

Internship Report

A Study of B2B Responses on Nestlé
Professional Products



United International University
QUEST FOR EXCELLENCE

A Study of B2B Reponses on Nestlé Professional Products

Prepared For

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Letter of Transmittal

20th April, 2019

Dr. Khandoker Mahmudur Rahman
Associate Professor
School of Business and Economics
United International University

Subject: **Submission of the Internship Report**

Dear Sir:

I would like to submit my internship report titled “A Study of B2B Responses on Nestlé Professional Products”, which has been prepared as a requirement for the completion of the BBA Program of United International University.

Nestle is a worldwide renowned name in the Fast-Moving Consumer Goods (FMCG) industry, especially in food & beverage sector. The company has been working to ensure nutrition, health and wellness for more than 150 years, operating in 189 countries. In Bangladesh, Nestle started its journey back in 1998. Now, Nestle has a factory in Bangladesh.

While working on the report, I have tried to follow each and every guideline that you have advised. It has been a very enlightening experience to work in this new venture and I have thoroughly enjoyed my internship period at Nestle.

Sincerely,

Mujtaba Shafqat Rahman

ID- 111 151 029

School of Business & Economics
United International University

ACKNOWLEDGEMENT

I would like to thank the internship Supervisor, Dr. Khandoker Mahmudur Rahman who has helped me in every step of my internship. I am very much grateful to MD. Alal Hossain Dhali for giving me the opportunity to complete my internship at Nestle Professional. I am sure that their dynamic managerial activities will give inspiration to anybody to build one's career properly.

I also want to thank Mr. Mohammad Masum Uddin Khan, (Country Business Manager, Nestle Professional, Nestle Bangladesh Ltd) for support that I have been provided for preparing my report. I practically work with them, try to share their perception, feelings and on the basis of my realization, I prepared report from my own point of view. Then at last I shall be grateful to those people who read this report and who shall get benefit from this report at present and in future.

DECLARATION

I am Mujtaba Shafqat Rahman, student of School of Business and Economic (Marketing) of United International University, Bangladesh, do hereby declare that the internship Report on “A Study of B2B Responses on Nestlé Professional Products” is an original work and has not been previously submitted for any degree, diploma, title, or recognition.

Mujtaba Shafqat Rahman
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Table of Content

Chapter	Topics	Page No.
	Executive Summary	v
Part A: Internship Experience		
1.1	Organizational Profile	6
1.1	Nestle History	6
1.2	Nestle Vision	7
1.3	Nestle Mission	7
1.4	Nestle Professional's Overview	7
1.5	Nestle Professional's History	7
1.6	Nestle Professional's Goal	7-8
1.7	Nestle Professional's Mission	8
1.8	Nestle Professional's Vision	8
1.9	Nestle Professional's Project	8
1.10	Nestle Professional's Products	8-9
1.11	SWOT Analysis of Nestle Bangladesh Ltd.	9-10
1.12	Five Forces Model Analysis of Nestle Bangladesh Ltd.	10
2	Interns Role and Responsibility	11-12
2.1	Training Journals	12-15
2.2	Workshop Journals	15-16
3	Observations, Recommendations and Conclusion	16
3.1	Observation	16
3.2	Recommendation	16-17
3.3	Conclusion	17
Part B: Project KIOSK		
1	Definition	18
2	Place of establishment	18
3	List of products that are sold	19

Table of Content

Chapter	Topics	Page No.
4	Benefit of KIOSK	19-20
5	KIOSK and social welfare activity	20
6	KIOSK design	20
7	Proposal Letter	21-25
Part C: Research Project		
1	Research Design	26
1.1	Background of the study	26
1.2	Objective of the study	26
1.3	Research Methodology	26-27
1.4	Limitation of the study	27
2	Theoretical Background	28-29
3	Analysis and Findings	30-33
4	Recommendations and Conclusions	34
❖	Appendix	35-36
❖	Questioner	35-36
❖	Reference	37

Executive Summary

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

Nestle Professional in Bangladesh includes out of home consumption solution. So we have “Direct Sales Representative Team” to maintain direct selling and customer service of NESCAFÉ, NESTEA, COFFEEMATE, MAGGI. 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 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 attitude.

Part A: Internship Experience

1. Chapter One: Organization Profile

Nestle is a worldwide renowned name in the Fast-Moving Consumer Goods (FMCG) industry, especially in food & beverage sector. The company has been working to ensure nutrition, health and wellness for more than 150 years, operating in 189 countries. Globally Nestle has a market of \$87+ billion, the highest in Food & Beverage sector. Apart from food, Nestle also has some very prominent fashion brands under its umbrella of offerings. Nestle also has ownership of L'Oreal, GARNIER, THE BODY SHOP, MAYBELLINE, DIESEL, YSL, GIORGIO ARMANI and some other famous brands. Globally, Nestle has more than 100+ brands, 2000+ products, 335,000+ employees, 436 factories in 85 countries.

In Bangladesh, Nestle started its journey back in 1998. Now, Nestle has a factory in Bangladesh. It is situated in Rajendrapur, Gazipur. Globally Nestle is the biggest FMCG Company, but in Bangladesh, it is not that big yet. Currently Nestle Bangladesh is operating with only 12 brands. Nestle Bangladesh is now in market creation phase of its operation. In Bangladesh, Nestle has 3 business functions. These 3 functions generate the revenue for the company. These are Nutrition, Food & Beverage (F&B) and Nestle Professional. Each of the business works in a very distinctive way. Nestle nutrition and F&B are the main contributors of company's earnings.

1.1 Nestle History

The history of Nestle started from as early as 1866. The separate companies from Switzerland formed the ancient company that became today's Nestle. 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 started concurrently in 1866 by Henri Nestle in Vevey,

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

1.2 Nestle Vision

"Nestle aim is to meet consumers' needs on a daily basis by letting 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.

1.3 Nestle Mission

"Good Food, Good Life" – slogan of Nestle. Good Food is the only source of good health for life.

1.4 Nestle Professional's Overview

Nestle Professional is a food service department and a key growth pillars for the Nestle Group. Nestle Professionals focuses on the out-of-home consumptions. This wing has its own products and stock keeping units (SKU's) to cater the out-of-home consumptions of the customers. It has a different set of target market and channels to reach these specific set of customers. Globally, Nestle Professionals account for 55.8% of the total revenues generated by Nestle Global, but this wing contributes only 2.69% of the revenues in Bangladesh since this wing is relatively new in Bangladesh, though it has a huge potential

1.5 Nestle Professional's History

Nestle founded a business division calling Creation of Food Services Strategic Business Division in 2006. To make it more innovative way of catering service to customer, after 3 years, in 2009, it became Nestle Professional.

1.6 Nestle Professional's Goal

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

1.7 Nestle Professional’s Mission

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

1.8 Nestle Professional’s Vision

Nestle 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)

1.9 Nestle Professional’s Project

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

- **Touch & Feel** - Providing services to the customer and consumer with the help of distributors.
- **Perfect Cup** - Perfect cup project is based on customization of taste and preference.
- **AmraKorbo Joy** - This business model is developed by Nestle Professional to penetrate the street channel.
- **Step Up** - Serve premium segment with Nescafe Alegria Machine.
- **Project KIOSK** - Establishing Nestle refreshing center in educational, business based institution.

1.10 Nestle Professional’s Products

Category wise product's brand of Nestle Professional Bangladesh Limited

Product Category	Products Name
Food	Maggi Noodles, Maggi Thai Soup, Maggi Chicken Corn Soup, Maggi Soya Sauce, Maggi Oyster Sauce.

Beverage	Nescafe Vending Premix, NESTEA Lemon Tea, NESTEA Milk Tea, Nescafe Classic, Everyday Milk Powder, Coffee Mate.
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1.11 SWOT Analysis of Nestle Bangladesh Ltd.

Strengths:

1. A portfolio of products which respond to the consumer everyday needs.
2. Strong internal growth and internal importance on innovation.
3. Operational effectiveness makes the company competitive in the market.
4. Organization cultural environment is very strong.

Weakness:

1. Warehouse storage is a problem in Bangladesh.
2. Nestle is less well-known in Bangladesh.
3. Prices of some of the Nestle products are more expensive than its competitors.
4. Less control over raw material prices.

Opportunities

1. Good reputation and well-known brand will leads to customer's loyalty.
2. Products launching with mixing of social and cultural factors by matching the taste of Bangladeshi consumers.
3. Can improve the distribution of Infant Nutrition Products in Bangladesh.
4. Can offer some products to the market at a comparatively lower price so that a larger number of consumers can purchase it.

Threats:

1. Rivals doing more dynamic advertisements and campaigns.
2. Product pricing not like able by many customers.
3. Some local importers have a tendency to sale Nestle products at a comparatively lower price through different corrupt means.

4. Changing economic and political situation which can push the company to change the future predictions and forecasts

1.12 Five Forces Model Analysis of Nestle Bangladesh Ltd.

Supplier Power – Low

Nestle holds a huge purchasing power with more bargaining power. They prefer strong bond with its supplier which make sure quality of products.

Buyer Power – High

Nestle understands the power of customers and has taken exact steps to meet their needs. Nestle is incorporate health and wellness in its products to meet consumers need.

Competitive rivalry – Low

Nestle is a lender in the FMCG Industry. All other companies in FMCG industry spend millions to become visible and more attractive. Companies continue to struggle in order to stay competitive with Nestle and our consumers will continue to enjoy the improving products.

Threat of substitution – High

Nestle is surrounded by the threat of substitute goods as similar products directly compete with Nestle. So competition is very high. Nestle is paying attention on health and wellness for its products to stay competitive in the market.

Threat of new entry – Low

New entrants might capture a small portion of Nestlé's market to stay alive in the market. But, its long history, product quality, consumer satisfaction will allow Nestle to gain a huge share in the market.

2. Chapter Two: Interns Role and Responsibility

To be an intern in Nestle Professional, I had to sit for a written exam and an oral interview. After joining Nestle Professional, I have never felt 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 premium customers and so on. I am practically working and leading a team which is really very aggressive for selling. Basically everybody works 5 days a week, but Nestle Professional's work is 6 days 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 tries to share his experience with us. Comparing to other departments with Nestle, Nestle Professional is totally different. In other departments, one is not that much flexible or independent to control a specified job. But Nestle Professional gives us that real life opportunity which affects our leanings very skillfully. If anybody really wants to learn, this department provides the best opportunity. Mr. Mohammad MasumUddin Khan (Country Business Manager) teaches me to hold the dream till your last breath and how to enjoy the work load amidst immense pressure. To be a professional, he always teaches us these things like

- Nestle Professional Bangladesh Business Update.
- How to find out the Market potential.
- Data Management of Machine and Outlet.
- Ensuring the productivity of the DSR.
- Market Route Plan.
- Negotiation Skill.
- Customer Survey.
- Planning Ahead.

Each Intern of NP has to control at least 1 distribution point. He is the in-charge personnel of Nestle Professional for that distribution. He possesses the full authority to

run the distribution. Each intern has one line manager to whom he reports. All the permanent position holders of NP must take at least 2 interns under his mentorship. NP's interns perform tasks equivalent to the duties of a Trainee officer of F&B/Nestle Nutrition.

My task is, in every aspect of this project, to ensure its growth. Especially I am assigned to look after the sales and marketing part of the Nescafe Coffee Vending Machine to the targeted market. So, I have to ensure route plan for my team and explore the ideas to make more awareness and visibility of this exclusive brand. In that case, I suggested different branding policies like, activation programs and campaigns that took place in this short time run of Step-Up project. Also collaboration with different banks and renowned companies, this project aims to reach the higher end customers in Bangladesh.

My job responsibilities as an Intern, Nestle Professional, are the following-

- Monitoring and Managing a distribution point named Oasis Marketing International as a Nestle personnel to execute the project activities.
- Ensuring Sales, Marketing and Branding for the offerings of Nestle Professional.
- Maintaining a good relationship with the distributor and expanding his business based on the four projects of Nestle Professional.
- Achieving the primary and secondary sales target both in sales value and in units of specified Stock Keeping Unit (SKUs).
- Reporting the progress of Step Up project and calculating sales weekly, monthly, quarterly and half-yearly.

2.1 Training Journal

I had to attend the training sessions organized by the Human Resources (HR) Department of Nestle Bangladesh Limited, where I was provided with a brief idea about the culture, norms, values and operations of this multinational company.

i. Orientation to Nestle Global and Nestle Bangladesh Limited:

All the new joiners were oriented and briefed about Nestle Global and Nestle Bangladesh Limited. It included how Nestle operates its business, short description about the function of each department, business units and their functions, contribution of each units, market size, product and offerings etc., both in global and the local perspective which was followed by the Floor Visit where we were introduced and got the opportunity to meet the employees of every department.

ii. Training Session on Legal Aspects of Nestle Bangladesh Limited:

Nestle, as an international organization which focuses on Good Food, Good Life, strictly abides by the international and local codes in every aspect of their business operation. We were strictly instructed to follow some certain WHO codes and Local codes in our respective departments and were provided with a legal handbook.

iii. Training Session on Safety:

Nestle Bangladesh focuses on its employees' safety. We were instructed to follow certain safety measures in our day to day work and were instructed how to act in case of emergencies.

iv. Training Session on Code of Conducts and Organization Culture:

In this session, we were given a clear set of code of conducts that we must follow and we were given a brief idea about the organization culture of Nestle Bangladesh Limited.

v. Training Session on Creating Shared Value (CSV):

Nestle recognizes the importance of the Corporate Social Responsibilities (CSR) and try to emphasis this aspect by maintaining Creating Shared Value (CSV) instead, in every possible function of its business operation.

vi. Training Session on Quality Management System:

Nestle has been recognized as one of the best organizations worldwide in terms of its quality management. It has its own quality management system, Nestle Quality Management System (NQMS), which has been praised highly by the consumers' association of different countries. Besides, Nestle is ISO 14001 certified. It does not compromise with their quality, since it is their point of difference over the competitors.

vii. Training Session on Effective Communication and Negotiation:

A training session was conducted by the HR department of Nestle Bangladesh Limited where we were given a clear insight and suggestions for effective communication. Besides, we were given real-life examples and some do's and don'ts for enhancing negotiation skills.

viii. Training Session on Distribution Point Management:

Since the interns in the Nestle Professionals Department act as an in-charge of a specific distribution point, the training session was very important for us. We were provided with a brief idea about how our sales targets are assigned, how to distribute them to the Direct Sales Representatives (DSRs) and the Service Engineers. Besides, we were trained how to manage the sales force to achieve our assigned sales target both in value and units. We were also trained about the primary and secondary sales target. After the session, we were exposed to some common problems that the interns face in the distribution centers. We were given some clear guidelines regarding those issues and how to manage situations.

ix. Training Session on Event Management:

There is a dedicated distribution point named Ramian, located in House Building Uttara, responsible for event management. This distribution point gets a huge target by the management to serve in different events, mainly by setting up kiosks. We were trained about the basics of getting into an event. We were also taught about financial dealings with the event organizers and we were instructed how flexible we can be in terms of negotiation upon approval of our respective line managers.

x. Training Session on Kiosk Management:

We were discussed about the details of setting-up and managing a kiosk. We were given some specific criteria to evaluate the possibilities of setting up a kiosk in an area. We also visited some kiosks practically to get the first-hand experience.

2.2 Workshop Journal

i. Workshop on Project GASTRONOMY

Project Gastronomy focuses on out-of-home food consumption. Its SKUs are- Maggi Thai, Chicken and Vegetable Instant Soup Sachet (25g) and Maggi 2-minute Noodles. Besides, some new products are soon to be launched in the market targeting the Quick Service Restaurants (QSRs) and Full-Service Restaurants (FSRs). This project has been facing some rigorous challenges. After the project briefing, we had an assessment on our learning's of the project.

ii. Workshop on Project Touch & Feel

The project 'Touch & Feel' focuses on the regular vending machines and their products called vending premixes. The machines are of two options- HOT and COLD.

iii. Workshop on Project PERFECT PORTFOLIO

Perfect Portfolio is the project that focuses on a perfect cup for everyone. The target market for this project is mainly Quick Service Restaurants (QSRs), Full Service Restaurants (FSRs) and Business & Institutions (B&Is).

iv. Workshop on Project AmraKorbo Joy (AKJ)

The project AKJ focuses on creating the idea of entrepreneurship which can be of great value to the society as well as creating brand awareness and availability.

v. Workshop on Project Step-Up

Step-Up focuses on the premium segment of the market with its offering of Nescafe Alegria Machine and Aroma Locked Canister (ALC).

Chapter Three: Observations, Recommendations and Conclusion.

3.1 Observation

My observations during my internship experience are listed below-

- I had a lot of training sessions before my assignment to my department. But I observed that the idea I got in the trainings are strictly followed in each project and activity by the department.
- Nestle focuses on quality which is their main competitive advantage. It never compromises with the quality regardless the price and cost.
- It has a friendly and co-operative culture and all employees treat each other with mutual respect.
- Managing the sales force effectively guarantees the achievement of the sales target of Nestle products.
- Employee motivation system like sales incentive, bonus, rewards etc. plays a vital role in managing the sales force.
- The weekly meeting creates a bonding among the employees and everybody gets a clear view of what management desires from them. Everyone also gets the information needed. It helps a great deal when it comes to execution of the plan.
- Since our offerings are mostly B2B, the customers take their time and think much before making the purchase decision.
- I learnt a lot working on planning and executing the campaign. I got a clear idea on how the campaigns are planned and managed.

3.2 Recommendations:

Nestle 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. Joining Nestle Professional Team and becoming a part of "Step Up" team was challenging for me as this is not a matured business like "Perfect Cup" or "Touch & feel". So, I had to look all the things from the scratch and had to develop a structure that will help to make it a structured business. So, 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 meet them. In that case, we found that many companies are giving gifts to our targeted customer. Therefore, we targeted them too and we got bulk amount of order from them. For example, pharmaceuticals company and banks. I am lucky to work with Nestle Professional where I can explore my knowledge and my thoughts.

3.3 Conclusion

Working in Nestle Bangladesh Ltd. was one of the greatest opportunities I ever have. I was exposed to the corporate environment. I was lucky to observe the way of working in an MNC. Which was ultimately boost up my confidence and increase my desire for learning new things. Working with bunch of talented people really developed my understandings, and made me matured. Following orders, managing my time and resources actually helped me prepared myself for my future carrier.

Part B: KIOSK Projects

1 Definition:

KIOSK is a temporary or permanent based booth, which is used for promoting products of a particular brand in an educational and business based institutions.

Nestlé KIOSK is a coffee refreshing center based booth where food and beverage of Nestlé based products are sold at a price friendly rate.

2 Place of establishment:

When we place KIOSK at an institution we provide them with these facilities,

- I. Institutional authority will give a place (6' X 6' X 9') sft space at your premises to Nestlé Professional to cater our world renowned brands of Nestlé Professional for a fixed period of time under certain terms and conditions. On behalf of Nestlé Professional will be assigned to do the job.
- II. Nestlé Professional would provide the authority's 10% share of the revenue from sales of beverage from the designated booth on a monthly basis or 50% profit will equally share monthly in return of your assistance.
- III. Nestlé Professional will appoint the required number of manpower to run the entire service. The duty of the people assigned by the product and service provider will include: sell & serve within the office boundary, clean the adjacent area etc.
- IV. Staff, visitors, students will buy beverage items from the Nestlé Professional kiosk.
- V. Maintenance of food hygiene is the duty of the assigned Nestlé Professional product and service provider.
- VI. Nestlé Professional will install required number of vending machines and other accessories required to run the operation smoothly.
- VII. The price of the beverage items will be set in accordance with the active consent of three parties: Nestlé Professional, "Authorities of the institution and

Distribution House. However, this price may vary according to the change of the price of raw materials with active consent of the parties mentioned above.

- VIII. Within the code & limits of Institution& Nestlé Professional, will allow Nestlé Professional to brand certain portions of the designated area. This will allow Nestlé Professional to communicate the unique propositions and exact food/nutrition values of Nestlé Professional products to the individuals who will visit the institution.

3 List of products that are sold in KIOSK:

The list of products that are sold in KIOSK are given below with the price list,

i) Type	Food Item		Price
Beverage (Regular)	Hot	NESCAFÉ Regular - Coffee	20
		NESTEA Lemon Tea – Instant Tea	15
		NESTEA Milk Tea – Instant Tea	15
	Cold	NESCAFÉ Frappe - Coffee	40
		NESTEA Iced Tea - Tea	30
Beverage (premium)	Hot	Espresso	30
		Lungo	50
		Americano	60
		Cappuccino	90
		Latte Macchiato	80
Food		Maggi Noodles (Masala)	25
		Maggi soup (thai/chicken & corn)	20

4 Benefits of KIOSK:

Benefits for the Institution:

- i. A joint collaboration with the institution and Nestle
- ii. Gaining revenue from the sales
- iii. Getting an opportunity to provide nutritional food value to the individual personal of the institution

Benefits for the Nestle:

- i. We are able to provide nutritional food value to the individual.
- ii. We are able to place direct B2B relation.

5 KIOSK and Social welfare activates:

Nestle Professional hire unemployed people to work in the KIOSK as an operator. We train those individual to work as an operator. By this Nestle is contributing to the society.

6 Design of KIOSK:



VIEW ONE



VIEW TWO



VIEW THREE



7 Proposal letter of KIOSK:

Bangladesh University of Professional:

Nestlé Bangladesh Limited

NINAKABBO, Level 4
227/A, Tejgaon Gulshan Link Road
Tejgaon Industrial Area
Dhaka 1208, Bangladesh

TEL +880 96 09609222
FAX +880 2 9896570

YOUR REF.		OUR REF.			
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Dear Concerned,

This is indeed an immense pleasure to introduce ourselves as a world no 1 brand **NESCAFE** Coffee beverage solution provider in your esteemed organization. **Nestlé Professional, Nestle Bangladesh Ltd.** would like to take this opportunity to introduce Nescafe Beverage system to your students, teachers, staff & visitor of **‘Bangladesh University of Professionals’** with its world renowned brands enriched with nutritional values. We have carefully chosen healthy and nutritious recipe suitable to ensure healthy and productive life along with unparalleled taste. We would like to offer you a **3C solution- cost effectiveness, convenience and control** - at your fingertips.

Benefits

- Unique machines, ensuring highest degree of quality, taste and hygiene.
- Time saving & Convenient –serving at the push of a button. (15 Seconds / cup).
- The world’s no. 1 coffee brand – Nescafé and Nestea
- Nescafé Premix – having a perfect ratio of coffee, sugar and creamer, especially manufactured by Nestlé for these vending Machines only.
- Built in counters for keeping better track of consumption through digital display
- No more risk of pilferage.
- No more headaches of inventory control, viz : sugar, milk, coffee, tea etc...
- An efficient and reliable after sales service through a dedicated network of Nestlé professional’s distributors and their service Team.

Beverages / Food are as follows:

- i. NESCAFÉ Coffee – Hot**
- ii. NESCAFÉ frappe – Cold**
- iii. NESTEA – Hot (Lemon tea)**
- iv. NESTEA – Cold (Iced Tea)**
- v. Milk Tea - Hot**
- vi. Espresso**
- vii. Lungo**
- viii. Americano**
- ix. Cappuccino**
- x. Latte Macchiato**
- xi.**
- xii. Maggi Noodles (Masala)**
- xiii. Maggi Soup(Thai, Chicken Corn)**

However, the range of offering may vary with the inclusion/deletion of new brands/products/recipe. This will be notified earlier to all concerns.

Products – Regular price

ii) Type		Food Item	Price
Beverage (Regular)	Hot	NESCAFÉ Regular - Coffee	20
		NESTEA Lemon Tea – Instant Tea	15
	Cold	NESCAFÉ Frappe - Coffee	40
		NESTEA Iced Tea - Tea	30
Beverage (premium)	Hot	Espresso	30
		Lungo	50
		Americano	60
		Cappuccino	90
		Latte Macchiato	80
Food		Maggi Noodles (Masala)	25
		Maggi soup (thai/chicken & corn)	20

Prices mentioned above are currently in force & can be changed by Oasis Marketing International with prior intimation to Bangladesh University of Professionals.

Our Offer:

- 1) 'Bangladesh University of Professionals' authority will give a place (6' X 6' X 9') sft space at your premises to Nestlé Professional to cater our world renowned brands of Nestlé Professional for a fixed period of time under certain terms and conditions. On behalf of Nestlé Professional, one of its Franchises "Oasis Marketing International" (Oasis) will be assigned to do the job.
- 2) Oasis would provide the authorities of 'Bangladesh University of Professionals' 10% **share of the revenue** from sales of beverage from the designated booth on a monthly basis or **50% profit will equally share** monthly in return of your assistance.
- 3) Oasis will appoint the required number of manpower to run the entire service. The duty of the people assigned by the product and service provider will include: sell & serve within the office boundary, clean the adjacent area etc.
- 4) 'Bangladesh University of Professionals' Students, Teachers, Staff & Visitors will buy beverage items from the Nestlé Professional kiosk.
- 5) Maintenance of food hygiene is the duty of the assigned Nestlé Professional product and service provider.
- 6) Students, Teacher, Staffs & Visitors of 'Bangladesh University of Professionals' will enjoy the following beverage items from Nestlé Professional:
- 7) Oasis will install required number of vending machines and other accessories required to run the operation smoothly.
- 8) The price of the beverage items will be set in accordance with the active consent of three parties: Nestlé Professional, Bangladesh University of

Professionals and Oasis Marketing International. However, this price may vary according to the change of the price of raw materials with active consent of the parties mentioned above.

- 9) Within the code & limits of Bangladesh University of Professionals & Nestlé Professional, will allow Nestlé Professional to brand certain portions of the designated area. This will allow Nestlé Professional to communicate the unique propositions and exact food/nutrition values of Nestlé Professional products to the Students, Teacher, Staffs, & Visitors.
- 10) The timing of the service will be as per the agreement among the parties mentioned above.

Expectations from ‘Bangladesh University of Professionals’

- 1) ‘Bangladesh University of Professionals’ will provide electrical support to run vending machines and will bear the cost of utility services.
- 2) The authority will allow Nestlé Professional to install its kiosk/booth in a designated place to serve the beverage items.
- 3) The authority will provide identity cards to the employees of Oasis Marketing International to have a free access to the premises.
- 4) This tie up with your organization would be valid for a minimum period of 3 years from date of machine installation & Beverage selling start.
- 5) This tie up will be renewable after the period of 3(three) years.

Prices mentioned above are currently in force & are liable to change and all other taxes & vat excluding the price.

Hoping for a favourable reply & looking forward to a fruitful relationship with your organization.

For further queries please contact the undersigned.

Sincerely yours,

Mujtaba Shafqat Rahman
Nestle Professional



Nestlé Bangladesh Ltd.
Mobile: +8801685375363
E-mail: shafqat.rahman.sr@gmail.com

Part B: Research Project

1. Chapter One: Research Design

1.1 Background of the study:

This internship report has been prepared as a part of Internship course of ULAB School of Business (USB), University of Liberal Arts Bangladesh. The report titled, “**A Study of B2B Responses on Nestle Professional Products**” is being assigned by my supervisor for the completion of the course, 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 limited 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 skilled way is Sales and Distribution Management. Distribution is the method by which the final goods reach to the final customer. The main objective of the internship report is:

- a. To evaluate the factors which are important of Nestle Professional products

1.3 Research Methodology:

A structured self-administered questionnaire was used. The questionnaire was developed in English first, and then translated into Bengali. So the samples we selected we wanted that to be representative. The sample size is 60. Most of them sample were from Dhanmondi location. Samples included male and female but most them were males, age groups were between 18 to 55. To collect data we used random sampling approach. Information and data gathering is the most crucial part of preparing this report. To gather information I have to interview different employees from different organizations. To gather the survey data, lot of consumers were

interviewed. Other organizations employees were the major source of collecting information. Information required for this study is gathered from different sources by using a specific methodology. Practical knowledge is also reflected on this report.

- **Primary data sources –**
 1. Internal documents from distributor.
 2. Observation of the work processes.
 3. All the survey respondents.

- **Secondary Sources –**
 1. Internal and External publication of Nestle Bangladesh Limited.
 2. Collection of information from internet.

1.4 Limitation of the study:

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

- a. This report is prepared based on Nestle Professional function. So it may not provide the overall scenario of Retail Sales and Nutrition function of Nestle Bangladesh Limited.
- b. Time limitation is a big factor. The report has been completed along with regular office work.
- c. It is tough to understand the overall strategy of Nestle Professional in few months.

However, in spite of all of those limitations I tried my level best to come up with the relevant information in order to make the report more informative and analytical. I believe that, the information that I accumulated in this report will be really helpful for any further study regarding this topic.

2. Chapter Two: Theoretical Background

This aims to provide a picture of how relationship quality can influence customer loyalty in the business-to-business (B2B) perspective. We advise relationship quality as a higher creates comprising trust, commitment, satisfaction and service quality. We believe that these scopes of relationship quality can reasonably explain the influence of largely relationship quality on customer loyalty. In addition, this provides more understanding explanations of the influence of relationship quality on customer loyalty through two levels of relationship quality. Relationship quality with employees of the supplier and relationship quality with the supplier itself is one of the factors. Aiming to fully explain the concept of customer loyalty, we follow the composite loyalty approach providing both behavioral aspects purchase intentions and attitudinal loyalty. Papassapa. R., & Miller, K. E. (2006, November 21)

Word of mouth and examine evidence are powerful business-to-business (B2B) marketing tools, with social, mobile, and the stable move to subscription-based business models making support all the more important. To learn how B2B marketing professionals are rising strategies and programs to take on buyers in shaping opinion and feeling about offerings. And learn how believer marketing builds very old relationships that continue even when individuals move from one career opportunity to the next. Referrals deliver higher-quality leads, references help sales close deals, and B2B buyers prefer to engage with peers. Now more than ever, it's time to beef up how you develop and deliver customer testimony in the digital world. Social media, online activity, and the mobile mindset create new opportunities to boost advocates so they can spread your message as they praise your products and capabilities. Designing programs around serving the interests and aspirations of specific advocate types in service to your business goals is the best way to make advocate marketing pay off. Ramos, L. (2015, September28)

With the growth of e-commerce and global competition, business-to-business (B2B) marketers are showing increased interest in the potential of branding, especially at the corporate level. This describes branding in the context of B2B markets, and examines its actual importance to buyers. A review of relevant literature and the development of a theoretical model enable a group analysis of data from a survey of industrial buyers. The analytical analysis examines to whom branding is important, and in what situations. Three clusters of buyers are found: branding friendly, highly tangible, and low interest. The practical implications for managers are explored. Mudambi, S. (2002, February 15)

Long-term branding strategies, brand performance and firm's business performance are found to be positively connected with stock increase. Current brand focus and use of guiding principles can lead to improved business performance. By systematically examining relationships between branding strategy and performance of the global firms, this study adds knowledge to the field of B2B brand research. Kotler, P., & Pfoertsch, W. (2007)

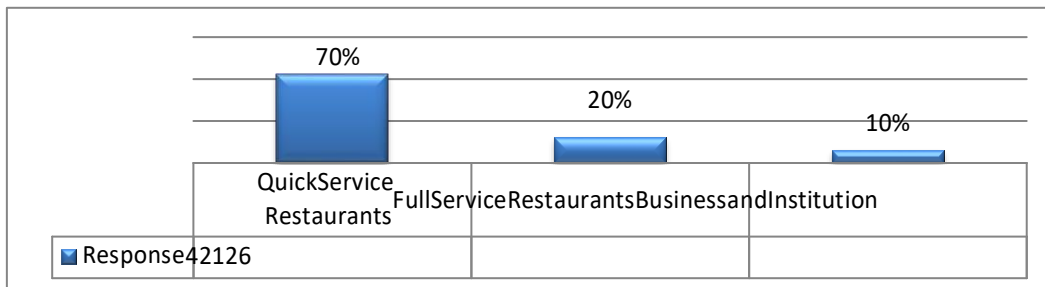
To improve effectiveness and efficiency, business suppliers and customers are exploring different ways to handle their relationships. Closer relationships are driven in part by supply chain management, early supplier involvement, and purchasing alliances. Kotler, P., & Keller, K. L. (2012)

Using the Internet to make easy business-to-business trade promises many benefits, such as remarkable cost reductions and greater access to buyers and sellers. Yet little is known about how B2B e-commerce will developed. The authors argue that changes in the financial services industry over the past two decades provide important clues. For many companies, traditional skills in such areas as product development, manufacturing, and marketing may become relatively less important, while the ability to understand and maximize on market dynamics may become very much more important. R,W.,&D,M. (1970,January01)

3. Chapter Three: Analysis and Findings

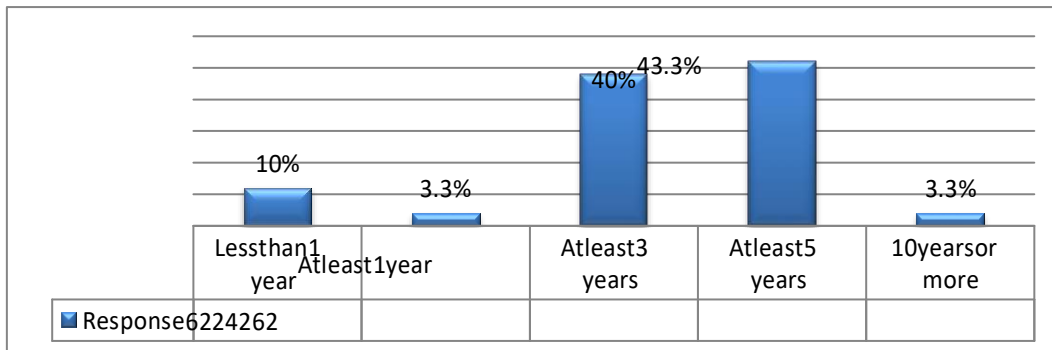
There were eight questions in the questionnaire to follow the B2B responses on Nestle professional products. Then we would find out the condition responses on Nestle professional products

(1) What is your business type?



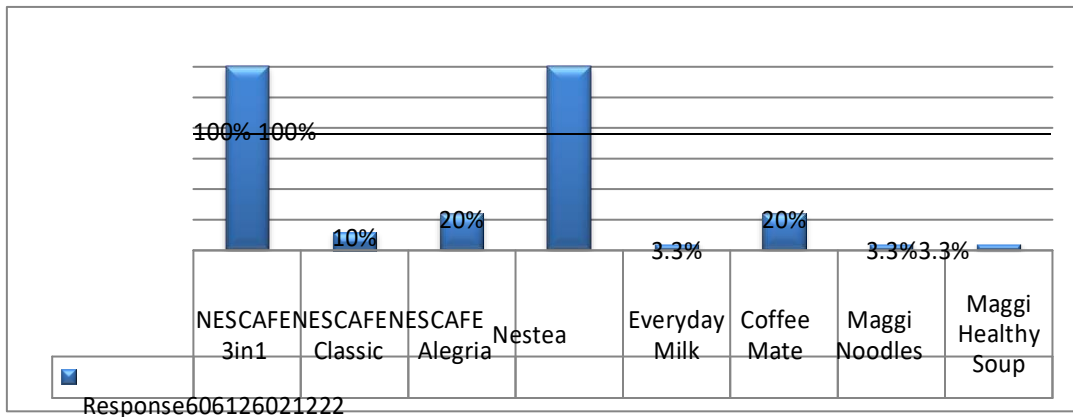
Most of the respondents I survey were Quick Service Restaurant (QSR) as we got 42 of them and they are also most available everywhere like Fast-food shops and small shop. 12 of business responses came from Full Service Restaurants (FSR) which is like BFC and Boomers Cafe. Lastly 6 of respondents came from Business and Institution (B&I) like Hospitals, Hotels and University.

(2) About how many years have you been using our product?



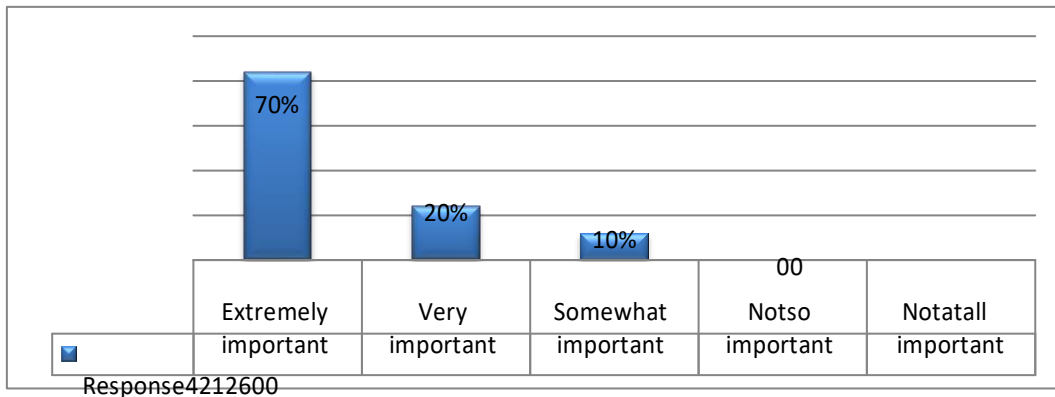
It's been 12 years that my distributor Oasis Marketing International is working with Nestle Bangladesh Ltd. I have tried to capture the real view for the survey so I incorporate respondents that are at least 3 to 5 years of businesses which is around 83.3% of total.

(3) Which of the following products do you use



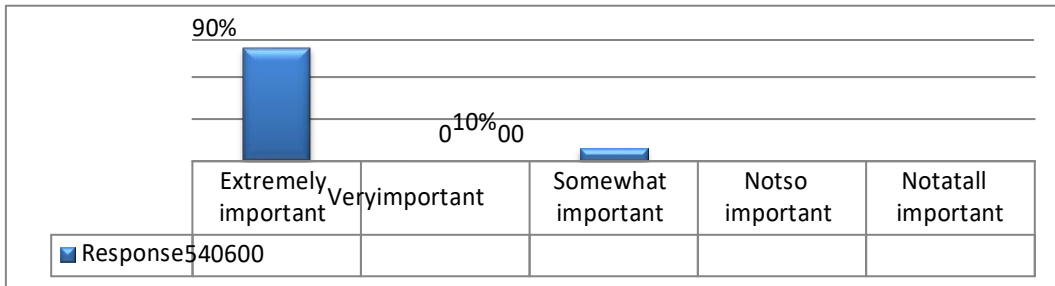
From 60 respondents all of them use NASCAFÉ 3in1 and Nestea which 100% of total respondents. NESCAFÉ Classic, NESCAFÉ Alegria and Coffee Mate are bit slow Stock Keeping Units (SKU's) then NESCAFÉ 3in1 and Nestea but Maggi is most unutilized SKU in Nestle Professional.

(4) How important is our product to you?



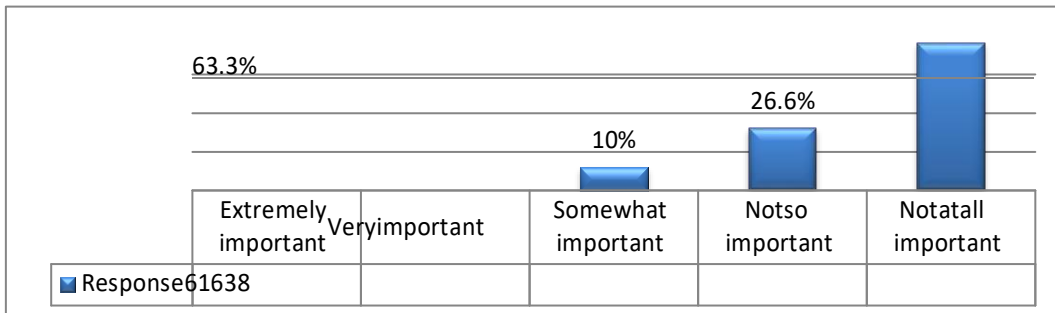
It is clear that Nestle Professional product is important and has great demand on the market. Out of 60 respondents 42 respondents said it is extremely important and everyone said that it is important which makes it 100%.

(5) How important is quality and brand to your business when choosing this type of product?



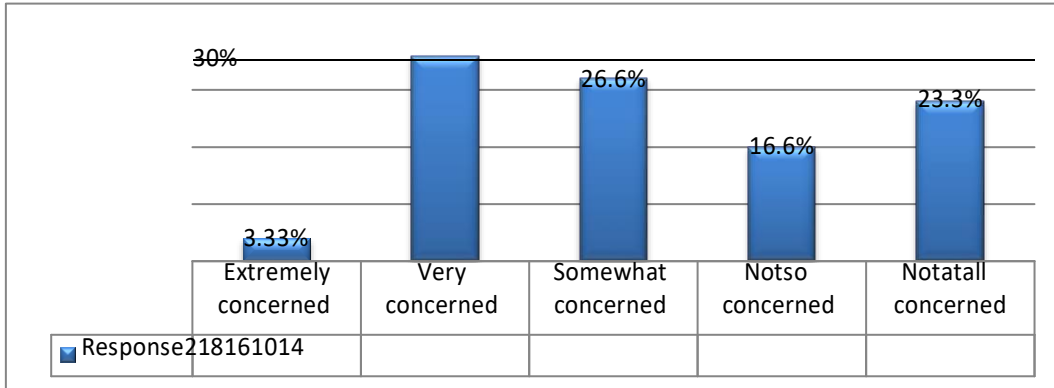
As we can see that respondents are extremely conscious about quality and brand of the product which about 90% respondents agrees that it is extremely important and other 10% respondents said it is important.

(6) How important is price over quality to you when choosing this type of product?



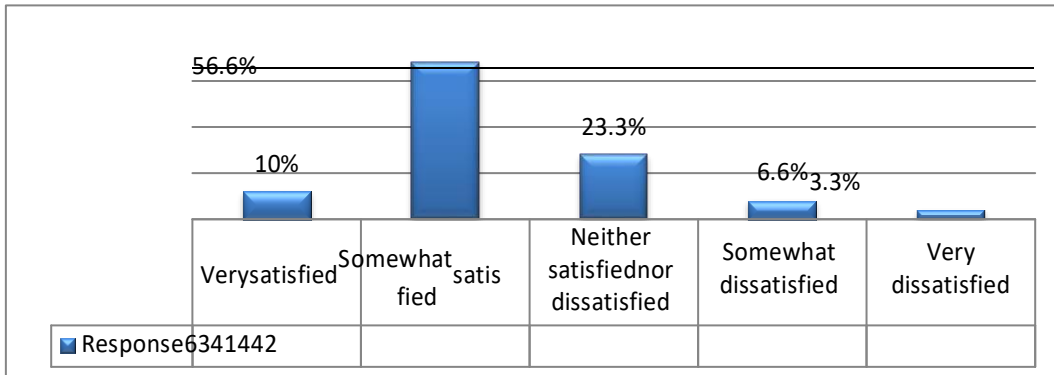
As Nestle is well-known brand in the market and quality of products is higher than any other brands in the market hence price is bit high too and people know it but when it comes to coffee NESCAFE it is the best choice. We see the same in the result on the graph 100% respondents goes for quality over price.

(7) How concerned about your problems were the Service Engineers/Direct Service Representatives (DSR) from our company?



In this case, respondents were not so happy with the service given by technical personal and direct service representatives (DSR) which is about 40% and 26.6% are not convinced about the service so near about 67% are not happy with the services.

(8) Overall, are you satisfied or dissatisfied with your experience using our product?



At the end, we have about 66.6% satisfied respondents and 23.3% are satisfied with products but service which is making them unhappy. Lastly about 10% respondents are not happy or dissatisfied which is very alarming for us as we were thinking that our product is best and no one is dissatisfied but this result will make us awake.

4. Chapter Four: Recommendations and Conclusions

Recommendations

Nestle should make all SKUs of product available at Distributor center always, so that they can deliver products to the customer or customer's warehouse as per order and make available and visible to do business. It also increase the customer satisfaction as well as customers demand. As market is so competitive, Nestle should offer their best and unique promotion to the consumer for a specific period of time. In this case they can take promoters, who will be responsible to promote Nestle products as well as will be taken more customer feedback. To handle the Gray market, Nestle should convince the distributors so that they can help their customers to purchase from them and this can applicable for NESCAFE Classic. Here, Nestle can give them trade promotions, incentives, can ensure proper & timely delivery and should maintain a good relationship with the customers to increase sales volume.

Conclusions

Nestle 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.

Appendix

Questionnaire

Dear Sir /Madam,

Nestle Professional is doing a market research project on business responses for their products. We request you to kindly fill the questionnaire below.

Business Name:

Business Location:

Gender:

Age:

1. What is your business type?

Quick Service Restaurants {QSR}
and Institution {B&I}

Full Service Restaurants {FSR}

Business

2. About how many years have you been using the product?

Less than 1 year
10 years or more

At least 1 year

At least 1 year

At least 5 years

3. Which of the following products do you use? (*Check all that apply*)

NESCAFE 3in1
Nestea

NESCAFE Classic

NESCAFE Alegria

Everyday Milk
Maggi Healthy Soup

Coffee Mate

Maggi Noodles

4. How important is our product for your business?

Extremely important

Very important

Somewhat important

Not so

important Not at all important

5. How important is quality and brands to your business when choosing this type of product?

Extremely important Very important Somewhat important Not so important
important Not at all important

6. How important is price over quality to you when choosing this type of product?

Extremely important Very important Somewhat important Not so important
important Not at all important

7. How concerned about your problems were the technical support/direct service representatives (DSR) from our company?

Extremely concerned Very concerned Somewhat concerned Not so concerned
concerned Not at all concerned

8. Overall, are you satisfied or dissatisfied with your experience using our product?

Very satisfied Somewhat satisfied Neither satisfied nor dissatisfied
Somewhat dissatisfied

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