

Marketing Strategy of NESCAFÉ Alegria 510



NESCAFÉ.
Alegria

Internship Report
On
Marketing Strategy of NESCAFÉ Alegria 510



Submitted To

Ms. Afsana Akhtar
Assistant Professor
BRAC Business School
BRAC University

Submitted By

Naeem Md. Khairus Salam
ID: 13104260
BRAC Business School
BRAC University

Date of Submission: 10 January, 2016

Letter of Transmittal

Date: 10-01-2017

Ms. Afsana Akhtar

Assistant Professor

BRAC Business School

BRAC University

Subject: Submission of Internship Report

Dear Ma'am,

It is my great pleasure to submit the internship report titled "*Marketing Strategy of NESCAFÉ Alegria 510*" which has been prepared as an integrated part of the course requirement of my BBA program. My internship was held at Nestlé Professional function of Nestlé Bangladesh Limited.

It will be highly appreciated if you kindly accept the report. Your positive action regarding this matter would be very much helpful for my academic career. If you need any further clarification or information in interpreting this analysis, I will be glad to answer your queries.

Sincerely yours,

.....

Naeem Md. Khairus Salam

ID 13104260

BRAC Business School

BRAC University

Acknowledgement

At first, I would like to express my deep gratitude to Almighty Allah, the supreme authority of the universe. It is my greatest pleasure to get the opportunity to complete my internship from **Nestlé Bangladesh Limited**. I think my experience at Nestlé will provide me with lots of practical knowledge regarding the FMCG industry.

Now I would like to thank my academic supervisor **Ms. Afsana Akhtar**, Assistant Professor, BRAC Business School, BRAC University for her untiring guidance, help, effort, and suggestion. Without his direct guidance this report couldn't be possible. A forbearing personality, **Ms. Afsana Akhtar**, constantly inspired me to make the report better and share his knowledge with me. I shall remain ever grateful to her for her extraordinary gesture and relentless effort.

I would like to thank **Mohammad Masum Uddin Khan**, (Country Business Manager, Nestlé Professional, Nestlé Bangladesh Ltd) for his strong believe in me with all his experiences. I am also thankful to my organizational supervisor **Mr. Debashis Barua**, Officer-Nestlé Professional. Without his direct help, suggestion, and assistance it would be impossible for me to complete this report. I was fully supported by the Nestlé Professional team members to prepare this report and I am indebted to them. They very patiently taught me a lot of things that will help me in my future career and treated me as one of them and I am indebted to them for their support.

I would also like to thank the authority of **Nestlé Bangladesh Limited** for giving me the opportunity to work in such wonderful working environment.

.....

Naeem Md. Khairus Salam

ID 13104260

BRAC Business School

BRAC University

Declaration

I do hereby declare that the internship report on “*Marketing Strategy of NESCAFÉ Alegria 510*” has been prepared by me under the guidance of **Mr. Debashis Barua**, Officer-Nestlé Professional, Nestlé Bangladesh for the partial fulfillment of BBA program from the department of BRAC Business School, BRAC University.

I further affirm that the work is original and no part or whole of the report has been submitted by any other students for the completion of BBA or other degree.

.....

Naeem Md. Khairus Salam

ID 13104260

BRAC Business School

BRAC University.

Table of Contents

EXECUTIVE SUMMARY	1
1.Introduction.....	2
1.1 Origin of the report	3
1.2 Objective of the study	3
1.3 Research Methodology	4
1.3.1 Primary data sources	4
1.3.2 Secondary Sources	4
1.4 Limitation of the study.....	5
2.Company Background	6
2.1 Nestlé Overview.....	7
2.1.1 Nestlé History	8
2.1.2 Nestlé Vision.....	9
2.1.3 Nestlé Mission	9
2.2 Nestlé Bangladesh Organogram	10
2.3 Nestlé Professional’s Overview and Responsibility	12
2.4 Nestlé Professional’s History.....	14
2.5 Nestlé Professional’s Goal	14
2.6 Nestlé Professional’s Mission.....	14
2.7 Nestlé Professional’s Vision	14
2.8 Nestlé Professional’s Project	15
2.9 Nestlé Professional’s Products.....	16
2.9.1 Category wise product's brand of Nestlé Bangladesh Limited	16
2.9.2 Step Up Project:	17
3.The Project: Marketing Strategy of NESCAFÉ Alegria 510.....	18

3.1 Objective of the Project	19
3.2 Research Methodology	19
3.2.1 Primary data sources	19
3.2.2 Secondary Sources	19
3.3 Limitation of the study	20
3.4 NESCAFÉ Alegria 510.....	21
3.4.1 Espresso	22
3.4.2 Lungo	22
3.4.3 Americano	22
3.4.4 Cappuccino	22
3.4.5 Latte Macchiato	22
3.5 Job Description	23
3.5.1 Internship Experience	23
3.6 Job Responsibility.....	24
3.6.1 Time management.....	25
3.6.2 Leadership.....	25
3.6.3 Human resource	25
3.6.4 Attitude	25
3.6.5 Passion	25
3.6.6 Commitment	26
4.Project	27
4.1 NESCAFÉ Alegria Marketing Strategy.....	28
4.1.1 Push marketing strategy.....	28
4.1.2 Pull marketing strategy	28
4.2 Background Strategy.....	29

4.2.1 Potential market Selection plan:	29
4.2.2 Route plan	30
4.2.3 Feedback List	31
4.2.4 Interested list	31
4.2.5 Maintaining Calendar	32
4.3 Working Flowchart	33
4.4 Visual and Awareness building	34
4.4.1 Loyalty Card and FB Marketing	34
4.4.2 Table Topper	35
4.5 Recommendation:	36
4.6 Conclusion	37
4.7 Reference	38
5. Appendix	39
5.1 Bevarage Menu	40
5.2 NESCAFÉ Alegria 510 Project	41
5.3 NESCAFÉ Alegria Menu	42
5.4 Loyalty Card	43
5.5 FB Marketing	44
5.6 Table Topper	45

EXECUTIVE SUMMARY

The organization to be studied for internship reports is Nestlé Bangladesh Limited. In Bangladesh, Nestlé has started its journey in 1994. I was appointed in Nestlé Professional function of Nestlé Bangladesh Limited as an intern. I got the opportunity to acquire a closer understanding to the sales and distribution process of Nestlé Professional function. Nestlé Professional is one of three sales wings of Nestlé Bangladesh Limited. This function focuses on out of home consumption but Sales and Nutrition function focus on in home consumption. Contribution of Nestlé Professional is increasing day by day.

Project 'Step Up' of Nestlé Professional in Bangladesh includes out of home consumption solution. So we have “Demand Generation Team” to maintain aggressive selling and customer service of NESCAFÉ Alegria 510 machine. This is a whole new concept of coffee for our country which gives an ultimate international experience for the coffee lovers with the brand name of NESCAFÉ. The main purpose of this project is to fulfill the thirst of genuine coffee lovers. Step Up mainly focuses on the premium customers. This easy-to-use countertop coffee machine delivers authentic, quality café-style beverages at an affordable price. Its compact design and simple technology make it suitable for any location—just press the button to enjoy one of the five delicious beverages. Brewing one beverage at a time ensures the freshness of every cup. The Alegria 510 product starts with Nestlé quality coffee beans and is further enhanced with finely ground roasted coffee called micro-grinds (4%). These coffee grind morsels ensure a coffee that is rich, aromatic, and full of flavor.

DG (demand generator) team members along with interns visit the market to find out the potential customers and then they approach the customers to sell the machine. Lifetime servicing and 1 year replacement system makes it more attractive.

Besides different branding policies like POP materials, activation programs and campaigns took place in this short time run of project 'Step Up'. Currently this project is working on online branding through Daraz.com. Also collaboration with different banks and renowned companies made this project acceptable to the higher end customers.

1. Introduction

1.1 Origin of the report

This internship report has been prepared as a part of Internship (BUS400) course of BRAC University. The report titled, “*Marketing Strategy of NESCAFÉ Alegria 510*” is being assigned by my supervisor for the completion of the course, and she has approved my preferred topic for the report. I have collected all the required information from the relevant source. I have tried my best to combine and relate the information with the concept of the report, but due to time limitation and restricted access to information there still remains some limitations.

1.2 Objective of the study

One of the important activities that any FMCG should do in a proficient way is Sales and Distribution management. Distribution is the method by which the final goods reach to the ultimate customers. The main objective of the internship report is:

- To describe the Opportunity that a very new product have – A function of Nestlé Bangladesh Limited.
- To know about the company profile.
- To find out the problems and the possible solutions of the new product of Nestlé Professional.
- To identify the procedures through which marketing strategy will be conducted to make a structure business.

1.3 Research Methodology

Information required for this study is gathered from different sources by using a specific methodology. Practical knowledge is also reflected on this report.

1.3.1 Primary data sources

- Face-to-face conversation with the Country Business Manager, Manager, Officer, Distributor, and Direct Sales Representative.
- Practical field work.
- Observation of the work processes.

1.3.2 Secondary Sources

The meaning of secondary data is available data. To obtain the secondary data a number of sources are used that are as follows:

- Internal and External publication of Nestlé Bangladesh Limited.
- Books, newspapers and magazines.
- Collection of information from internet.

1.4 Limitation of the study

Every process usually carries limitations with it. This study is not an exception. The limitations on making this internship report are stated below.

- Data accessibility is another big issue here because due to company policy it is not possible to disclose confidential information regarding their managerial strategies and plans.
- This report is prepared based on Nestlé Professional function. So it may not provide the overall scenario of Retail Sales and Nutrition function of Nestlé Bangladesh Limited.
- Time limitation is a big factor. The report has been completed along with regular office work.
- There was short of time. It is tough to understand the overall strategy of Nestlé Professional in three months.
- Therefore, getting the exact picture is always a challenging task.

Even though there were some limitations. Best effort was given to collect adequate data and information to make the report meaningful.

2. Company Background

2.1 Nestlé Overview

Nestlé is worldwide renowned name in the Fast Moving Consumer Goods industry, especially in food. The company has been working to ensure nutrition, health and wellness for more than 150 years, operating in 189 countries. Globally Nestlé has a market of \$87+ billion. Apart from food Nestlé also has some very prominent fashion brands under its umbrella. Nestlé also has 23% ownership of L'Oréal. GARNIER, THE BODY SHOP, MAYBELLINE, DIESEL, YSL, GIORGIO ARMANI and others are also part of Nestlé. Globally Nestlé has more than 100+ brands, 2000+ products, 335,000+ employees, 436 factories in 85 countries. Nestlé segment the world in different market region to run business. Each region is divided into different market segment depending on their business nature similarities.

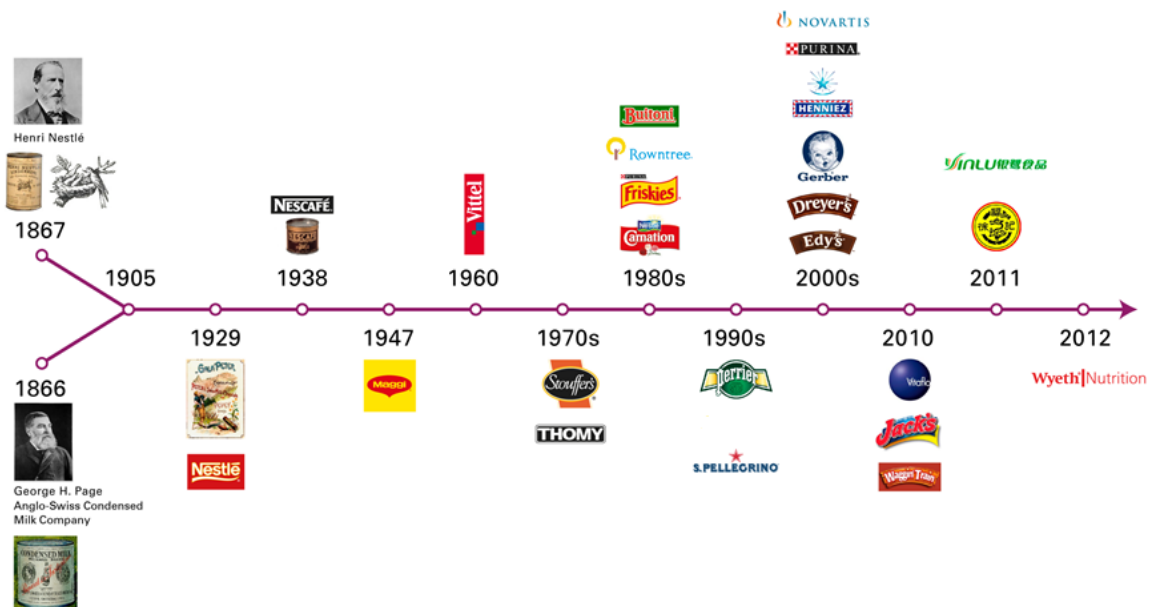
In Bangladesh, Nestlé started its journey back in 1998. Now, Nestlé has a factory in Bangladesh. It is situated in Rajendrapur, Gazipur. Globally Nestlé is the biggest FMCG Company but in Bangladesh it is not that big yet. Currently Nestlé Bangladesh is operating with only 12 brands. Nestlé Bangladesh is now in market creation phase of its operation. In Bangladesh Nestlé have 3 business functions. These 3 functions generate the revenue for the company. These are Nutrition, Food & Beverage (F&B) and Nestlé Professional. Each of the business works in a very distinctive way. Nestlé nutrition and F&B are the main contributors of company's earnings. Nestlé Professional started in Bangladesh back in 2012. So it is the smallest function at this moment but possesses huge potential for future. Nestlé is a very high compliant company. Quality and regulations are the 1st priority for Nestlé. Nestlé adopt the toughest level of compliance code by merging both global and local regulations. Among these 2 regulations, Nestlé follows the stricter one for any given scenario.

2.1.1 Nestlé History



The history of Nestlé started from as early as 1866. The separate companies from Switzerland formed the ancient company that became today's Nestlé. The first venture was named Anglo-Swiss Condensed Milk established in 1867 in Cham, Switzerland by Charles, who was the then US consul in Switzerland and his brother named George Peter. In the next decades they expanded their business rigorously throughout Europe and the United States. The other venture

Figure: Henri Nestlé started concurrently in 1866 by Henri Nestlé in Vevey, Switzerland; a milk-based baby food company. Later they merged together and formed the largest food and beverage company- today's Nestlé. Henri Nestlé retired in 1875 but the company, under new ownership, retained his name as Société Farine Lactée Henri Nestlé.

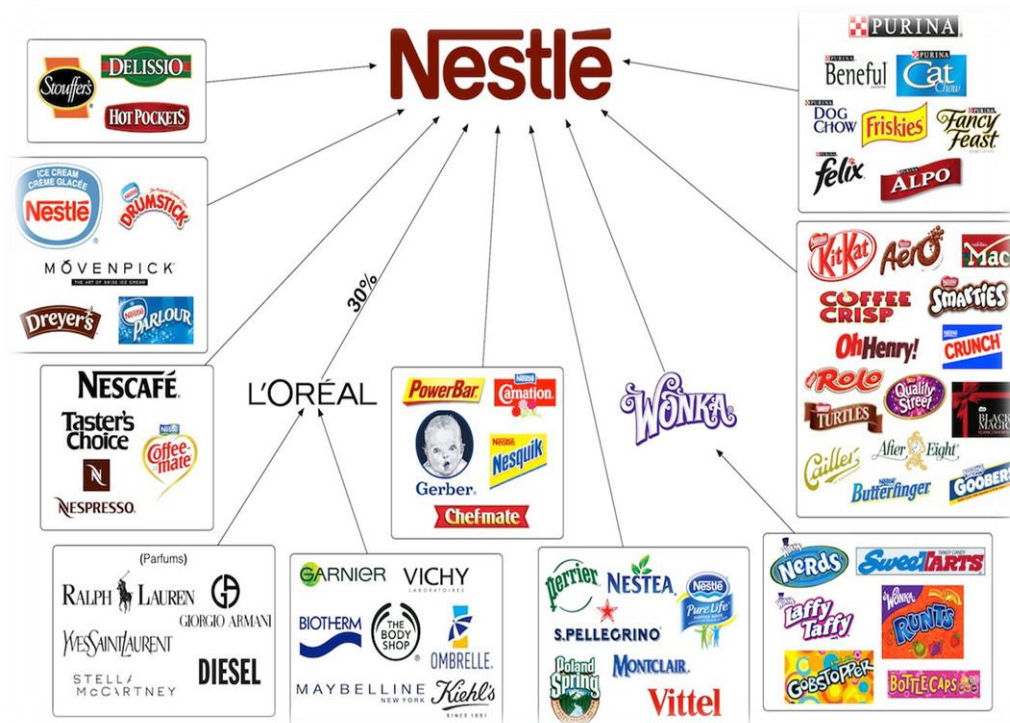


2.1.2 Nestlé Vision

“Nestlé aim is to meet consumers’ needs on a daily basis by let them know the importance of food habit & create awareness among people about the food habit and let people know the impact of good food on their mind. Food is not the only source of nourishment moreover it can also bring pleasure, happiness and peace of mind.

2.1.3 Nestlé Mission

"Good Food, Good Life" – slogan of Nestlé. Good Food is the only source of good health for life. Nestlé believes that research can help them make better food which provides optimal nutrition to meet psychological needs. Nestlé also focused on making quality food with taste.



2.2 Nestlé Bangladesh Organogram

Managing Director (MD)

Administration function

Business Functions

Administration function						Business Functions		
Marketing - Director	Legal Affairs - Director	Supply Chain - Director	Human Resource - Director	Finance & Control - Director	Corporate Affairs - Director	Country business manager- NN	MD- F&B	Country business manager- NP
M3- Manager	M3- Manager	M3- Manager	M3- Manager	M3- Manager	M3- Manager	M3- Manager	M3- Manager	M3- Manager
M2- Manager	M2- Manager	M2- Manager	M2- Manager	M2- Manager	M2- Manager	M2- Manager	M2- Manager	M2- Manager
M1- Manager	M1- Manager	M1- Manager	M1- Manager	M1- Manager	M1- Manager	M1- Manager	M1- Manager	M1- Manager
Executive	Executive	Executive	Executive	Executive	Executive	Executive	Executive	Executive
Senior Offices	Senior Offices	Senior Offices	Senior Offices	Senior Offices	Senior Offices	Senior Offices	Senior Offices	Senior Offices
Officer	Officer	Officer	Officer	Officer	Officer	Officer	Officer	Officer
Trainee Officer	Trainee Officer	Trainee Officer	Trainee Officer	Trainee Officer	Trainee Officer	Trainee Officer	Trainee Officer	Trainee Officer
Intern	Intern	Intern	Intern	Intern	Intern	Intern	Intern	Intern

Figure: Nestlé Bangladesh Organogram

Managing Director is the head authority of Nestlé BD his name is Stéphane Nordé. Mainly he is the CBM for F&B function but legally a company must have someone in its MD/CEO position. Nestlé BD is not enlisted in Bangladesh capital market so it doesn't have CEO. So the highest authority is MD.

Directorship is the 2nd highest level of Nestlé. All the CBM and department head fall under this grade. The together is known as MANCOM or the board of directors. CBMs are responsible to drive the growth of the company. So they focus on the overall business of their function especially sales. Other directors have to maintain their own departments which support the sales, growth and smooth operation of the company.

M3 managers are the mid-level of management. Category business managers, audit head, SC manager SVP of HR are the M3 level. M2 level has the brand managers, project champions.

Executives, senior officers, and officers are the 1st line of managers. Each department has people in these positions but those are named different as per department.

The entry level position for Nestlé is trainee officers. It is the 1st position for permanent employee.

At the lowest level there are interns. Each of the department has inters and they are supervised and trained by permanent employees of different levels.

2.3 Nestlé Professional's Overview and Responsibility

Nestlé Professional is a food service department and a key growth pillars for the Nestlé Group. Its mission is to provide creative beverage and food solutions for their Out of Home customers and corporate company.



My internship in Nestlé started in 1st August 2016. I was assigned to Nestlé Professional (NP) business function. My function NP, currently contributing small portion of revenue but has highest growth rate. We focus on out of home consumption market. Everything we eat outside our home is the exclusive market of Nestlé Professional. Office, canteens, restaurants, hotels, resorts, events, fair, shopping malls, café, social gatherings, fast food shop, bakery, caterings, air trip, industrial usage and any institutional consumption are the concern of NP. Globally NP has 1,000 products for all these segments but in Bangladesh we have only 7 products at the moment. NP is currently in market development phase. We are working to prepare the market. We have our own exclusive distribution channel. Currently we are operating with 20 distributors in Bangladesh covering Dhaka, Chittagong and Sylhet. NESCAFÉ Coffee vending machines, NESCAFÉ 3 in 1 coffee premix, NESCAFÉ jar, Coffee mate, Nestlé Everyday milk powder, Maggi Soup & Noodles and Nestea are the listed exclusive products of NP. Whenever, wherever we see a NESCAFÉ vending machine, we know it is our mark on the market.

Each intern of NP has to control at least 1 distribution point. He is the indirect boss of that distribution. He possesses the full authority to run the distribution. Each intern has one line manager to whom he/she reports. All the permanent position holders of NP must take 2 interns under his mentorship. NP's intern perform tasks equivalent to the duties of a Trainee officer of F&B/NN. As the business is small so it is a huge opportunity to see, experience, perform; learn every activities of the business. Sales help to learn everything regarding marketing. To control and monitor we have to develop and set financial control mechanism in distributions which increases our financial skills and decision making. To sabotage the competitors we are developing our PR, relationship building skills. To manage the workforce in every distribution points we are motivating, training, hiring, rewarding, correcting, monitoring, and suspending the

sales representatives which is a part of human resource function. We also need to plan ahead so we make plan for next year using market research and other tools which is equivalent task of a mid/top level management. End of the year an intern also have to create the ROI (Return on investment) report of his distribution point and submit to the director of finance and control of Nestlé BD LTD. There is no business function left to perform/learn for an intern of NP. We also have our own KPI using which top management can evaluate our performance and make hiring decision.

2.4 Nestlé Professional's History

Nestlé found a business division name as Creation of Food Services Strategic Business Division In 2006. To make it more innovative way of food service to customer, after 3 years in 2009 it became Nestlé Professional.

2009



CREATION

2.5 Nestlé Professional's Goal

Nestlé Professional goal is to help our customers to grow their businesses with our creative, branded beverage and culinary solutions and insuring health, wellness and nutrition.

2.6 Nestlé Professional's Mission

Nestlé Professional becomes an inspiring growth partner that delivers creative, branded food and beverage solutions enabling operators to innovate, and delight their consumers.

2.7 Nestlé Professional's Vision

“Nestlé Professional's goal is to help its customers achieve optimal health, so it has reduced sugar, salt and saturated fats in its products and leads the industry in research on nutrition and wellness.” (nestle-professional)

2.8 Nestlé Professional's Project

Nestlé Professional currently deals with four concentration area. They are-

Touch & Feel

- Providing good services to the customer with the help of distributors.

Perfect Cup

- Perfect cup project is based on customization of taste and preference.

Amra Korbo Joy

- This business model is developed by Nestlé Professional to penetrate the street channel.

Step Up

- serve premium segment with Nescafé Alegria Machine.

2.9 Nestlé Professional's Products

2.9.1 Category wise product's brand of Nestlé Bangladesh Limited

Category	Brand
Culinary	Maggi: Maggi Noodles, Maggi Healthy Soup, Maggi Cube, Shad-e-Magic
Dairy	Nido Fortified, Nido Growing up Milk
Beverage	NESCAFÉ Classic ,NESCAFÉ 3 in 1 , Coffee Mate , Nestea (Only available for Vending Machine)
Nutrition Formula	Lactogen, Lactogen Recover ,Pre-lactogen , All 110, Nan, Baby n Me, Cerelac (Different Flavors)
Breakfast Cereal	Koko crunch , Corn Flakes
Confectionery	Munch

The figure of beverage of Nestlé Bangladesh will be found in appendix part.

2.9.2 Step Up Project:

Step Up project is dealing with the premium customer with the premium coffee solution. Before this project the company targeting the entire customer with their regular coffee solution but now they segment the market by income. For the higher top end customer they come up with NESCAFÉ Alegria 510. Now the product is in introduction stage so it is not getting the higher growth. Business of NESCAFÉ Alegria 510 is still unstructured but the team is trying to fix it by developing marketing idea. In future all the premium beverage will control by this Step up team. NESCAFÉ Alegria 510 figure is given in appendix part.

3.The Project: Marketing Strategy of NESCAFÉ Alegria 510

3.1 Objective of the Project

- To describe the opportunity that NESCAFÉ Alegria 510 have– A function of Nestlé Professional Step Up team.
- To know about the Premium NESCAFÉ Alegria 510 machine marketing strategy.
- To find out the problems and the possible solutions of the NESCAFÉ Alegria 510 of Nestlé Professional.
- To identify the procedures through which marketing strategy will be conducted to make a structure business.

3.2 Research Methodology

The information collected from different sources by using a specific methodology.

3.2.1 Primary data sources

- Face-to-face conversation with the Country Business Manager, Manager, Officer, Distributor, and Direct Sales Representative.
- Practical field work.
- Observation of the work processes.

3.2.2 Secondary Sources

- Previous interns data.
- Collection of information from internet.

3.3 Limitation of the study

The limitations on making an effective NESCAFÉ Alegria 510 marketing strategy in this internship report are stated below.

- it is not possible to disclose confidential information regarding their managerial strategies and plans.
- This premium machine is in introduction stage and the distributor is link is another company as well so it is prohibited to give any information about NESCAFÉ Alegria 510 distribution point.
- Time limitation is a big factor. As I assign for 1 year internship so giving full objective of NESCAFÉ Alegria 510 is hard.
- There was short of time. It is tough to understand the overall strategy NESCAFÉ Alegria 510 in three months as it is unstructured business at present

3.4 NESCAFÉ Alegria 510

NESCAFÉ Alegria 510 is a premium coffee machine which visual is more than good looks. It takes smaller spaces than other coffee machines. It can set anywhere- on the desk, meeting room, reception area and it can use as business purpose also. This is a fully automatic machine that can be used by anyone. This coffee system offers five types of complete menu of coffee beverages, from raw coffee Espresso to stunningly layered Latte Macchiato. (Nestlé launches coffee machine for small businesses in Europe, 2012)



For Lattes and Cappuccinos, we need to add “COFFEE-MATE[®]” creamer into the cup and NESCAFÉ ALEGRIA machine then warms and froths it directly in the cup to create delightful and smooth foam. Then it will add needed coffee into the cup and present a beautiful 3 layered coffee. (Nestlé launches coffee machine for small businesses in Europe, 2012)

For the NESCAFÉ Alegria, the Schedule is-

- 7am Lungo- Wake me up
- 9am Americano – get the day going
- 2pm Espresso – an afternoon “pick me up”
- 4pm Latte Macchiato – almost done with the workday
- 7pm Cappuccino – a great after dinner treat

3.4.1 Espresso

It is small in quantity only 40ml, but it certainly packs a punch. The espresso is famed among pure coffee lovers as a fast-acting “pick me up”. It has a superb full-bodied flavor and rich aroma blend raw coffee.

3.4.2 Lungo

It is smooth and rich black coffee, which is easy to drink, with a natural synchronization between the flavors of Arabica and Robusta beans. It is softer than the Espresso.

3.4.3 Americano

It is ideal for those who like black coffee but not too strong. It is too soft coffee and the quantity is large which 240ml is. With its authentic flavors and smooth aromas people love it to drink.

3.4.4 Cappuccino

The most famous coffee cappuccino is best who looking for a treat with a boost. NESCAFÉ ALEGRIA coffee machine will give one a beautiful, frothy Cappuccino with rich aromas and flavors.

3.4.5 Latte Macchiato

Perfect layers in every cup with a beautiful froth coffee are Latte. It is full of cream with gentle coffee blend. Who want a mild coffee with full of aroma is best choice to have a latte.

3.5 Job Description

3.5.1 Internship Experience

To get Internship in Nestlé Professional I had to give a written exam and an oral interview. After joining Nestlé Professional I have never feel that I am doing my internship, my duty is like a permanent job. Here I have got proper training, freedom to suggest and make key decision, meeting with highly prior customer and so on. With practical working and lead a team which is really very aggressive for selling. Basically everybody works 5 days in a week but Nestlé Professional's work is 6 days in a week.

Every Sunday we have a meeting with the Country Business Manager. He has given his personal time for meeting with the interns and he always try to share what he learns in his life relating to the career. Comparing with other departments with Nestlé, Nestlé Professional is totally different. In another department you are not that much flexible or independent to control any job. At the same time, Nestlé Professional gives you that real life opportunity which affects one's life very skillfully if anybody really wants to learn. Mohammad Masum Uddin Khan (Country Business Manager) teaches me to hold the dream till your last breath. To be professional he always teach us those things—

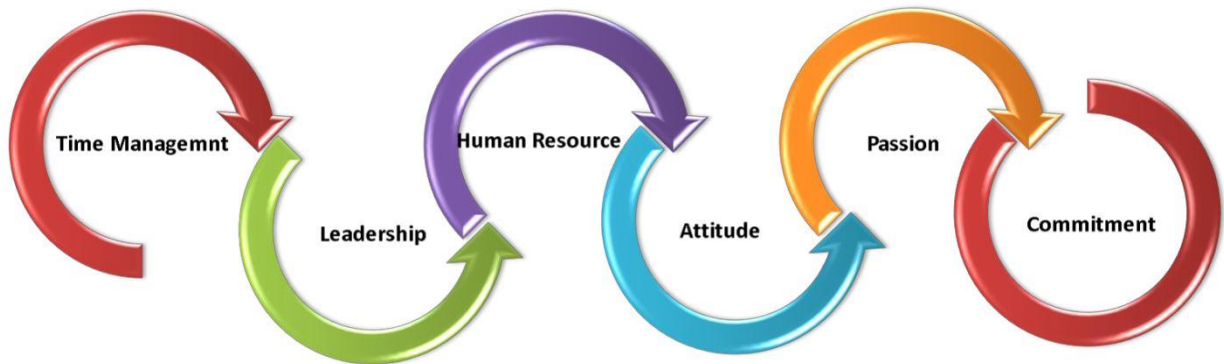
- Nestle Professional Bangladesh Business Update
- How to find out the Market potential
- Data Management of Machine and Outlet
- Customer Survey
- Ensuring the productivity of the DSR
- Negotiation Skill
- Market Root Plan
- Manage Daily fire fight

3.6 Job Responsibility

Project 'Step Up' of Nestlé professional in Bangladesh includes demand generation, selling and customer service of NESCAFÉ Alegria 510 machine and ALC (Aroma locked canister). This is a whole new concept of coffee for our country which gives an ultimate international experience for the coffee lovers with the brand name of NESCAFÉ. The main purpose of this project is to fulfill the thirst of genuine coffee lovers. Step Up mainly focuses on the premium customer base. This easy-to-use countertop coffee machine delivers authentic, quality café-style beverages at an affordable price.

My task is in every aspects of this project to insure its growth. Especially I am assigned to look after the sells part of machine to the targeted market. So to do that I have to insure rout plan for DG team and explore the ideas to make more awareness and visibility of this exclusive brand. In that case I suggest different branding policies like POP materials, activation programs and campaigns took place in this short time run of project 'Step Up'. Currently this project is working on online branding through Daraz.com. Also collaboration with different banks and renowned companies made this project acceptable to the higher end customers.

There are no windups of learning and I perceive this from Nestlé Professional. Along with good training I have some learning outcome. For instance-



3.6.1 Time management

I have front end and back end work for this project. I have to make plan for the DG team as well I have to maintain the targeted sales of NESCAFÉ ALEGRIA machine. Not only that I have to fix many meeting with clients and have to meet on time without affecting my daily fire fight. So, to do this I have to do time management. That's why I develop a calendar of time management.

3.6.2 Leadership

This is a very important role for me to play an effective leadership as I have to maintain a DG team. To insure the task that I give to them I work with them. Sometimes I give appraisal on good work and also give them the chance to share their view about the market what they think. In that way I motivate them all the way to work hard.

3.6.3 Human resource

For my project I have 3 DG team member and 1 service engineer. But I am going to recruit another service engineer as soon as possible as the number machine increase. So it will be easy to give better customer service. The resource I have form that this human resource is the most vital for me because they are representing the Nestlé Bangladesh. That's why I give them training when they need.

3.6.4 Attitude

We have to have a positive attitude towards our work. Only then it is possible to do best in task. My county business manager says we have to believe in ourselves. We have to fight till the last moment to achieve what we want. Never give up. This sort of attitude towards work really open lots of ideas and doors to get achieves goals.

3.6.5 Passion

We have to be passionate. We have to believe and have to do some different things from the difficult situation to drive the sales. It is only possible when one is passionate and love their job.

3.6.6 Commitment

Commitment is the word that we have to maintain. It is like challenging yourself. Only that time you will win when you defeat yourself. In marketing business commitment should be logical and exceptional.

4.Project

4.1 NESCAFÉ Alegria Marketing Strategy

4.1.1 Push marketing strategy

“Push Marketing is a form of advertising that sends communication to the user.” (Lockard, 2016) Push Marketing means taking the product directly to the customer at any means. To do that we have 3 member of DG team who are continuously pushing the product to their potential customer. However the business law says that when there is a premium product you never do push marketing which will decrease the brand value. But to get identity in the introduction stage and get a growth on that particular machine this strategy is following.

4.1.2 Pull marketing strategy

“Two other factors abetted the development of pull marketing. One was the rise of self-service in distribution, in which the consumer picks the item off the shelf without a salesperson’s or order-taker’s intervention.” (Mitchel, 1987) To get coverage and interest from the consumer, now after my suggestion the NP is now following pull marketing strategy. Now they are doing social marketing through DARAZ.COM and SINDABAD.COM. They are also doing activation in corporate office to give knowledge about this premium product to the priority customer.

4.2 Background Strategy

4.2.1 Potential market Selection plan:

I have to make a yearly plan where I have to make a structure of market that will be cover by the DG team. I also have to calculate logically how many outlets or company they can cover in a day and it should cover the entire customer by the year at least four times to make them convince. So from the secondary data I select most relevant QSR for my project is 1101, FSR 99 and the total happen for Commercial is 1200. And for B&I I select most relevant 900 B&I for this project. Among them MNC is 570, Group Of company is 145 and Buying House is 185. For the 2017 year I will target those areas very religiously. It is difficult to convince a customer in the first meeting so I decided to visit one outlet 4 times than the visiting outlet number will be 4800 for Commercial and 3600 For B&I. To meet this in a year I decided that my three DG member will Visit 15 outlets in commercial a day and 6 B&I in a day. So, all the area can be covered.

Total Outlet Target- 2100					
Commercial (1200)					
QSR	1101				
FSR	99		DG Team Members	3	
Total Target	1200		Visit Time (per outlet)	4	
4 times	4800		Per day visit	15	
B&I (900)					
MNC	570				
Group of Company	145				
Buying house	185		DG Team Members	3	
Total Target	900		Visit Time (per outlet)	4	
4 times	3600		Per day visit	6	

Figure: Market segmentation.

4.2.2 Route plan

I have developed a route plan so that all the area will cover by the DG team in a structural way. This includes the areas to visit in a day and divided to the DG member. They can see the journey plan and prepare themselves for the market visit. The market is placed closely to each other in a day so that at the end of the day they can meet to each other and can share their views and report to me as well.

JOURNEY PLAN						
Demand Generating Team	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday
DGT1	Market1: Banani, Gulshan1, Gulshan2, Niketon, Badda	Market2: Uttara	Market3: Dhanmondi, Mohammadpur, Lalmatia	Market4: Motijheel, Khilgaon, Paltan	Market 5: Baily Road, Malibagh, SegunBagicha, Kakrail	Market 6:Kawran Bazaar, Farmgate/Pantapath/GreenRoad, Bashundhara City, Eskaton, BanglaMotor, Elephant Road
DGT2	Market1: Banani, Gulshan1, Gulshan2, Niketon, Badda	Market2: Uttara	Market3: Dhanmondi, Mohammadpur, Lalmatia	Market4: Motijheel, Khilgaon, Paltan	Market 5: Baily Road, Malibagh, SegunBagicha, Kakrail	Market 6:Kawran Bazaar, Farmgate/Pantapath/GreenRoad, Bashundhara City, Eskaton, BanglaMotor, Elephant Road
DGT3	Market1: Banani, Gulshan1, Gulshan2, Niketon, Badda	Market2: Uttara	Market3: Dhanmondi, Mohammadpur, Lalmatia	Market4: Motijheel, Khilgaon, Paltan	Market7: Bashundhara R/A, Baridhara	Market 6:Kawran Bazaar, Farmgate/Pantapath/GreenRoad, Bashundhara City, Eskaton, BanglaMotor, Elephant Road

MARKETS				
Market1	Market2	Market3	Market4	Market5
Banani	Uttara	Dhanmondi	Motijheel	Baily Road (51)
Gulshan 1		Mohammadpur	Khilgaon	Malibagh (13)
Gulshan 2		Lalmatia	Paltan	SegunBagicha (13)
Niketon				Kakrail (15)
Badda				
Market6	Market7	Market8	Market9	
Kawran Bazaar	Bashundhara R/A	Mohakhali	Mirpur	
Bashundhara City				
Eskaton				
Bangla Motor				
Elephant Road				

Figure: Route plan of DG team

4.2.3 Feedback List

After every market visit DG team collect feedback from the customer and it covers an extensive data. This data cover whether the customer is interested for the premium product or not. If not than why they do not like it. From that data I also can know what their existing solution is. By this I can plan for them in future. From that list I am getting their number so that further contact can be done from Head Office by me.

DATE	NAME OF OUTLET	CheckRE/DGT	STATUS	Next Follow Up Date	Existing Solution	Remarks	number
11-Dec	Sub-Factory	Bo ratu	N/A			Street Shop	
11-Dec	Sajna	Bo ratu	Not interest		Choto ak ta matching ac	No need	Number rakhe dece
11-Dec	Melange	Bo ratu					
11-Dec	Tokyo Express	Bo ratu	Not interest		Have a matching	No need	1776009911
11-Dec	Ohl Calcutta	Bo ratu	Not interest		off	off	
11-Dec	The Palata Circus	Bo ratu					

Figure: Feedback list of customer

4.2.4 Interested list

After feedback collection I sort out the entire interested customer to the interested list. They are the most potential customer for me. I do contact them through phone take the status of their decision of purchasing the product. We give them some offer to boost their willingness of buying this product.

Name	Qty	Status	feedback
Khulna	1	Not Confirm	01916666846 Rafael
Kings fast food	1	Not Confirm	
regency	1	Confirm	Need Deb vai support
Oregeno	1	Not confirm	Unable to reach
ghost rider	1	Not Confirm	need time
nipu sir (Blue moon)	1	confirm	need time
kolapata	1	confirm	Need to visit
grilled	1	confirm	Unable to reach

Figure: Interest list of customer

4.2.5 Maintaining Calendar

To have an effective contact with the customer and to maintain schedule I developed a calendar by which I can track important meeting and contact time and date. In that way, I can track where I have meeting, where I have to send demonstration. So not a single important meeting can be missed.

Nov 2016	6	7 Police plaza Kazi farm Machine deliver	8 Pendora machine delivery	9 Shorma house Cafe royal	10 Zaman
	13 Pendora machine deliver	14	15	16	17
	20	21	22	23	24

Figure: Maintain calendar

4.3 Working Flowchart

Like this flow chart I continue my duty in a structural way. From the Database I update all the Data and make a route plan. My DG team will contact those outlets that are in the route plan. If the outlet is closed or not find then again the outlet will update in the database. If the outlet found then it will go to feedback list. From the feedback list those are not interested then will update the data base. And those are interested will ask for delivery time and date. If they provide we will deliver the product if not then again will update the feedback list till not getting the delivery time and date.

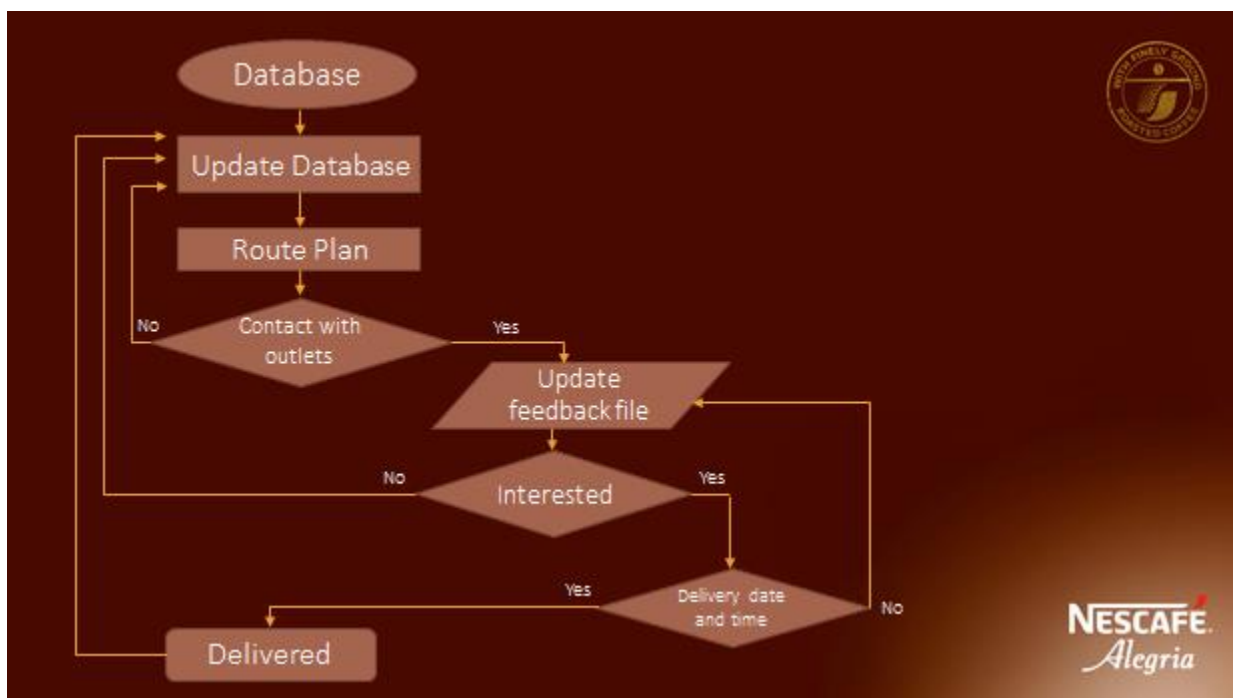


Figure: Working flowchart

4.4 Visual and Awareness building

The problem I identify with NESCAFÉ Alegria 510 is the awareness of the product. People are not aware about the premium coffee solution of NESCAFÉ Alegria. Sometimes they mistakes to spell “Alegria”, they spell “Algeria”. So there is Branding problem. So to make solution of this Brand name some initiative I took. These are—

4.4.1 Loyalty Card and FB Marketing

When someone buy a cup of cappuccino and give a photo of it with the check in of that outlet with hash tag then he will get a loyalty card. By this card he will get one cup free cappuccino. Next he or she will get two cup cappuccino free with the purchase of one cup with this loyalty card. In that way it will create new customer as he or she have to come with others and also create customer retention. With this campaign I fought with the situation of not to create any bad goods. There are 140 cartoon products which have two months date of expire. So 70 cartoon we make free, to give one cartoon free if one purchase one cartoon ALC. And one cartoon free if one purchases a machine. But the challenge is if the consumption is not increase the sale of next month will fall. So to fight with this situation and also for creation a brand value I come up the Idea of loyalty card which creates 3 values—

1. Increasing the sale of ALC and Machine
2. Create awareness and visibility through social media
3. Increasing of consumption

The loyalty card and FB marketing campaign figure you will find in the appendix.

4.4.2 Table Topper

To create awareness and brand value to each outlet those who have NESCAFÉ Alegria, we are providing a branded table topper where the outlet can also add their menu along with NESCAFÉ Alegria coffee menu. So the visually will increase of NESCAFÉ Alegria. In that way they will keep looking at the “Alegria” word unconsciously and it will create a position in mind gradually. In that way we will overcome the misspelling of this brand from “Algeria” to “Alegria” from consumer mind. *The table topper is given in the appendix part.*

After joining in Nestlé Professional and become a part of “Step Up” team is challenging for me as this is not a set business like “Perfect Cup” or “Touch & feel”. So I have to look all the things from the scratch and have to develop a structure that will help to make a structure business. So that first of all I structured the man power that I have and increased the visibility and awareness through different branding and promotion materials. This project is based on premium segment. So this very tough to get our potential customers time to do meeting. In that case we found that many company are giving gift to our targeted customer. Therefore we targeted them also and we got bulk amount of order from them. For example pharmaceuticals company and banks. I am lucky to do work with Nestlé Professional where I can explore my knowledge and my thought. All the people here are very helpful and they always encourage doing something different that will make me more efficient and effective and the project will run smoothly. There are some recommendations from me that will help to run this business more efficiently. These are given in the next part.

4.5 Recommendation:

- Pricing strategy of NESCAFÉ Alegria should be reconsidered to survive in the market.
- After sales service needed to be improved, to do this manpower should increase to cover the entire market.
- Proper marketing strategy need to be taken for step up project. Priority things must be focus by pull marketing not by push marketing.
- The activity of DG team needs to be monitored carefully so that they cannot deceive customers.
- Distributor must have to follow a structured route plan. Nestlé Professional officials should monitor this and punish the distributor by not giving incentives to those who are not following this.
- KPI based incentive program need to be developed for DSR.
- Nestlé Professional officials must have to check proper disbursement of trade promotional offers.
- A computerized system for sales and inventory is essential for proper tracking of performance.

4.6 Conclusion

Nestlé Bangladesh Limited is one of the most reputed global companies operating in Bangladesh. It has positive image and brand equities that helped it to grow fast throughout the years since its establishment. The company continues to focus on presenting better solutions to the consumers' problems by continuously developing the existing products, introducing new products, concentrating on new media opportunities and improving the communication system, expanding distribution network and innovating new ideas. And all these activities are undertaken by a set of superbly proficient and talented employees working with a proactive outlook. The sales Nestlé Bangladesh Limited is mainly based on branches & distributors.

Nestlé Professional is contributing good amount in overall business of Nestlé Bangladesh Limited. Nestlé Professional is a new concept for Bangladesh and its growing gradually. In 2016 Nestlé Professional has targeted to achieve 20% growth nationally.

To achieve this target Nestlé Professional team trying to ensure the best distribution but here they have no direct control over the sales. With the help of strong strategic marketing plan the distribution channel is running smoothly. Day by day, the sales figure is increasing but here this function can develop its distribution efficiency, if the team follows the things, which have been recommended in the part of recommendation.

4.7 Reference

- Anderson, E., & Coughlan, A. A channel management: structure, governance and relationship management. In B. Weitz, & R. Wensley, *Handbook of Marketing* (pp. 224-247). London: Sage Publications, 2002.
- Frazier, G. L. Organizing and Managing Channels of Distribution. *Journal of the Academy of Marketing Science*, 27, No. 2, 226-240, 1999..
- Gundlach, G. T., Bolumole, Y. A., Eltantawy, R. A., & Frankel, R. The changing landscape of supply chain management, marketing channels of distribution, logistics and purchasing. *Journal of Business & Industrial Marketing*, 428-438, 2006.
- Kotler, P., & Keller, K. *A Framework for Marketing Management* (ed. 4). Prentice Hall, 2009.
- Little, E. and Marandi, E. *Relationship Marketing Management*, Thomson, 2003.
- *Nestlé.com*. N. p., 2016. Web. 28 Oct. 2016.
-
- *Nestlé launches coffee machine for small businesses in Europe*. (2012, February 7). Retrieved from <http://www.nestle.com/>:
http://www.nestle.com/media/newsandfeatures/nescafe_alegria_europe
- Lockard, P. (2016, February 3). *Why You Need Push Marketing and Pull Marketing*. Retrieved from .dmn3: <https://www.dmn3.com/dmn3-blog/why-you-need-push-marketing-and-pull-marketing>
- Mitchel, A. A. (1987). *Pulling Away from Push Marketing*. Retrieved from Harvard Business Review: <https://hbr.org/1987/05/pulling-away-from-push-marketing>
- *nestle-professional*. (n.d.). Retrieved from www.nestle.com:
<http://www.nestle.com/aboutus/overview/businesses/nestle-professional>
-

5. Appendix

5.1 Beverage Menu

Nescafé 3 in 1 Premix	Nestlé Everyday	Nestea Lemon	Coffee Mate
			

Nescafé 200g Jar	Hot Single option vending machine	Hot Double option vending machine	Cold Double option vending machine
			

Figure: Beverage.

5.2 NESCAFÉ Alegria 510 Project

NESCAFÉ Alegria 510
Primium Coffee Solution



NESCAFÉ Alegria
CLEVER COFFEE

intense microgrind blend for
a rich, full bodied aroma

Espresso

Latte
Macchiato

Lungo

Cappuccino

Americano

THE COFFEE I SERVE
MAKES A STATEMENT

MAKING MORE POSSIBLE

Figure: Nestlé Professional step up team project beverage.

5.3 NESCAFÉ Alegria Menu



Espresso



Lungo



Americano



Cappuccino



Latte Macchiato

5.4 Loyalty Card



NESCAFÉ Alegria

WITH FINELY GROUND ROASTED COFFEE

ENJOY YOUR CAPPUCCINO IN LAYERS FOR FREE!

*Terms and Conditions applied

NESCAFÉ Alegria

VALID TILL
FOR

***Terms and Conditions:**

- Offer is applicable only for NESCAFÉ Cappuccino basis completion of 5 steps^
- Free coffee can be claimed only post receipt of Loyalty Card.
- You are voluntarily participating and providing details for the Loyalty card. Any such submission from your end is entirely voluntary, non-confidential, gratuitous and non-committal.
- To the fullest extent permitted by law, waive any legal rights or similar moral rights that you may have in the submission (to claim loyalty card)
- Valid only at specified outlets.
- One Free Cappuccino will be awarded with the first cup purchase and two free cappuccino will be awarded with second cup purchase only.
- Offer not valid after expiry of loyalty card period.
- All rights reserved to change or discontinue this offer at any point.

AUTHORISED SIGNATURE

FREE WITH 1ST PURCHASE

FREE WITH 2ND PURCHASE

Figure: Loyalty Card

5.5 FB Marketing

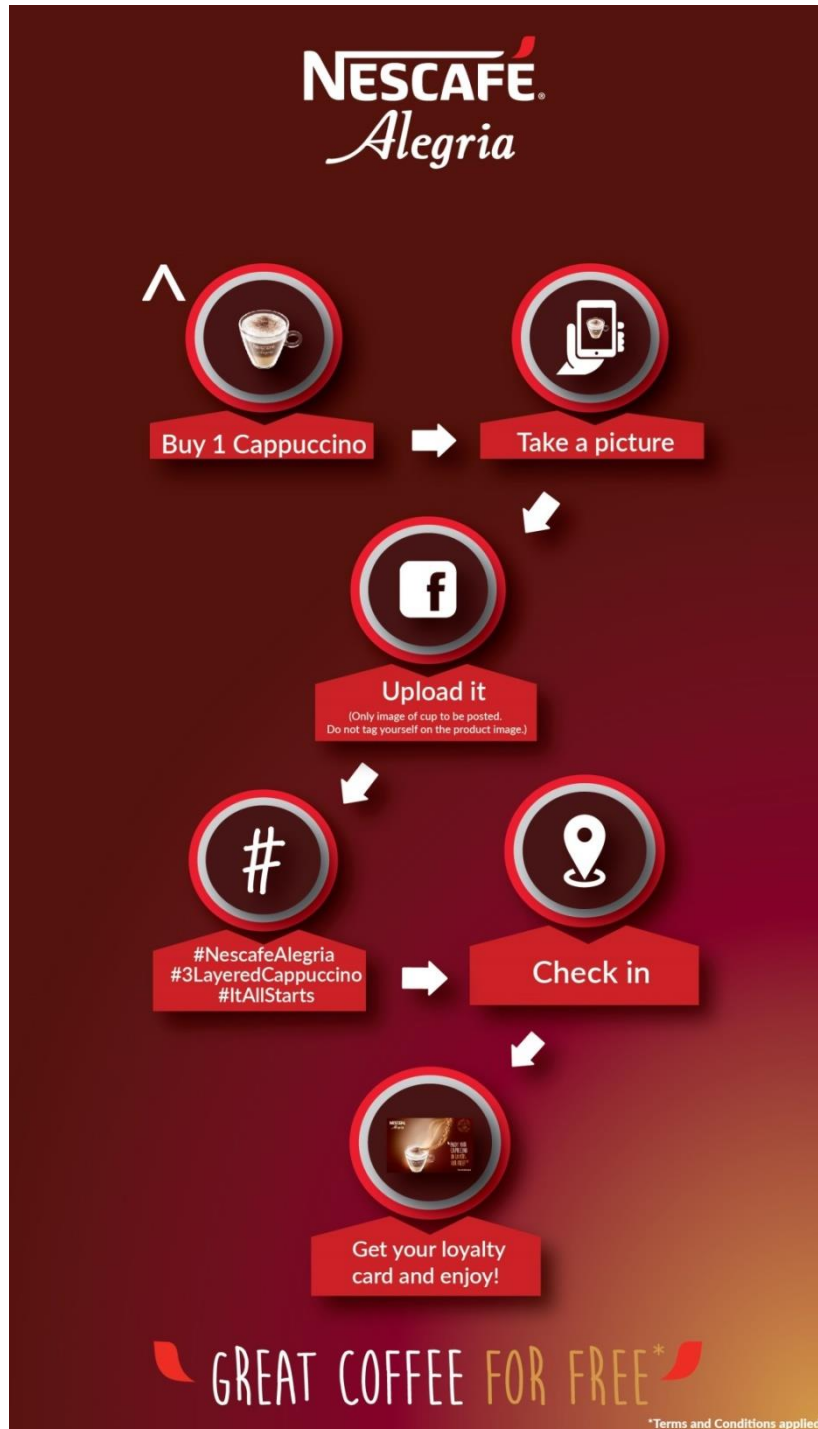


Figure: FB Marketing to get loyalty card

5.6 Table Topper



Figure: Branded Table Topper

