Thesis Report
on
"Analyzing the Sales and Distribution Strategies of Nestlé Bangladesh Ltd.: A Pathway to Market Leadership"

Submitted by:

Mahfuj Ahmed
ID: EMBA2401031018
Program: Executive Masters of Business Administration (EMBA)
Major: Marketing
Sonargaon University (SU)

Submitted to:
Department of Business Administration
Sonargaon University (SU)
Submitted for the partial fulfillment of the degree of
Executive Masters of Business Administration



Sonargaon University (SU)
147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: 28 April,2025

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Letter of Transmittal

28 April, 2025

Md. Ashraf Ali
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Subject: Analyzing the Sales and Distribution Strategies of Nestlé Bangladesh Ltd. A Pathway to Market Leadership."

Dear Sir,
With most respectfully to state that I am pleased to submit my thesis report titled **"Analyzing the Sales and Distribution Strategies of Nestlé Bangladesh Ltd.** A Pathway to Market Leadership**".** This report is an essential part of my **EMBA** degree requirements, and I had the privilege of completing my thesis at Nestle Bangladesh Ltd, under your guidance. This report reflects the current marketing practices employed by organizations in our country.

I kindly request your assessment of this report. Your feedback would be greatly appreciated. Thank you for your time and consideration.

Yours Sincerely

_____
Mahfuj Ahmed
ID: EMBA 2401031018
Program: Executive Masters of Business Administration
Major: Marketing
Department of Business Administration Sonargaon University (SU)

Certificate of Supervisor

I hereby confirm that the thesis report titled **"Analyzing the Sales and Distribution Strategies of Nestlé Bangladesh Ltd.: A Pathway to Market Leadership".** Has been created in fulfillment of the EMBA program requirements at the Department of Business Administration, Sonargaon University (SU). The report was conducted by Mahfuj Ahmed, with ID EMBA 2401031018, under my guidance. I assure you that the report and its contents will not be utilized for any other intentions.

_____

Md. Ashraf Ali
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Declaration of Student

I am Mahfuj Ahmed, a student in the Executive Masters of Business Administration program with ID EMBA2401031018 at Sonargaon University. I want to sincerely state that the report titled **"Analyzing the Sales and Distribution Strategies of Nestlé Bangladesh Ltd.: A Pathway to Market Leadership".** has been genuinely created by me. During the preparation of this report, I ensured full compliance with international copyright regulations. I also want to clarify that this report has not been submitted anywhere else for the purpose of obtaining a degree.

Yours Sincerely

Mahfuj Ahmed
ID: EMBA 2401031018
Program: Executive Masters of Business Administration
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Letter of Authorization

I hereby confirm that the project report titled **"Analyzing the Sales and Distribution Strategies of Nestlé Bangladesh Ltd.: A Pathway to Market Leadership".**is a genuine effort by **Mahfuj Ahmed** with **ID EMBA 2401031018** The research was conducted under my guidance. I also affirm that, to the best of my knowledge, the content presented in this report has not been included in any other project report or dissertation that led to the award of a degree to any candidate earlier, whether in the same context or a different one.

_____

Md. Ashraf Ali
Assistant Professor
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Acknowledgment

I would like to extend my gratitude for the invaluable assistance and sincere cooperation provided by various individuals in the preparation of this report. It's impossible to adequately thank all the wonderful people who directly or indirectly contributed to the successful completion of this report. I am deeply appreciative of their kind collaboration and support.

First and foremost, I would like to express my thanks to the divine power. Additionally, my foremost appreciation goes to my supervisor, Md. Ashraf Ali, Assistant Professor at Sonargaon University (SU), for her crucial guidance, scholarly insights, and unwavering support throughout my study period.

Moving forward, I am grateful to Md. Abir, Brand Manager at Nestle Bangladesh Ltd., from whom I gained significant knowledge. I also extend special thanks to our honorable Sales Director Md. Eqbal Hossain, along with heartfelt gratitude to all the other individuals at Nestle Bangladesh Ltd.' Corporate Headquarters. I am thankful to the various staff members from different departments who generously contributed their valuable time and assistance in helping me gather data for this report.

Executive Summary

A company providing safe, quality nutrition for more than140 years, operating in more than 86 countries, with 2 000+ brands worldwide, earning CHF 92 billion sales in 2014 with a workforce of more than 330000 employees and, with the objective to be the leader in nutrition, health and wellness is none other than Nestlé. An organization fully committed in enhancing the quality of consumers' lives through nutrition, health and wellness. Its mission of "Good Food, Good Life" is to provide the best tasting, most nutritious choices in a wide range of food and beverage categories and eating occasions, from morning to night. Highly cautious to stay commitment to be environmentally sustainable and to create shared value through their business principles motivated me to do my thesis program.

This paper is based upon **Nestlé Bangladesh Ltd**.'s organizational overview, my exposure to their business process in the field of finance especially in the maintenance of travel and expenditures of all employees of the company. Besides, the projects that I have been a part of during my thesis program have also been discussed in the end of paper.

I hope that my report would give some insight to all the responsibilities carried out during my tenure as a thesis. With limited access to data due to confidentiality, I have tried to provide as much information as were possible about the works involving during my employment in Nestlé Bangladesh.

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Chapter: 01

Introduction

1.1 Introduction

Nestlé Bangladesh Limited is a subsidiary of the global food and beverage giant Nestlé, which was founded in 1867 in Switzerland. Nestlé Bangladesh was established in 1992, with the aim of providing high-quality nutrition, health, and wellness products to the people of Bangladesh. Since its inception, Nestlé has played a significant role in the food and beverage industry in Bangladesh, offering a wide range of products that cater to the needs of different consumer segments.

Nestlé Bangladesh operates under the core values of the Nestlé Group, focusing on nutrition, health, and wellness, while also maintaining a strong commitment to sustainability and corporate social responsibility. The company is involved in the production and distribution of a variety of products, including milk and dairy products, nutrition and health science products, culinary items, beverages, and confectionery.

Some of the popular brands under Nestlé Bangladesh include Nescafé, Maggi, Nestlé Milk, Nido, KitKat, and Milo. The company operates with a vast distribution network that reaches all corners of the country, from urban to rural areas.

Nestlé Bangladesh has invested significantly in local sourcing, manufacturing, and community development, contributing to the country's economy and overall growth. The company's efforts in quality control, product innovation, and sustainability initiatives continue to strengthen its presence and reputation in Bangladesh.

1.2 Objects of the Study

With the rise in the number of competitors and the expanding economy, customer expectations have reached unprecedented levels. Recognizing this current scenario, companies are making efforts to entice other businesses to adopt their products. As a result, Nestle Bangladesh Ltd. is making itself more accessible to its customers. At present, the financial sector grapples with a significant challenge marked by low interest rates and a high inflation rate. These conditions stem from political instability and market manipulation. Hence, it becomes the responsibility of the top management in any company to address this situation.

1.3 Objectives of the Study

i. **Broad Objective**:
The primary purpose of this report is to meet the partial requirements for the Executive Masters of Business Administration degree.

ii. **Specific Objectives**:
Studying the promotional and distribution strategy of Nestle Bd Ltd. likely involves a few specific objectives:

- **Understanding Target Markets:** Analyze how Nestle Bangladesh identifies and segments its target markets for different FMCG products. This involves demographics, psychographics, and behavioral factors influencing their promotional and distribution choices.
- **Promotional Mix Analysis:** Investigate the specific promotional tools and strategies employed

- **Distribution Channels:** Examine the distribution channels used by Nestle to get their products to consumers. This involves understanding their relationships with wholesalers, retailers, and any direct-to-consumer channels.
- **Market Penetration Strategies:** Explore how Nestle aims to penetrate new markets or increase their market share in existing ones. This could involve studying pricing strategies, promotional campaigns, or geographical expansion plans.
- **Competitive Analysis:** Compare Nestle' Sales and distribution strategies with competitors in the Food & Beverage industry. Understand their unique selling propositions, market positioning, and how they differentiate themselves.
- **Consumer Behavior Impact:** Evaluate how consumer behavior influences promotional and distribution decisions. This might involve studying consumer preferences, buying patterns, and responses to different marketing stimuli.
- **Effectiveness Measurement:** Assess the metrics and tools used by Nestle to measure the effectiveness of their Sales and distribution strategies. This could include sales data, customer feedback, or market research findings.

By focusing on these objectives, one can gain a comprehensive understanding of how Nestle Bangladesh Ltd. promotes and distributes its products, as well as the rationale behind their strategic choices.

1.4 Scope of the Study

Participating in the thesis program is an obligatory step for students aspiring to attain a EMBA degree. During my thesis, I was affiliated with the host organization called Nestle Bd Ltd. This report encapsulates my firsthand encounter with daily office operations, theoretical insights, and is a result of both the guidance of my internal support and my official supervisor.

1.5 Methodology of the Study

Drawing from my educational background, I've acquired various research methodologies. This study provided me with the chance to apply my academic knowledge in a real-world context. Data collection predominantly involved secondary sources.

Sources of Data:

- Annual report of Nestle Bangladesh Ltd.
- Books, manuals,
- Journals,
- Official publications,
- Web sites,
- Relevant industry reports,
- Scholarly articles.

1.6 Scope of the Study

Within my report, I have outlined the distinct operational phases of Nestle Bangladesh Ltd. I've also engaged in discussions with company personnel about sector background, market structure, and risk management aspects. Prior to delving into these details, I've provided a concise introduction to Nestle Bangladesh Ltd. to facilitate understanding of its functions and undertakings. As such, the report's scope encompasses a comprehensive understanding of Nestle Bangladesh Ltd. Through analysis and assessment, I've endeavored to evaluate the overall operational performance using information sourced from documents and interviews with administrative officers.

Benefits:

- It gives us knowledge about logistics company system.
- It helps to know about overall general activities of **Nestle**.
- It provides knowledge about products and services.

1.7 Limitations of the Study

During the course of my study, I encountered certain challenges that can be characterized as limitations or shortcomings of the research. These include:

- **Limited Timeframe:**
  A particular period of time has been given to me for preparing the report. But the limitation of the time is too short to collect data about the company but the report must be done.

- **Insufficient Data Availability:**
  As Nestle is a FDI (Foreign Direct Investment) based company and they haven't expanded their business in Bangladesh yet. For this there is a limitation of the data to collect for preparing the report.

- **Inadequate Records:**
  Due to Poor record keeping of this organization up to decreasing productivity as well as the information of the company. when employees are forced to track down the information, they need to complete tasks. But lack of information of the company it is not possible to complete the task. For Nestle there is this type of inadequate records keeping.

- **Incomplete and Ambiguous Data:**
  In time of conflicting the ambiguous data there is an example. Example is supposed there are two people named Frederick James Smith and Frederick John Smith. Suppose that a data base system contains records indexed by name, and that names are represented Lastname_Firstname_Middle-Initial. Then both people will be represented as Smith_Frederick_J and there is data ambiguity.

- **Uncooperativeness of Key Individuals:**
  In time of my thesis in the company my supervisor was not much cooperative to provide details information for my report as well as my knowledge.

Chapter: 02

Review of Literature

2.1 Review of Literature

Financial ratios serve as a method for assessing a company's financial condition, profit, and loss. Financial institutions have numerous stakeholders, such as owners, management, personnel, customers, suppliers, competitors, regulatory agencies, and academics, each with their perspectives on utilizing financial statement analysis for evaluations. Exploring financial ratios aids organizations in fostering innovation, promoting improvement, valuing urgency, and developing individuals who embrace challenges and transform them into opportunities.

Customers' purchasing decisions are influenced by various factors, with information-seeking being a key component. Commercial sources serve as the primary means of acquiring information (Kotler & Keller, 2012). Andrianto (2013) asserts that a strong brand enhances product appeal, leading customers to favor branded products due to perceived superiority and safety (Iswara and Jatra, 2017).

Marketing strategy is an approach utilized by organizations to connect with their target market, creating awareness and encouraging the purchase of specific products. This section reviews prior research on the topic to draw a comprehensive conclusion (Chartered Association of Business Schools, 2020).

Research by Khan & Dhar (2010) reveals that purchasing bundles is more common during sales discounts, especially for hedonic rather than utilitarian components. This finding underscores the effectiveness of promotions in influencing purchases, in line with the findings of Kivetz & Zheng (2017), who emphasize the significant impact of promotional programs on purchase decisions.

- The company is dedicated to implementing a welfare-oriented operational system that focuses on uplifting the economic status of the low-income population and generating employment opportunities.

The company is devoted to establishing an economic framework that promotes social justice and equitable wealth distribution. Its aim is to drive transformations underdeveloped rural regions, ensuring a balanced socio- economic advancement of the nation through micro-level initiatives.

Furthermore, the company actively engages in both economic and philanthropic endeavors.

2.2 Development & Management of Financial Products

The foundation of customer satisfaction often rests on the product itself, making it a pivotal element within the marketing mix. The product not only serves as a platform for competition but also generates revenue while symbolizing the strategic trajectory of the organization. Consequently, financial institutions, particularly companies of this nature, have developed an increasing focus on various facets related to product strategy. Millat (2010) states that owners should place more emphasis on their marketing activities. They should start marketing through trade fairs and the Internet. They should try to build an international reputation.

2.3 Channels of Distribution

Hoefler and Keller (2003) discuss marketing activities and the marketing advantage of strong brands. They categorize marketing activities into product, extensions, price, communications, and channel-related marketing activities. Their study delves into more detail about how differences in consumer brand knowledge affect the response of consumers to marketing activity. Furthermore, in relation to possession, distribution facilitates customers' access to products for immediate consumption or future utilization. Apart from these aspects, the distribution function also serves as a mechanism for effective communication between companies and customers, allowing both parties to interact and exchange information.

2.4 Pricing for Financial Products

Završnik and Mumel (2007) found that advertising is one of the most important instruments of marketing communications mix in the clothing industry in Slovenia. Also important are personal selling and sales promotion & public relations. The cost of a financial product can manifest in various forms, some transparent and others less apparent. It might be linked to monetary value or have different dimensions.

2.5 Communication & Promotional Activities of Financial Products

Kincade, Doris H.; Woodard, Ginger A.; Park, Haesun (2002) studied buyer–seller relationships for distribution support in the apparel sector which is critical for success. Results indicated that monetary support was regarded as the most important distribution support. Promotion fulfills various functions and roles, encompassing informing, persuading, and educating individuals and groups. It harmonizes with other components of the marketing mix, facilitating the acquisition of new customers, retaining existing ones, enhancing staff morale, and projecting a company's image. Businesses have numerous avenues to communicate with customers and prospects, including advertising, sales promotion, personal selling, publicity, public relations, direct mail, and direct response advertising.

Chapter: 03
Organizational Profile

3.1 Nestle Bangladesh Ltd. Associates

Nestlé Bangladesh Ltd., a subsidiary of the global food and beverage leader Nestlé S.A., has a rich history of growth and development in the Bangladesh market. Here's an overview of its historical background and associates:

Early Beginnings

Nestlé's presence in the South Asian market began in the 1940s, but it wasn't until the early 1990s that Nestlé entered the Bangladeshi market directly. Prior to this, Nestlé products were available in Bangladesh through distribution arrangements.

Nestlé Bangladesh Ltd. was formally established in 1992. Initially, the company focused on providing key food and nutrition products that would benefit local consumers, particularly in the dairy and nutrition sectors. The company built its foundation on offering products of high nutritional value, in line with Nestlé's global commitment to health and wellness.

Key Milestones and Growth

1994: Nestlé set up its first factory in Bangladesh in the Mouchak area of Dhaka. This factory was dedicated to producing a wide range of products, including Nestlé Milk, Nido, and Maggi.

1996-2000: Nestlé Bangladesh expanded its product portfolio with brands such as Nescafé and KitKat, which became incredibly popular in the market. The company also introduced local sourcing practices to ensure that the products met local consumer tastes and preferences.

2004-2006: In these years, Nestlé Bangladesh increased its focus on rural development by improving the livelihoods of local farmers, particularly in the dairy industry. Nestlé partnered with local farmers for sourcing raw materials like milk.

3.2 Company Profile

Their aspiration is to lead the way in logistics support within Bangladesh and make a substantial contribution to the advancement of the national economy.

3.2.1 Vision,

Nestlé Bangladesh's vision aligns with the global vision of its parent company, Nestlé S.A., and is centered around enhancing the quality of life and contributing to a healthier future.

Nestlé Bangladesh's vision focuses on providing nutrition, health, and wellness solutions for the people of Bangladesh. The company is committed to offering a wide range of high-quality products that cater to the nutritional needs of consumers, ensuring their overall well-being.

Key aspects of Nestlé Bangladesh's vision include:

1.Improving Nutrition and Health: Nestlé Bangladesh strives to provide products that are nutritious, safe, and promote a healthier lifestyle. The company focuses on offering balanced nutrition, especially for children and families, which is central to the company's products like milk, dairy, and fortified foods.

2.Sustainability: Nestlé Bangladesh is dedicated to creating shared value, focusing on sustainability in every aspect of its business. This includes sourcing ingredients responsibly, reducing environmental impacts (such as water conservation and energy efficiency), and ensuring ethical practices across its operations.

3.Creating Shared Value (CSV): Nestlé Bangladesh works with local communities, farmers, and stakeholders to create value that benefits both the business and society. This vision involves empowering local farmers through training, improving livelihoods, and contributing to economic development.

4.Innovation and Product Quality: Nestlé Bangladesh is committed to continuous innovation, adapting to local tastes, preferences, and needs, while maintaining global quality standards. The company seeks to be the leader in providing nutritious and affordable products.

4.Healthier Future: Nestlé Bangladesh envisions contributing to a healthier future by addressing issues such as malnutrition, promoting healthy eating habits, and supporting public health initiatives.

Overall, Nestlé Bangladesh's vision revolves around empowering people through better nutrition, creating a positive societal impact, and pursuing sustainable growth for both the business and the community.

3.2.2 Mission,

- Ensuring contentment for both customers and companies.
- Providing top-notch financial services by embracing cutting-edge technology.
- Offering swift and effective customer support.
- Upholding a superior level of business ethics.
- Delivering innovative and creative services at competitive rates.
- Attracting and retaining skilled human resources.
- Offering competitive compensation packages to our dedicated employees.
- Demonstrating a strong dedication to the advancement of the national economy.
- Increasing involvement in Micro and SME financing.

3.2.3 Corporate Division/Department

Nestle stands out as a highly disciplined company with a unique corporate culture. Within this environment, we emphasize shared meaning, shared understanding, and shared sense-making. Our people perceive and comprehend events, activities, objects, and situations in a distinct manner.

The corporate culture that exists here is not imposed but rather has evolved organically through our corporate directives. The company's accomplishments are attributed to capable leadership, dedicated commitment, and the diligent efforts of all levels of management and staff. This collective success is made possible by a strong and quality-oriented corporate culture.

3.2.4 Risk Management Committee

The Committee's role is to support the Board of Directors in evaluating the company's strategies, policies, procedures, and internal control processes related to risk management. Additionally, it oversees and evaluates the risk management department and senior management concerning risk management matters.

3.2.5 Audit Committee

The corporate culture in place has not been imposed; instead, it has been established through the company's deliberate efforts. The company's success has been achievable due to capable leadership, dedicated service, and committed efforts from all levels of management and staff. This achievement is a direct result of a strong and high-quality corporate culture.

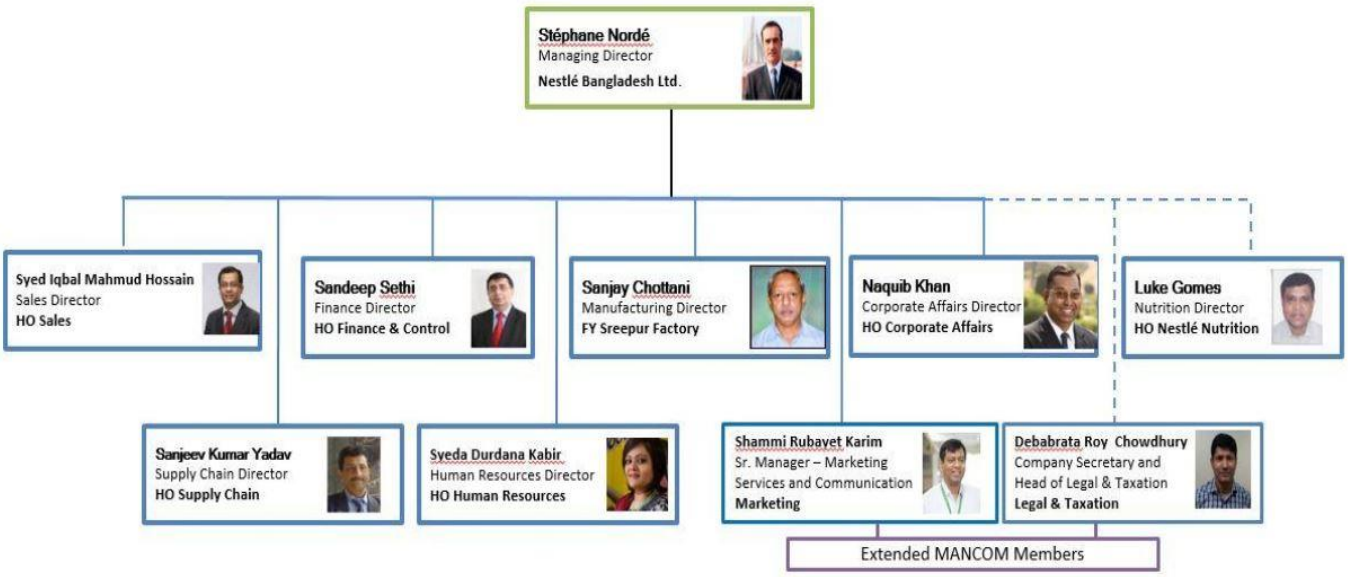
3.3 Foreign Trade Investment

- Logistic support in the Agricultural sector
- Logistic support in the Industrial sector
- Logistic support in the Business sector
- Logistic support in Foreign Trade
- Logistic support in Construction and Housing
- Hire purchase
- Village and small investment schemes
- Consumer investment scheme

3.4 Human Resource Division

Enforcing the Nestle Personnel policy is a significant duty carried out by the human resource division. This department conducts annual performance evaluations for each employee and maintains comprehensive records for every individual.

3.5 Organogram



3.6 Operations

- Over 65 countries worldwide.
- 10 + Brands are generating revenue worldwide.



Chapter: 04

Thesis Responsibilities

4.1 Thesis Responsibilities

During my one-month thesis at the main branch of Nestle Bangladesh Ltd, I was assigned a role and specific responsibilities. My primary focus during this thesis was to assist in the development of “Analyzing the Sales and Distribution Strategies of Nestlé Bangladesh Ltd.: A Pathway to Market Leadership”. From February 16, 2025, to March 20, 2025, I collaborated closely with the Administrative Manager. During this period, my main responsibilities were centered around the Customer Service Department, where I had the opportunity to observe the marketing department's rules, regulations, and operational procedures.

4.2 Job Responsibilities

In the general customer service division of Nestle Bangladesh Ltd. at the main branch, I undertook various responsibilities. My workday typically commenced at 9:00 AM and concluded at 5:00 PM. During this timeframe, I performed a diverse range of tasks, which are outlined below.

4.3 Specific Job Responsibilities

- Collaboration with my colleagues, fast and efficient services
- Taking responsibility for the speed of transactions
- Friendliness of personnel
- Confidentiality of company
- Gather knowledge about the needs of customers

4.4 Nature of the job

Throughout my thesis program, I was tasked with a variety of responsibilities within the Marketing department. I made an effort to align these tasks with my theoretical knowledge. However, it's worth emphasizing that practical experience provides a genuine insight into a company's operational procedures and enables one to evaluate all facets of the organization.

4.5 Subsidiaries and Brands

They have business and many companies around the world and they also work the variety types of products.



Chapter: 05
“Analyzing the Sales and Distribution Strategies of Nestlé Bangladesh Ltd.: A Pathway to Market Leadership”

5.1 Product Sample

To gain an understanding of the products, I am attaching a selection of them here. While they offer a wide range of products, I have chosen these from their website for presentation.



5.2 Promotional Strategy of Nestle Bangladesh Ltd.

Nestle Bangladesh Ltd. employs a diverse set of promotional tactics to enhance brand visibility, engage consumers, and drive sales:

i. **Advertising & Marketing Campaigns:** Nestle invests in comprehensive advertising campaigns across various media platforms, including television, print, digital, and social media. These campaigns focus on highlighting product quality, innovation, and consumer satisfaction.

ii. **Product Diversification & Innovation:** Constant innovation in product development allows Nestle to introduce new flavors, packaging, and product variations, catering to evolving consumer preferences.

iii. **Trade Promotions:** Collaborating with retailers and wholesalers, nestle implements trade promotions such as discounts, special offers, and displays to incentivize purchases and secure prime shelf space.

iv. **CSR Initiatives:** Engaging in Corporate Social Responsibility (CSR) initiatives, nestle actively participates in community projects, fostering a positive brand image and resonating with socially conscious consumers.

v. **Events and Sponsorships:** Sponsorship of events, sports, and community gatherings provides Nestle with opportunities for brand exposure and consumer interaction.

Nestle Bangladesh Ltd.'s distribution strategy emphasizes accessibility and efficiency, ensuring products reach consumers promptly. Simultaneously, their promotional efforts encompass a blend of traditional and modern marketing approaches to create brand awareness and maintain consumer engagement.

This strategic combination positions nestle as a competitive player in the food industry, facilitating market growth and customer loyalty

5.2.1 Segmentation

Segmenting financial product customers is crucial for developing an effective marketing strategy. To identify customer needs and requirements, companies focus on the following factors:

- Differentiation criteria
- Product maturity
- Market demand/trends
- Geographic concentration

According to survey findings, the company primarily utilizes advertising media to a significant extent, while personal selling is employed to a limited degree. Public relations are used moderately for promotional purposes. An analysis of the promotional tools employed by the company reveals that advertising is the most widely employed promotional method, followed by personal selling.

5.3 Database Marketing

The private commercial company recently started a customer database for marketing purposes. The research shows that all of the companies use databases for marketing their products.

5.4 Internet Marketing

Almost all the private company have their own website. The Internet has already been started. But the operation is not so much extended. The following are the common features of the website.

- information about the company.
- Contact information.
- Product showcasing.
- Mission and Vision.









5.5 Sales Strategy of Nestle Bangladesh Ltd.

1. Product Diversification and Innovation:

- **New Product Development:** Nestlé frequently introduces new products tailored to local preferences and nutritional needs. This includes the development of products that cater to the health-conscious and growing demand for nutritious and affordable food.
- **Repackaging and Flavors:** Nestlé adjusts the packaging and flavor profiles of products to better appeal to Bangladeshi consumers, considering local tastes and purchasing power.

2. Strong Distribution Network:

- **Wide Reach:** Nestlé has an extensive distribution network that ensures its products are available in both urban and rural areas. This broad reach allows the company to penetrate smaller markets and tap into less urbanized regions, ensuring products are accessible across the country.
- **Modern Trade and Traditional Trade:** The company balances between selling through modern retail chains and traditional local shops (known as "kirana" stores), making sure they capture both high-income consumers and those in more remote or underserved areas.
- **Partnerships:** Nestlé partners with local distributors and retailers to ensure smooth supply chain management and timely delivery of products.

3. Brand Loyalty and Consumer Engagement:

- **Strong Brand Positioning:** Nestlé has established a strong brand presence in Bangladesh through consistent messaging around quality, nutrition, and sustainability. This positioning has helped foster consumer trust and loyalty.
- **Consumer Education:** Nestlé actively educates consumers on nutrition through marketing campaigns, including initiatives like the "Nestlé for Healthier Kids" program. This helps build emotional connections with families and positions Nestlé products as a source of health and nutrition.
- **Promotions and Offers:** The company regularly run promotions, discounts, and consumer engagement activities to boost brand recall and create excitement around its products.

4. Focus on Nutrition and Health:

- **Health & Wellness Trends:** Nestlé focuses on promoting products that contribute to health and wellness. For example, their range of fortified dairy products, instant noodles, and baby foods are marketed with an emphasis on nutrition and balanced diets.
- **Adapting to Local Needs:** The company tailors its products to meet local dietary needs, such as offering fortified versions of staple foods like noodles, cereals, and milk.

5. Digital Transformation:

- **E-commerce Platforms:** Nestlé is increasingly leveraging e-commerce platforms to reach digital-savvy consumers. By offering products on online marketplaces, they tap into the growing trend of online shopping in Bangladesh, especially in urban areas.

- **Social Media & Digital Campaigns:** Nestlé uses social media platforms like Facebook and Instagram to engage with consumers, create brand awareness, and drive sales. They run digital campaigns highlighting their product benefits, health initiatives, and corporate social responsibility efforts.

6. CSR and Community Engagement:

- **Corporate Social Responsibility (CSR):** Nestlé Bangladesh integrates its sales strategy with its CSR efforts, focusing on community development and nutrition. For instance, the company's "Nestlé for Healthier Kids" program emphasizes nutritional awareness and contributes to positive brand perception, which can indirectly drive sales by making consumers feel good about supporting the brand.
- **Sustainability Efforts:** Nestlé promotes its sustainability initiatives (such as environmental responsibility, packaging reduction, and sourcing from local farmers) which resonate with increasingly conscious consumers in Bangladesh.

By combining these strategic elements, Nestlé Bangladesh works to maintain strong sales performance while keeping consumer satisfaction and growth at the forefront of its operations.

5.6 Distribution Strategy for the stakeholders of Nestle Products

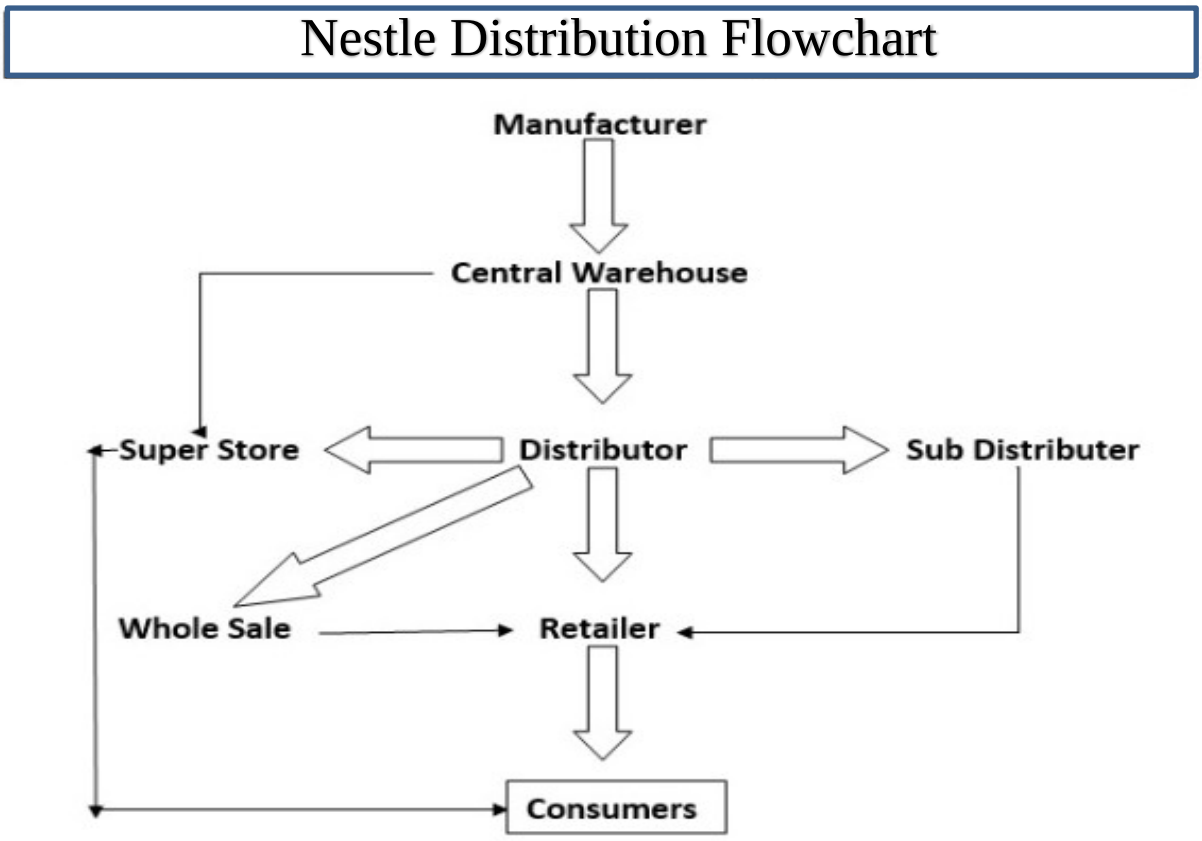
Distribution Strategy: Nestle Bangladesh Ltd. has established an extensive distribution network both locally and internationally to ensure widespread availability of its products. The company utilizes a multi-channel distribution approach, partnering with various wholesalers, retailers, supermarkets, and convenience stores.

I. **Domestic Distribution:** Nestle has strategically positioned distribution centers across key regions in Gazipur, ensuring efficient and timely delivery to retailers nationwide. They maintain strong relationships with distributors to facilitate product placement and visibility.

II. **International Expansion:** Nestle Bangladesh Ltd. has expanded its footprint globally, exporting products to numerous countries. Leveraging partnerships with international distributors and establishing a robust logistics infrastructure, they ensure seamless distribution across borders.

III. **Technology Integration:** Embracing technology, nestle employs advanced inventory management systems and logistics solutions to optimize distribution efficiency, reduce costs, and meet consumer demands promptly.

5.7 Domestic Distribution Flowchart



Chapter: 06
Findings of the Study

6.1 Findings of the Study

- **Occasional Shipment Delays:** The company experiences intermittent delays in their shipments, which may impact customer satisfaction and efficiency.
- **Limited Promotional Activities:** The company's promotional efforts are relatively constrained, potentially leading to missed opportunities for brand visibility and customer engagement.
- **Technology Utilization:** There is potential for the company to increase its use of technology, likely for processes like automation, data analysis, or customer interaction.
- **Effective Transportation System:** The company operates an effective transportation system using its own vehicles for employees, but there is room for improvement in terms of timing and logistics.
- **Inactive HR Department:** The HR department appears to be less active, possibly indicating a need for more robust recruitment, training, or employee engagement initiatives.
- **Organizational and Communication Issues:** Operations in the field could benefit from better organization and improved communication, suggesting room for process optimization.
- **Digital Marketing Opportunity:** There is significant potential for the company to leverage social media platforms for digital marketing, which can expand its online presence and customer reach.
- **Limited Project Management Tool:** The existing project management tool has limited features, which may hinder efficient project planning and execution.
- **Website Performance:** The company's website is not performing well, indicating a need for technical improvements and content updates to enhance user experience and online visibility.
- **Business Development Manager:** While the company has a good setup, hiring a dedicated business development manager can help identify growth opportunities and expand the business further.

Chapter: 07

Recommendations and Conclusion

7.1 Recommendations

Based on observations, analyses, ratio assessments, and employee feedback, I have several recommendations for Nestle Bangladesh Ltd. to enhance their operations and make their internal environment more dynamic. I believe these suggestions can help them effectively compete with their competitors.

- **Enhanced Advertising:** Nestle Bangladesh Ltd. currently has limited product advertising. To promote their offerings more effectively, they should consider increasing their advertising efforts. This includes showcasing more client information and products on their website.
- **Promotional Activities:** To bolster its brand presence, NBL. should invest in more comprehensive promotional activities, such as increased TV advertising and a stronger focus on direct marketing.
- **Skilled Workforce:** It is crucial to recruit adequately skilled personnel. Company employees should be well-versed in effectively communicating with customers about deposits and other financial schemes. A skilled workforce enhances customer satisfaction.
- **Streamlined Account Opening:** For interested customers with valid identification, Nestle Bangladesh Ltd. should consider simplifying the account opening process by eliminating the requirement for an introducer. This can streamline the customer onboarding experience.
- **Customer Preferences Research:** Conducting thorough research into customer preferences and service choices is essential. This data can inform product development and service enhancements to better meet customer needs.
- **Expanding Service Elements:** To cater to diverse customer requirements, Nestle Bangladesh Ltd. should consider expanding their service offerings. This may necessitate recruiting more employees to provide comprehensive support to customers.

By implementing these recommendations, Nestle Bangladesh Ltd. can strengthen their market position and create a more dynamic internal environment to better serve their customers and compete effectively in the industry.

7.2 Conclusion

I have completed my thesis at Nestle Bangladesh Ltd. Nestle Bangladesh ltd. intends to play a primary role in the logistic support activities of the country through adjusted administration, imaginative practices, energetic progress, and efficient organization it has made an unmistakable stamp in the region of private keeping money division at this point. Through an imaginative credit policy, it is also decisively occupied in the improvement of business, trade, and production.

Promising individual representative development and improvement, the company likewise offers a push to recognize and hold the human resources who can conceivably be the successors of the mission's basic parts. The company perceives that movement masterminding and organization are basic to the continued with advance. So, the company reliably reviews various leveled, divisional, and bunch capacity gaps to perceive, make, and hold the successor in a propitious method to meet solicitations without limits.

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