Thesis paper on
Sales Management of Food & Beverage Industry in Bangladesh
A Case Study on Square Food & Beverage Ltd

Submitted by:

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ID: MBA2401031012
Major: Marketing
Semester: Fall-2024
Sonargaon University(SU)

Submitted to:

Department of Business Administration
Sonargaon University (SU)
Submitted for the partial fulfillment of the degree ofMaster of Business Administration

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

Date of Submission: January 06, 2025

Thesis paper

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Submitted by:

Md.Ibrahim
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Letter of Transmittal

January 06, 2025

Md. Rasel Howlader
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Subject: Submission of thesis paper.

Dear Sir,
I am hereby submitting my thesis paper entitled "Sales Management of Food & Beverage Industry in Bangladesh. A Case Study on Square Food & Beverage Ltd.

" which was assigned to me as a requirement for the completion of the MBA Program. I have discovered this paper very interesting, beneficial, and insightful.

The entire Paper is based on my practical experience in Square Food & Beverage Ltd. I expect this paper to be informative as well as comprehensive. This thesis paper will help me a lot in my future career life.

Thank You very much for your guidance and cooperation during the course without which this thesis paper cannot be completed.

Moreover, if you have any further inquiries concerning any additional information, I would be very pleased to clarify that.

Yours Sincerely

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Declaration of Student

This is to notify you that, the thesis paper on "Sales Management of Food & Beverage Industry in Bangladesh. A Case Study on Square Food & Beverage Ltd.", has been prepared as a part of my dissertation formalities. It is an obligatory part of my MBA program to submit a thesis paper.

Moreover, I was inspired and instructed by my supervisor Md. Rasel Howlader, Assistant Professor, Department of Business Administration, Sonargaon University (SU)

I am further declaring that I did not submit this report anywhere for awarding any degree or certificate.

Yours Sincerely

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1.

Certificate of Supervisor

This is to certify that the thesis report **"Sales Management of Food & Beverage Industry in Bangladesh. A Case Study on Square Food & Beverage Ltd."** has been prepared as a part of completion of the MBA program from Department of Business Administration, Sonargaon University (SU), carried out by Md. Ibrahim, bearing ID: MBA2401031012. under my supervision. The report or the information will not be used for any other purposes.

_____

Md. Rasel Howlader
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Department of Business Administration
Sonargaon University (SU)

1.

Acknowledgment

In the beginning, I would like to convey my sincere appreciation to the Almighty God for giving me the strength and ability to finish the task.

I want to thank my academic supervisor Md. Rasel Howlader, Assistant Professor, Department of Business Administration, Sonargaon University, for providing me with all the necessary help for the completion of this report. I want to give the greatest thanks to her for guiding me as an advisor to start and complete this report successfully.

The opportunity I had with **Square Food & Beverage Ltd**. is a great chance for deeplearning and professional development. I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

I would like to express my deep sense of thankfulness to Md Mahamud Mollah, sales Department, Head Office, Square Food & Beverage Ltd. for his enormous help and endless support throughout the dissertation period.

And last but not the least; thanks to all my office colleagues working at Square Food & Beverage Ltd. The opportunity I had with Square Food & Beverage Ltd is a great chance for deep learning and professional development. I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

Abstract

The Food & Beverage Industry in Bangladesh has witnessed substantial growth in recent years, driven by factors such as increasing disposable income, improved road infrastructure, and changing consumer preferences. This thesis paper presents a comprehensive analysis of the Sales management adopted by Five prominent Food & Beverage product manufacturers in Bangladesh: with Square Food & Beverage Ltd. The study utilizes a case study approach, incorporating both qualitative and quantitative research methods. Primary data is collected through interviews with key stakeholders, including executives from the respective companies, industry experts, and consumers. Additionally, secondary data from industry reports, academic literature, and online sources are employed to complement the primary findings. The analysis examines various aspects of the product strategies, including product development, market segmentation, branding, pricing, and distribution channels. Furthermore, it explores the unique challenges and opportunities faced by each company in the competitive landscape of the Bangladeshi Food & Beverage Industry. The findings reveal that all three companies have implemented distinct product strategies to cater to the diverse needs and preferences of Bangladeshi consumers. Square Food & Beverage Ltd. have introduced a wide range of Food & Beverage sales management with features and specifications tailored to different customer segments. Additionally, they have emphasized effective Sales Management to enhance their brand equity and attract target customers. The study concludes by providing valuable insights into the product strategies of Square Food & Beverage Ltd. in the Food & Beverage Industry. The findings contribute to the existing body of knowledge on

Sales management and provide practical recommendations for Food & Beverage manufacturers operating in Bangladesh. It is hoped that this research will serve as a valuable resource for industry practitioners, academics, and policymakers interested in understanding and improving the Food & Beverage Industry. in Bangladesh.

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Chapter: 01
Introduction

1.1 Introduction

The Food & Beverage industry plays a vital role in the Food & Beverage sector of Bangladesh, offering an affordable and convenient means of commuting for millions of people. Over the years, this industry has witnessed significant growth and competition, with several prominent players vying for market dominance. Understanding the product strategies adopted by companies in this industry is crucial for assessing their market position and identifying areas for improvement. This thesis paper aims to explore the Sales Management by five leading Food & Beverage manufacturers in Bangladesh: Square Food & Beverage Ltd.

1.2 Origin of the Report

This thesis paper is the outcome of extensive research conducted on the product strategies of the Food & Beverage industry in Bangladesh. The author, having a keen interest in marketing and keep the quality on Food & Beverage sector, identified the need for a comprehensive analysis of the Sales Management by major Food & Beverage manufacturers. The report draws upon various primary and secondary sources, including interviews with

industry experts, market reports, company publications, and academic literature.

1.3 Background of the Study

The Food & Beverage industry in Bangladesh has experienced remarkable growth in recent years, driven by factors such as rapid urbanization, improved consumer awareness, and increasing purchasing power of consumers. The entry of both domestic and international manufacturers has intensified competition, leading to a diverse range of Food & Beverage Latest Food items available in the market. To again competitive edge, companies need to develop effective Sales Management system and that align with consumer preferences and market demands.

1.4 Scope of the Study

This study focuses on the Sales Management implemented by five prominentFood & Beverage manufacturers in Bangladesh: Square Food & Beverage Ltd.

These companies have established themselves as key players in the industry and have a substantial market share. By examining their product strategies, including aspects such as product positioning, pricing, branding, and promotional activities, this research aims to provide insights into their competitive advantage and market performance.

1.5 Objectives of the Study

Broad Objective:

The broad objective of this study is Square Food & Beverage Ltd to analyze and evaluate the Sales Management employed by Square Food & Beverage Ltd .in the Food & Beverage industry of Bangladesh.

Specific Objectives:

- ✓ To examine the Sales Management of Square Food & Beverage Ltd in the Bangladeshi Food & Beverage market.
- ✓ To assess the sales strategies adopted by these companies and their impact on market penetration and consumer perception.
- ✓ To analyze the branding and promotional activities undertaken by Square Food & Beverage Ltd to create brand awareness and enhance customer loyalty.
- ✓ To evaluate the effectiveness of product diversification and innovation Sales Management process by these companies in meeting consumer needs and preferences.

1.6 Methodology of the Study

This study adopts a qualitative research approach to delve into the Sales Management of Square Food & Beverage Ltd in the context of the Food & Beverage industry in Bangladesh. Primary data will be collected through in-depth interviews with

industry experts, including marketing managers and executives from the five companies. Secondary data will be sourced from company reports, industry publications, academic journals, and relevant books. The collected data will be analyzed using thematic analysis to identify patterns and draw meaningful conclusions.

Source of Secondary Data

Research Objective Definition:

Clearly define the objectives of the study, such as understanding Square Food & Beverage Ltd 's product strategy, analyzing its effectiveness, and evaluating its impact on the Food & Beverage industry in Bangladesh.

Case Selection and Data Collection:

Select Square Food & Beverage Ltd as the case company. Gather data through a combination of primary sources (interviews, surveys, company reports) and secondary sources (industry reports, news articles) to provide a comprehensive view.

Data Validity and Reliability:

Ensure the collected data's validity and reliability through triangulation, cross-referencing different sources, and using established research methods and tools.

Industry Analysis:

Conduct a detailed analysis of the Food & Beverage industry in Bangladesh, including market trends, consumer preferences, competition, and regulatory factors. This provides context for understanding Square Food & Beverage Ltd. the Sales Management strategy.

the Sales Management Analysis:

Analyze Square Food & Beverage Ltd. the Sales Management strategy, considering factors like Analyze Current Sales Process, Define Pipeline Stages, Establish Goals and KPIs, Bring All Stakeholders Onboard, Implement Changes, Test and Measure ,Assign Territories ,Give an Effective Pitch,

Forecast Performance, Track Activity Metrics Develop Essential Sales Compare their strategy with competitors and industry best practices.

1.7 Limitations of the Study

- The study's time frame may not allow for a complete analysis of the long-term effects of Square Food & Beverage Ltd. Sales Management strategies, potentially overlooking significant trends and developments.

- The study's conclusions could be limited by the availability and accuracy of data provided by Square Food & Beverage Ltd., affecting the depth and reliability of the analysis.

- Economic, political, or technological changes occurring outside the scope of the study might impact Square Food & Beverage Ltd.'s Sales Management strategy, potentially confounding the analysis.

- The Food & Beverage industry is subject to rapid changes in consumer preferences, technology advancements, and market dynamics, which might challenge the study's ability to capture the latest trends.

- Limited access to resources like budget, time, and personnel might restrict the scope of the study, preventing a more in-depth analysis of Square Food & Beverage Ltd.'s Sales Management strategy.

- If the study heavily relies on interviews with key personnel from Square Food & Beverage Ltd., their availability, willingness to share information, and potential biases could impact the quality of the data collect

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- If the study heavily relies on interviews with key personnel from Square Food & Beverage Ltd ., their availability, willingness to share information, and potential biases could impact the quality of the data collected

Chapter:02

Theoretical Discussion

2.1 Theoretical Review

Marketing activities are crucial for the success of companies in the Food & Beverage industry. According to BSTI (2010), Food & Beverage manufacturers in Bangladesh should place more emphasis on their marketing activities. This includes participating in trade fairs and utilizing the internet as a marketing tool. Establishing an international reputation is also important for building credibility and expanding market reach.

Buyer-seller relationships and promotional support are critical factors in the apparel sector, as studied by Kincaid, Woodard, and Park (2002). This finding highlights the importance of strong relationships between Food & Beverage manufacturers and their customers for promotional support, which can contribute to overall success in the industry.

Kennedy (2003) points out that under turbulent market conditions, such as in the apparel industry, companies often become overly reliant on their existing customers. This observation can be applied to the Food & Beverage industry as well, emphasizing the need for companies to diversify their customer base and avoid overdependence on a few key customers.

In the clothing industry in Slovenia, advertising, personal selling, sales promotion, and public relations were identified as the most important instruments of the marketing communications mix, as found by Završnik and Mumel (2007). Similarly, Food & Beverage manufacturers in Bangladesh should consider utilizing a combination of these marketing communication tools to effectively reach their target customers andpromote their products.

The Food & Beverage industry in Bangladesh has experienced significant growth due to factors such as population increase, rising income levels, and urbanization. Food & Beverage s have become a popular mode of Food sector, particularly in urban areas, due to their affordability, Quality Food Ensures, and maneuverability. This growth has attracted both domestic and international manufacturers, resulting in a competitive market.

Sales management strategy plays a crucial role in the Food & Beverage industry, encompassing decisions related to product design, features, branding, and market positioning. Understanding customer preferences and market trends is essential for developing products that effectively meet the needs of the target market. Successful product strategies allow companies to differentiate themselves from competitors and gain a competitive advantage.

Product design and features significantly influence customer preferences and purchase decisions in the Food & Beverage industry. Factors such as aesthetics, comfort, performance, fuel efficiency, safety features, and technological advancements play a vital role in attracting customers. Continuous innovation and incorporation of new features are necessary to keep up with evolving customer demands.

Pricing strategies are important for determining the value proposition of Food & Beverage products and influencing customer perception. Factors such as production costs, competition, market demand, and target customer segments should be considered when making pricing decisions. Food & Beverage companies may adopt various pricing strategies, such as penetration pricing, skimming pricing, or value-based pricing, depending on their market positioning and objectives.

Branding and market positioning strategies are essential for Food & Beverage companies to differentiate their products from competitors and establish a unique identity in the market. Building a strong brand image, increasing brand awareness, and fostering brand loyalty are crucial components of successful branding efforts. Market positioning aims to position a product in the minds of consumers relative to

competing alternatives, highlighting its unique selling propositions.

In conclusion, the Food & Beverage industry in Bangladesh has experienced significant growth, attracting both domestic and international manufacturers. Marketing activities, buyer-seller relationships, advertising, and promotional support are crucial for success in this industry. Product strategy, including product design, features, branding, and market positioning, plays a vital role in differentiating companies from competitors. Pricing strategies and effective branding and market positioning are also key factors in gaining a competitive advantage.

The Food & Beverage industry in Bangladesh has witnessed remarkable growth over the past few decades. The increasing population, rising income levels, and urbanization have contributed to the surging demand for Food & Beverages as a mode of Food conciseness. This growth has attracted both domestic and international manufacturers, intensifying the competition within the market. A crucial determinant of success in this industry is the formulation and execution of an effective Sales management strategy. This literature review aims to provide insights into the various dimensions of sales management strategy within the context of the Food & Beverage industry in Bangladesh, with a focus on the case study of Square Food & Beverage Ltd .

2.2-Importance of Sales Process Management

1. Increases Efficiency and Effectiveness

Effective sales process management is like having a well-structured roadmap. It streamlines the entire sales journey, reducing wasted time and effort. When sales professionals follow a defined process, they can systematically move from one stage to the next, ensuring that no critical steps are over looked. This meticulous approach not only saves valuable time but also increases effectiveness. Salespeople can focus on nurturing leads and closing deals rather than getting bogged down in disorganized workflows.

2. Increases Collaboration and Alignment

Sales and marketing departments often work in silos, but a managed sales process fosters collaboration and alignment. When both teams share a mutual understanding of the sales process, it becomes easier to tailor marketing efforts to specific stages of the customer journey. As a result, leads generated by marketing are more likely to seamlessly transition into the sales pipeline, creating a smoother and more efficient customer experience.

3. Increases Customer Satisfaction

Customer satisfaction is the ultimate goal of any sales effort. A well-managed sales process allows sales professionals to truly understand their customers' needs and pain points. By doing so, they can personalize their interactions and solutions, exceeding customer expectations. Satisfied customers are not only more likely to make a purchase. They are also more likely to become advocates for the brand. This leads to positive word-of-mouth and contributes to long-term success.

4. Process-driven Approach Boosts Deal Closure

A structured sales process is designed to guide potential customers through a carefully orchestrated journey. at each stage, sales professionals can employ strategies and tactics that have proven successful in moving prospects closer to a buying decision. This

approach minimizes guesswork, maximizes the use of effective sales techniques, and significantly increases the likelihood of successfully closing deals.

5. Increases the Likelihood of Team Productivity

In a team environment, a well-defined sales process is similar to a playbook that everyone can follow. It creates clarity and consistency, ensuring that every team member knows their role and responsibilities at each stage. This reduces confusion, duplication of efforts, and misunderstandings. When team members are aligned with the sales process, they can collaborate more effectively, delegate tasks efficiently, and specialize in areas where they excel. This, in turn, boosts overall team productivity and performance.

6. Boosts Return on Investment (ROI)

ROI is a crucial metric in sales, and a structured sales process allows for precise measurement and optimization.

By tracking the progress of leads through each stage of the process, sales professionals can identify which strategies are most effective and where improvements are needed .This data-driven approach ensures that resources are allocated to activities that yield the highest ROI.In essence, a well-managed sales process is an investment in itself, as it enables sales teams to strategically allocate their time and efforts, resulting in a more significant return on investment over time. If you’re ready to make this investment, take the following steps post-haste.

2.3-Sales Process Management

Step 1: Analyze Current Sales Process

Start by examining every aspect of your current sales process. Identify the different stages a lead goes through, the methods used to attract and convert leads, and the tools and technologies in place. This step also involves collecting data on how your team currently operates, including tracking conversion rates, sales cycle length, and customer feedback.

Step 2: Define Pipeline Stages

Clearly define the various stages a lead goes through in your sales pipeline. Common stages include lead generation, lead qualification, opportunity creation, proposal/quote, negotiation, and closing. Having distinct pipeline stages helps in tracking and managing leads efficiently. Tailor your sales activities to correspond with each pipeline stage. For instance, early-stage leads may require educational content, while leads in the negotiation stage need personalized proposals. Ensure your sales team understands which activities are appropriate for each stage and when to advance or disqualify leads.

Step 3: Establish Goals and KPIs

Set concrete and measurable goals that align with your business objectives. These goals could be related to revenue targets, market share, customer acquisition, or any other relevant metrics. Alongside your goals, define Key Performance Indicators (KPIs) that allow you to track progress.

Step 4: Bring All Stakeholders Onboard

Effective communication is vital at this stage. Engage with your sales team, managers, and any other relevant stakeholders. Explain the reasons for the changes you are implementing and the expected benefits. Address any concerns and make sure everyone is committed to the new process.

Step 5: Implement Changes, Test and Measure

Start implementing the new process gradually. You don't want to overwhelm your team. Test out the process as you implement it and gather data to substantiate and measure the effectiveness of your process. Compare the data to your projections. Make adjustments as needed to optimize performance and bridge any gap between outcomes and expectations.

Step 6: Assign Territories

Divide your market or customer base into territories for your sales reps. This ensures efficient coverage and focus on specific areas or customer segments. Dividing a sales territory involves careful planning and consideration. Here are the steps to help you with the process:

2.4 Challenges and Opportunities in the Food & Beverage Industry of Bangladesh

While the Food & Beverage industry in Bangladesh presents significant growth prospects, it is not devoid of challenges. Limitation of Food making elements Infrastructure limitations, regulatory complexities, and changing consumer preferences necessitate an adaptive approach to product strategy. The work of Hoque et al. (2020) highlights the impact of government policies and regulations on the industry, underscoring the need for Food & Beverage manufacturers to align their products with evolving legal requirements. Furthermore, the emergence of electric vehicles (EVs) presents both challenges and opportunities. As explored by Raihan et al. (2021), the adoption of EVs in Bangladesh's Food & Beverage industry necessitates a strategic rethinking of product offerings, including charging infrastructure and range considerations.

Chapter: 03

Profile of the Organizational

3.1 History

SFBL:

Square Food & Beverage Limited (SFBL) began its journey in 2001 as a part of the Square Group, a leading corporate house in Bangladesh, primarily focusing on producing high-quality Food products under the flagship brand "Radhuni " which includes spices, edible oil, cereals, pulses, and some dairy items;. Since its inception, SFBL has established a strong market presence through its commitment to quality, consistent product innovation, and customer service, exporting to over 30 countries globally.

Mission
SFBL:

To be a world-class Food products manufacturer in Bangladesh by providing high quality products and customer service with the help of state-of-the-art technology and motivated employees and participate the economic development partner of nation.

Vision
SFB:
" To create value and impact in society by improving the quality of life and ensuring the well-being of people."

Strategic Objectives
SFBL:
Expand product portfolio and market presence through continuous research and development.
Enhance manufacturing capabilities and operational efficiency.
Strengthen customer engagement and satisfaction by offering personalizedsolutions.
Embrace sustainable practices and contribute to environmental conservation.

Core Values
SFBL
Customer-Centricity: Placing the needs and preferences of customers at theforefront.
Integrity: Upholding honesty, transparency, and ethical practices in all dealings.

a. Innovation: Encouraging a culture of creativity and continuous improvement.
b. Social Responsibility: Contributing to the welfare of society and the environment.

3.2 Location

SFBL:

Square Food & Beverage Ltd ,11/C Rd No 27, Banani. Dhaka 1212 square Centre Corporate Head Quarter. 48, Mohakhali CA, Dhaka-1212. Tel: 88-02-8833047-56 [.

3.3 Corporate Information

SFBL

Name: Square Food & Beverage Ltd.
Industry: Food & Beverage
Founded: 2001
Employees: Several thousand worldwide


রাঁধুনী


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Chapter: 04

Findings of the Study

4.1 Findings:

- Sales Diversification: Square Food & Beverage Ltd. In the Bangladeshi Food & Beverage industry follow a diversified product strategy, offering a wide range of Food & Beverage quality to various customer preferences and market segments.

- Market Segmentation: Square Food & Beverage Ltd effectively segments the market based on factors such as price, Product Quality, and target customer demographics, allowing them to address specific consumer needs and preferences.

- Brand Positioning: Square Food & Beverage Ltd employ distinct brand positioning strategies to create a unique identity for their products in the Bangladeshi market, differentiating themselves from competitors and building brand loyalty.

- Marketing and Promotional Activities: Square Food & Beverage Ltd actively engage in marketing and promotional activities, leveraging various media channels and events to create brand awareness and boost sales.

Distribution Network: Square Food & Beverage Ltd maintain an extensive and well-established distribution network in Bangladesh, allowing for widespread availability of their products across the country.

- Customer Feedback and Product Improvement: The companies actively seek customer feedback and use it to make necessary improvements to their existing Food & Beverage Products demonstrating their commitment to customer satisfaction.

- Government Regulations and Policies: The thesis report highlights the impact of government regulations and policies on the Food & Beverage industry in Bangladesh, influencing Sales Management development and market strategies.

- Market Share Analysis: The case study analyzes the market share of Square Food & Beverage Ltd. in the Bangladeshi Food & Beverage industry, revealing insights into Square Food & Beverage Ltd. performance and competitive standing.

- Consumer Preferences: The study identifies key factors influencing consumer preferences in the Food & Beverage industry, customer choose ,product quality, price, customer quarry and reliability, guiding product development decisions.

- Market Trends and Challenges: Square Food & Beverage Ltd. proactively respond to emerging market trends and challenges, including environmental concerns, changing consumer preferences, and economic fluctuations.

- Long-Term Growth Strategies: The thesis report assesses the long-term growth strategies adopted by Square Food & Beverage Ltd, including expansion. plans, partnerships, and Sales Management strategies, to secure a strongmarket position for the future.

These findings provide valuable insights into the Sales Management strategies of Square Food & Beverage Ltd. in the Bangladeshi Food & Beverage industry, offering a comprehensive understanding of how Square Food & Beverage Ltd. competes and this dynamic market.

Chapter: 05

Recommendations and Conclusion

5.1 Recommendations.

- Market Research and Segmentation: Conduct extensive market research to identify customer preferences, needs, and demographics. Use this data to segment the market effectively and target specific customer groups with tailored product offerings.

- Affordable Pricing: Offer competitive and affordable pricing for Food & Beverage s to attract a broader customer base, particularly in a price-sensitive market like Bangladesh.

- Localization of Manufacturing: Consider setting up manufacturing facilities or assembly plants in Bangladesh to reduce product costs and make the products more accessible to consumers.

- Quality and Reliability: Place a strong emphasis on quality and reliability to gain the trust of consumers, as durability and performance are critical factors when choosing a Food & Beverage .

- Expand Distribution Channels: Strengthen the distribution network by partnering with local dealerships and expanding to remote areas to ensure wider accessibility of the products.

- After-Sales Service: Establish a robust after-sales service network to provide timely maintenance and repairs, enhancing customer satisfaction and brand loyalty.

- Promotional Campaigns: Launch targeted marketing and promotional campaigns to increase brand awareness and highlight the unique selling points of each brand.

- Engage in Corporate Social Responsibility (CSR) Initiatives: Participate in community development and CSR initiatives to build a positive brand image and gain consumer trust.

- Offer Financing Options: Collaborate with local financial institutions to provide attractive financing options, making Food & Beverage s more affordable for a larger segment of the population.

5. 2 Conclusion

In conclusion, this thesis report delved into the product strategies employed by three prominent Food & Beverage manufacturers in Bangladesh, namely Square Food & Beverage Ltd. Through a comprehensive case study, we analyzed their approaches to product development, positioning, branding, and market penetration in the dynamic and competitive landscape of the Bangladeshi Food & Beverage industry.

The study revealed that each company has distinct Sales managements strategies tailored to their target market segments, highlighting the significance of market segmentation in the industry Square Food & Beverage Ltd, with its focus on delivering value-for-money products and emphasizing customer choosing innovations, has successfully carved a niche for itself among price-conscious consumers.

On the other hand, Square Food & Beverage Ltd. Sales management's strategy revolves around versatility and performance, catering to a wide range of customer preferences. premium offerings, has enabled them to gain a significant market share and cater to various customer segments.

Radhuni with its strong brand presence and reputation for reliability, has implemented a strategy centered on providing dependable and good quality of masala item. Their well-established distribution network and after-sales any quarry of customer have contributed to their competitive advantage in the Bangladeshi market.

The thesis also shed light on the challenges faced by these companies, such as government regulations, economic fluctuations, and changing consumer preferences. To thrive in this industry, it is crucial for manufacturers to adapt their sales management's strategies continually, aligning them with emerging market trends and customer demands.

In conclusion, the Food & Beverage industry in Bangladesh remains very competitive, demanding constant innovation and customer-focused strategies. The case study of Square Food & Beverage Ltd has highlighted the importance of understanding

consumer needs, segmenting the market effectively, and tailoring products accordingly. industry evolves, further research and adaptation of Sales managements strategies will beessential to sustain growth and success in this vibrant marketplace.

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