



INTERNSHIP REPORT

On

Branding-

Branding A Function Within the Company

Nestlé Bangladesh Limited

Submitted to
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Letter of Transmittal

Date: 25th May, 2017

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Subject: **Internship report on “Branding– Branding a function within the company” submission.**

Dear Mam,

With all due respect, this is to inform you that I am submitting my formal internship report on “Branding- Branding a function within the company” as it was a closure part of 4 years of education at BRAC. I completed my internship at Nestlé Bangladesh Limited at Corporate Communication & Affairs for a period of 3 months.

The report was prepared with utmost sincerity and I tried my level best to cover all the important topics related to the project I worked on for 3 months at Corporate Affairs and Communication with full cooperation from my line manager Farah SharmeenAolad.

Having read the report I hope you will be clear about the overall project and the learning and progress I made throughout my internship tenure and the overall quality of the report itself.

In case you are in need of any further details or information regarding this report and the topics revolving around it, I would be more than happy to clarify and answer your queries.

Sincerely yours,

Masfiq Kamal Amit
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Acknowledgement

First and foremost all thanks to Almighty Allah for helping and providing me the opportunity and strength to complete this internship report. My gratitude also goes to my family who has been by my side day and night and supported me. My supervisors, line manger both helped me a lot throughout the process and guided me whenever I needed help and cleared my doubts.

My thanks goes to my internship supervisor Ms. Afsana Akhtar, Assistant Professor of BRAC Business School. She supported me and was very patient with me throughout my internship phase and helped me as much as she could. OCSAR also helped me primarily in landing the internship here at Nestlé. It could not have been possible without their help.

I am thankful to my internship supervisor, Ms. Farah SharmeenAolad, Manager of Corporate Affairs and Communications at Nestlé Bangladesh Limited, for her endless support from the initial period of my internship report.

I would like to convey my gratitude to Mr. Naquib Khan, Director, Corporate Affairs and Communication, for his effort in monitoring and providing insights into the different activities of Nestlé. Moreover, I would also like to express my gratitude to all the mentors and employees of CA&C department of Nestlé Bangladesh Limited. Last but not the least my peers from BRAC university and alumni working here who constantly motivate and support me in my work.



Executive Summary

Nestlé is one of the leading FMCG Company when it comes to NHW and it is headquartered in Vevey, Switzerland. It has operations worldwide and its products are aimed at creating good health and contributing to a better future. Good Food, Good Life, is the moto of Nestlé that speaks more about the company itself and how much they are into it.

This name, “Nestlé” had not been earned by the snap of a finger. Its desire to enhance the quality of life and contribute to a healthier future is what has kept it going on a global scale. They keep their goals and vision aligned as well as their core practices to make their dream a living reality.

This is my internship report. I have been honored to work as an intern at Nestlé Bangladesh Limited. I was appointed in CA&C Department. This department is very fundamental department of the company because it solely focuses Corporate Brand, Media & Stakeholder relation, governance and policies, Business & Process Authorization, CSR Activities, Security policies, rules, regulations and so on. A lot depends on the productivity and efficiency of this department.

But unfortunately many within the company fails to understand the extent and fundamentality of this function and how it shapes various issues and addresses them and uphold NBL in the country as well as on global grounds.Hence, CA&C have decided to brand its function within the company to have clearer communication and represent itself to the employees internally and find a common aligned overview of what CA&C is really about.

Nestlé CA&C believes that this will be a success in the internal environment based on the plans they have made and plans to execute. If the plans are implemented successfully, it is believed that it will help them operate smoothly and have a stronger sustainable business in Bangladesh with clearer view of each other strengths and weakness internally.



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LIST OF ABBREVIATIONS

BMS Act – Breast Milk Substitute Act

CSV – Creating Shared Value

NBL – Nestlé Bangladesh Limited

WHO – World Health Organization

NHK- Nestlé Healthy Kids

NHW- Nutrition Health & Wellness



CHAPTER 1: INTRODUCTION



1.1 Background:

Internship Report is a mandatory academic paper that needs to be addressed to obtain the Bachelor's degree completion certificate. I completed my internship at NBL. I was appointed in their CA&C department. During my internship period, I got to realize how important corporate exposure is to the students and how communication skills take someone a long way in life. The practical corporate realm experience is very different from what I have learnt in textbooks. Many factors come in play to uphold and strengthen a company from within and from outside as well. The internship program helps in the following ways:

- To get detailed knowledge on job responsibilities.
- To experience the real world.
- To compare the real world scenario with the lessons learned in the classroom environment.
- To fulfill the requirements of the university

This report contains a brief study and emphasizes on how NBL CA&C aims to internally brand itself across the company and establish clearer grounds about what CA&C really stands for.

1.2 Origin of the study:

This report is a requirement of the internship program for my undergraduate degree from BRAC Business School. I have included the classroom knowledge that I have gathered over the last 4 years as well as slight corporate exposure that I had for the past few months into this report. I have tried to incorporate all the recent data and create a content worth reading. I have started my internship at NBL under the CA&C department from first of December 1st and still continued with them after the 3 month internship period as the contract allows me to stay and learn and grow for a year which has enabled me to work closely with a world class organization as Nestlé.



1.3 Objectives of the Report:

1.3.1 General Objective:

It was prepared solely to fulfill the objective of preparing an internship report as per instructed by the university. The general objective of this report is to highlight and discuss the practices, functions, and importance of CA&C and why it should be branded in any organization from NBL point of view.

1.3.2 Specific Objectives:

The specific would include:

- Concept of corporate communications.
- The overall corporate communications functions, strategies, significance and practices at Nestlé Bangladesh limited.
- How it would brand itself across the company



1.4 Scope of Study:

The main intention of the study is to address what CA&C does and how it is a fundamental part of the company and how and why CA&C will brand itself across the company.

1.5 Methodology:

For any research to be fruitful, it requires primary as well as secondary data. I have used both the primary data and secondary in my case. From the title to the execution of the report, it has been done orderly and in a systematic manner. I have included my personal experience as well.

The information used in this report have been collected during my time at NBL, which started on 1st December, 2016 and still continues to this day.

Primary data: I have collected the primary data from my line manager Farah SharmeenAolad, who also helped me in gathering information from other employees as well and allowed me to interview her.I also gathered information from Nestlé’s internal documents. Most of the documents are a direct communication material from the headquarters at Veyvey. I have also discussed with some of my colleagueswho shared information from their end and last but not the least my very own observation of the working environments and how things function and how matters are prioritized.

Secondary data: The source for the secondary data are as follows:

1. Nestlé’s Intranet : THE NEST
2. Official Nestlé website
3. Journal, papers, articles

1.6 Limitations:



CA&C is not a department which people are aware of in our country. In fact, many employees working at Nestlé does not have a crystal clear idea about the complete functionality of CA&C. This is a small yet very importantdepartment, which has its implementation across various issues,



which are very confidential and mostly addressed at MANCOM levels. Hence, juicing out information was not easy and some were not accessible. Besides the information disclosure policy at Nestlé is very complex and strong. Thus, gathering information was quite hard. I am thankful to my line manager, the manager of corporate communications for giving me chance to interview here, which if she wanted could have easily evaded. During the time I wrote this report, I could include many contents due to the disclosure policy.

These are some of the limitation that I have come across during my span of undergoing the research:

- Restriction on some research data
- Had to rely mostly on primary data
- The time was not sufficient to come up with the necessary information. The whole process would take much longer to initiate.
- Company restriction to disclose some secret information
- Lack of appropriate journals and report regarding CA&C from a Bangladeshi aspect as it is very rare in our country

Despite these, I tried my level best to gather sufficient data and make the report as much analytical and informative as possible for the reader. Moreover, anyone willing to carry on the studies on this topic can surely be benefitted from my report.



CHAPTER 2:

THE ORGANIZATION



2.1 Introduction

“Nestlé” is a brand when uttered, people will surely get a hold of a good, dependable trustworthy and a superior quality image. Before joining Nestlé as I had the same image as well and this image grew and strengthened much more as I got to work with my colleagues, I realized the immense impact of the brand on its millions of people around the globe, which is extracted from the work culture, organized management team and from a collective effort. People generally takes Nestlé as a fast moving consumer good company but rather it is much more than that, it started its journey and till date is continuing he journey with nutrition as its core and contributing to healthier society and planet. Their strategy revolves around nutritious products and offering which benefits individual, families and communities as a whole.



Thus, in today's global arena, Nestlé intends to deliver products which improve nutrition, health and wellness while abiding by strict business principles and a commitment to consistent quality. Consequentially, it goes lengths to eliminate the negative associations that other global FMCG companies possess, and rather embodies itself as the symbol of trust, reliability and quality among its consumers worldwide. The company's purpose and intentions are summed up in its simple promise, "*Good Food, Good Life*".

In recent years, Nestlé has reinforced this strategy, becoming the world’s leading Nutrition, Health and Wellness Company, with total Group sales of CHF 107.6 billion. It has over 2000 brands across 191 countries around the globe. Nestlé continuously develops its products, focuses on the nutritional aspect of it, and constantly finds ways to make it better. It also continually adapts them to meet consumers’ changing preferences, as they evolve beyond taste, enjoyment and convenience towards the added benefits of nutrition and personal health. (Nestlé .com).



2.2 History

Nestlé started its journey around 1867, in Vevey, Switzerland. The founder named Henri Nestlé was a German pharmacist who launched a food product called the "Farine Lactée Nestlé" which was a combo of cow's milk, flour, wheat and sugar. He came up with the formula to save the child of his neighbor and. Later, he thought of introducing it to the market with the sole purpose of providing nutrition to children whose mother were unable to nurse them. The product aimed to provide necessary nutrition for the infants boomed with success.(Nestlé.com).



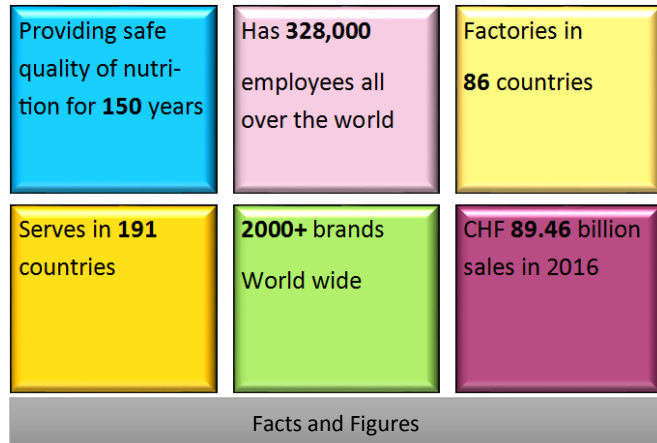
In 1905, the Nestlé Company decided to merge with the Anglo-Swiss Milk Company to grow and enter the consumer market more effectively. From its genesis, nutrition has been the main goal(Nestlé.com).

Nestlé is currently one of the largest companies in the FMCG sector that proudly and successfully operates in 191 countries worldwide. Due to its Promise towards nutrition health and wellness, it has set a different bar in comparison to its competitors in the global market. The product portfolio is quite vast which is over 2000 that covers Baby foods to Bottled water to Coffee, Dairy, Cereal, Culinary, etc(Nestlé.com).

2.3 Nestlé Bangladesh Limited

Nestlé has its operations across the globe and has divided them into 3 major regions: i) AMS (Brazil, Canada, Chile, Mexico etc), ii) EMENA (Italy, Israel, Middle east etc), and iii) AOA Regions (Asia, Oceania and Africa). (Nestlé S.A., n.d.) .

NBL is a public limited company but it is non-traded and have internal stakeholders. NBL started its operations formally in 1994 with one factory in Sreepur, which is an industrial area in Gazipur 55km north of Dhaka. The first product that was made formally was Nespray that was later on followed by Blue Cross Condensed milk.



Nestlé Bangladesh had a joint venture of 60-40 between Nestlé S.A and the Transcom Ltd. During the year, 1998 Transcom sold the 40% share that they held and NBL became a 100 percent owned body of the Nestlé S.A. It started of its journey to become pioneers in the field of Nutrition, Health and Wellness termed as NHW in Bangladesh also keeping the profit and growth in the spotlight.

The Corporate head office of NBL was initially at Motijheel but with time as operations grew larger so did the number of employees and task pressure, so they accommodated into a new place at Tejgaon. It is presently located at Nippon Bottola, Gulshan-Tejgaon link road at the 4th, 5th and 6th floor of the marvelous building named “Ninakabbo” which is deemed as a Modern Office with all the high tech facilities and securities that one could ask for.



2.4 Mission

Nestlé's previous mission was to be the world's leading nutrition health and Wellness Company but now it has shifted to enhancing quality of life and contributing to a healthier future. NBL has integrated this part into their own mission as well that goes with the Nestlé's promise of "Good Food, Good Life" with the delivery of nutritious food with a vast and diverse range of choices.



2.5 Vision

Nestlé thrives to be the leading, competitive NHW Company that can keep up with the expectations of the consumers, suppliers, stakeholders, contribute to the society, and help it to grow better and healthier.

2.6 Range of Products

Nestlé has a wide range of products that exceeds over 200. Each brand is catered to each individual targeted groups with diversity. Currently Nestlé has covered almost of the food and beverage category throughout the world. (Mohajan, 2015).

Global Products of Nestlé:

Baby Foods:



Instant food:



Cereals:



Culinary, Chilled and Frozen Food:



Bottled Water:



Drinks:



Coffee:



Chocolate:



Healthcare Products:



Desserts:



Pet Care Products:



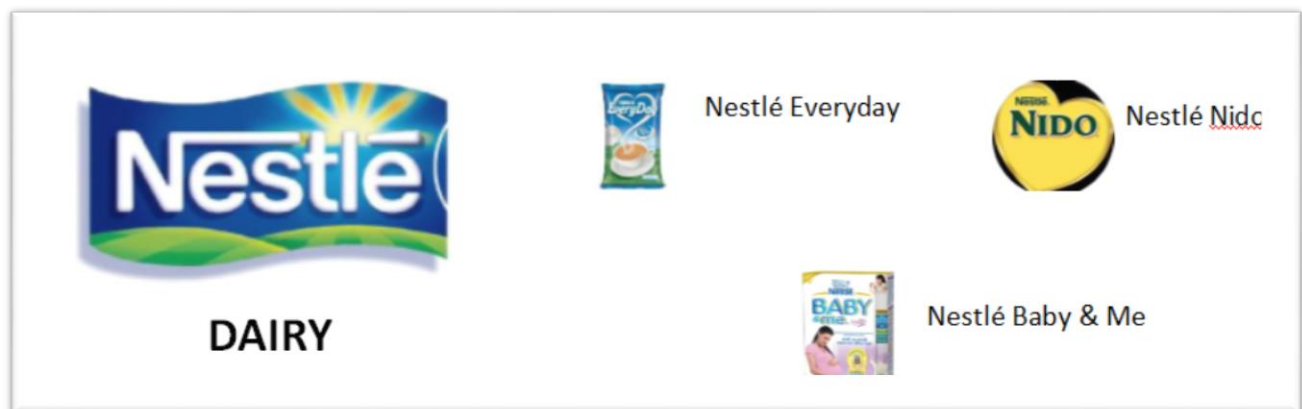
Sports Nutrition and Weight Mangement:



These were some of the well renowned global brand across various countries. Even though the global brand range is large, the numbers of brands in Bangladesh is quite less and is eventually growing with time.

Products of (NBL):

Recently the products that are being catered by NBL in the market can be divided into 5 major r. Each category have a subset of brands that are found in the market. A glimpse of the products are shared below:





Nestlé NAN



Nestlé Cerelac



Nestlé Lactogen



Cullinary



2 Minute Noddles



Healthy Soup



Shaad e Magic



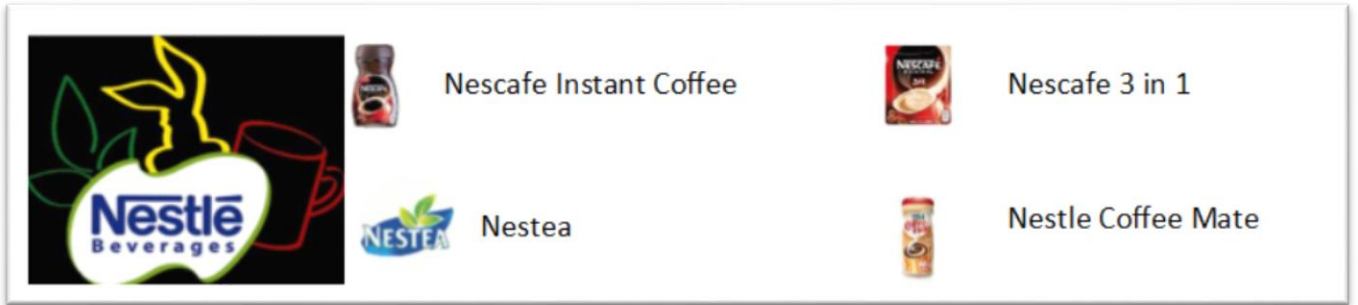
Nestlé Koko Krunch



Nestlé Milo Cereal



Nestlé Corn Flakes



A timeline of the products of NBL is shared below as well:



1994



1996

1997



1998



2000

2002

2003

2007



2011

2012

2013

2016

2.7 Management



Nestlé has a group of Board of Directors who is led by the chairman Paul Bulcke. The executive board takes care to the daily management issues. Each of the board of directors manage various regions of the scattered business. There are 14 board of directors who are managing various zones as divided by Nestlé. Mark Schneider is the current CEO.

2.9 Functions of NBL



NBL is currently guided and headed by the French managing director, Mr. Stephane Norde who have been with Nestlé for about 25 years, there are ten core functions that maintains the workflow at NBL, a summary of these functions are shared below.

General Management (GMTG):The General management team is the core and the root function from where all sorts of major decisions and operational strategies are made after which the rest of the functions follows those command and instructions as their baselines. The GMTG is comprised of the MANCOMS.

Manufacturing (MFG):The activities that are factory oriented, revolves around manufacturing and this team handles all sorts of operational activities required for production.

Sales (Sales):The main game changer that helps Nestlé to shine and outclass itself against its fellow competitors in the market is the Sales team. A lot depends on the workforce and energy

of the sales team. Their dedication helps the company to generate revenue and ensure long-term market sustenance.

Marketing (MKTG):The marketing team is one of the major functions that works for visibility of the brands and pushes brand image amongst the consumers and helps to cut out the basic clutters in the market and ensure its brands to be on the top. They work alongside Sales team.

Nutrition (NN):The nutrition team deals with sensitive products that are wholly nutrition based, such as baby foods, infant formula, fortified milk etc. They work round the clock to ensure better product and help to increase awareness regarding infant nutrition issues from time to time.

Nestlé Professionals (NP):The teams works for institutional sales and works day and night to make Nestlé preferred brand by the people that they would go for even outside their homes.

Supply Chain (SC):The Supply chain is a very important function that deals with procurements, packaging, and delivery of the finished goods. They also take care of inventory management. They are the ones that take care of the entire value chain process.

Finance & Control (F&C):This function makes sure the company is fully functional with compliance and making a stand by following global standards to stand out in the market locally as well as internationally. They make sure that the compliance are maintained and that the profit/loss margins are well calculated and taken care of. They forecast new patterns, which enables the company to grow further.

Human Resources (HR):The HR is mainly responsible for hiring, head hunting, managing people. They are also engaged in employee development and constantly coming up with ideas to motivate the employees. They believe that people are the best assets hence they tend to improve that and create a powerful and diversified workforce.

Corporate Affairs:The relations of local and foreign institution, the internal and external stakeholders are managed by these functions. They also uphold the corporate image of



Nestléand works for CSV. They are in charge of dealing the matters related to CSR and public and corporate affairs.

Each of their directors who collectively forms the MANCOM body dictates these functions and the managing director, Mr. Stephane Norde, heads them. They all report to the chairperson of the board, which is Mr. Latifur Rahman. The Chairman recently left the position and the post of Chairman is yet to be filled.

Each function has different integral part within the departments that contributes to the overall functionality. For instance, CA&C has public affairs, company security, corporate affairs and corporate communication integrated into it.



CHAPTER 3: CA&C



3.1 Role of CA&C



The prime functionality of CAC revolves around upholding the corporate brand and reputation of Nestlé's whole. It focuses on the yearly goals and targets they fix. The main ambition is to provide "Good Food, Good Life" a promise that must be kept at all cost. They tend to communicate their purpose and values based on this promise. Recently the motto of Nestlé has been changed to "Enhancing Quality of life and Contributing to a healthier future." which was communicated by CA&C internally amongst its employees. The CA&C team looks out for the issues related to public affair, CSV, corporate affairs and communications. They are also responsible for the management of stakeholders, distribution of gifts, and dispatching beneficial communications for the company.

3.2 Goal of CA&C

When the quality or standard comes in question, NBL never tends to compromise on that and maintains communication standards and guidelines as per the Nestlé Global.

Priorities of CA&C):

- Strengthening credibility
- Promoting "Enhancing Quality of Life And Contributing to a healthier future" internally and externally
- Engaging with the stakeholder and keeping them updated from time to time.
- To be one of the top pioneers in CSV.
- Abiding by the global standards of communication process.
- Passionate team players.
- Creating a Credible Corporate Image



- Maintaining liaison with foreign ambassadors

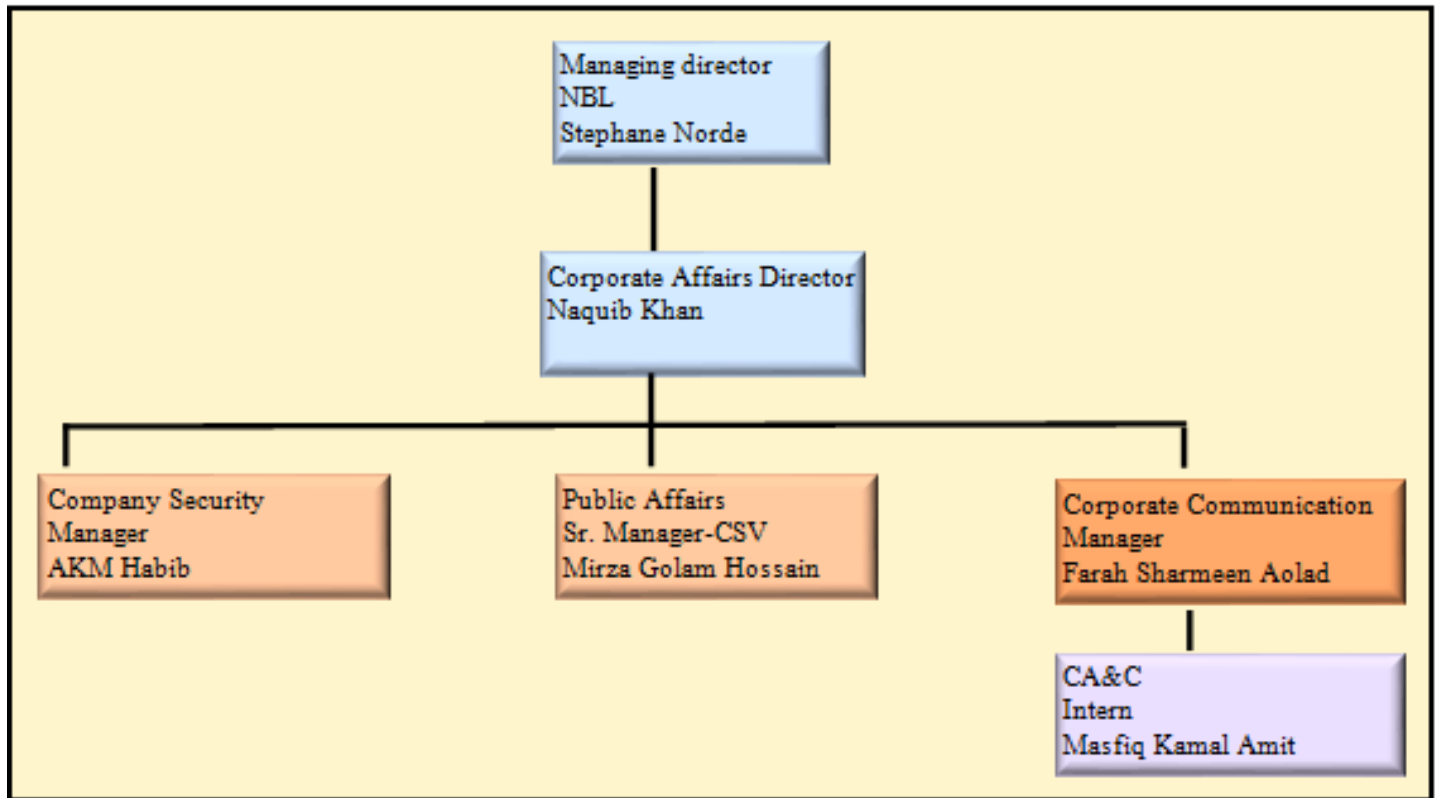
The CA&C at NBL also deals with various media communications such as follows:

- Press release materials
- Advertisements for corporate purpose
- Battling bad consumer reaction from market
- Various types of communications that are made internally
- Addressing question that are entitled to the corporate brand.
- Communication during any sort of company crisis.
- Security issues of the Company
- Facts and figures of CSV
- Communicating with foreign delegates, ambassadors, local/international representatives etc.

The work type of the department is generally very sensitive and can affect the corporate brand and the company significantly. For this reason, the department works closely with the Managing Director of NBL and follows up with country director at a regular basis. In fact, the only medium for processing information and circulate it through internal website to Nestlé Global is the Corporate Affairs and Communications department

CA&C is relatively a very small department comprising of four permanent employees and two interns, the organogram of CA&C is shared as follows:





CHAPTER 4: JOB



4.1 Description of the Job

Being an intern at CA&C function of NBL, it has allowed me to grasp the means and effectiveness of the value of communication. I was involved in various works as shared by my linemanager. I had to schedule meeting, draft the important mails and letter, and keep records and logs of items and various documents. I had to share various material related to security as well which allowed me an insight of the company security as well. I had a chance to get myself introduced with the members from other departments as well which was very enlightening. I had to cooperate with people from other departments, mostly seniors regarding any materials from our end. I have attained wisdom on how to align activities as per deadlines and meet them. Netiquette is one of the things I learned very properly.

I have also prepared the CWDP SOP for Nestlé Bangladesh Limited, which is a complete guideline for all sorts of corporate communication, who is to do what, who is to communicate and what not, what are the principles, which documents to follow, etc. This required me to do an in-depth research on related documents of Nestlé. I had to help my line manager with CSV activities and ideas from time to time, which also allowed me to explore possibilities. I had a complete exposure of the corporate culture, which I was unaware of and had experienced for the first time. I worked on a project based on the newly aligned global purpose and value of Nestlé recently. I drafted many CSV plans and went through many facts and figures to make them stand. I was also responsible for creating a corporate database for NBL.

Besides all these activities, a part of my daily activity is to monitor the media and report them to the MANCOMs, this allowed me to grasp and get a hold of all the recent happening locally as well as internationally.



Technical Skills

As a CA&C intern the first thing that I had to open in the morning was MS Outlook and Google Chrome for media monitoring. I had to use the basic MS software such as Excel and Word. I learnt about MS Publisher after joining at NBL, which is used for publication purpose and is quite the software to getting things done. I felt the knack of improving my technical skills as I saw my fellow colleagues who are way ahead of me in this regard. I had to improve my skills to get ahead of others. One of the things I did from time to time was edit pictures and make very important changes in them, I had to blur out, add effects, hide unwanted materials from picture, which increased my prior editing skills. I took aid from various online sites, which are designed for various special purposes like these. I also had to use one drive, office 365 that is a collaboration platform of Nestlé. I also used SharePoint team sites. One of the important things I came across was the NEST, an intranet that had immense information about Nestlé and it helped me as portal to a great deal of knowledge and easy means of access to it.



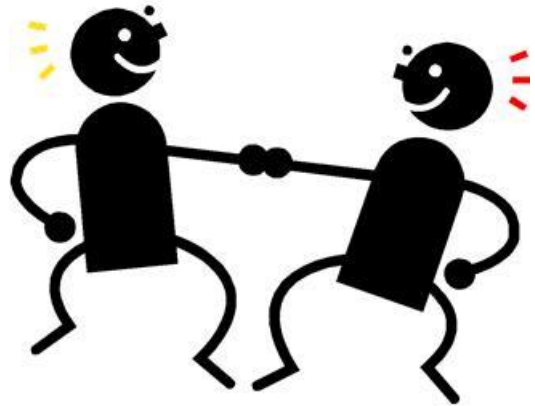
Analytical skills



I continuously had to monitor the media and keep an eye out for important news. I had to make the call to discards a news or to accept it. Analyzing a contents and making the right call is something that I developed over the past few month of my internship here at NBL. I had to make the decision whether the contents were valid or just clutter. Most of my task involved some independent decisions that I had to take on my own.

Communication Skills

Most of the work in fact a vital part of it relates to communicating with people and getting the work done. Following up is quite essential in this line of work. During my initial period of internship I wasn't quite sure how I would address queries and point out my lapse of understanding some specific issues but as times passed by it allowed me to get over it and develop good communication skills and helped me to relay myself better to people. It helped to talk to people from interns to MANCOMs very sincerely and allowed me to politely get the job done by the people. A kind gesture can go a long way is also something that I learned along the path. Understanding amongst the team members is quite crucial, once developed it cannot be broken and I as solid as iron. It allowed me to strive further and figure out what I want and how I want it. I learned to talk to people in a much freer manner but then again respecting their morals, point of view and maintain a good level of politeness. As much as talking is important so is listening which helps to avoid unnecessary miscommunications and can go a long way to avoid unnecessary hassles.



The overall internship journey had a great impact on the way I think, communicate and respond to situations. It gave me a basic idea of how tough corporate life can be and what are the challenges of it and how much the people around us matter. A good team can contribute to long-term healthy relationship and make great outcomes for the company.

4.2 Specific responsibilities

As a CA&C intern I had some fixed duties, which are as follow:

- Media Monitoring
- CSV activities
- Logs and records
- NBL Books
- Goodies for the stakeholders
- Media house visits
- Dispatching books and calendars
- Newsletter (Nestalk)
- Annual Report
- Corporate photos
- Dealing with external guests
- Creating Articles for website
- Report for CSR-Centre on behalf of Nestlé
- CV Filtering
- Corporate Database
- Dealing with Agency

These were some of my specific activities that I had to carry out throughout my time at NBL.

4.3 Difficulties and Challenges

NBL is literally the first corporate place that I have worked in and it was a new as well as exciting adventure for me. There were various issues I was unaware of, many things I had yet to learn but the people at Nestlé was quite welcoming and treated me with utmost respect and



generosity. The Respect and courage I got from one of the senior most employees at Nestlé was beyond words. It took some time, but slowly but surely, I got the hang of it and started making new friends irrespective of age and departments. NBL helped me to get a overall idea about how MNCs function and what cultural practices they tend to follow.

4.4 The working environment

I was lucky enough to be working at the CA&C team of NBL. I was constantly under the supervision and expert guidance from Farah Sharmeen Aolad, Corporate Communication Manager, Nestlé Bangladesh Limited. I initiated my chapter with Nestlé on 1st December, 2016 with a lot of energy and excitement. It is not every day that you get to experience an internship at a MNC. I had a great orientation session wherein I somewhat understood how friendly and cooperative the employees are. Everybody was willing to help and guide me through my initial time at NBL. I had many queries and doubts but the Nestlé family was welcoming enough to guide and support me throughout the journey. My team member was very welcoming and greeted me with a very amazing energy. They were very positive and delightful to have me onboard.

4.5 Observation

The overall environment was great. I learnt that matters could be resolved without creating a scene or using bad attitudes. There are many things to communication that can make things very easy for us. Each of the individuals at NBL understands this very well and are very good at it. They are very aware of the person they are speaking to. The environment is very friendly but not sloppy. It has a family yet work life feeling to it.



CHAPTER 5:

BRANDING PROJECT

OVERVIEW



5.1 Project

The project rotated around the concept of internally branding a function within the company itself. This project is one of its kind and had not been undertaken by any of the other Nestléregions. NBL would be the first one to initiate such a plan. The idea is to generate as much as clarity and transparency amongst the internal employees regarding CA&C so that all them are aligned with a common goal in hand which is to meet the Goal of Nestlé.



The entire project was a much-needed scenario for a long time. Many in the organization are not sure or in the dark about what CA&C is really about. This projects aims to rectify that issue and meet its necessary goals to establish proper clarity regarding what CA&C is for amongst the employees working at NBL.

5.2 Reason for Launching Project



The CA&C is one of the newest departments or functions in the country, although it is globally known throughout the developed countries. This function has been recently growing into Bangladesh for the past decade and has been taking its shape slowly but surely in the corporate realm of this country. CA&C is a new concept for our country. Most of the corporates does the work but are still unaware of a different function like CA&C. Some are aware but do not maintain a different function for it or fails to see its need of singularity.

These impact has also been here at one of the most prominent MNCs globally, NBL. It is also observed in the neighboring Nestlé Headquarters. In addition, it has taken a toll on our employees internally. Many employees at NBL are not sure what CA&C represents or what they actually do. It has been happening for a long time now. Many of the new joiners believe it to be a part of HR or Management function, but fact is it is a completely solo function operating in its own grids and boundaries.

Sales, Marketing, Finance and all the other departments are highly appreciated for the work they do and the way they do it. Most of us know how the process takes place, but when CA&C comes in light most of us are not sure about its actions, procedures, and what they do.

To disseminate the problem and enlighten the employees and to give them an idea and overall description of what we do and how we do it, this project has been planned. The planning has been formally done and is waiting to be executed.

5.3 Execution

NBL aims to launch this project after Ramadan. As for the execution, there has been a lot of drafted plan. I alongside my line manager and fellow team members at CA&C brainstormed and came up with various ideas to make this project stand out and ensure a 100% success. We aim to reap the benefits from the execution of this project.

The entire execution process is roughly based on the following points:

Pre Event Activities: Before the main event which is the roadshow we aim to create a constant hype 2/3 weeks prior to the main event, knocking people and letting them know about what's coming up ahead, posting banners and flyers in the 3 different floors, leaving sticky notes on desks and following up with our senior colleagues.



Internal Roadshow: The internal roadshow is to be carried out at the NBL HO. It will take place on the three different floors targeted to different group of functions as per the designated



floors. The internal roadshow will be comprised of short presentations, video reactions regarding CA&C, talks on what and how CA&C contributes that will be conducted by the corporate communication manager and director of CA&C. We will be sharing facts and figures and how much cost cutting has been done due to the presence of CA&C. The main achievements and contributions will be highlighted. We will re-introduce each of the employees

about what they do and how much weight they carry for the company.

Post Event Activities: There will be activities after the session as well. We will leave Thank you mails, cards on their desk with bullet point regarding whom to contact in case of any problem they face that CA&C usually handles.

A similar session will also be later on carried out at the NBL factory at Gazipur. These are the preliminary plans for now and with this level of execution, we plan to remove the curtain on CA&C and establish complete clarity amongst the employees internally. If required more activities will pop up in the future.



5.4 Interview with Corporate Communication Manager, NBL



What is the main Purpose?

Ans: The main Purpose of branding CA&C is to have a clear overview about what it does and what it stands for and how that affects Nestlé. For a company to be fully efficient, it is required to be fully aware of what we do and how we do it.

Branding CA&C can help this process a long way.

How will you be executing it?

Ans: We will be having internal roadshow, presentations, and pre and post event surveys.

When will the roadshow take place?

Ans: We are planning to execute the roadshow post Ramadan.

What is the Expected Outcome of this initiative?

Ans: With this initiative, we the CA&C team expect:

- other functions to have a better idea about our focus area
- understand the parameters and set expectation accordingly
- realize the process of workflow and time duration required for the same

Have any other region done this?

Ans: No other region has taken an initiative like this before. NBL will be the first one to initiate this sort of internal branding of a function, as the function is very new in the company in a structured manner.

What is your take on CA&C in Bangladesh?

Ans: It is fairly a new function in the corporate world but the type of job this function is expected to perform is not new. Therefore, opportunities are many but the depth of professionalism is yet to standardize in our country.

How is CA&C for a career option?

Ans: It is interesting and everyday it as a new fold, as in it offers something new to deal with. One need to cope with the variety of the job that this role requires to perform. As a career, if someone is comfortable with the variety of work/ responsibility with good communication skill and a depth of knowledge in the business/ industry, he or she can have a great career in the area.

Conclusion:

NBL is one of the leading MNC's in Bangladesh and it has a large scale of operation not just in Bangladesh but worldwide. A lot of factors comes in play to make this global giant move and meet the results on a daily basis. Each and every initiative taken towards development is another step to save millions and make millions in terms of profit. The step that NBL have taken towards branding its own function within the company would not only enrich the internal culture but rather it would be an exemplary work for the rest of the MNCs and local companies working here as well as the companies that are functioning abroad.

The efficiency of the team is beyond leaps and bounds and are making the impossible possible. It is through their effort the company had evaded various unwanted situations and thrived to a better future. In this new era of competition the very little changes and initiatives within the company contributes immensely to the overall output. Although there are multiple barriers and obstructions in the path but with this project, it is believed that CA&C will take a new turn and flourish further within the company and its employees.



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Appendix:

