THESIS REPORT
On
Distribution Strategy of Food and Beverage in Bangladesh: Case Study on Star Line Food Products Limited.

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Semester: Fall-2022

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Letter of Transmittal

January 10, 2023.

Sharmila Sikder
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Subject: Submission of Thesis Paper.

Dear Madam,
I am very pleased with your guiding to preparing and submitting my thesis on the report contains "Distribution Strategy of Food and Beverage in Bangladesh: A Case Study On Star Line Food Products Ltd.". Here is my overview of "Star Line Food Products Limited" which was assigned by you during my three months of Thesis period.

The Thesis paper has been prepared in accordance with the knowledge that I have gathered during my study of the program. I have tried to make this report in detailed information and in precise. I hope that you will be pleased with this report.

It will be my pleasure to clarify any matter regarding this report thank, you for allowing me the opportunity to undertaken the task and for your cooperation.

Sincerely,

.....
Md Abdus Salam.
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Student's Declaration

I am Md. Abdus Salam, a student of Executive Master of Business Administration, ID No. EMBA2103024020 from Sonargaon University (SU) would like to declare here that, this Thesis paper on "Distribution strategy of Food and Beverage in Bangladesh: A Case Study on Star Line Food Products Limited" has been authentically prepared by me. I am declaring that, I didn't submit this Thesis Paper anywhere for awarding any degree, diploma, or certificate.

And also this report is prepared by me.

Sincerely,

.....

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Letter of Authorization

Certified that this Thesis paper titled "Distribution Strategy of Food and Beverage in Bangladesh: A Case Study on Star Line Food Products Limited" is the Bona fide work of Md. Abdus Salam who carried out the research under my supervision. Certified further that, to the best of my knowledge the work reported herein does not form part of any other Thesis Paper or dissertation on the basis of which degree or award was conferred on an earlier occasion on this or any other candidate.

.....

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Letter of Authorization

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.....

Sharmila Sikder
Assistant Professor
Department of Business Administration
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Acknowledgment

First of all, I would like to express my gratitude to the Almighty Allah. This is my pleasure that, I successfully completed my thesis report by the grace of almighty Allah. I want to convey my heartfelt respect and cordial thanks to Sharmila Sikder, Assistant Professor, Department of Business Administration, Sonargaon University, for encouragement, guidance, advice, and valuable supervision. I am very lucky for getting the opportunity to prepare this report under her supervision and guidance. Without her instruction, it was impossible for me to complete this report successfully.

Finally, I want to thank Md. Iqbal, Assistant Manager, Md. Roni, Officer, Mubarak, Officer, Senior GM Sir, Factory and other Field Forces of Star Line Food Products Limited. The concerned team made the environment congenial and favorable for me to recognize the tasks. Without their help and cooperation, this record would possibly not put together a remaining report. I hope that it will help me in my future expert work. In preparing the report, I am grateful to the Liberian of this university who helped me by supplying many kinds of the necessary information. This report suffers from many shortcomings although I have exerted my best effort while preparing this report. I seek excuses for the errors that might have occurred in spite of the best of my efforts.

Abstract

In a developing country like Bangladesh, planned growth of Construction Industry such as construction of industrial complexes, Roads, Bridges, Rail lines & Flyovers, Power Stations, Housing infrastructures, Airport Development, etc. is a prerequisite for achieving the goal of overall national development. With this end in view, **Mr Nizam Uddin and his brothers established the organization Company in the year 2010 at Feni (314/1, Star Line Complex, Shahid Shahidullah Road).** Now operating nationally. Through a long process of organizational development, the Company that started its activities in the year 2010 almost from scratch, achieved rapid and steady growth under the youthful dynamic leadership of its founding Managing Director in particular with able assistance and concerted efforts of its directors, engineers, technicians and employees in general and the Company is now in the forefront of Construction Industry in Bangladesh. Star Line Food Products limited Ltd is the proud concern Specially Feni and National now.

I have found out that **Star Line Food Products Ltd**. uses different Distribution Chanel to Cover Rural and urban Market. Distribution Chanel Retail and Modern Trade at Bangladesh are available. Distribution strategies are Depot setting, Distributors setting, whole sale etc. which elaborated discussed as Chapter wise in this report.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Distribution channels are important for any business to deliver their products to their end customers. And selecting the right strategy is important to run the distribution channels smoothly. A good distribution channel can increase the business sales, profit, revenue and problem in channel can lead the business to losses.

Only a lot of theoretical knowledge will be little important unless it is applicable in the practical life. EMBA program is a mixture of both the theoretical and practical knowledge. To fulfill this requirement, a student is required to obtain real life exposure in an organization and thereby gain demonstrable skills and expertise in the field and also an understanding of the organization. We need proper application of our academic knowledge to make it more fruitful. Such an application is made possible through internship. Internships an integral part of EMBA program, arranging for the students who have completed all academic courses required for EMBA. Students also have to submit a thesis report on an assigned topic. I was placed in **Star Line Food Products Limited** to complete my thesis program under the supervision of Assistant Professor Sharmila Sikder.

By consulting with my thesis supervisor, it has been selected the topic

"Distribution strategy of Food and Beverage in Bangladesh:

A Case Study on Star Line Food Products Limited"

1.2 Origin of the report

Sharmila Sikder, Assistant Professor, Department of Business Administration, Major in Marketing, Sonargaon University (SU) authorized writing of this research report. The report is a part of the course for the students of EMBA. It was submitted by me on 10, January'2023

1.3 Background of the Study

Star Line Food Products Limited is one of the fastest growing Company in Food and Beverage Company of Bangladesh. This Company is meeting the demand of Rural and urban population specially, Biscuit, Cake and others Food products by covering retail outlets.

- **Products are Distributed to retail outlet through Depot setting at Potential place……**
- **Depot distributed products to Distribution.**
- **Then Distribution supply to Retail markets/Outlets.**
- Distribution strategy of Food and Beverage in Bangladesh retail and Modern Trade.
- Retail Coverage by Company Directly by or by Third party Depot.
- Modern Trade covered by Company directly.
- Star Line Food Products Covers Retail Both directly and By third Party.
- **The main Mission of Star Line Food Products Limited to create employment and to Self-Independent to people widely.**
- Distribution strategy of Food and Beverage in Bangladesh retail and Modern Trade.
- Retail Coverage by Company Directly by or by Third party Depot.
- Modern Trade covered by Company directly.
- Star Line Food Products Covers Retail Both directly and By third Party.
- **The main Mission of Star Line Food Products Limited to create employment and to Self-Independent to people widely.**

The company is committed to produces Quality products and fulfil the demand of our country populations with reasonable and Tolerable Price. Average Sales / Month 22 core BDT.

1.3 Scope of the Study

The report highlights the consumers' perception about the quality, customer service, and easy availability Products of Star Line Food Products Limited. It also tries to find out the factors affecting prospects of Star Line Food Products Limited.

1.4 Objectives of the Study

The objective of this research is to understand what kind of distribution strategies and techniques they are using to distribute the products of Star Line Food Products Limited and what are the enticement they are giving to their distributors to motivate them.

1.5 Board Objective

The objectives for the company to take changes or developments where needed like to reduce distribution costing or procedure. Maximum areas are covered Third party Depot Distribution then from Depot to Distribution. Depots are taking 4% commission to supply Distributors. This 4% cost is extra. If we Distribute products directly to Distribution from Factory to Distribution we can reduce the costing from this 4%...This Distribution is possible through Distribution wise Scheduled maintaining.

1.6 Methodology

To conduct this research, data is collected from both primary and secondary sources.
As a primary source, the interaction with the sales executives, area executives, and different employees from Star Line Food Products Limited is considered. And as a secondary source, the information of websites, articles are considered.

This report has been prepared on the basis of experience gathered during the period of Thesis program. For Preparing undergone group discussion, collected data and interviewed some of the selected Depots, Distributors and Retailers.

**I have taken interview Depot owner Narayangonj, Savar, Narsingdi and Dhaka Uttara.

**I have taken interview Distributors of Konapara, Badda, Narayangonj and Rayer Bazar, Dhaka.

I hope these criteria will be enough to find out a different picture Distribution Strategy of Food and Beverage in Bangladesh and Star Line Food Products Limited.

Data Collection

For our research purpose I collected data both Primary and Secondary data.

Primary Data:

I have arranged interview with Distributors and Private Depot .

Secondary Data:

- Annual Report
- Catalogue.
- Google report searching.
-

1.7 Limitations of the Study

- **A**lthough I have submitted a thesis after all some of data's presences are not available.
- Time constraint.
- Internal issues of Company.
- Business Compliance issues etc.

CHAPTER 2

LITERATURE REVIEW

2.1 Literature Review

There are some insufficient studies and literature/Catalogues in the context of Distribution strategy of Food and Beverage and faster expansion in Bangladesh. As a result, a few available published literatures have been reviewed for developing the research questions and objectives of the study

Weigand (1991) noted that the application of unofficial channels could partially cause 'unfair behavior' and pricing by monopolistic channel members. A recent study by Kim (2009) also found significant results in the case of Korean firms, whereby efficient supply chain integration played an essential role for the competitive of sustainable supply chain management (SCM).

The conducted study by Ely (2009) on manufacturers in Thailand indicated that Worldwide oriented firms would be able to develop innovative competencies to participate in different and new environments. As a result, these companies were able to achieve greater growth. It was also further found that the companies which were involved in higher worldwide operations showed higher level of exports.

In addition, the characteristic of distribution channels is that when once established, it is usually difficult to change. Ramaseshan, and Patton (1994), and Zdenko (2011) argued that the channel members' position also took part in determining the performance. Rialp et al., (2002) examined the integration of structural channels over firms in Spain that were engaged in exporting, and invented obvious evidence that establishing linkage to importers could enhance export process. Interestingly, Kumar (2000) found that non integrated channels were recommended as well. Bret (1995) confirmed further that informal ion exchange among members played crucial role in the relationship. The finding was also in line with John's (2006), which showed that trust became an essential element to

maintain the relationship. Jennifer (2008) and Jiuh (2009) further asserted that commitment and trust are the key mediators in determining performance

Geyskens et al. (2002) conduct an event study to evaluate the shareholder value impact of the addition of a new distribution channel. Their study focuses on the addition of an internet channel in the newspaper industry and finds a positive cumulative average abnormal return (CAAR) of 0.71% around the event day. This indicates that, on average, the addition of an internet channel adds to shareholder value. Cheng et al. (2007) evaluate the addition of internet-based channels of distribution in the Taiwanese financial services industry. They too, like Geyskens et al. (2002), find a positive and significant CAAR associated with the addition of the channel. In addition, they find a positive effect on longer term performance measures such as Economic Value Added and Market Value Added.

In contrast to Geyskens et al. (2002) and Cheng et al. (2007), Homburg et al. (2014) do not focus on online channel additions only. They investigate effects of the addition of various types of distribution channels in three countries (U.S.A., Germany and China) on shareholder value. Their findings are consistent with those of Geyskens et al. (2002) and Cheng et al. (2007) – on average, the addition of a new channel positively affects shareholder value (as measured by the CAAR). They also assess the impact of an increase in distribution intensity on shareholder value. Here, their findings are less conclusive – they do not observe an unambiguously positive or negative average CAAR. They do observe considerable variations

(manifest in strong positive and negative CAARs for individual firms) in the impact of increased distribution intensity on the shareholder value of individual firms – for 58 firms, there is a positive average abnormal stock return of 2.21%; for another 52 firms, there is a negative average abnormal stock return of -2.21%.

While abnormal stock returns is one of the most widely used measures of shareholder value, there are other forward-looking, stock market-based measures of firm value. One such measure is intangible firm value (as measured by Tobin's Q). Extant research examines the effects of both dimensions of distribution expansion on Tobin's Q. Lee and Grewal (2004) study the impact of the addition of internet-based communication and distribution channels by traditional store-based retailers on their intangible value. Their findings regarding the adoption of the Internet as a sales channel are mixed – the effect is significantly positive only for retailers with extant catalog operations.

Regarding the relationship between distribution intensity and intangible firm value (as measured by Tobin's Q), Srinivasan (2006) studies the effects of the extent to which a franchisor uses dual distribution (the proportion of franchised retail outlets) on Tobin's Q. Given that extant research (Shane et al. 2006; Kosová and Lafontaine 2010) has confirmed a positive relationship between the proportion of franchised outlets and chain size and that the latter typically reflects distribution intensity, it can be inferred that Srinivasan (2006) implicitly examines the effect of increased distribution intensity on the intangible value of the firm. She finds mixed support for a posited positive impact of distribution intensity on firm value. More recently, Srinivasan et al. (2013) find considerable support for their contingency-based

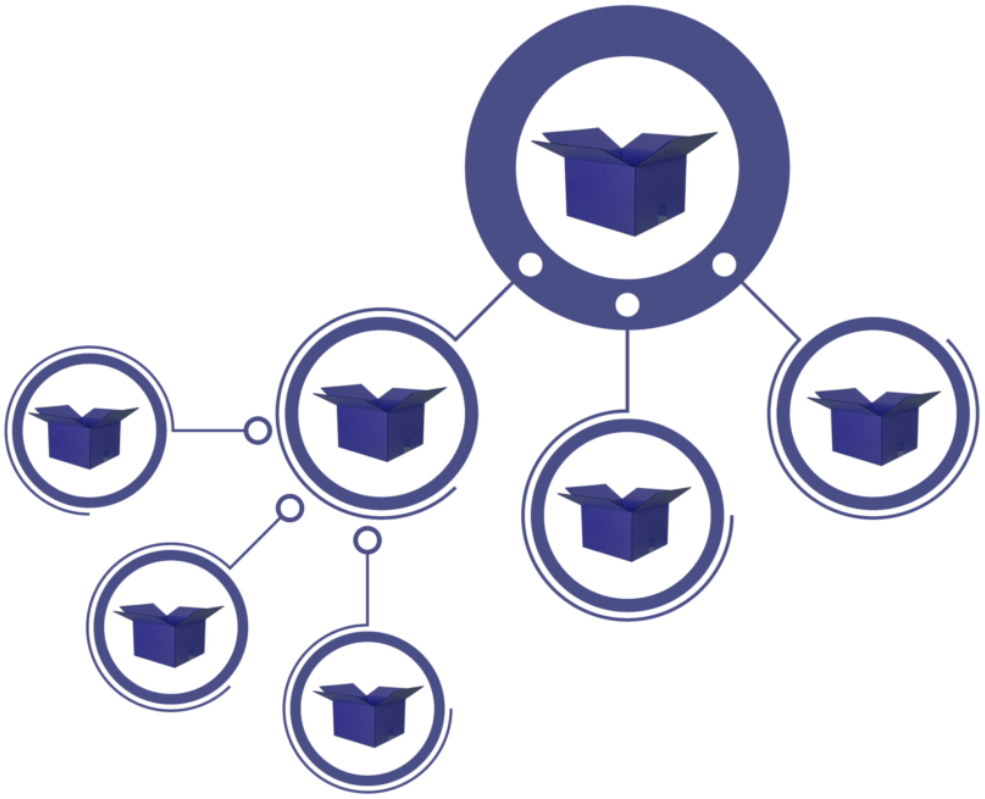
framework for the effects of store openings and closings[2] on the intangible value of Chain retailers.

In sum, two patterns seem to emerge from research on the effects of distribution expansion on factual measures of firm value. First, the effects of distribution expansion appear to be more conclusive for firm value measured in terms of shareholder value (as opposed to Tobin's Q). Second, the positive effects on firm value appear to be stronger for the addition of new channels than for the increase in distribution intensity.

Distribution Strategies of Food and Beverage Limited

In

Bangladesh and Star Line Food Products Limited.



Bangladesh has experienced a fast economic growth over the past decade, with an average growth rate of over 6.2% per year. Bangladesh presents a great opportunity in its domestic market and global market too as a promised land. Over the past 15 years it has been witnessing a retail revolution and fast changing retail landscape. The organized retail industry is gradually inching its way forward to be the next most booming sector in Bangladesh like readymade garments; only if appropriate concerted strategies can be taken. The industry itself has expanded its growth over the past several years and organized retailing is undergoing a metamorphosis and expected to scale up over the next decade. Bangladesh has an un-doubtable depth of poverty, but has been one of the 'Next-Eleven tier' of developing economies keeping industrial development as priority. Modern 'superstores' are the next developing industry in the industrialization of Bangladeshi cities.

The retail sector has traditionally been composed of small family and individual-operated businesses, but modern distribution channels (supermarkets) have emerged over the last ten years. Whilst daily grocery shopping remains very much the same as it has done for years, organized retail (present superstore format of retailing) is undergoing a period of near unprecedented expansion, something that is driving further demand, as well as creating opportunities for further enterprise. Retail stores in Bangladesh, irrespective of product line and price, have begun to appear in diverse shapes and sizes, with convenience stores, discount stores, department stores and superstores a recent phenomenon. Changing tastes and expectations have seen retail shopping move into the realms of being an experience, one where the shopper or visitor enjoys clean air-conditioned and secure surroundings, Some Middle-Class Bangladeshis, who are used to living in gated communities, prefer the new shopping experience at these superstores as they feel more familiar with the shopping style than they would be visiting overcrowded, open 'wet' markets for their everyday grocery shopping.

Here is a wide variety of retail stores in Bangladesh, ranging from temporary outdoor stores to modern supermarkets.

Below is a classification by type of store:

- Independent grocery stores (about 75% of market share – including village markets). No imported food products are available, with the exception of first price products from India.
- Stalls of city markets (around 20% of market share), selling one type of product (fish, meat, vegetables, fruits, etc.). These stores usually exist in semi-urban and urban areas. Imported foods and processed foods are available but limited to those purchased by the middle class.
- Convenience stores (about 5% market share) located mainly in affluent urban areas, with a clientele made up of wealthy people and foreigners. The offer includes imported food products and high-end local products.
- Supermarkets: They entered the Bengali consumer market in early 2000s. There are about 200 supermarkets, with the first ones opening more ten years ago.

Traditionally, intermediaries broadly fall into two categories:

a. General Trade
b. Modern Trade

General Trade

This channel includes distributors, wholesalers, and retailers.

Distributors are appointed by companies by a sales agreement.

In Food and Beverage distribution system,

Recently Some Companies appointed Depot and Distributors. Company sends products to their private appointed depot as stock then Depot distributes the products to Distributors as required.

Above all procedures are following at our Star Line Food Products Limited. sales order is taken from retailers a day prior to product delivery. Distributor's Sales Representative (DSR) visits retail outlets and collects sales orders from them. The next day a delivery unit (deliveryman + driver) makes sure the delivery of the products to all the outlets from where sales orders were taken by DSR and collects "payments" against each successful delivery.

- DSR Collects Sales Order from Retail Outlets.
- **Or Sales Representative collects Sales Order from Retail Outlets (it is preferred into our Bangladesh). Star Line is following this Distribution Strategy.**
- Delivery Unit Ensures Product Delivery to Retail Outlets and Collects Payment the next day

Companies sell to distributors at dealer price, distributors sell to retailers at trade price, and finally retailers sell to customers at MRP.

Companies time to time offer trade promotions to encourage distributors and retailers to buy more of company's products.

It is assumed that retailers will sell to their customers at MRP but sometimes retailers sell at a discounted price (below MRP) to attract more customers on which companies do not have any control. Generally, dealer price remains same for all the dealers/distributors and at the same way trade price also remains same for all the retailers.

Modern Trade

Modern Trade (commonly known as super shop) are organized self-service retail outlets who buy products directly from companies and directly sell to customers. The entire modern trade channel is supervised by a dedicated Key Account Manager.

Companies make sales agreement with each super shop and fix a trade price at which super shops buy products from them. Generally, different trade prices are set for different super shops e.g. the same product may have different trade price for different super shops.

Modern Trade outlets buy product from companies on credit and sell to customers at MRP.

In “general trade” Companies mostly offer promotions for the traders (retailers) whereas in modern trade Companies offer promotions for the consumers. This promotion may be in the form of discount or kinds (kinds mean giving a product free with the purchase of another product or same product). Whatever is the promotional form e.g. cash or kind, the manufactures need to pay for it to the super shops based of promotional sales quantity made by that respective super shops.

Without promotional offer, super shops at their own normally do not sell any product at lower price than MRP.

In modern trade it is very much common to showcase products in Gondolas for which Companies have to pay monthly rentals in favor of the super shops which is a major source of earning for them.

.

Modern Trade Business are unavailable now at Star Line Food Products Limited.

Products of Star Line Food Products Limited:










স্টার লাইন
নিরাপদ পানি
সবার জন্য


Star Line
Chocolate
Marie
BISCUITS
NEW ARRIVAL


NEW
চায়ের কাপে ঝড় তুলুন
Sweet
Toast
Biscuit
এর সাথে...

2.1 Customer satisfaction

Customer is the king. So, Star Line is maintaining this by available products in the residential and others retail outlets. And also, Internal Customers Distributors and Private Depot's satisfaction by faster delivery. After payment to company by maximum 72 hours products are delivered to Distributors if not any Natural Calamity.

2.1 Brand Loyalty:

Customers are very much brand loyal to the brand of Star Line Food Products Limited. As it is engaging in Distributors and Customers and Consumer business very long time. It is building trust among its customers who are new or old. Quick delivery service of acknowledgement. Giving valuable information for long time business .. Customer can talk any department employees if they need any clarification. Employee's behavior of Star Line Food Products is very warm and gentle. Not only end the Business of Star Line Food Products after Delivery, Products follow up is the continuing process

Cultural Factors

Culture, subculture and social class are particularly important in Continuing business with distributors. Culture is the fundamental determinant of a person's wants and behavior. The growing child acquires a set of values, perceptions, preferences and behaviors through his or her family and other key institutions. A child growing up in Bangladesh is exposed to the following values collectivism and humanities. Each culture consists of smaller subcultures that provide more specific identification and socialization for their members. Subcultures include nationalities, religions, social groups and geographic regions. It is followed by Star Line Food Products Limited. Social class is indicated by a cluster of variables for example occupation, income, wealth, education and value orientation. Average monthly income of Star Line Food Products Limited employees 22000.00 BDT.

CHAPTER 3
Overview of the Company

3.1 Corporate Profile

Star Line Food Products Limited is one of the fastest growing Food and Beverage Company of Bangladesh. It has around eight hundred Field Forces. All colleagues are very much Familiar. Here is good culture which is more and more thinking to terminate a employee. To do try to take an employee run for long time. Without any kind of Financial or serious anomalies work employee will not discharges.

Salary of each employee will be paid by 3rd of each month.

Incentive scheme is available for employees to inspired etc. Tea is free for all employee's full time office hour.

2.2 Goals of Star Line Food Products Limited.

The main goal is the employment creation of thousands of people in our country by quality food products supplying over the Bangladesh. One of the fundamental rights of the citizens stipulated in the Bangladesh Constitution is food security for all. Food security exists when all people, at all times, have access to sufficient, safe and nutritious food to maintain healthy and productive lives. The key elements of food

security is: a) availability of enough food from domestic production and/or imports to meet the demand, b) access of the food to all people at all times through enough incomes and affordable prices, c) proper hygiene and sanitary practices and safe water for utilization of food to have optimum impact on health and nutrition, and d) a regulatory framework in place and its proper … implementation for controlling contamination to ensure food safety.

STAR LINE THE MAINLY BISCUIT COMPANY…….





Unique to the taste, for everyone" – Having absorbed this slogan, Star Line Food Products Quickly took place in the heart of consumers. The factory was adjacent to the Lakhimpur beside feni-noakhali highway near the city. Since its inception, the quality of the product has a priority from the beginning.The latest technology has been set up in the factory.

Currently, about 70 products including flavored biscuits, noodles, Chanachur, Fried peas/dal, Mineral water, drink powder, the sauce is produced by Star Line Foods and exported to 7 countries. Each level of production has a strict quality control system.



CHAPTER 4

4.1 Analyzing Customers/Distributors and consumer markets and Client's behavior

Consumers buying behavior is influenced by cultural, social, personal and psychological . . ..factors. Cultural factors exert the broadest and deepest influence.

Cultural Factors

Culture, subculture and social class are particularly important in buying behavior and Demand is creating of Distribution Culture is the fundamental determinant of a person's wants and behavior. The growing child acquires a set of values, perceptions, preferences and behaviors through his or her family and other key institutions. A child growing up in Bangladesh is exposed to the following values collectivism and humanities. Each culture consists of smaller subcultures that provide more specific identification and socialization for their members. Subcultures include nationalities, religions, social groups and geographic regions. **Star Line Food Products Limited customers are Bangladeshi**. So, most of the Bangladeshis are Muslim.

Social class is indicated by a cluster of variables for example occupation, income, wealth, education and value orientation. Average income of Star Line Food Products Limited Distributors/customers are 30000TK/Month. Educational levels most of the customers are up to H.S.C level. Most of the Distributors/customers/Employees are not very much wealthy.

Social Factors

In addition to cultural factors, a consumer's behavior is influenced by such social factors as referencegroups, family, and social roles and statuses.

Reference Groups

A person's reference groups consist of all the groups that have a direct (face to face) or indirect influence on the person's attitudes or behavior. Groups having a direct influence on a person are called membershipgroups. Some membership groups are primary groups, such as Distributors, Employees, and Shopkeepers.

Reference groups expose an individual to new behaviors and lifestyles and influence attitudes and self- concept; they create pressures for conformity that may affect actual service and brand choices.

Family

The family is the most important consumer- buying organization in society and family members constitute the most influential primary reference group. The family has been researched extensively. We can distinguish between two families in the buyer's life. The family orientation consists of parents and siblings. From parents a person acquires an orientation toward religion, politics and economics and asense of personal ambition, self-worth and love. Even if the buyer no longer interacts very much with his or her parents, their influence on the buyer's behavior can be significant. In our country where parentslive with grown children, their influence can be substantial. Broker houses are interested in the roles and relative influence of the husband, wife and most elderly person of the family in the purchase of a broker house service.

Roles and Statuses

A person participates in many groups – Family, clubs and organizations. The person's position in each group can be defined in terms of role and status. A Supreme Court justice has more status than a sales manager, and a sales manager has more status than an office clerk. Customers/Distributors/Consumers that communicate their role and status in society. Like company Managing Director often drive Mercedes and wear expensive suits.

Lifestyle

People from the same subculture, social class and occupation may lead quite different lifestyles. A lifestyle is a person's pattern of living in the world as expressed in activities, interests and opinions. Lifestyle portrays the whole person interacting with his or her environment. **Star Line Food Products Limited** finds Distributions and Business with his related peoples like ….s

Psychographics

It is the science of using psychology and demographics to better understand consumers. Distributors are achievers, experiencers, fulfilled, and actualizes. Actualizes are successful sophisticated, active, take- c h a r g e people. Fulfilled are mature, satisfied, comfortable, and reflective.Favor durability, functionality and value in service. Achievers are successful, career and work oriented. Favor established prestige services that demonstrate success to their peers. Experiencers are young, vital, enthusiastic, impulsive, and rebellious. Spend a comparatively high proportion of income on clothing,fast food, music, movies and video.

Buying Roles of customers of Star Line Food Products Limited:

Marketers have to go beyond the various influences on buyers and develop an understanding of how customers actually make their buying decisions. Specifically, marketers must identify who makes the buying decision, the types of buying decisions and the steps in the buying process. SLFPL customers/Distributors have five characteristics in a buying decision.

1. Initiator- The person who first suggests the idea of buying decision. SLFPL staff tell their friends andrelatives.
2. Influencer- the person whose view or advice influences the decision. Here customers of SLFPL who gainingprofit from Qulaiity products selling.
3. Decider- The person who decides on any component of a buying decision; whether to buy, what to buy,how to buy or where to buy. Who directly invest his labor and money to SLFPL undoubtable environment.
4. Buyer (Retailer)- The person who makes the actual purchase from SLFPL via Distributors and sell to Consumers.

Need recognition:

The buying process starts when a buyer recognizes a problem or need. The need can be internal or external. Internal need means one of the person's normal needs like hunger, thirst etc. Need can also be raised by external stimulus which is served by Retailer and Distributors sell to Retailer and SLFPL sell to Distributions .

Positioning

In the Distribution, Positioning is the technique by which marketers try to create an image or identity in the minds of their target market/Customers for its product/Service, brand, or organization. It is the 'relative competitive comparison' their product occupies in a given market as perceived by the target market. Positioning is perception that is done in the minds of the target market. A product's positioning is how potential customers are seeing the product/Service. Positioning is expressed relative to the position of competitors. Generally, the product /Service positioning process involvement in our Distribution Process.

Defining the market in which the product or brand will compete (who the relevant buyers are). For example, Star Line Food Products Limited is competing with Food and Beverage market of Bangladesh with Olympic Industries, Haque Biscuit, Reedisha Foods companies, etc.

- Identifying the attributes (also called dimensions) that define the product 'space'. For example, theattributes of SLFPL are their special care in providing B.O. acknowledgement in a short time.
- Collecting information from a sample of customers about their perceptions of each product or service onthe relevant attributes.
- Determine each products' or service current location in the product space
- Determine the target market's preferred combination of attributes such as **Return On Investment**.

Star Line Food Products Limited is positioning as a reputation of Star Line Biscuit which is known to our Bangladesh.

Distribution Strategy in Star Line Food Products Limited

Star Line Food Products Ltd (SLFPL) has recruits more than 610 distributors to distribute their products. Most of the distributors are the sole distributors. There are 22 corporate distributors of SLFPL which are called Depot. They distribute for SLFPL to Distributors into their assigned area.

SLFPL follows different distribution strategies like every other company.

SLFPL use all three options for structuring their sales organization. They divide the whole of Bangladesh into 5 zones. These are Dhaka, Chittagong, Sylhet, Rangpur and Khulna. They recruit a different number of distributors in these different zones as required.

SLFPL divides two parts their products for distribution and customers preference. Biscuit and food products for retailer and whole sale business and Beverage for restaurant and institution and whole sale for distribution cost minimizing.

SLFPL uses the intensive market coverage strategy with commission Sale Officer cum Distributors. They recruit several distributors in one area. They want to make sure that the product is available in every corner of a particular area.

CHAPTER 5

Findings and Analysis

5.1 • FINDINGS OF THE STUDY

From the view point of Profitability performance

- Need Decreasing of Private Depot and Increasing direct distribution to Distribution from Company.

From the view point of performance analysis

- Performance is good. But need to increase IT and technology and Technology oriented at Field forces.

From the view point of comparative analysis

- Star Line Food Products Limited is doing well, But more advanced Olympic Industries an Haque Biscuit in Biscuit Industries. It should grow family pack size products to competitive market.
- Distributors are increasing day by day and Company is growing faster. It is good sign.

From the view point of customer satisfaction

- Most of the Distributor/customers/Consumers (Especially External and Internal) are satisfied with Star Line Food Products Limited.
- Wide range of customers groups in terms of age and occupation….
- **SLFPL** provides incentive bonus to its employees on the basis of two festivals and earned profit beyond the target profit (commission) during month and the year, annually increment and also others benefit.
- Employees promotion.
- SLFPL gives more priority to Consumers claimed.

5.2 Identification of Some Problems

- Work execution is more priority here than planning.
- Some areas of Bangladesh are also uncovered till now.
- Less planning works.
- Changes in Policies in a very short time.
- Minimum Productivity per employee.
- Lower Remuneration Structure.
- Brand Image is very poor.
- Want of Quality work.
- There is no arrangement of Field forces Training.
- Limitation of proper training for this reason most of one department employee do not know theother department's work properly.
- Maximum Office hour.
- New employees are recruiting in internal recruitment procedure.

CHAPTER 6

Recommendations and Conclusion

6.1 Recommendations

Star Line Food Products Limited is a well-established Biscuit Company in Bangladesh. It fulfills want of food products in our country with Competitive environment. But it has some limitation that is mentioned above. My suggestions to recover these problems or reduce these problems in SLFPL which are in the following:

- To give Priority both Planning and Execution equally.
- Specially create route planning according to sales Planning.
- To cover all area of Bangladesh specially Dhaka to develop company image.
- To work with short term and long-term Planning.
- To make long term and Fixed Policy for a certain time.
- To ensure maximum Productivity per employee and to increase remuneration of employee in this modern day.
- To promote Brand Image more. Presently Online promotion is started.
- To arrange Training for Field forces and Head Office Peoples to do Quality work.
- To do maintain office hour strictly for a certain time daily.
- Employee recruiting through both internal and external way for recruiting better employee.

6.2. Conclusion

The study's goal is to identify Star Line Food Products Limited's lack of Distribution strategies tactics that might affect the company's development and its position at the top of Bangladesh's competitive food and beverage sector. SLFPL's progress is influenced by a wide range of factors, the findings of the research show. Some of Star Line Food Products Distribution actions have a few negative influence on the development of the food and beverage market, according to SWOT analysis, Segmentation, targeting and positioning strategy, and Distribution strategies of Star Line Food Products Limited.

There are expanding prospects in the food and beverage sector as Distribution to fulfill needs at home and to send pre-packaged cooking products to customers' homes are growing at an increasing rate. Since Star Line Food Products Limited lacks efforts in Distribution development for coverage new area , it must compete with other food and beverage sector rivals in order to exist Star Line Food Products Limited must improve its customer centric model for attracting new customers, expand its Distribution strategies and activities, and to find prospective profit by **Deducting Private Depot System.** Because, Private Depot is taking 4% profit for their service. So, It should distribution through company self-distribution for better Distribution and Profit.

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