

INTERNSHIP PROJECT SUMMARY

At Nestle India Limited,

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After graduating as a B.tech in Electronics and communication, I worked with Infosys Technologies Limited for 2 years ,in the SAP Domain. This equipped me with sound technical skills.

During this tenure I also felt that my career would do much better if I got the additional knowledge and exposure of an MBA Programme. I chose FORE as it has garnered a good brand name and a respected B-school ranking in the market.

I did my summer internship at **Nestle India Limited**, for duration of two months. Nestlé India is a subsidiary of Nestlé S.A. of Switzerland. With seven factories and a large number of co-packers, Nestlé India is a vibrant Company that provides consumers in India with products of global standards and is committed to long-term sustainable growth and shareholder satisfaction. With an employee-strength of over 6000, Nestle India is one of the leading companies in the FMCG space in India. The company is acknowledged amongst India's 'Most Respected Companies' and amongst the 'Top Wealth Creators of India'

My project was **to unlock the Nestle Cold Vending potential in Delhi and NCR**. I was associated with the **Marketing team of Nestle**, which took decisions on the branding strategies, Market & Product development at Nestle. I got an opportunity to utilize my theoretical knowledge of sales and marketing with practical application in field, hence this project gave me full scope to understand the market and more importantly understand the behavior and purchase decision analysis of customers(retailers) and end consumers. It was a **complete practical application** of the marketing concepts that I had learnt during my first year at **FORE School of Management**.

Designated in OOH-foods and vending division, I worked in the south delhi region, with the primary objective to enhance and maintain Nestle's position in the beverages segment based on field work, market study and analysis and by capitalizing on the cold vending business.

For the fulfillment of this objective, I studied the vending solutions market during the process of sales lead generation and its management, developed understanding of the retailer's or customer's purchase behavior/decision regarding vending machine on the basis of market study, customer(retailers) and end consumer response study analysis and Competitor analysis. The end consumer's were the people who consumed the Nestle beverage.

Recommendations included Steps to strengthen Nestle's presence in cold vending business, by enhancing their visibility and brand image with respect to its competitors like HUL, Georgia, Barista, CCD, etc

The Project also involved Outlet Performance Analysis wherein sales of the products were gauged once the machines were installed and further improvements, were worked on, if required. Overall working of the FMCG Major like Nestle was understood and important sales lead generation and deal cracking was done. Also, marketing strategies were devised and suggested to the company. The deals cracked for machine installations included chain of restaurants like 'Slice of Italy', 'Rainbows', and individual outlets like 'Baker's Hut', 'Prakash Bakery' etc. Target channels were Horeca channels, educational and Health care Centres. My Data analysis was found quite useful by the marketing team of Nestle and the recommendations were also implemented.

I also performed Market Research by using SPSS Research analysis tests that included Factor analysis, One-way anova and other research Instruments. The Questionnaires designed for the surveys were a mix of dichotomous, multiple choices, likert scale, as well as unstructured type of questions. Interviews of retailers, customers, end consumers, person in charge of installation of machines in institutes were conducted in a manner so as to get an insight into customer and consumer responses in relation to purchase behavior.

During my internship, the main concentration was on Market Penetration and Market development. Market penetration strategy involves achieving growth through existing products in existing market. The market penetration strategy that I followed, involved expanding Nestle's customer base in the existing market.

Market development strategy was concerned with creating business through developing new markets with existing products in hand. I used this strategy to capture new and unexplored sectors without creating new products. Some of the unexplored markets involved Educational Institutes, Health care centres and BPO's. This was market development as the business through the same products of Nestea Ice tea and Nescafe frappe was being explored in new potential markets.

In the end, I would like to mention that the experience that I got through this internship was phenomenal. It was like a rehearsal to the real play where I will be acting as a marketing manager.