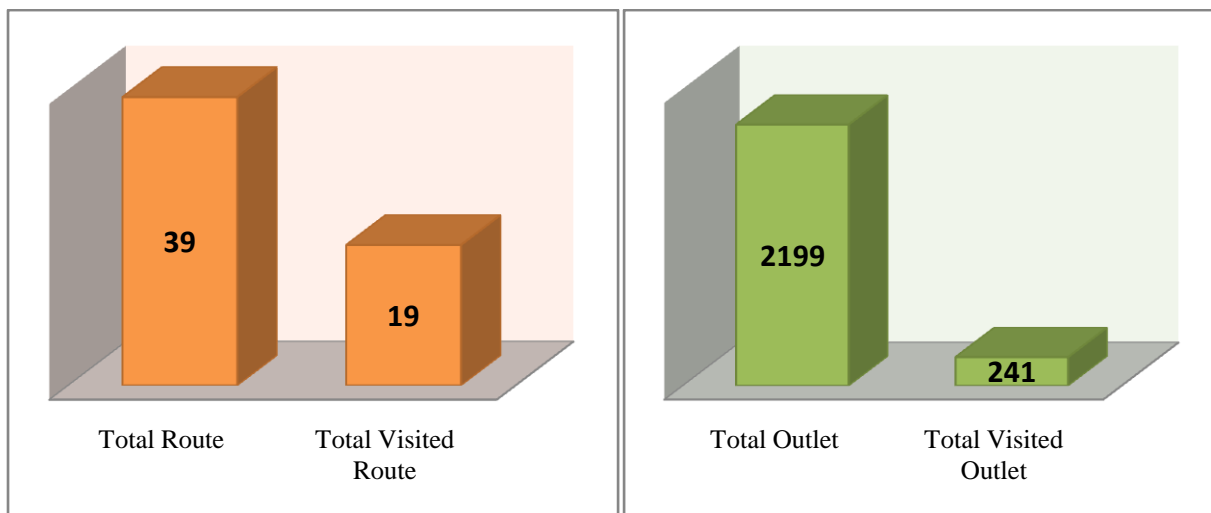


Figure 18: Total Route and Outlet (Visit)

Total Paid Outlet: 428

Total Visited Paid Outlet: 179

Total Non-Paid Outlet: 1771

Total Visited Non-Paid Outlet: 62

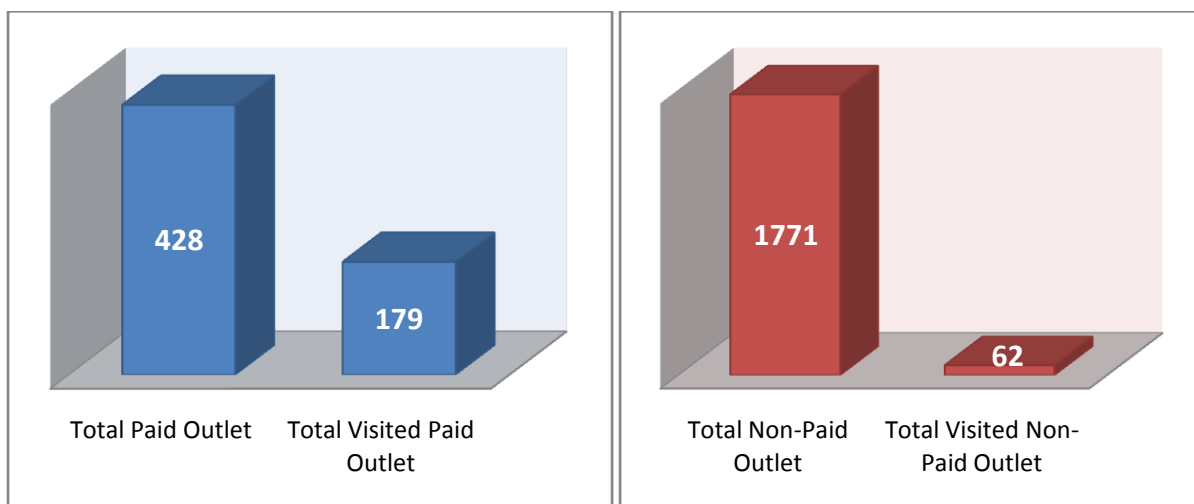


Figure 19: About Paid and Non-Paid Outlet (Visit)

Market Report: (Major Project Work-Individual)

<p>Market: West Nakhalpara 1,3,4</p>	<ul style="list-style-type: none"> • Date: 23.02.15 • Merchandiser's Name: Rubel • Total Outlet: 20 • Visited Outlet: 10 • Closed Outlet: 03
<p>Market: West Nakhalpara 1,2,4</p>	<ul style="list-style-type: none"> • Date: 24.02.15 • Merchandiser's Name: Rubel • Total Outlet: 22 • Visited Outlet: 10 • Closed Outlet: 02
<p>Market: East Nakhalpara</p>	<ul style="list-style-type: none"> • Date: 25.02.15 • Merchandiser's Name: Rubel • Total Outlet: 20 • Visited Outlet: 16 • Closed Outlet: 01
<p>Market: West Rampura 2</p>	<ul style="list-style-type: none"> • Date: 26.02.15 • Merchandiser's Name: Arif • Total Outlet: 20 • Visited Outlet: 16 • Closed Outlet: 01
<p>Market: West Rampura 1</p>	<ul style="list-style-type: none"> • Date: 28.02.15 • Merchandiser's Name: Arif • Total Outlet: 13 • Visited Outlet: 12 • Closed Outlet: 01
<p>Market: West Rampua 1, Wolon 3</p>	<ul style="list-style-type: none"> • Date: 1.03.15 • Merchandiser's Name: Arif • Total Outlet : 07 • Visited Outlet : 07
<p>Market: Wolon 1,2, 3</p>	<ul style="list-style-type: none"> • Date: 2.03.15 • Merchandiser's Name: Rubel • DSR's Name: Faruk • Total Outlet : 20 (Paid Outlet: 15 + Non Paid outlet: 5) • Visited Outlet: 15 (Paid Outlet 10+ Non Paid outlet: 5)

Market: Shahinbagh	<ul style="list-style-type: none"> • Date: 4.03.15 • DSR's Name: Masud • Total Outlet: 54 • Visited Outlet: 13 (Paid: 3, Non-paid: 10)
Market: Tejkunipara	<ul style="list-style-type: none"> • Date: 4.03.15 • DSR's Name: Hassan • Total Outlet: 63 (Paid: 11, Non-paid: 52) • Visited Outlet: 22 (Paid: 10, Non-paid:12) • Closed Outlet: 01
Market: Kolmilota Bazar	<ul style="list-style-type: none"> • Date: 5.03.15 • Merchandiser's Name: Rubel • Total Paid Outlet: 10 • Visited Paid Outlet: 10
	<ul style="list-style-type: none"> • Date: 5.03.15 • DSR's Name: Shahin • Total Paid Outlet: 23 • Visited Paid Outlet: 11 • Visited Non- Paid Outlet: 12 • Closed Outlet: 03
Market: Modhubag 1,3, 4	<ul style="list-style-type: none"> • Date: 8.03.15 • Merchandiser's Name: Rubel • Total Paid Outlet: 23 • Visited Paid Outlet: 12
Market: Modhubag 3	<ul style="list-style-type: none"> • Date: 8.03.15 • DSR's Name: Ashraf • Total Outlet: 16 (Paid: 8+ Non-Paid: 8) • Visited Outlet: 16 (Paid: 8+ Non-Paid:8)
Market: Modhubag 1	<ul style="list-style-type: none"> • Date: 10.03.15 • Merchandiser's Name: Arif • Total Paid Outlet: 22 • Visited Paid Outlet: 17

Findings from Karwan Bazar Territory (Observation)

1. We found dust & cobwebs in 10% of the outlets that we visited.
2. We found 19% of the outlets had no stripes or broken stripe.
3. We found 18% of the outlets that we visited had no back sheets in HC.
4. We did not find any hanger/ basket in 23% outlets.
5. We found old hanger/ basket in 6% outlets.
6. We found 9% of the outlets we visited did not have proper measurement of the Slabs.

7. We found 2% outlets that had payment problems.
8. We found that 2% outlets had backdated expired products.
9. We found that 7% of the outlets were not provided with any contract paper.
10. NH/HC was not in eye-level or was placed badly in 4% outlets. We found 3% outlet where demarcation is not in eye level.

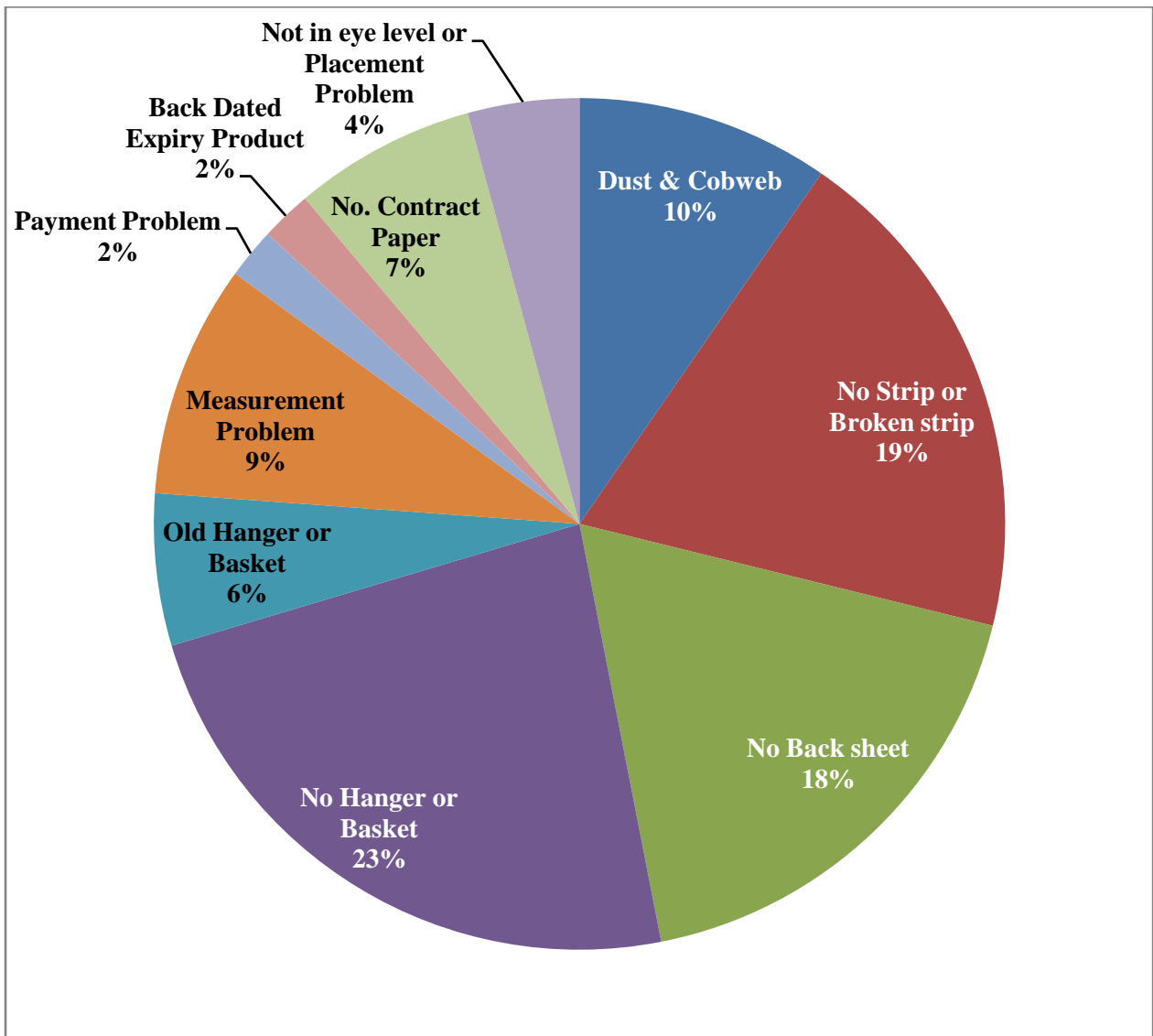


Figure 20: Zam Zam Traders

Territory Report: (JK Sales and Distribution- 2)

Territory Name: JK Sales & Distribution- 2 (As a Group)

Total Route: 75

Total Visited Route: 23

Total Outlet: 3359

Total Visited Outlet: 352

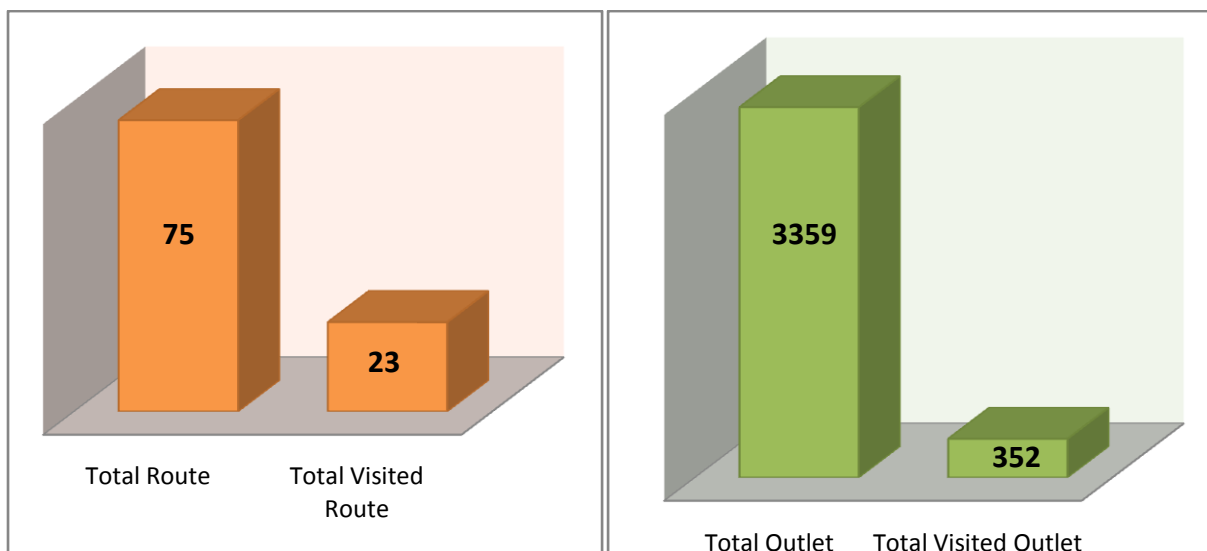


Figure 21: Total Route and Outlets (Visit)

Total Paid Outlet: 754

Total Visited Paid Outlet: 308

Total Non-Paid Outlet: 2605

Total Visited Non-Paid Outlet: 44

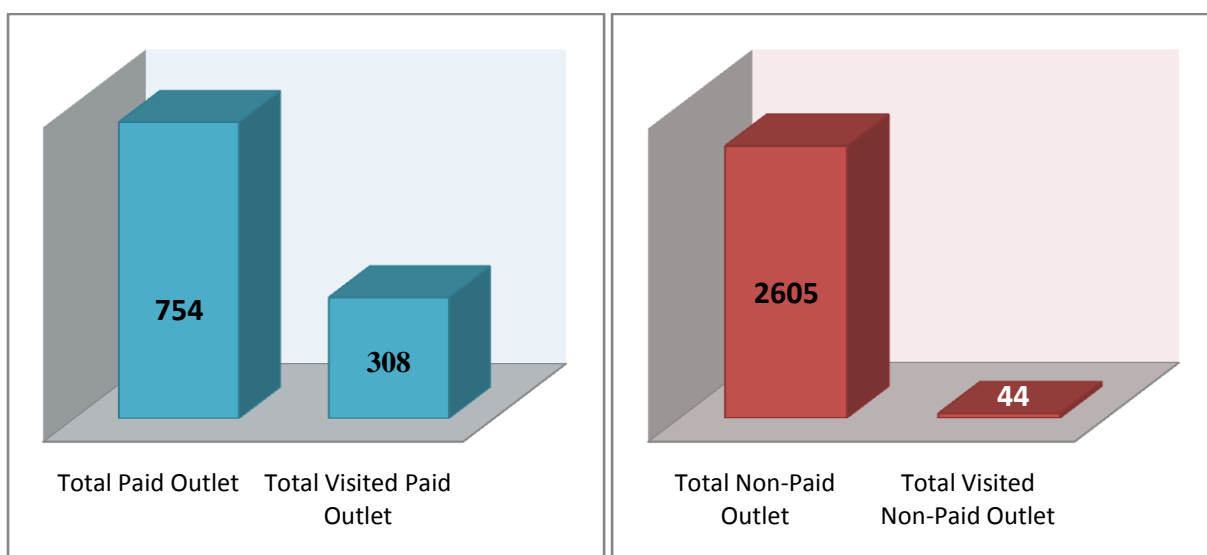


Figure 22: Total Paid and Non Paid Outlets (Visit)

Market Report: (Major Project Work-Individual)

Market: South Badda School Road	<ul style="list-style-type: none"> Date: 12.03.15 Merchandiser's Name: Alauddin DSR: Robi Total Outlet: 10 Visited Outlet: 8
Market: Gulshan 2+2B	<ul style="list-style-type: none"> Date: 14.03.15 Merchandiser's Name: Tanjir Total Outlet: 12 Visited Outlet: 12
Market: Middle Badda	<ul style="list-style-type: none"> Date: 15.03.15 Merchandiser's Name: Tanjir, DSR's Name: Saiful Total Outlet: 39 (14 paid+ 25 non-paid) Visited Outlet: 18 Closed Outlet: 01
Market: North Badda	<ul style="list-style-type: none"> Date: 16.03.15 Merchandiser's Name: Tanjir, DSR's Name: Jamal Total Outlet: 15 Visited Outlet: 15
Market: Banani Bazar	<ul style="list-style-type: none"> Date: 18.03.15 Merchandiser's Name: Mehedi, DSR's Name: Hasan Total Outlet : 16 Visited Outlet : 10
Market: Nurerchala-1 new	<ul style="list-style-type: none"> Date: 21.03.15 Merchandiser's Name: Saiful DSR's Name: Papia Total Outlet: 10 Visited Outlet: 10
Market: Kuratoli Bazar New	<ul style="list-style-type: none"> Date: 22.03.15 Merchandiser's Name: Mehedi Total Outlet : 14 Visited Outlet : 10
Market: B. A. Nagar-1	<ul style="list-style-type: none"> Date: 23.03.15 Merchandiser's Name: Saiful Total Outlet : 16 Visited Outlet : 16 Closed Outlet: 2

<p>Market: Mukti Polli-2</p>	<ul style="list-style-type: none"> •Date: 24.03.15 •Merchandiser's Name: Alauddin •DSR's Name: Robi •Total Outlet : 14 •Visited Outlet : 14 (Paid-08, Non Paid- 06) •Closed Outlet: 1
<p>Market: Baridhara, Banani</p>	<ul style="list-style-type: none"> •Date: 28.03.15 •Merchandiser's Name: Mehedi •Total Outlet: 21 •Visited Outlet: 16
<p>Market: Sawra Bazar 1</p>	<ul style="list-style-type: none"> •Date: 29.03.15 •Merchandiser's Name: Alauddin •DSR's Name: Aslam •Total Outlet: 15 (Paid 9+ Non-Paid 6) •Visited Outlet: 15 (Paid 9+ Non-Paid 6)
<p>Market: Uttar Badda</p>	<ul style="list-style-type: none"> • Date: 30.03.15 • Merchandiser's Name: Tanjir • Total Outlet: 17 (Paid 15 + Non-Paid 02) • Visited Outlet: 17 (Paid 15 + Non-Paid 02) • Closed Paid Outlet: 03

Findings from Badda Territory (Observation)

1. We found dust & cobwebs in 25.65% of the outlets that we visited.
2. We found 18.83% of the outlets had no stripes or broken strip.
3. We found 22.08% of the outlets that we visited had no back sheets in HC.
4. We did not find any hanger/ basket in 13.64% outlets.
5. We found old hanger/ basket in 5.19% outlets.
6. We found 13.00% of the outlets we visited did not have proper measurement of the Slabs.
7. We found that 03.25% outlets had backdated expired products.
8. We found that 36.69% of the outlets were not provided with any contract paper.
9. NH/HC was not in eye-level or was placed badly in 4.87% outlets. We found 3% outlet where demarcation is not in eye level.

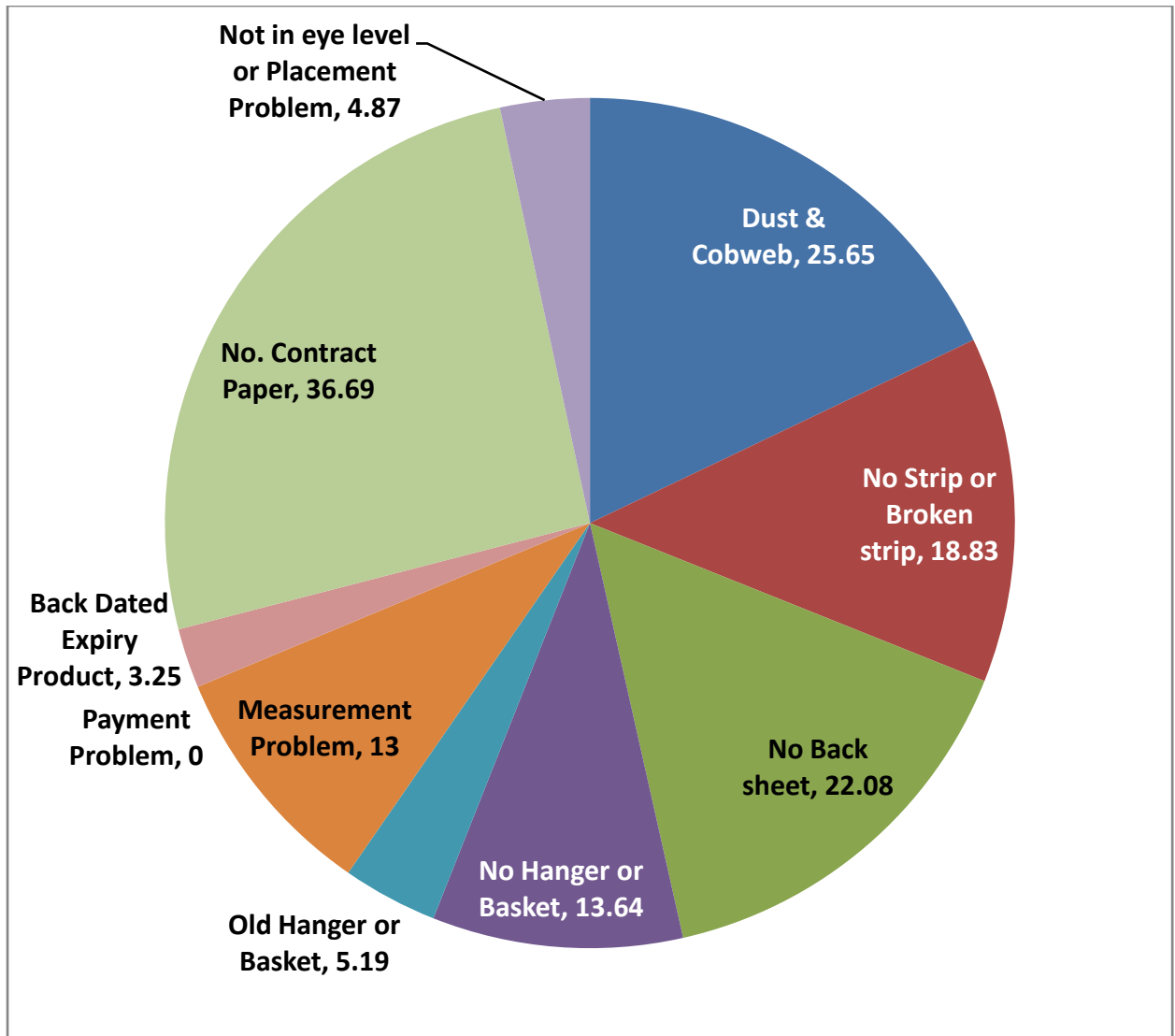


Figure 23: JK Sales and Distribution 2

Territory Report: (AS Enterprise)

Territory Name: A.S Enterprise (As a Group)

Total Route: 40

Total Visited Route: 26

Total Outlet: 2460

Total Visited Outlet: 282

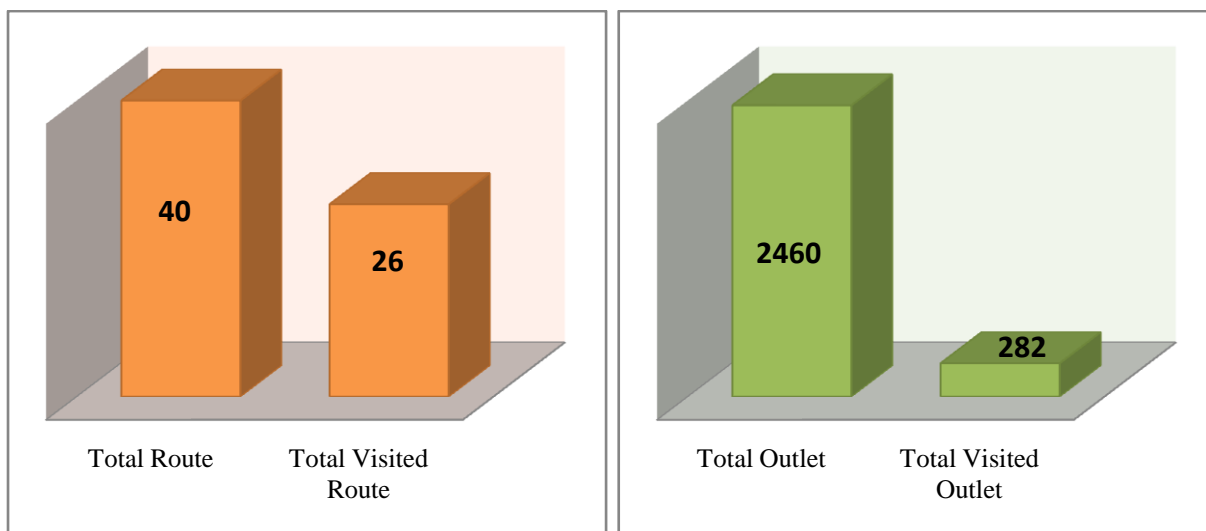


Figure 24: Total Route and Outlets (Visit)

Total Paid Outlet: 535

Total Visited Paid Outlet: 278

Total Non-Paid Outlet: 1925

Total Visited Non-Paid Outlet: 04

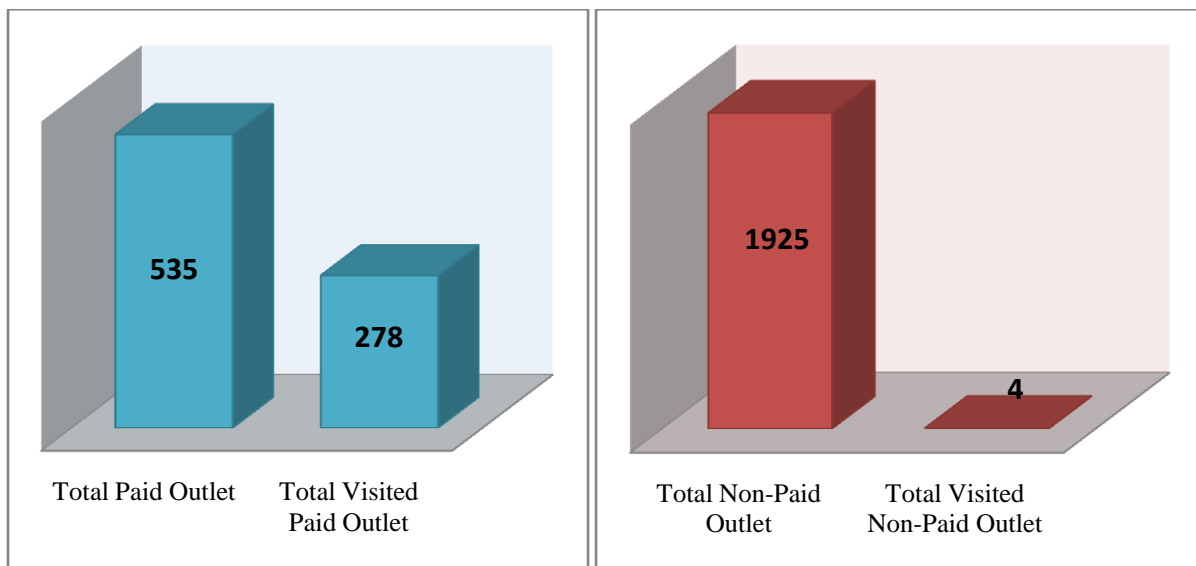


Figure 25: Total Paid and Non Paid Outlet (Visit)

Market Report: (Major Project Work-Individual)

Market: Nazrul Islam Road+Poolpar	<ul style="list-style-type: none"> •Date: 01.04.15 •Merchandiser's Name: Mehedi •Total Outlet: 07 •Visited Outlet: 07 •Closed Outlet: 00
Market: Chanmia Housing+Salimullah	<ul style="list-style-type: none"> •Date: 02.04.15 •Merchandiser's Name: Sazzadul •Total Outlet: 09 •Visited Outlet: 06 •Non Paid Outlet: 03
Market: Mohammadia Housing 2	<ul style="list-style-type: none"> •Date: 04.04.15 •Merchandiser's Name: Sazzadul •Total Outlet: 14 •Visited Outlet: 12 •Closed Outlet: 00
Market: Mohammadia Housing	<ul style="list-style-type: none"> • Date: 05.04.15 • Merchandiser's Name: Jahidul • Total Outlet: 27 • Visited Outlet: 11 • Closed Outlet: 11
Market: Nurjahan Road	<ul style="list-style-type: none"> •Date: 06.04.15 •Merchandiser's Name: Jahidul •Total Outlet: 10 •Visited Outlet: 10 •Closed Outlet: 00
Market: Dhaka Uddan	<ul style="list-style-type: none"> •Date: 07.04.15 •Merchandiser Name: Jahidul •Total Outlet: 19 •Visited Outlet: 16 •Closed Outlet: 03
Market: Mohammadpur 2	<ul style="list-style-type: none"> •Date: 08.03.15 •Merchandiser's Name: Sagor •Total Outlet: 17 •Visited Outlet: 11 •Closed Outlet: 00
Market: Chanmia Housing+Salimullah	<ul style="list-style-type: none"> •Date: 09.04.15 •Merchandiser's Name: Sazzadul •Total Outlet: 08 •Visited Outlet: 06 •Closed Outlet: 00
Market: Adabor	<ul style="list-style-type: none"> •Date: 11.04.15 •Merchandiser's Name: Sagor •Total Outlet: 24 •Visited Outlet: 10 •Closed Outlet: 00

Market: Sukrabad+Tollabagh	<ul style="list-style-type: none"> •Date: 12.04.15 •Merchandiser's Name: Sazzadul •Total Outlet : 12 •Visited Outlet : 11 •Closed Outlet: 00
Market: Sobhanbagh	<ul style="list-style-type: none"> •Date: 13.04.15 •Merchandiser's Name: Sagor •Total Outlet : 18 •Visited Outlet: 13 •Closed Outlet: 01
Market: Krishi Market	<ul style="list-style-type: none"> •Date: 15.04.15 •Merchandiser's Name: Mehedi •Total Outlet: 33 •Visited Outlet: 14 •Closed Outlet: 00
Market: Katasur	<ul style="list-style-type: none"> • Date: 16.04.15 • Merchandiser's Name: Sazzadul • Total Outlet: 24 • Visited Outlet: 18 • Closed Outlet: 00
Market: Zafrabad	<ul style="list-style-type: none"> •Date: 18.04.15 •Merchandiser's Name: Jahidul •Total Outlet : 13 •Visited Outlet : 13 •Closed Outlet: 05
Market: Mohammadia Housing	<ul style="list-style-type: none"> •Date: 19.04.15 •Merchandiser's Name: Jahidul •Total Outlet : 27 •Visited Outlet: 14 •Closed Outlet: 02
Market: Tajmahal Road+Iqbal Road	<ul style="list-style-type: none"> •Date: 20.04.15 •Merchandiser's Name:Sazzadul •Total Outlet : 11 •Visited Outlet : 03 •Closed Outlet: 00

Findings from Mohammadpur Territory (Observation)

1. We found dust & cobwebs in 35.25% of the outlets that we visited.
2. We found 12.59% of the outlets had no stripes or broken stripe.
3. We found 15.83% of the outlets that we visited had no back sheets in HC.
4. We did not find any hanger/ basket in 39.21% outlets.

5. We found old hanger/ basket in 01.80% outlets.
6. We found 07.19% of the outlets we visited did not have proper measurement of the Slab.
7. We Found 00.72% outlets had payment problem.
8. We found that 02.16% outlets had backdated expired products.
9. We found that 70.14% of the outlets were not provided with any contract paper.
10. NH/HC was not in eye-level or was placed badly in 08.63% outlets. We found 3% outlet where demarcation is not in eye level.

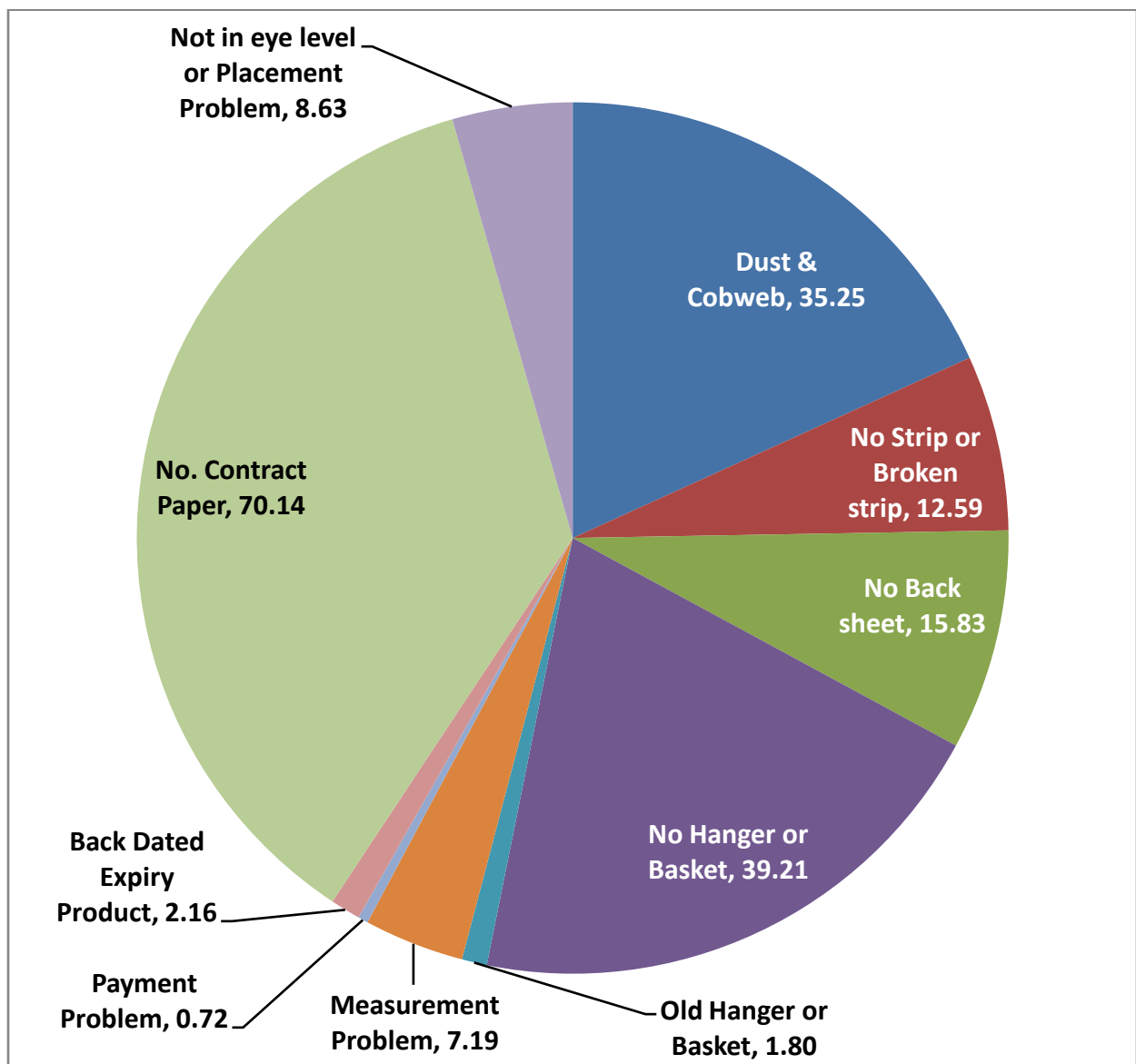


Figure 26: AS Enterprise

Territory Report: (Brothers Trade Center)

Territory Name: Brothers Trade Center (As a Group)

Total Route: 75

Total Visited Route: 28

Total Outlet: 4567

Total Visited Outlet: 252

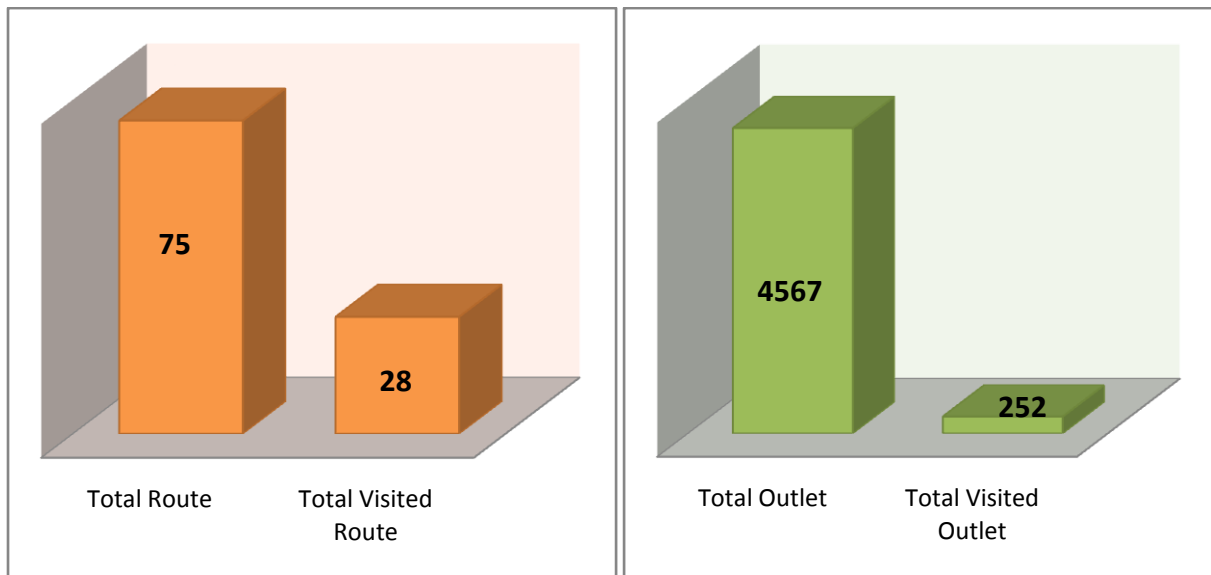


Figure 27: Total Route and Outlets (Visit)

Total Paid Outlet: 1446

Total Visited Paid Outlet: 251

Total Non-Paid Outlet: 3211

Total Visited Non-Paid Outlet: 01

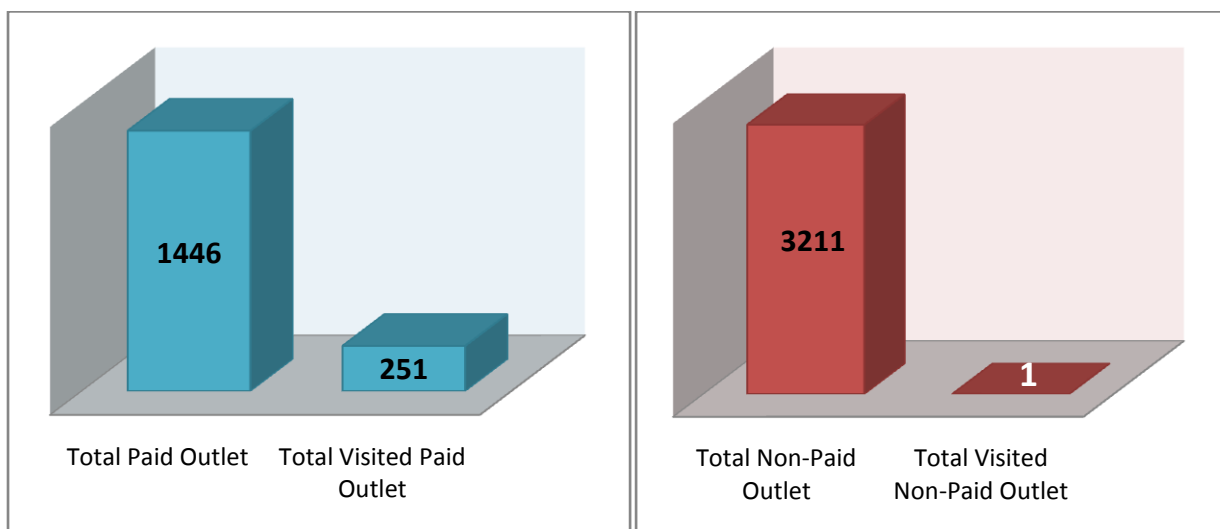


Figure 28: Total Paid and Non Paid Outlet (Visit)

Market Report: (Major Project Work-Individual)

Market: Mayakanon	<ul style="list-style-type: none"> •Date: 21.04.15 •Merchandiser's Name: Yousuf •Total Outlet: 14 •Visited Outlet: 08 •Closed Outlet: 01
Market: Goran Adorsho School	<ul style="list-style-type: none"> •Date: 22.04.15 •Merchandiser's Name: Sujon •Total Outlet: 11 •Visited Outlet: 11 •Closed Outlet: 05
Market: Khilgaon Bazar	<ul style="list-style-type: none"> •Date: 23.04.15 •Merchandiser's Name: Yousuf •Total Outlet : 18 •Visited Outlet : 10 •Closed Outlet: 00
Market: Shantinagar Bazar	<ul style="list-style-type: none"> •Date: 25.04.15 •Merchandiser's Name: Nironjon •Total Outlet : 17 •Visited Outlet:05 •Paid Outlet: 00
Market: Gulbag+Gulbag Kacha Bazar	<ul style="list-style-type: none"> •Date: 27.04.15 •Merchandiser's Name: Liton •Total Outlet: 19 •Visited Outlet: 08 •Closed Outlet: 00
Market: Taltola 3+Taltola Bazar	<ul style="list-style-type: none"> •Date: 29.04.15 •Merchandiser's Name: Nironjon •Total Outlet: 08 •Visited Outlet: 07 •Closed Outlet: 01
Market: Khilgaon Bazar	<ul style="list-style-type: none"> •Date: 30.04.15 •Merchandiser's Name: Yousuf •Total Outlet : 18 •Visited Outlet : 18 •Closed Outlet: 01
Market: Segunbagicha, Polton 2	<ul style="list-style-type: none"> •Date: 04.05.15 •Merchandiser's Name: Habib •Total Outlet : 23 •Visited Outlet: 07 •Closed Outlet: 01

Market: Mugda 5+Madinabag	<ul style="list-style-type: none"> •Date: 06.05.15 •Merchandiser's Name: Nur Nabi •Total Outlet: 10 •Visited Outlet: 10 •Closed Outlet: 00
Market: Taltola Matir Masjid+Zilpar	<ul style="list-style-type: none"> •Date: 07.05.15 •Merchandiser's Name: Sujon •Total Outlet: 30 •Visited Outlet: 05 •Closed Outlet: 00
Market: Bashabo Bazar	<ul style="list-style-type: none"> • Date: 09.05.15 • Merchandiser's Name: Yousuf • Total Outlet: 25 • Visited Outlet: 10 • Closed Outlet: 00
Market: Hazipara+East Rampura	<ul style="list-style-type: none"> •Date: 10.05.15 •Merchandiser's Name: Nur Nabi •Total Outlet: 13 •Visited Paid Outlet: 09 •Closed Outlet: 01
Market: Goran Nababi More	<ul style="list-style-type: none"> •Date: 11.05.15 •Merchandiser's Name: Nironjon •Total Outlet : 16 •Visited Outlet: 06 •Closed Outlet: 00
Market: Bonosree D Block	<ul style="list-style-type: none"> • Date: 12.05.15 • Merchandiser's Name: Sajed • Total Outlet: 27 • Visited Outlet: 10 • Closed Outlet: 00

Findings from Khilgaon Territory (Observation)

1. We found dust & cobwebs in 29.08% of the outlets that we visited.
2. We found 22.71% of the outlets had no stripes or broken stripe.
3. We found 21.91% of the outlets that we visited had no back sheets in HC.
4. We did not find any hanger/ basket in 60.56% outlets.
5. We found old hanger/ basket in 06.77% outlets.
6. We found 06.37% of the outlets we visited did not have proper measurement of the Slab.

7. We Found 00% outlets had payment problem.
8. We found that 01.20% outlets had backdated expired products.
9. We found that 42.63% of the outlets were not provided with any contract paper.
10. NH/HC was not in eye-level or was placed badly in 07.97% outlets. We found 3% outlet where demarcation is not in eye level.

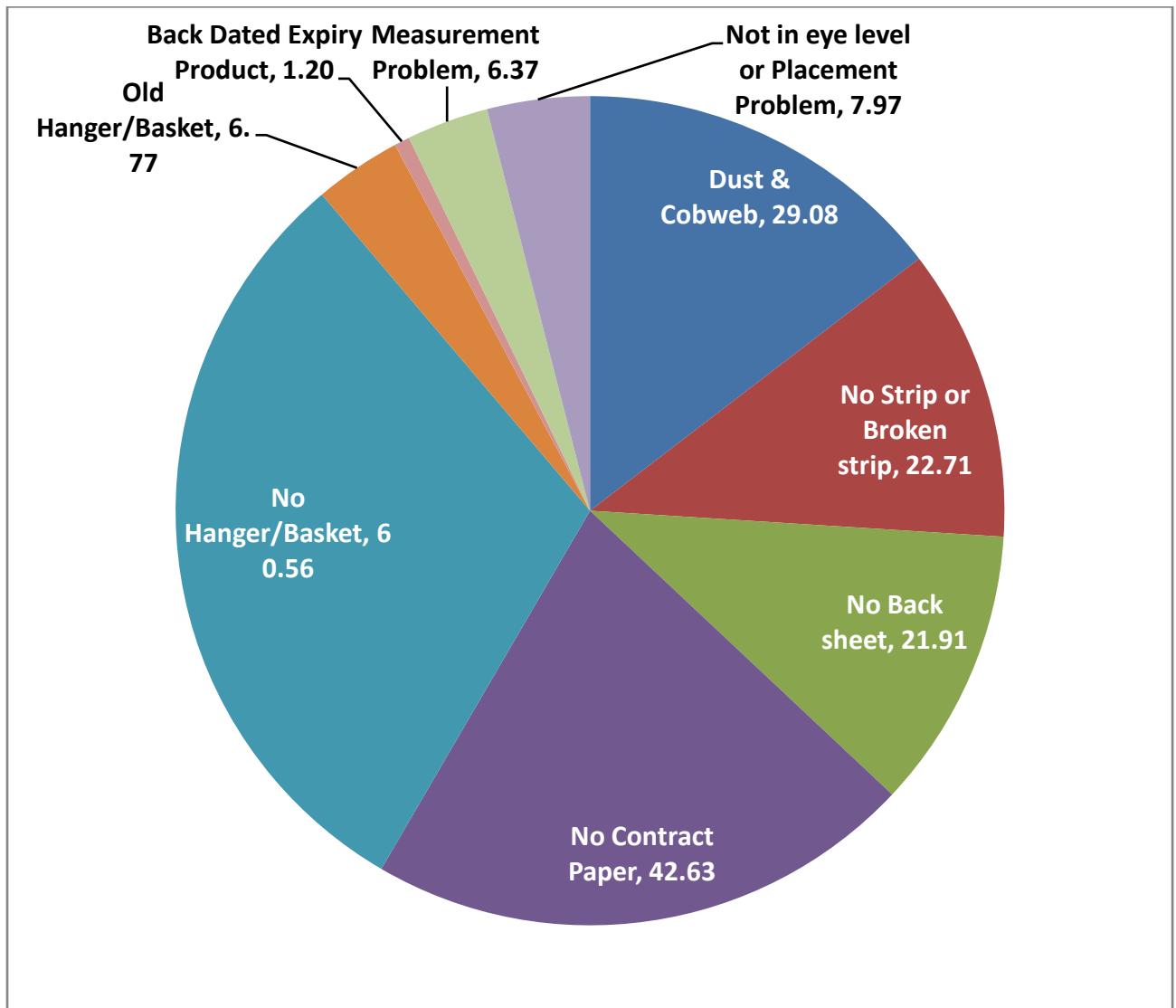


Figure 29: Brothers Trade Center

Territory Report: (FA Enterprise)

Territory Name: FA Enterprise (As a Group)

Total Route: 125

Total Visited Route: 57

Total Outlet: 7001

Total Visited Outlet: 563

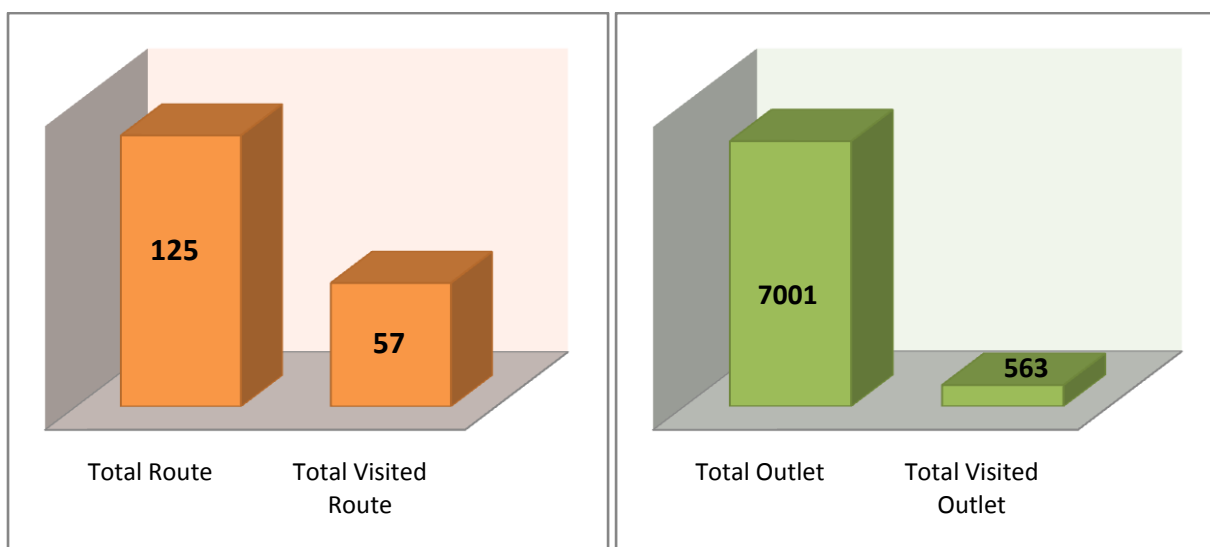


Figure 30: Total Route and Outlets (Visit)

Total Paid Outlet: 1075

Total Visited Paid Outlet: 554

Total Non-Paid Outlet: 5923

Total Visited Non-Paid Outlet: 09

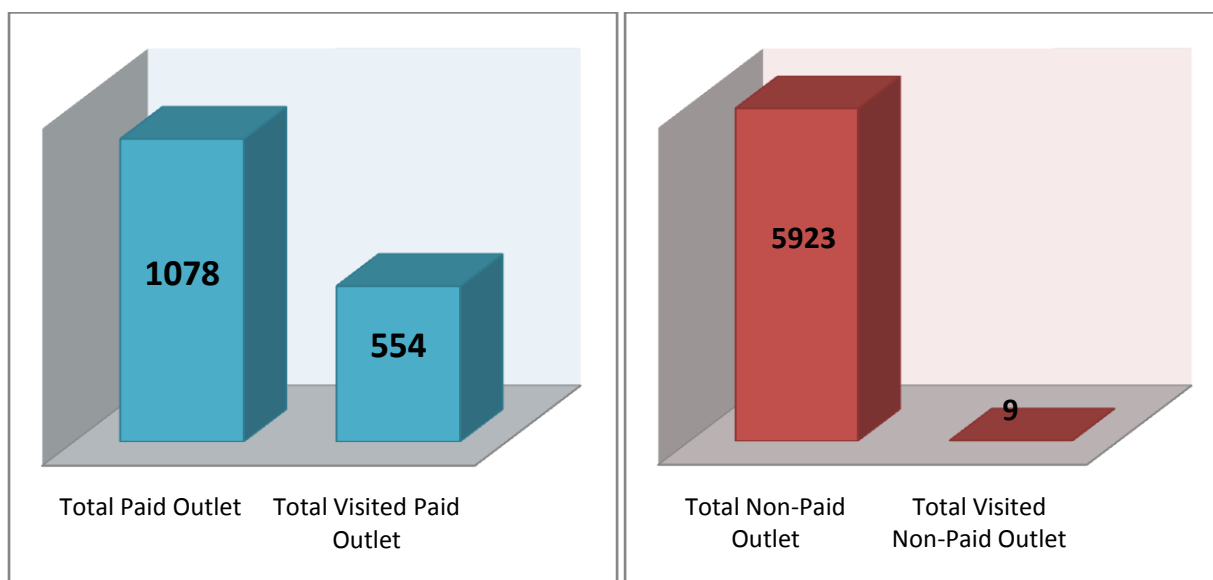


Figure 31: Total Paid and Non Paid Outlet (Visit)

Market Report: (Major Project Work-Individual)

Market:
Bhasanteck

- Date: 13.05.15
- Merchandiser's Name: Rahim
- Total Outlet: 15
- Visited Outlet: 11
- Closed Outlet: 02
- Non-Paid Outlet: 04

Market: Borobazar 1+2

- Date: 14.05.15
- Merchandiser's Name: Faisal
- Total Outlet : 24
- Visited Outlet:15
- Paid Outlet: 13
- Non-Paid Outlet: 02

Market: Mirpur 11/1

- Date: 16.05.15
- Merchandiser's Name: Riyadh
- Total Paid Outlet: 17
- Visited Paid Outlet: 09
- Closed Outlet: 01
- Visited Non-Paid Outlet: 02

Market: Milk Vita Road

- Date: 17.05.15
- Merchandiser's Name: Robin
- Total Outlet: 09
- Visited Outlet: 09
- Closed Outlet: 01

Market: Benarashi Polli

- Date: 18.05.15
- Merchandiser's Name: Faisal
- Total Outlet: 13
- Visited Outlet: 11
- Closed Outlet: 02

Market: Masjid Market

- Date: 19.05.15
- Merchandiser's Name: Rahim
- Total Outlet: 12
- Visited Outlet: 11
- Closed Outlet: 02

Market: Mirpur 1/B+Shah Ali
Market

- Date: 20.05.15
- Merchandiser's Name: Shahidul
- Total Outlet: 16
- Visited Outlet: 16
- Closed Outlet: 00

Market: Shah Alibagh+Monipur	<ul style="list-style-type: none"> •Date: 21.05.15 •Merchandiser's Name: Shahidul •Total Paid Outlet: 10 •Visited Paid Outlet: 10 •Closed Outlet: 01
Market: Mazar Road+Lalkuti	<ul style="list-style-type: none"> •Date: 23.05.15 •Merchandiser's Name: Shahidul •Total Outlet: 22 •Visited Outlet: 10 •Closed Outlet: 01
Market: Shahidbagh+Ceramic Gate	<ul style="list-style-type: none"> • Date: 24.05.15 • Merchandiser's Name: Sumon • Total Outlet: 09 • Visited Outlet: 07 • Closed Outlet: 00
Market: Mirpur 10 Original	<ul style="list-style-type: none"> • Date: 25.05.15 • Merchandiser's Name: Rahim • Total Outlet: 09 • Visited Outlet: 09 • Closed Outlet: 00
Market: Rupnagar	<ul style="list-style-type: none"> •Date: 26.05.15 •Merchandiser's Name: Faisal •Total Outlet: 10 •Visited Outlet: 10 •Closed Outlet: 00
Market: Mirpur 1/B	<ul style="list-style-type: none"> • Date: 27.05.15 • Merchandiser's Name: Shahidul • Total Outlet: 09 • Visited Outlet: 09 • Closed Outlet: 00
Market: Shewrapara 2	<ul style="list-style-type: none"> •Date: 28.05.15 •Merchandiser's Name: Sumon •Total Outlet: 11 •Visited Outlet: 11 •Closed Outlet: 00
Market: RSM 1	<ul style="list-style-type: none"> •Date: 30.05.15 •Merchandiser's Name: Rahim •Total Outlet : 11 •Visited Outlet: 11 •Closed Outlet: 00

Findings from Mirpur Territory (Observation)

1. We found dust & cobwebs in 21.85% of the outlets that we visited.

2. We found 11.72% of the outlets had no stripes or broken stripe.
3. We found 21.31% of the outlets that we visited had no back sheets in HC.
4. We did not find any hanger/ basket in 48.85% outlets.
5. We found old hanger/ basket in 04.44% outlets.
6. We found 01.95% of the outlets we visited did not have proper measurement of the Slab.
7. We Found 01.95% outlets had payment problem.
8. We found that 04.09% outlets had backdated expired products.
9. We found that 57.55% of the outlets were not provided with any contract paper.
10. NH/HC was not in eye-level or was placed badly in 10.48% outlets. We found 3% outlet where demarcation is not in eye level.

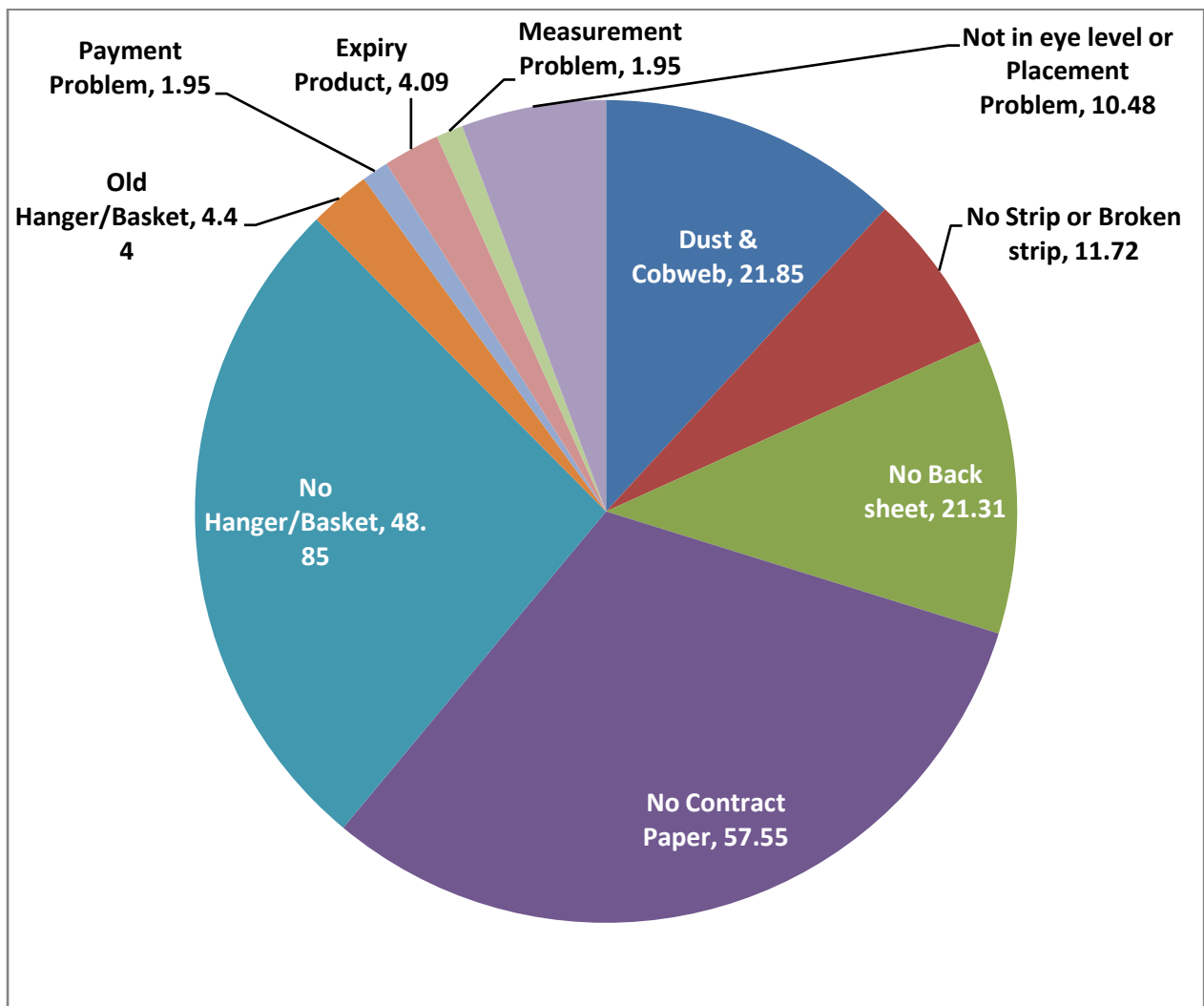


Figure 32: FA Enterprise

Chapter 05:

Recommendation

5.1 Recommendation:

There is not much one can recommend about these top companies. Their success is related to the company business. This success would not have been possible without excellent strategy in all the sectors of the territory. Then again I personally feel the following recommendation if performed will help improve their situation further.

- Territory Officers needs to be more focus on the merchandiser call report.
- Territory Officers needs to be more focus on the market return control that how merchandisers note it down on the following sheet.
- Merchandiser should be given proper training after their recruitment, and only after proper training should they be sent out to the field.
- Since the NCE (Nestle Continuous Excellence) board is a global initiatives which has been taken by the Nestle, so, merchandiser should be taught that how to calculate and fulfill their part of NCE board.
- The territory officer or the manager should sit with them at least once in a week to give them the proper encouragement and also communicate with the company guideline and goals.
- Currently there is no KPI system for the merchandiser to evaluate them. There might be a list of KPI should be set for the merchandiser so that their performance can be measured, as these will lead them to work more focus.
- One of the main reasons behind this about their salary which very much low, and it is unimaginable for anybody for living in Dhaka city as well. It may helpful to encourage them on work if the salary range is increase for them.
- Somebody needs to check that, whether they are prepare for the route and there must have a proper planning before going to the route.
- About the critical outlet, manager or territory officer should help for merchandising further to go smoothly.
- They needs to be more specific on motivating the merchandiser as because it's a field base job and has to work on street to street at least for 4-5 hours. If they do then surely the merchandisers would happily own their job on field basis.

Chapter 06:

Conclusion

6.1 Conclusion:

“*Good Food, Good Life*” captures the very essence of Nestlé and the promises they commit to themselves every day, everywhere as the leading nutrition, health and wellness company.

The main objective of this report was to show analysis of the merchandising development project that how every territory execute. This is one of the roots of the company, and proper work may be seen better future of that company. Negligence is the main reason behind this for not going up in this sector. For an example, when we are going to buy something we always do check and re check after buy, so, for this type of job check and re-check is necessary. As the company grew much faster than in recent year then obviously some credits also goes to the merchandiser who handle the company root and becomes the root. If the root didn't get any water and necessary items then the tree will not grow up and one day will die due to this, therefore, as we are talking about merchandiser they need something like this which they could feel good and for that they might own their job as well.

As for Nestlé Bangladesh, this company grew significantly during last couple of years. It produces the biggest brand of the country, Maggi noodles and Nutrition Product as we all known about the baby foods. Increasing demand of products is helping the company remain strong. The changing lifestyle and concepts have contributing much to the growth of the company.

Appendix

NCE (Nestle Continuous Excellence)

ZERO waste	ONE team	100% engagement
0	1	100

Field Report Format

Date: Day No: Route: DSR: Merchandiser:

Total Outlets: Visited Outlets: Paid Outlets: Non-Paid Outlets

Outlet	E y e L v L	Lay out	D u s t	Strips	Bk Sh eet	3'Basic	PoSM PoPE	Pay me nt	Con trac t	Size	Exp	Dmgd	Miscellaneous

In House Preparation:

- ✓ POSM, POPM
- ✓ Daily Target (Coverage)
- ✓ Total Outlet
- ✓ NCE Board maintain
- ✓ Proper equipment
- ✓ Call report
- ✓ About Market Return
- ✓ Sales Bulletin
- ✓ Last visit Call Report

Execution:

- ✓ Proper Greetings
- ✓ POSM, POPM managing area and process
- ✓ Check their call report after finishing one outlet
- ✓ FSS maintaining
- ✓ SKU's check
- ✓ Proper Layout
- ✓ Cleanliness of Hygiene Corner and Nestle House
- ✓ Upright and Upfront display
- ✓ Secondary display
- ✓ 3-Basic control (Nescafe, Maggi Shade Magic and Single Maggi)
- ✓ Check other SKU's (small) NIDO 26gm with Hanger and Soup with Hanger
- ✓ CP and TP
- ✓ Aware Short dated product list to the Traders
- ✓ Established customer needs
- ✓ Tell trades about the POPM and POSM
- ✓ Track record
- ✓ Good wishes after leaving one store
- ✓ Re-check that is there any of the input and data is missing or not
- ✓ Plan wise next outlet

✓ Finally fulfill the target.

Sic Golden Rules (Safe Bu Choice)

1	2	3	4	5	6
Ownership	Procedures	Challenge	Ask	Clean & Orderly Site	Zero Waste
Take ownership of your own safety and of those around you.	It is mandatory to follow set procedures and behaviors for safety and environment.	Report, challenge & intervene to address any hazard, unsafe act or condition.	Don't take risks. If you are unfamiliar with any procedures or equipment, stop and ask	A clean and organized workplace is a safe workplace.	Protect and save the environment. Don't waste resources & report any environmental waste/hazard.



Figure 33: Before Merchandising



Figure 34: After Merchandising

Chapter 07:

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