

**An Internship Report**  
**On**  
**Alternative Trade Channels of Nestlé Bangladesh Limited (NBL)**

An Internship Report Presented to The Faculty of Business Administration in Partial Fulfillment of the Requirement for the Degree of Bachelor of Business Administration.

**Submitted To:**

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UNITED INTERNATIONAL UNIVERSITY

**Date of Submission: July 15, 2018**

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*Alternative Trade Channels of Nestlé Bangladesh Limited (NBL)*

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July 15, 2018

**Md. Kaium Hossain**

Assistant Professor

School of Business & Economics

United International University

Madani Avenue, United City.

Subject: **Application for accepting the internship report.**

Respected Sir,

With due respect, **Abdula Al-Taimur**, from **United International University** would like to notify you that, with the grace of Almighty Allah and your kind facilitation I have completed the report as per your instruction to meet my internship requirement.

I would like to show my gratitude to you for providing great opportunity to be familiar with the business research, also to be familiar with formal business report. My great effort has been administrated to make it as comprehensible also useful as I could. Despite my endless endeavor there might be some mistakes in some parts of our report just because I am neophytes in this arena. I fervently request you to look at the mistakes with a generous sight considering my circumstances. The report played a role of my pedant during the work and we learned the way of communication for business purpose, style of communication and most important thing I learned the formulation of a business research report. Besides my academic knowledge, I learned the importance of thinking out of box, reasoning etc. I am very thankful to you for such kind of learning.

Therefore, I, hope that you would be kind enough to accept my report and oblige thereby.

**Yours sincerely,**

Abdula-Al-Taimur

ID: 111 141 158

School of Business & Economics (SoBE).

United International University

## **Certification**

This is to certify that I Abdula-Al-Taimur a bonafied student of Internship course (Course Code: INT 4399) and a student of United International University. The course has commenced on February 2018 and will come to an end in July 2018

I would like state that the report has been formulated solely for academic purpose and no part of this report have been used for any journal publication. Furthermore, no secondary data have been used without any reference.

## Acknowledgment

At first, we want to give thanks to Allah to help us for preparing this report on “*Alternative Trade Channels of Nestlé Bangladesh Limited (NBL)*”. I would like to express my respect and heartiest gratitude to my course instructor course instructor Md. Kaium Hossain of United International University and of course my line manager Sohebur Rahman, Officer-Nestle Professional, Nestle Bangladesh Ltd.; without their valuable advice, support and guidance we would not have been able to prepare this term paper. I would also like to thank each of my colleagues. I have gathered our information through my job responsibilities questionnaire survey, from various websites, which has shown into the reference section.

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## Executive Summary

In the modern era, the human starts his day at 7'o clock in the morning and comes to a conclusion of his daily activity within 10'o clock in the evening. During this 15 hours, people spend most of his time out of the home which means he might have his breakfast and dinner at home, but he/she must get their lunch, evening snack outside their home. This long tiresome journey might put his standard mental capacity in a halt for a couple of times. At this point, he feels the necessity of a cup of coffee for plenty of times. This is how a new concept has been derived which is an alternative trade channel for out of home consumption.

In any society that believes in continuous development and believes human efficiency can play a crucial role. Use of alternative trade channel is viewed as a necessary concept for modern people to ease their effort for relaxation in the ever-changing and competitive business environment. This paper aims to explore how the system of alternative trade channel and its implication could play a useful role in increasing the business size, market share, and consumers. The rapid development of information and communication technology have prompted many people to actively seek for modernization, diversification, and extension of ideas which is pertained to creating of new consumers, and it had been accepted widely that engaging old consumers repeatedly and creating new consumers is very difficult in this modern business world. Exploring new ways to reach consumers and extracting the best output feedback from them is also a tool for long-term branding game plan.



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# Chapter 1: Introduction

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## 1.1 Introduction

Learning is a never-ending process, and whenever it comes to business studies, it becomes a skill. A business student learns all the theories of doing business throughout his/her four years of journey. In the very last stage, an internship becomes a necessity to make the learning of four years successful and comprehensive. In this particular course, a student gets the opportunity of learning the implications of most of the theories and examples he/she has read in her bachelor life. I was a fortunate individual who got the opportunity of getting into Nestle Bangladesh Limited (NBL) as an intern.

It should be noted that NBL is the market leader in the transitional food industry and the most lucrative corporate house in the FMCG industry. Here I have been assigned with one of the most rapidly growing business function Nestle Professional. This business function mainly focuses on out of home consumption and alternative trade channel. To get engaged with consumers in a more sophisticated way, Nestle Professional (NP) ensures the availability of almost all of the NBL products at every possible place he/she visits like the universities, business institutions, restaurants, hospitals even in the street fast food corners. NP logo establishes itself as an agent who is one step ahead of its consumers to reach them. In all over Bangladesh, it operates its business through an established network of its Authorized Distributors. Luckily I was assigned with its 3rd most massive distribution point named Remain Trade and Marketing (RTM) located with all set up at Uttara, Dhaka.



## 1.2 Objective of the Report

Basically, any report has a common ground that is to fulfill the academic requirements but this unique report has so many secondary objectives behind it.

### 1.1.1 Broad Objective

The core objective of this report is to understand and peruse the *Alternative Trade Channels of Nestlé Bangladesh Limited (NBL)*.

### 1.1.2 Specific Objectives

- To comprehend organizational perspective towards it's consumers
- To find the actual scenario of business manager's mind while they do business planning
- To comprehend the actual corporate scenario
- To get acquainted with the corporate culture as well as working procedures of an organizations
- To prepare neophytes for becoming the future corporate leaders with an extraordinary adaptability
- To meet the academic requirement
- To learn how the organizations, maintain their business planning practices
- To what extent organization can adopt external changes
- How the organizations deal with each of its functions

### **1.3 Origin of the Report**

The internship report has been conducted to serve an academic purpose of a private university named United International University, Dhaka, Bangladesh. I, Abdula-Al-Taimur from the Department of Bachelor of Business Administration (B.B.A) from 12<sup>th</sup> trimester was coordinated by **Md. Kaium Hossain** (Assistant Professor at UIU, School of Business & Economics). In context of mine, this is exceedingly biasness free and outcome of my relentless effort. It is comprised of both secondary and primary data. This is because I feel that secondary data give a basis of a proper report and the primary data takes the report one step further for resolving the problem. The research is conducted in May 2018. All the secondary data that have accumulated and cited from different sources has been mentioned in reference part.

### **1.4 Scope of the Study**

The report based on “Alternative Trade Channel; Nestle Bangladesh Ltd”. There are several mainstream questions are available for the survey, therefore, knowledge accumulated from this survey is expected to exhibit the real scenario. I have been able to work with the veteran corporate personnel of Nestle Bangladesh Limited who have continuously supported me by sharing their experiences and guided me to the right path from which I can get the maximum advantage of learning.

### **1.5 Methodology**

#### **1.5.1 Types of Research**

The research is conducted to know the Alternative Trade Channel; Nestle Bangladesh Ltd” in dimension of modernization, diversification and extension.

#### **1.5.2 Type of Data**

The data which has been used in this report is the collaboration of both Primary also secondary data. The secondary data has been used to know the definition, symptoms, reasons derivation of the term Alternative Trade Channel. Per contra, the primary data has been used to be informed regarding the real business planning practices of NBL to be aligned.

### **1.5.3 Sample Size**

The primary data has been fetched from the practical experience of the internship period in Nestle Bangladesh Limited which can be quantified as one.

### **1.5.4 Sampling Technique**

The sample was a probability sample because the population was specified as well as the sample has been taken on the basis of the researchers' expediency.

### **1.5.5 Data Collection**

Primary sample has been collected from the practical experience of the internship period in Nestle Bangladesh Limited with an experiment approach where he was administered with a set of premeditated tasks.

#### **FGD (Focus Group Discussion)**

In this process, I asked several experts of Nestle Bangladesh Limited about their opinions, beliefs and attitudes towards this new trend. I also asked them about the changes previously took place. I also questioned them about the cooperation provided by the management of Nestle Bangladesh Limited regarding their functions.

#### **KII (Key Informant Interface)**

In the method of key information interface, I talked with people of many sectors related to Nestle Bangladesh Limited directly and indirectly. We talked with

- 1. Category Brand Managers of Maggi & Nescafe*
- 2. Marketing & Communication Department*
- 3. Digital Marketing (A new Department created in 2017)*

## 1.6 Limitations of the Study

Though I do have a very relevant and useful topic, I have faced some hindrances during the research. Some of the limitations is as follows.

- I was coordinated by the experts regarding this topic but still I was a neophyte in the industry due to which many things remain beyond my understanding. So, the recommendations might have some error
- I have mastered up information about employees in Bangladesh only, however it
- could be done on whole South Asia Region.
- Involving more associate could be convenient for the sample collection.
- I could have accumulated more samples, but due to the insufficiency of time I could not be able to continue the accumulation after a certain benchmark.

As I was assigned with some full time responsibilities , so I could not do everything only with the purpose of fetching all data. Consequently, I was not able to move numerous places for sample accumulation.



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## Chapter 2: Company Profile

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## 2.1 Nestlé Overview

**Established: 1866**  
**Type: Multinational Corporation**  
**Origin: Switzerland**  
**Geographical Territory: All over the World**

Nestlé is the world's largest food company and the world's largest producer of dairy products. Nestlé is a public limited multinational serving almost half of the surface, in more 86 countries Nestle is serving its shade of employment to 3,30,000+ people with 466 of its factories, moreover they have sales representatives in 70+ countries. It is considered the largest group in terms of sales who is serving the food throughout the world. It is also referred as a market leader because of its wide ranging products, brands and quality. Products for the babies, hygienic bottled water, products related to dairy, ice cream, nutrition products, breakfast cereals, chocolates, items of confectionary as well as massive category of half prepared or cooked foods and products for the pet care etc are the scopes that Nestle has discovered for their specialization. Since it began over 130 years ago, Nestlé's success with product innovations and business acquisitions has turned it into the largest Food Company in the world. Today, Nestlé markets a great number of products, all with one thing in common: the high quality for which Nestlé has become renowned throughout the world The Company's strategy is guided by several fundamental principles. Nestlé's existing products grow through innovation and renovation while maintaining a balance in geographic activities and product lines.

Nestlé is world's biggest company working for the wellness of people, maintaining proper nutrition in food and making healthy food for people. They sell over a billion FMCG units every day, generating sales of some CHF 83.6bn in 118 countries across the world in 2011. Although globally all of its **FMCG** (fast moving consumer goods) competitors have only gained half of the value Nestle currently has on the contrary business expansion is still on the way to become more economically mature in Bangladesh. Equally important that a little while back an organic growth of 40% has been encountered and this positive movement indicates a more stable and consistent business in upcoming years.

Nestlé has initiated operating in Bangladesh in 1994 and established a production unit (Factory) with world class production and packaging facilities, which is located in Shreepur, Gazipur Upazilla. More than 650 people have found a source of employment directly through Nestle Bangladesh. Apart from this nearly 1000 people have been able to gain financial independence by suppliers and distributors concerning to Nestle Bangladesh. Immensely available products in Bangladesh are Maggi Soup, Maggi Noodles, Maggi Shad e Magic (Culinary) ,Nido (Baby Care), Corn Flakes & Koko Crunch (Breakfast Cereals), Munch Rolls, Kitkat (Chocolates), and the most popular Nescafe, Nestea (Beverage) etc. Currently Nestle Bangladesh Ltd is operating with a sustainable business platform. Continuous innovation, focusing on its core competencies and its vow to provide the best and highest quality food to the mass people.

### **Corporate Office**

Nestlé Bangladesh Ltd has its Head Office at Switzerland controlling all the functions of the company. There is a huge number of branch offices all over the world.

**Global Head Office: Vevey, Vaud, Switzerland**

**Bangladesh Head Office: 227/A, Level#4 (Nina Kabbo), Dhaka 1208**

**Phone: 0800-0161271**

**Email: [wecare@bd.nestle](mailto:wecare@bd.nestle)**

## **2.2 History of Nestlé**

Nestlé was founded in 1866 by Henri Nestlé and is today the world's biggest food and beverage corporation. The history of Nestlé got started back in 1866 when for the first time in Europe Anglo-Swiss Condensed Milk Company instituted factory for producing Condensed Milk in Cham. And from then to now today Nestlé is actively dominating the market of world around 140 years. They have expanded around the world and developed a wide range of products designed to suit every taste, need and cultural preference. In these long successful histories key histories are:



1866	<b>Foundation of Anglo-Swiss Condensed Milk Co.</b>
1867	Henri Nestlé's Infant cereal developed
1905	Nestlé and Anglo Swiss Condensed Milk Co. (new name after merger)
1929	Merger with Peter, Cailler, Kohler Chocolats Suisses S.A.
1934	Launch of <i>Milo</i>
1938	Launch of <i>Nescafé</i>
1947	Nestlé Alimentana S.A. (new name after merger with Maggi)
1948	Launch of <i>Nestea</i> and <i>Nesquik</i>
1969	Vittel (initially equity interest only)
1971	Merger with Ursina-Franck
1973	Stouffer's (with <i>Lean Cuisine</i> )
1974	L'Oréal (associate)
1977	Nestlé S.A. (new company name) Alcon (disposed in August 2010)
1981	Galderma (joint venture with L'Oréal - full acquisition announced for 2014)
1985	Carnation (with <i>Coffee-mate</i> and <i>Friskies</i> )
1986	Creation of Nestlé Nespresso S.A. and Herta
1988	Buitoni-Perugina, Rowntree (with <i>KitKat</i> )
1990	Cereal Partners Worldwide (joint venture with General Mills)
1991	Beverage Partners Worldwide (joint venture with Coca-Cola)
1992	Perrier (with <i>Poland Spring</i> )
1993	Creation of Nestlé Sources Internationales (2002: Nestlé Waters)
1997	Creation of Nutrition Strategic Business Division (2006: Nestlé Nutrition)
1998	San Pellegrino and Spillers Petfoods Launch of <i>Nestlé Pure Life</i>
2000	PowerBar (disposal announced for 2014)
2001	Ralston Purina
2002	Schöller, Chef America Dairy Partners Americas (joint venture with Fonterra) Laboratoires innéov (joint venture with L'Oréal)
2003	Mövenpick and Dreyer's
2005	Wagner
2006	Creation of Food Services Strategic Business Division (2009: Nestlé Professional) Lactalis Nestlé Produits Frais (associate) Jenny Craig (disposed in 2013), Uncle Tobys, Delta Ice Cream
2007	Novartis Medical Nutrition, Gerber, Henniez
2008	Ruzanna
2010	Kraft Food's frozen pizza, Waggin Train, Malher, Technocom, Vitaflo
2011	Creation of Nestlé Health Science and Nestlé Institute of Health Sciences Yinlu, Hsu Fu Chi (partnerships) in China
2012	Wyeth Nutrition
2013	Pamlab
2014	Take a look at all our latest news in the Media section

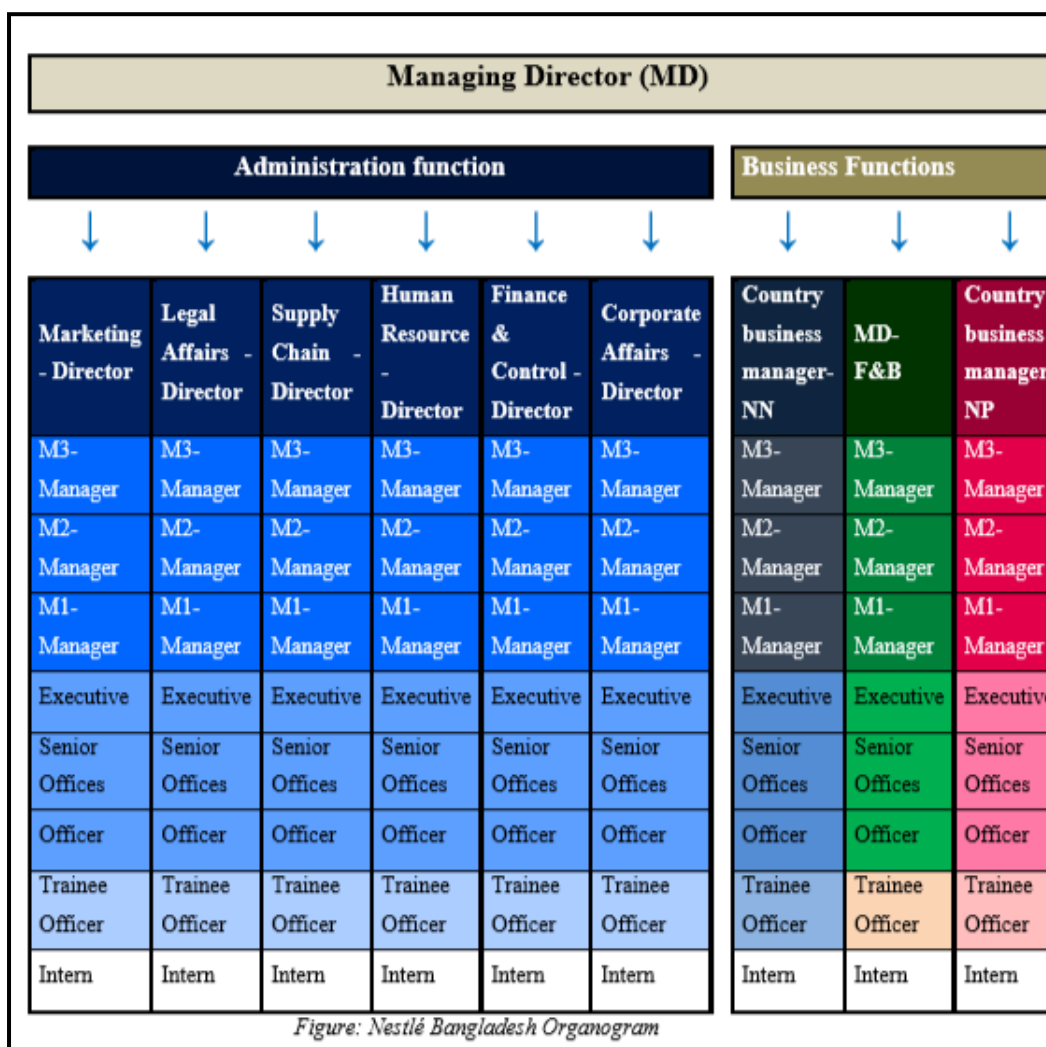
## 2.3 Nestlé’s Mission

Our mission of "Good Food, Good Life" is to serve the customers with the best taste, best quality and a best way to have a choice of having food and beverage from a extensive range of variety.

## 2.4 Nestlé’s Vision & Values

To be a leading, competitive, nutrition, health and wellness company delivering improved shareholder’s value by being a preferred corporate citizen, preferred employer, preferred supplier selling preferred products

## 2.5 Nestlé Bangladesh Organizational Hierarchy



MD (Managing Director) is the sole top authority of Nestlé Bangladesh Limited (*Since NBL is not enlisted in capital market hence there is no CEO position in NBL*). His name is **Depal Abeywickrema**. Besides of being an MD he also looks after the the F&B function as a Country Business Manager.

The very next position to MD is the Directorship. All the three CBMs and department heads are included in this grade. In an all they are called **MANCOM** or **Board of Directors**. The core responsibility of the CBMs is to steer growth for the company, in a result he always keep one pair of additional eyes in sales operation. Additionally all the other departments works to facilitate the smooth sales, sustainable growth and swift operation of the company.

Now the mid level managers are graded as M3 Managers. Category Business Manager, Audit Head, Supply Chain Manager, Senior Vice President of HR are the M3. On the other side of spectrum M2 level includes the brand managers, project champions. The rest part of the organogram executives, senior officers and officers are the 1<sup>st</sup> line managers. Based on the departmental functions the name might vary but the level remain constant for everyone.

In order to get entrance one has to be a Trainee Officer which is the very 1<sup>st</sup> layer of getting permanent jobs.

Another layer which is considered base in NBL is the intern layer. Interns are supervised and guided by the different level permanent employees.

## 2.6 Products

Nestlé's portfolio covers a vast range of food and beverage category – giving consumers healthier and tastier products in a wide range to enjoy at every eating occasion and throughout life's stages including times of special nutritional. They have over 70 brands in 12 categories. All of them are certified from different concerned authorities.



## 2.7 Products Nestlé Bangladesh in Categories

Products Categories	Brands				
Culinary	Maggi noodles Maggi Shad-e-Magic Maggi soup				
Confectionary	Nestlé Munch Rolls				
Breakfast Cereals	Nestlé Koko Crunch Honey Gold Flakes ,Corn Flakes Milo Breakfast cereals (coming soon)				
Dairy	Nido Fortified Nido 2+, Nido 3+				
Baby cereals	Lactogen NAN , Cerelac				
Beverages	Nescafe Nescafe Alegria (Coming soon) Nescafe 3 in 1 , Coffee Mate Nestea (Available to a few exclusive places) Nes-frappe (Available to a few exclusive places)				
Products of Nestlé in Bangladesh Categories	Brands				
Culinary	Maggi noodles Maggi Shad-e-Magic Maggi soup				
Confectionary	Nestlé Munch Rolls				
Breakfast Cereals	Nestlé Koko Crunch Honey Gold Flakes ,Corn Flakes Milo Breakfast cereals (coming soon)				
Dairy	Nido Fortified Nido 2+, Nido 3+				
Baby cereals	Lactogen NAN , NAN 2, Cerelac				
Beverages	Nescafe Nescafe Alegria (Coming soon) Nescafe 3 in 1 , Coffee Mate Nestea (Available to a few exclusive places) Nes-frappe (Available to a few exclusive places)				
SWOT analysis of Nestlé:	<table border="1"> <tr> <td> <b>STRENGTH</b>  <ul style="list-style-type: none"> <li>Market Leadership</li> <li>Diversified portfolio of brands</li> <li>Commitment in research and development</li> </ul> </td> <td> <b>WEAKNESSES</b>  <ul style="list-style-type: none"> <li>Overreliance on the mature market (US) and a small number of distributors</li> </ul> </td> </tr> <tr> <td> <b>OPPORTUNITIES</b>  <ul style="list-style-type: none"> <li>Emerging markets: India and China</li> <li>Increasing demand of healthier variants of chocolates</li> <li>E-commerce</li> </ul> </td> <td> <b>THREATS</b>  <ul style="list-style-type: none"> <li>Loss of competitiveness to rivals that expand into international markets</li> <li>Increasing entries of private labels</li> <li>Rising prices of major raw materials</li> </ul> </td> </tr> </table>	<b>STRENGTH</b> <ul style="list-style-type: none"> <li>Market Leadership</li> <li>Diversified portfolio of brands</li> <li>Commitment in research and development</li> </ul>	<b>WEAKNESSES</b> <ul style="list-style-type: none"> <li>Overreliance on the mature market (US) and a small number of distributors</li> </ul>	<b>OPPORTUNITIES</b> <ul style="list-style-type: none"> <li>Emerging markets: India and China</li> <li>Increasing demand of healthier variants of chocolates</li> <li>E-commerce</li> </ul>	<b>THREATS</b> <ul style="list-style-type: none"> <li>Loss of competitiveness to rivals that expand into international markets</li> <li>Increasing entries of private labels</li> <li>Rising prices of major raw materials</li> </ul>
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## 2.8 Nestlé Professional Overview

Nestlé Professional is such a business function of NBL which deals with serving people's out of home consumption and developing alternative trade channels. It also provides value by providing instant food & beverage solutions in different ways.

My journey in Nestlé Professional began in 18<sup>th</sup> March 2018. I was assigned to report Sohebur Rahman, Officer- Nestlé Professional who also started his professional career with doing internship in Nestlé Professional. At present age Nestlé Professional(NP) is adding up small scale revenue in Bangladesh. Well the other side of the mirror testifies that it is delivering the highest growth like a speediest horse of the race. As we concentrate on out of home consumption so everything people consume beyond the surface of their home is an opportunity for us. Each and every place outside home where people can possibly have food such as streets, educational institutions, resorts, hotels, occasional events, malls, social gatherings, office are the places to implement our business models. In Bangladesh NP is operating with only 7 products with 23 SKUs although NP 1000 products all round planet. Right now we are facing a phase where we still have plenty of opportunities to develop our market. We have devised a unique distribution channel fully dedicated to serve our purpose. In a whole we have 25 distributions points in Bangladesh covering Dhaka, Sylhet, Chittagong region and very recently Khulna has been added to the list. The most popular product of NP is the NESCAFÉ Double Option Vending Machines where NESCAFÉ 3 in 1 coffee premix, NESCAFÉ Jar, Coffee Mate, Everyday Milk Powder, Maggi Soup & Noodles, Nestea are the listed products for NP. No matter where do we find NESCAFÉ vending machine we do know that it's the signature of NP people.

It is currently running four projects that stimulate the out of home consumptions. Considering the socio-cultural shift of making life easier, fast and hassle-free, NP has a huge potential market in near future. In the western countries, NP business function contributes more than 53% of Nestle revenues. In Bangladesh, it is maintaining a rapid growth too.

In order to make the Nestle product ready to consume, more satisfactory and worth to consume by distinctive but convenient food & beverage solution we , the NP team bring the local traditions in a connection with global perceptions and we make it more possible for the customers. we are concerned with following tasks ;

- Build a reliable revenue generating beverage solution
- Expanding and refining smart business solutions partnering with the stakeholders
- Discovering consumption patterns by authentic research
- Inventing cutting-edge beverage solutions, including Nescafé Alegria, Nescafé Milano, Viaggi by NESCAFÉ, NESTEA, Vitality and others      Market positioning, menu creation, promotions and culinary know-how
- Practical and ready-to-use tools in order to better management operations
- Nutrition and healthy menu options, without compromising on taste
- Customized menu and food solutions

To achieve Nestlé ambitious growth targets, we need to develop, train and retain the right people and thus we have a global network of 10 000 passionate and committed professionals ever ready to serve their most demanding customers’ needs.

## 2.9 Nestle Professional’s History

**Established: 2006**

**Function: Out of home consumption**

**Geographical Territory: All over the Bangladesh**

In the year of 2006 a new business was found by Nestlé named *Creation of Food Services Strategic Business Division*. Three years forward, in 2009 it was renamed as Nestlé Professional with an improved purpose and goal

## 2.10 Nestle Professional’s Goal

*“Help our customers grow their businesses with our creative, branded beverage and culinary solutions”*

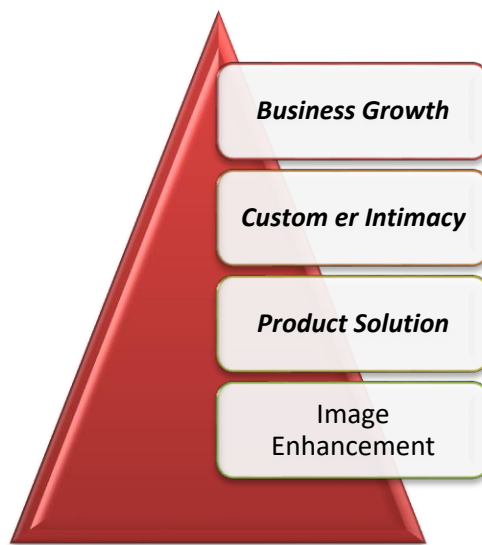
## 2.11 Nestle Professional’s Mission

*“To become an inspiring growth partner that delivers creative, branded food and beverage solutions enabling operators to innovate, and delight their consumers.”*

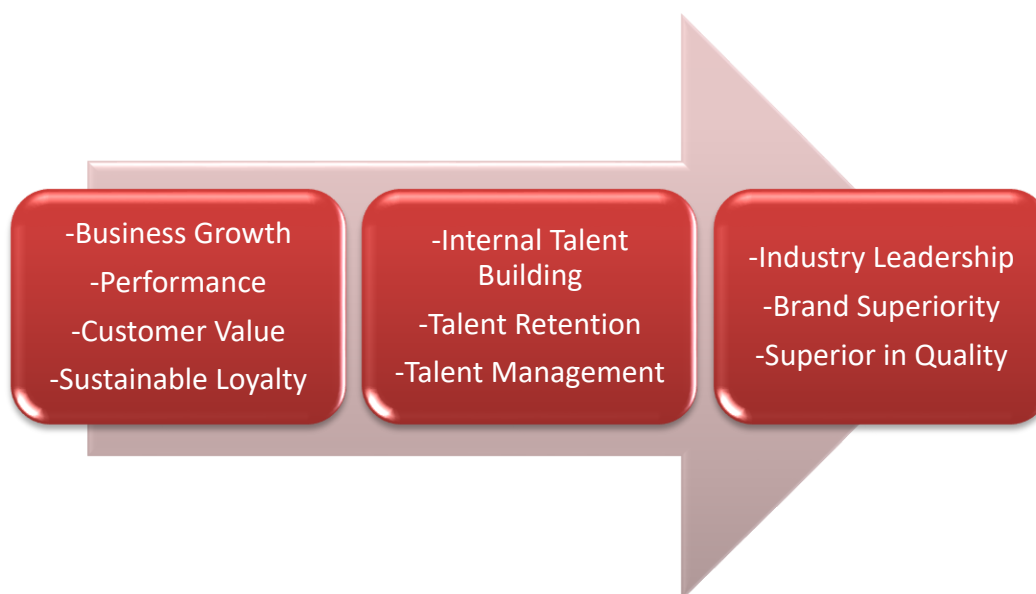
## 2.12 Nestle Professional’s Vision

*“To deliver profitable solutions that enhance customers’ business in a collaborative, innovative environment which showcases our brands, passion, creativity and expertise.”*

## 2.13 Nestle Professional’s Objective

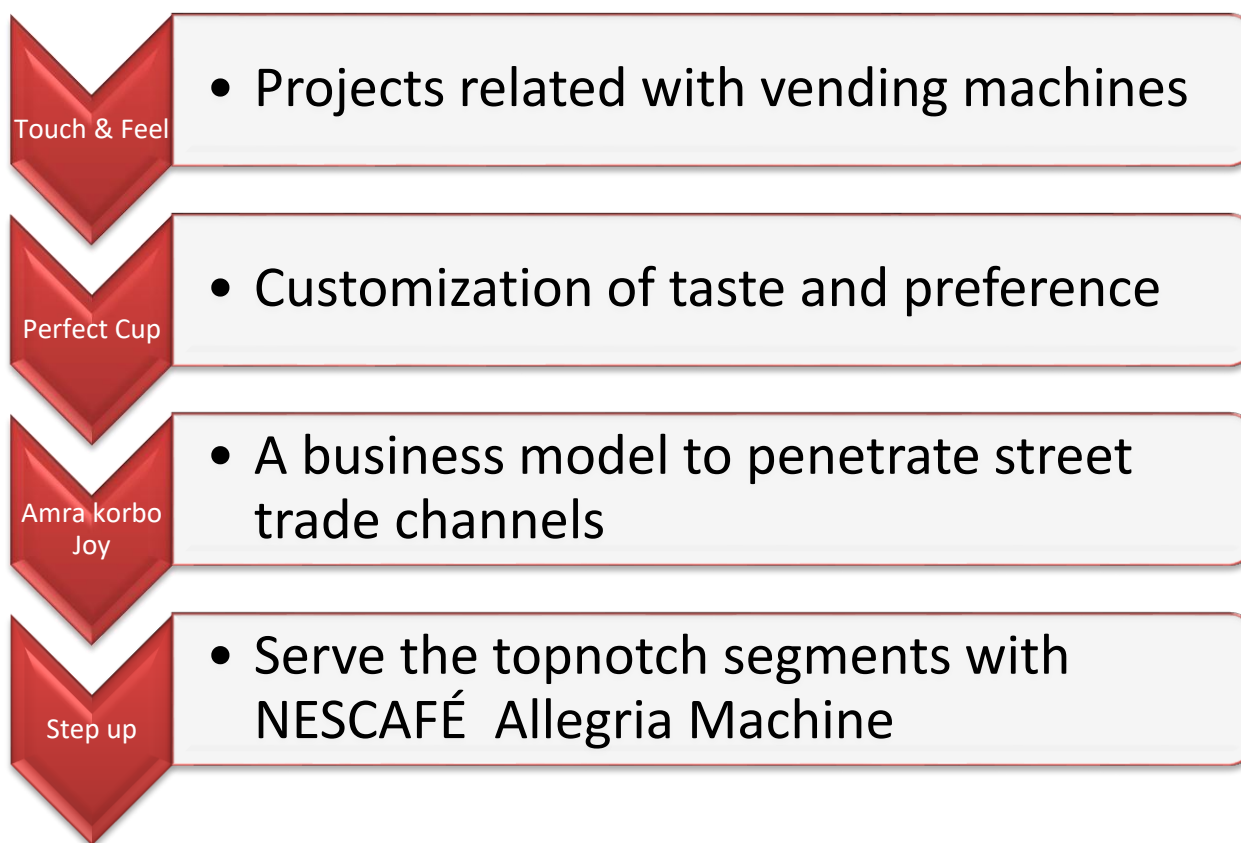


## 2.14 Nestle Professional’s Brand Building





## 2.15 Nestle Professional's Projects



### **Touch and 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. Each Machines have two units- Nescafe and Nestea. Nescafe (Regular) and Lemon Tea are the outputs of HOT option machine. Cold Option Machine produces Frappe and Iced Tea. The machines are being distributed and set-up using one of these three dealings that seems feasible to the outlets- Cash Sell, Free on Rent, Free on Loan. In cases of Free on Rent and Free on Loan, the outlets must deposit a refundable amount (usually BDT 15000) to the distributor. The vending premixes are to be delivered on an order-basis.

**Touch & Feel at a Glance**

	Hot Single option vending machine	Hot Double option vending machine	Cold Double option vending machine
<b>Machines</b>			
<b>Final cups</b>			
			

## Touch & Feel Details



Vending Machine	Price
Double Option (Hot)	26,000/-
Single Option (Hot)	12,000/-

Beverage	Pack Size	Per Unit Cost (TK)	~Cups Per Unit (TK)	Cost Per Cup (tk)
NESCAFÉ Premix	1 kg	500	~70	7.14
NESTEA Lemon	500 g	250	~40	6.25



Title	Specification
Packaged in	Bangladesh
Type of products	Coffee with COFFEE-MATE® and Sugar
Quantity & Cost	1kg 500 BDT
Number of Mugs	70 Mugs
Per cup cost	7.14* BDT
Carton cost	8000 TK



Vending Machine	Price
Double option (Cold)	60,000/-



Beverage	Pack Size	Per Unit Cost (TK)	~Cups Per Unit (TK)	Cost Per Cup (TK)
NESCAFÉ Premix	1 kg	500	~32	15.62
NESTEA Lemon	500 g	250	~22	11.36



Nestea	
Title	Specification
Packaged in	Bangladesh
Type of products	For both 'Iced Tea' and 'Hot Tea'
Quantity & Cost	500g 240* BDT
Number of Mugs	40 Mugs hot and 22 Mug cold*
Per cup cost	6.25 BDT hot and 11.36 BDT cold
Carton size	24 Packs
Carton cost	5760 TK

## Perfect Cup

Where Touch & Feel is focused on regular same- taste coffees and teas, Perfect Portfolio is the project that focuses on a perfect cup for everyone. It focuses on the customization of each cup so that people can enjoy the coffee as they want it to be. The offerings of this project are- Nescafe & Coffee Mates. They are offered in different Stock Keeping Units (SKUs). The target market for this project is mainly Quick Service Restaurants (QSRs), Full Service Restaurants (FSRs) and Business & Institutions (B&Is).

The Stock Keeping Unit (SKU) details of the Perfect Cup Project are the following-

S/N	PRODUCT	SKU	Price
1	Nescafe Classic Jar	200gm	460
2	Nescafe Classic Pouch	200gm	300
3	Nescafe Classic Jar	50gm	153
4	Nescafe Classic Sachet	1.5gm	3.5
5	Coffee mate NDC	35gm	32
6	Coffee mate NDC Pouch	1000gm	465
7	Coffee mate Stick Pack	5gm	3.5

## Amra Korbo 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. The operator here runs an independent business where he recruits a number of sellers and the operator gets the products from distributors and the accessories from Nestle Bangladesh Limited signing a contract



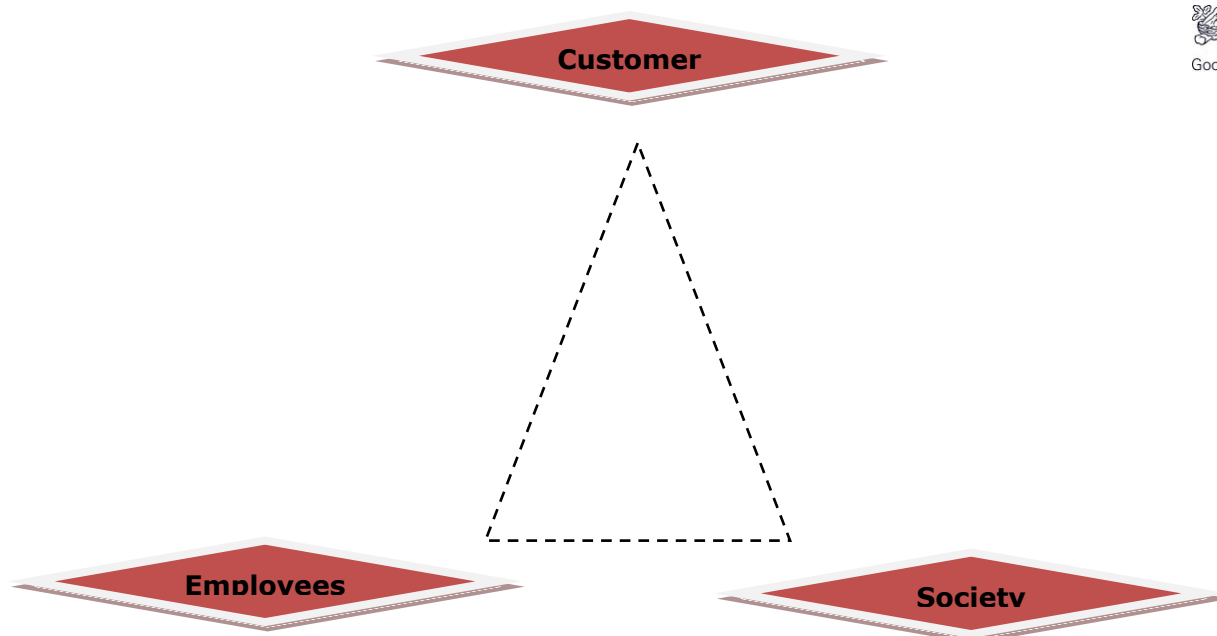
### Cost Analysis

Materials	Price	Source
Nescafe Classic 200gm Pouch Pack	300	Authorized Distribution Point
Coffee Mate 1kg	465	
150 ML Paper Cup 210 pieces (2.60 BDT. Per Piece)	336	
Sugar	105	Outside
Total	1206	
Per Cup Costing (Food Graded Paper Cup)	5.75- 6.00	210 cup Setup

### Profit (Assumed )

		1560 cups/month
Selling Price	15	60 cups/daily
Product Costing	6.0	
Seller's Commission	5.25	8190
Operator's profit	3.75	5850

A business model should consider three party's welfare while doing business. AKJ project is the one that cares about all of party's benefits equally.

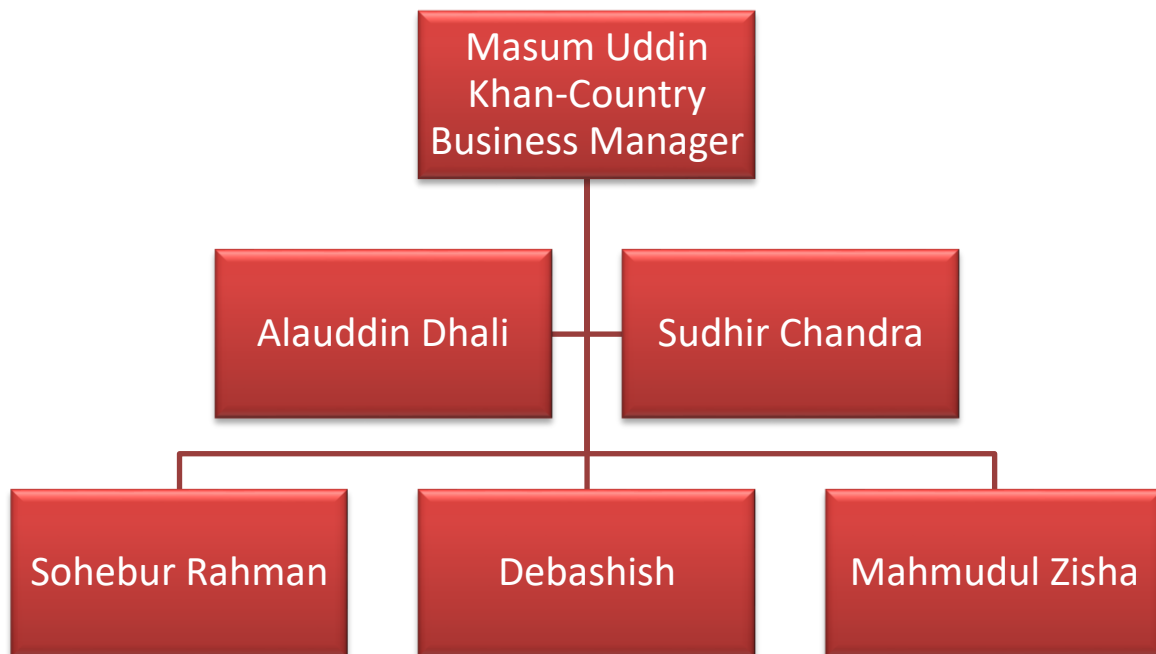


### **Stepup**

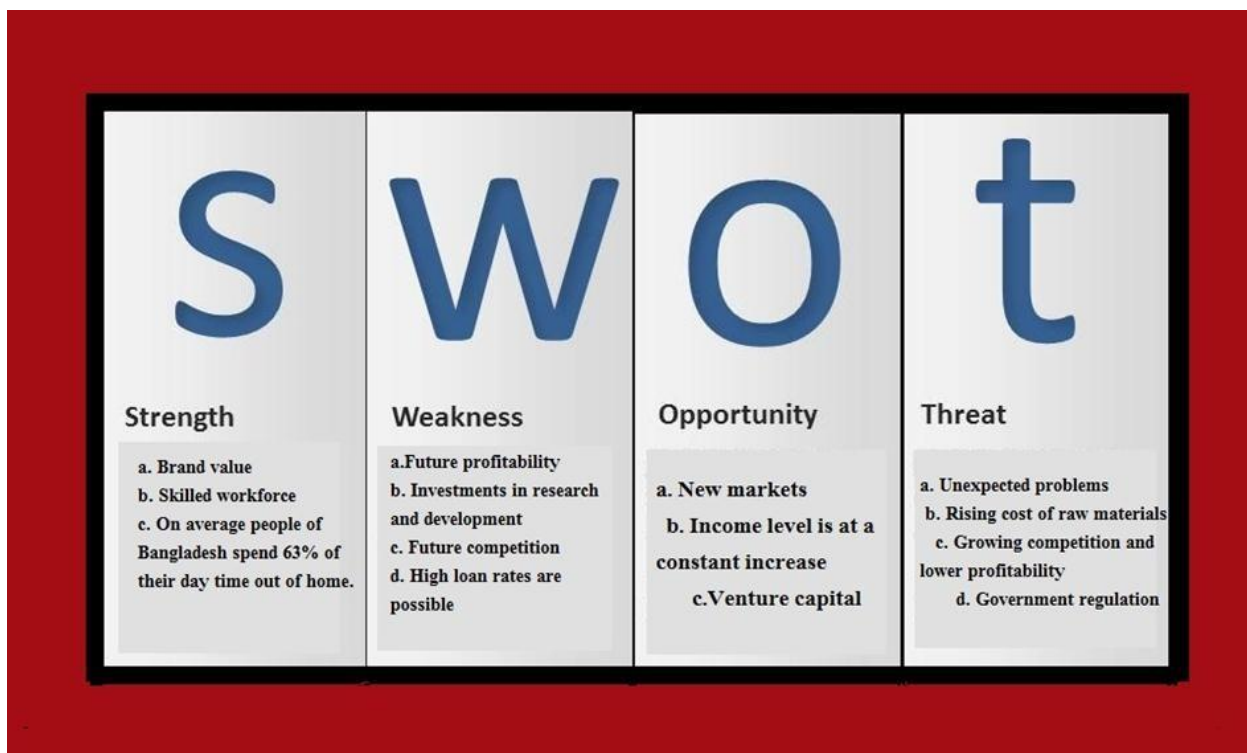
This particular project engages the topnotch customers with a superior offering of coffee. After launching this project company is now targeting the customers based on income segmentation and social segmentation which leads to developing separate offerings and solutions for separate strata of society. For the higher class people NESCAFÉ Alegria A510 has been introduced.

## **2.16 Nestlé Professional's Organogram**

Here all of the interns are allocated to different line managers to whom they report. And the line managers or officer, managers, sr. officers all of them directly report to the country business manager. The CBM directly reports to the concerned MD of Bangladesh as well as the Regional NP head of South Asia.



## 2.17 SWOT Analysis





## 2.18 Nestle Professional's Product

Product name	Price	Image
Single Option Machine (Not available in Nestle Product List now)	Price : 26,000 BDT	
Double Option Machine	Price : 52,000 BDT	
Double Option Cold Machine	Price : 1,20,000 BDT	
Nescafé Classic	Price : 460 BDT	
Coffee Mate	Price : 425 BDT	

<p><b>Nescafé Premix</b></p>	<p>Price :500BDT</p>	
<p><b>Nescafé Premix Classic Bondhu Pack</b></p>	<p>Price : 5.50 BDT</p>	
<p><b>Nestea</b></p>	<p>Price :220BDT</p>	

## 2.19 Nescafe Alegria

With a sophisticated visual sight and an aristocratic design it fits itself in any convenient place like a table, wardrobe ceiling “NESCAFÉ Alegria A510 “. It resembles a symbol of elegance in meeting room, working desk, reception area, private pantry shops. This magnificent machine offers a comprehensive menu of five types of premium coffee beverage which includes espresso, Americano, latte macchiato, Cappuccino and lungo.



Two/ Four Spoon of COFFEE-MATE needed to be add to the cups of Cappuccinos and Lattes. It will create a very pleasurable foam by itself. One can have different type in different times. The general schedule is;

- 9am Americano – Starting the day with spontaneity
- 2pm Espresso – Getting away with the sleeping will
- 4pm Latte Macchiato – Adjunction of work load
- 7pm Cappuccino - A complete taste of dinner

### **Espresso**

**It might be small, but it certainly packs a punch. The espresso is famed among coffee drinkers as a fast-acting “pick me up”. It has a superb full-bodied flavor and rich aroma of our unique coffee blend.**



### **Lungo**

**A smooth and rich black cup, which is easy to drink, with a natural harmony between the flavors of Arabica with a touch of Robusta beans for balance. It is a great pleasure for coffee lovers.**

### **Americano**

**An Americano is ideal for those who like black coffee but not too strong. With its authentic flavors and smooth aromas it is ideal to start the working day or to keep everyone going all day long.**





serving suggestion

### **Cappuccino**

**Perfect if one's looking for a treat with a boost. NESCAFÉ ALEGRIA coffee will give one a sublime, frothy Cappuccino with rich**

**aromas and flavors of the exquisite coffee blend aromatic and full bodied.**

### **Latte Macchiato**

**A deliciously well-rounded, frothy Latte showing off its perfect layers in every cup. A enchanting, milky coffee, sure to please with its milder coffee notes, a perfect combination for those who search for a gentle boost.**





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## Chapter 3: Analysis & Findings

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### 3.1 Internship Experience

I had to give a written exam and an oral interview for this internship opportunity. After joining Nestlé Professional I have never feel that I am doing my internship, it seems like a permanent role where I have got adequate training and trained under some extra-ordinary leaders. Usually the working day is 5days in a week for everyone butt Nestlé Professional's work is 6days in a week. Every Sunday, the Country Business Manager 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 as 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 helps you to influence other's life very skillfully. I have been lucky enough to get very remarkable training sessions from e renowned leader of FMCG industry CBM of Nestlé Professional Mohammad Masum Uddin Khan. Some of his great teachings are;

- Business update of NP in Bangladesh
- Ways of detecting the Market Opportunities & Potentiality
- A systematic sales data management
- How to get the job done by others
- Effective people management
- Route to Market plan
- Analyzing feasibility of a particular business models
- Negotiating with different stakeholders
- Selling ownself to the top management
- Identifying consumer mindset
- Developing different channels
- Maintenance of compliance issues

In every weekly meeting he has something new to guide, mentor and lead to the correct path.

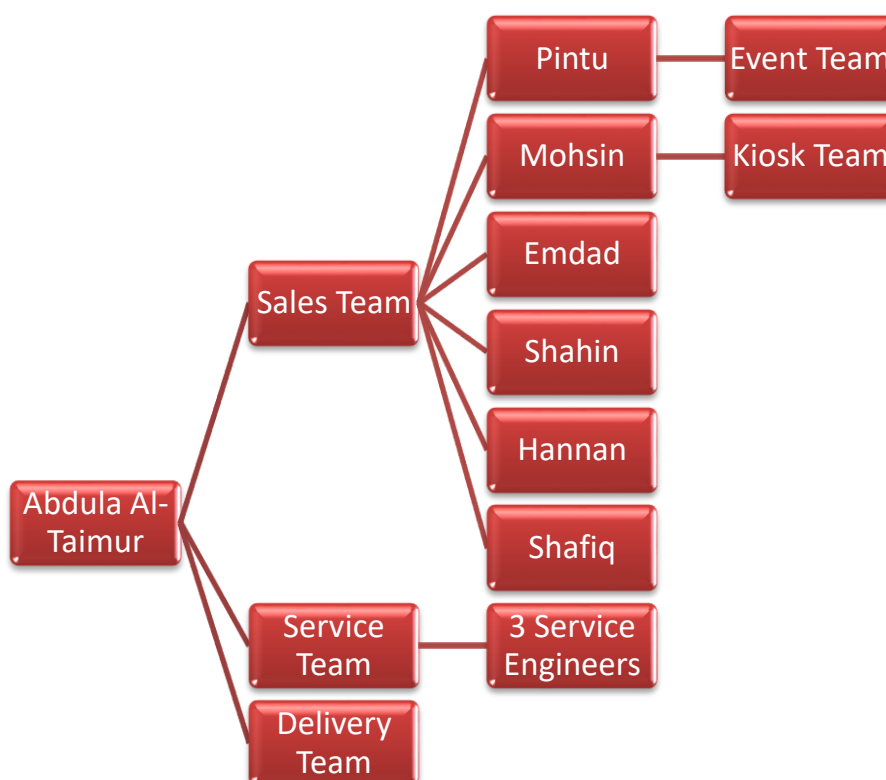
## 3.2 Job Responsibilities

NP team is such a team that where we foster a culture of cooperation and peer learning. Here on intern is basically assigned with one special task but in order to make him/her a jack of all traits some common responsibilities has be born by him/her. Even sometimes we experience the job rotation. I have been assigned with the project **“Touch & Feel”** . Apart from this I also have play the role of a shadow territory officer of a distribution point **“Remian Trade & Marketing”** which is one of the top contributor of NP Bangladesh business. According the survey reports almost 63% of the overall population consume food outside their at different times of a particular day in different locations. Meeting their out of home needs, ensuring availability in the crowd points, satisfying their hunger, adding value to the product, on time service delivery etc are the prime tasks done through the distributors.

Here I have a team of *Six Distribution Sales Representatives (DSRs)* and *Three Service Engineers, Eight Kiosk Baristas, Six Event Baristas*. I am responsible for leading the team into right direction.

<b>Name</b>	<b>Role</b>	<b>Responsibilities</b>
<b>Shafiq</b>	DSR	<ul style="list-style-type: none"> <li>➤ Ensuring Daily Sales</li> <li>➤ Covering the routes and outlets</li> </ul>
<b>Hannan</b>	DSR	<ul style="list-style-type: none"> <li>➤ Ensuring Daily Sales</li> <li>➤ Covering the routes and outlets</li> </ul>
<b>Shahin</b>	DSR	<ul style="list-style-type: none"> <li>➤ Ensuring Daily Sales</li> <li>➤ Covering the routes and outlets</li> </ul>
<b>Emdad</b>	DSR	<ul style="list-style-type: none"> <li>➤ Ensuring Daily Sales</li> <li>➤ Covering the routes and outlets</li> </ul>
<b>Pintu</b>	DSR	Responsible for the Events

Mohsin	DSR	Responsible for the Kiosks
Sumon	Service Engineer	Repairs and maintains the machines
Saniat	Service Engineer	Repairs and maintains the machines
Rabby	Service Engineer	Repairs and maintains the machines



### **Sales Team :**

Well the sales team is completely dependent on flawless sales operation system and database management. Here the whole Dhaka is the territory of Remian Trade & Marketing. It is very obvious that entire Dhaka can't be covered unless there is a solid plan to explore it.

Geographical locations are allocated on the basis of particular days. No DSR is allowed makes changes in any of their route plans without permissions



## Route Plan Summary

DSRs	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
1.Hannan	Uttara	Uttara	Uttara	Uttara	Uttara	Uttara	
2.Shafiq	Banani	Gulsan	Mohakhali	Banani	Gulsan	Mohakhali	
3.Shahin	Rampura	Shahabagh	Motijheel	Panthapath	Rampura	Motijheel	
4.Emdad	Cantonment	Contonment	Mirpur	Dhanmondi	Mirpur	Dhanmondi	
5.Pintu	Serves the events at any day, any time						
6.Mohsin	NSU	BUP/MiST	Ibrahim Cardica,DU	Uttara	Uttara	Uttara	

**Market of DSR 1:** In Uttara we have more than 50 outlets and 50 machines. We generate almost a business of 4 to 5 lac BDT from Uttara per month. In Uttara we have placed our Ice Tea Booths for readymade consumptions.



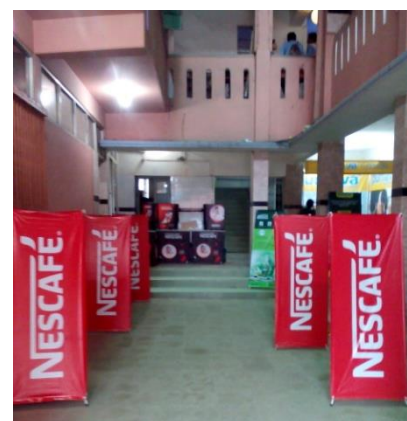
Almost 1 ctn Nestea is being served to people in one month. The number is growing day by day.

**Market of DSR 2:** In banana, mohakhali, gulsan we have the highest number of corporate offices where we cater our services. A business of 8 lac BDT per month is generated from this market.

**Market of DSR 3:** In this market we have almost 50+ outlets from which we generate almost a business of 4 lac BDT

**Market of DSR 4:** This is the most growing market where we have experienced some unpredictable favorable businesses.

**Business of DSR 5:** One of major revenue source of Remian Trade & Marketing is Events. In different type occasions, festivals like kitty party, marriage ceremony, birthday party, corporate picnics, corporate family day people are preferring Nescafe to be their company on. So we make ourselves available there with all our arrangements.



**Event Business of 2016**

**16 lac BDT**

**Event Business of 2017**

**24 lac BDT**

**Event Business of 2018**

**10 Lac BDT. . .**

**Market of DSR 6:** This market is entirely based on the kiosks we have. In a whole RTM owns 12 kiosks

<i>Kiosk Location</i>	<i>Business in Value (Apparximately)</i>
<b>North South University (4 Kiosks)</b>	6,00,000 /month
<b>MIST</b>	20,000/month
<b>Ibrahim Cardiac Hospital</b>	25,000/month
<b>Daffodil University (2 Kiosks)</b>	20,000/month
<b>Dhaka University E Library</b>	20,000/month
<b>Dhaka University FBS Building</b>	20,000/month
<b>AICHI Hospital</b>	12,000/month
<b>Total</b>	<b>7,17,000/month</b>

A persistent monitoring is done by the kiosk executive and me as well. Kiosks are very useful for the liquid cashflow in business. From these kiosks a good amount of revenue is generated which is liquid and can be used instantly.



### **3.3 Personal Observation**

As the business is currently small and in a growth stage, there is an enormous opportunity to learn, plan, implement, rectification in every action. In NP there is a way to learn marketing from very basic level. From my learnings I can state that a strong mechanism to monitor and control the distribution points has to be developed. It will help in financial decision making skills of a particular point. With a purpose of keeping the sales stable and ensure growth we are motivating the sales & service forces with different financial incentive packages as well as with necessary tools to represent themselves as a Nestle guy such as Caps, T-shirts, Bags, Shoes etc. This is definitely a good strategy but we do need different offers which lure the buyers too. It will make the sales job a little more dynamic and easier. There is also a presence of advance one year planning based on different season, elections, occasions, like the year of election needs strong event effort, the winter season needs higher level availability, the summer season requires the promotion of cold beverages etc. Every year we interns need prepare an ROI report of distribution points which is needed to submit to the finance. The finance team plans it's whole year's function based on these reports. An intern here has to play the role of an HR, Business Development Executive, Demand Planner, A leader, Sales Mentor, A Financial Consultant and so on. There is no jobs left unturned which is not in the list of an intern's activity.



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## **Chapter 4: Recommendations & Conclusion**

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## 4.1 Recommendations

NP Business is not a business function like others it is far more challenging because of its complexity of people management and massive gap in the market. In order to make it a well infrastructure business I had to develop the whole system from the scratch. Firstly, I redesigned the attire of manpower and made them wear Nescafe T-shirts, Caps, Shoes etc. It has increased the visibility and awareness as well as the confidence of the sales force. Secondly, I identified the target groups who seek quality rather than the tricky promotional offers and taught my sales team how to approach and serve these people in the best possible way. Thirdly, a strong employee feedback system was required as everyday sales team faces something new so I developed a daily feedback reporting system. Fourthly, I approached the institutes who seek bulk amount of order from us. For example, pharmaceuticals company and banks. I was very lucky to work in such a team where I can unlock and explore the world full of unknown things. All of my team has always encouraged me to stand out in the crowd as a marketer. Efficiency, effectiveness in operations have also been a notable part of my learning from the team.

There are some recommendations that I think will help to run this business more efficiently;

- Pricing of NP products should revised in order to survive the competition
- Additional manpower is needed to improve the condition of after sales service.
- All the strategies should be pull marketing strategies constantly.
- Deception of sales team has be alleviated with different advanced mechanisms
- A daily pre planned route plan should be followed by each and every distributor.
- KPI based incentive program need to be developed for DSR.
- Nestlé Professional officials must have to check proper disbursement of trade promotional offers.
- A unformed reporting system has to be communicated and implemented for authentic data analysis
- Continuous training sessions for DSRs has to be organized.

## 4.2 Conclusion

Since the day of origin Nestlé Bangladesh Limited has been upholding a positive brand image and brand equity in front of the mass people. This is the secret of this fastest growing reputed FCMG MNC in Bangladesh. The company continues to emphasize on presenting a panacea to the problem of consumers by continuously developing the existing products, introducing new products, concentrating on new media opportunities and improving the communication system, amplifying distribution network and innovating new ideas. And all these activities are performed by a set of meticulously dexterous and talented employees working with a positive aggression and proactive orientation. The sales Nestlé Bangladesh Limited generates 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 very fast. In 2017, Nestlé Professional has achieved 36% growth nationally.

To maintain this growth, Nestlé Professional team is 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 can be run smoothly. Day by day, the sales figure is increasing but this function can develop its distribution efficiency, if the team follows the things, which have been recommended in the part of recommendation.

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### **Nestlé Bangladesh Limited Personnel**

1. Masum Uddin Khan, Country Business Manager- Nestlé Professional, Nestlé Bangladesh Ltd
2. Sohebur Rahman, Officer- Nestlé Profesional, Nestlé Bangladesh Ltd



## Appendix

### Monthly Target Sample : Primary

Secondary Sales Target of May 2018							Customer Code in GT	3821734
Material Code	Material Description	NPS Price	Invoice Price	Trade Price	Quantity/ Carton	Pack Size	Remian Trade and Marketing	
12326855	Nestle Everyday Pch 500g	218.28	251.02	263.00	24	500	14	
12221158	COFFEE-MATE Sch 5g	2.90	3.34	3.50	4	5		
8111690	COFFEE-MATE NDC Jar 15x400g XI	209.15	240.52	252.00	15	400		
12294868	NESCAFE CLASSIC Jar 24x50g BD	126.98	146.03	153.00	24	50		
12296149	NESCAFE CLASSIC Jar 18x100g BD	231.56	266.29	279.00	18	100		
12266911	NESCAFE CLASSIC 240x(12x1.5g) BD	3.73	4.30	4.50	2,880	2		
12303169	NESCAFE 3in1 12x(6(12x1.5g)) BD	7.68	8.83	9.25	864	15		
12264187	MAGGI 2-MINN Fort Masala 144x62g BD	12.66	14.56	15.25	144	62		
12208043	MAGGI 2-MINN Fort Masala 8(12x62g) BD	147.73	169.89	178.00	8	744	2	
11230026	MAGGI Healthy Soup Chkn Sachet 96x25g BD	26.56	30.54	32.00	96	25		
11230027	MAGGI Healthy Soup Thai Sachet 96x35g BD	26.56	30.54	32.00	96	35		
7821170	NESTLE COFFEE-MATE Catering 12x1kg	385.93	443.82	465.00	12	1,000	18	
12259460	NESCAFE ALEGRIA A510 MACHINe 2.0L LK	20,119.51	23,137	25,000	1	115		
12174790	NESTEA ITa Prmx Lmn Pch 24x500g N1 BD	193.15	222.12	240.00	24	500	50	
12296110	NESCAFE CLASSIC Jar 12x200g NP	387.74	445.90	460.00	12	500	22	
11230024	NESCAFE 3in1 Vending 16x1kg BD	389.94	448.43	500.00	16	1,000	154	
12333224	NESCAFE ALEGRIA 12X105g	965.74	1,110.60	1,200.00	12	105		
12329214	NESCAFE CLASSIC Stabulo36x200g	248.99	286.33	300.00	36	200	8	

### Monthly Target Sample: Secondary

Primary Sales Target May 2018							Customer Code in G	3821734
Material Code	Material Description	NPS Price	Invoice Price	Trade Price	Quantity/ Carton	Pack Size	Remian Trade and Marketing	
12326855	Nestle Everyday Pch 500g	218.28	251.02	263.00	24	500	14	
12221158	COFFEE-MATE Sch 5g	2.90	3.34	3.50	864	5		
8111690	COFFEE-MATE NDC Jar 15x400g XI	209.15	240.52	252.00	15	400		
12294868	NESCAFE CLASSIC Jar 24x50g BD	126.98	146.03	153.00	24	50		
12296149	NESCAFE CLASSIC Jar 18x100g BD	231.56	266.29	279.00	18	100		
12266911	NESCAFE CLASSIC 240x(12x1.5g) BD	3.73	4.30	4.50	2,880	2		
12303169	NESCAFE 3in1 12x(6(12x1.5g)) BD	7.68	8.83	9.25	864	15		
12264187	MAGGI 2-MINN Fort Masala 144x62g BD	12.66	14.56	15.25	144	62		
12208043	MAGGI 2-MINN Fort Masala 8(12x62g) BD	147.73	169.89	178.00	8	744	2	
11230026	MAGGI Healthy Soup Chkn Sachet 96x25g BD	26.56	30.54	32.00	96	25		
11230027	MAGGI Healthy Soup Thai Sachet 96x35g BD	26.56	30.54	32.00	96	35		
7821170	NESTLE COFFEE-MATE Catering 12x1kg	378.00	444.00	465.00	12	1,000	14	
12174790	NESTEA ITa Prmx Lmn Pch 24x500g N1 BD	193.15	222.12	240.00	24	500	50	
12239404	NESCAFE CLASSIC Jar 12x200g NP	387.74	440.00	460.00	12	200	17	
11230024	NESCAFE 3in1 Vending 16x1kg BD	389.94	448.43	500.00	16	1,000	154	
12333224	NESCAFE ALEGRIA 12X105g	965.74	1,110.60	1,200.00	12	105		
12329214	NESCAFE CLASSIC Stabulo36x200g	259.13	287.00	300.00	36	200	8	

### Demand Mapping Report Sample:

Distributor	QSR	FSR	Hotel	Street	Wholesale	Total	Distributor	QSR	FSR	Hotel	Street	Wholesale	Total
SA Distribution						0	SA Distribution						0
Proper Distribution						0	Proper Distribution						0
Argonauts						0	Argonauts						0
Remian		26	48			74	Remian						0
Munaf Trade						0	Munaf Trade						0
Speed track						0	Speed track						0
ARC Enterprise						0	ARC Enterprise						0
Sifat traders						0	Sifat traders						0
Oasis marketing International						0	Oasis marketing International						0
Allied trader linkers						0	Allied trader linkers						0
SS Corporation						0	SS Corporation						0
Khaza Traders						0	Khaza Traders						0
M/s Connect						0	M/s Connect						0
Nahar Enterprise						0	Nahar Enterprise						0
Nur Enterprise						0	Nur Enterprise						0
FAHAD Trading						0	FAHAD Trading						0
H&H Enterprise						0	H&H Enterprise						0
G M Enterprise						0	G M Enterprise						0
Sky Communication						0	Sky Communication						0
ZF Trading Co						0	ZF Trading Co						0
Reaz Uddin Enterprise						0	Reaz Uddin Enterprise						0
Sardar Traders						0	Sardar Traders						0
<b>Total</b>		26	48	0	0	0		0	0	0	0	0	0

### DSR Incentive Sheet Sample:

Nestlé Bangladesh Limited														Rec. No: 4679_ATC_120_1	
Monthly NP DSRs Performance Evaluation & Claim Sheet															
Distributor : Remian Trade & Marketing														Month: June'18	
Sl.No	Name of DSR	KPI-(01) Total Value Target (60%)				KPI-(2.2) Total Volume Target in Ctn (25%)				KPI-(03) Strick Rate Target (15%)				Total Payable Amount (Taka)	Signature of NP DSR
		Target (In BDT)	Actual	% achv.	Payable Amount (Taka)	Target (In Ctn)	Actual	% achv.	Payable Amount (Taka)	Target (In %)	Actual	% achv.	Payable Amount (Taka)		
1	Abdul Hannan	350,310.00	166,409.00	47.5%	-	45.00	21.00	46.7%	-	20.00%	9.81%	49.05%	-	-	
2	Md. Shafiqul Islam	687,495.00	255,820.00	37.2%	-	98.00	32.00	32.7%	-	40.00%	4.27%	10.68%	-	-	
3	Shahin Alam	221,065.00	123,900.00	56.0%	-	27.00	15.00	55.6%	-	18.00%	4.57%	25.39%	-	-	
4	Emdad Hossain	224,625.00	152,086.00	67.7%	-	27.00	19.00	70.4%	-	18.00%	6.03%	33.50%	-	-	
5	Mezbah Uddin Pintu	283,580.00	56,000.00	19.7%	-	35.00	7.00	20.0%	-	15.00%	6.12%	40.80%	-	-	
6	Md. Mohsin Hossain	246,565.00	61,320.00	24.9%	-	33.00	7.00	21.2%	-	20.00%	6.12%	30.60%	-	-	
<b>TOTAL</b>		<b>2,013,640</b>	<b>815,535</b>	<b>3</b>	<b>-</b>	<b>265</b>	<b>101</b>	<b>2</b>	<b>-</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>-</b>	<b>-</b>	

### DSR Salary Sheet Sample:

#### Monthly DSR Salary Subsidy

Distributor: Remian Trade & Marketing  
 Month: January '18

Sl. No.	Name	Designation	Salary Subsidy (BDT)	TA/DA (BDT)	Bonus	Total (BDT)	Signature
1	Mezbah Uddin Pintu	DSR	7320.00	1,900.00	3,500.00	12,720.00	
2	Khorsed alam sumon	SE	7320.00	1,900.00	3,500.00	12,720.00	
3	Abdul Hannan	DSR	7320.00	1,900.00	3,500.00	12,720.00	
4	Md. Shafiqul Islam	DSR	7320.00	1,900.00	3,500.00	12,720.00	
5	Shahin Alam	DSR	6655.00	1,900.00	3,500.00	12,055.00	
6	Emdad Hossain	DSR	6655.00	1,900.00	3,500.00	12,055.00	
7	Md. Mohsin Hossain	DSR	6655.00	1,900.00	3,500.00	12,055.00	
8	MD Ismail	SE	5500.00	1,900.00	3,500.00	10,900.00	
9	Md. Naim Al Nur	SE	6655.00	1,900.00	3,500.00	12,055.00	
<b>Total</b>			<b>61400.00</b>	<b>17100.00</b>	<b>31500.00</b>	<b>110000.00</b>	

Signature  
 Distributor Manager

Signature  
 Officer-Nestlé Professional

Signature  
 CBM-Nestlé Professional

### Monthly Stock Report Sample:

Week No:										Date: 28/06/2018				
SAP Code	Product Name	PACK SIZE	QTY PER CRTN	TP/ per unit	TP per CTN	Monthly Opening Stock	Monthl y	Monthly Invoice	Volume in CTN			VALUE		
									TOTAL STOCK	Monthly RDBN	Closing Stock	Monthly RDBN	Monthly Closing Stock	
12296110	NESCAFE CLASSIC Jar 12x200g BD	200g	12	460	5520	-			-	-	-	-	-	
12329214	NESCAFE CLASSIC Stablio 36x200g BD	200g	36	300	10800	11.03			11.03	7.28	3.75	78,600.00	38,610.00	
11230024	NESC 3in1 Vending 16x1-kg LMBD	1kg	16	500	8000	103.38	10.00		113.38	99.38	24.00	795,000.00	172,032.00	
7821170	CFMT NDC Pouch 12X1000g AU	1kg	12	465	5580	15			15.00	15.00	-	83,700.00	-	
12174790	NESTEA ITa Pmx Lmn Pch 24x500g N1 BD	500g	24	240	5760	18.88	5.00		23.88	20.88	8.00	120,240.00	46,080.00	
12296149	NESCAFE CLASSIC Jar 18X100g BD	100g	18	279	5022				-	-	-	-	-	
12294868	NESCAFE CLASSIC Jar 24x50g N2 BD	50g	24	153	3672				-	-	-	-	-	
12259460	NESCAFE ALEGRIA A510 Machine 2.0L LK			25000	25000				-	-	-	-	-	
12333224	NESCAFE ALEGRIA 12x105g N1 XE	105g	12	1200	14400				-	-	-	-	-	
8111690	COFFEE-MATE NDC Jar 15x400g XI	400g	15	252	3780	-			-	-	-	-	-	
12303169	NESCAFE 3in1 12x(6(12x15g)) BD	15g	864	9.25	7992				-	-	-	-	-	
12221158	COFFEEMATE Stick Pack 864X5g BD	5g	864	3.5	3024				-	-	-	-	-	
12266911	NESCAFE CLASSIC Sac 240(12x1.5g) BD	1.5g	2880	4.5	12960				-	-	-	-	-	
11230026	MAGGI Healthy Soup Chkn Sachet 96x25g BD	25g	96	32	3072	0.75			0.75	-	0.75	-	2,304.00	
11230027	MAGGI Healthy Soup Thai Sachet 96x35g BD	35g	96	32	3072				-	-	-	-	-	
12208043	MAGGI 2-MINN Fort Masala 8(12x62g) BD	62g	8	178	1424				-	-	-	-	-	
12264187	MAGGI 2-MINN Fort Masala 144x62g BD		8	15.25	122				-	-	-	-	-	
12326855	Nestlé Everyday Pouch 24x500g	500g	24	263	6312	2.08	4.00		6.08	10.08	-	63,646.00	-	
	<b>Total</b>					<b>151.11</b>	<b>19.00</b>	<b>-</b>	<b>170.11</b>	<b>152.61</b>	<b>36.50</b>	<b>1,141,186.00</b>	<b>259,026.00</b>	