Internship Report

on

Marketing Strategy of Madina Food & Beverage Ltd.

Submitted by:

Ashik

ID: BBA2002020001

Program: Bachelor of Business Administration (BBA)

Major: Marketing

Sonargaon University (SU)

Submitted to:

Department of Business Administration

Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of

Bachelor of Business Administration



Sonargaon University (SU)

147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: May 05, 2024

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Supervised By:

Sharmila Sikder

Assistant Professor

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Letter of Transmittal

May 05, 2024

Sharmila Sikder

Assistant Professor

Department of Business Administration

Sonargaon University (SU)

Subject: Submission of Internship Report on "Marketing Strategy of Madina Food & Beverage Ltd."

Dear Madam,

With most respectfully to state that I am pleased to submit my internship report titled **"Marketing Strategy of Madina Food & Beverage Ltd."** This report is an essential part of my BBA degree requirements, and I had the privilege of completing my internship at Madina Food & Beverage under your guidance.

This report reflects the current marketing practices employed by organizations in our country. I have made an effort to include relevant details while keeping the report concise.

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

Yours Sincerely

_____

Ashik

ID: BBA2002020001

Program: Bachelor of Business Administration (BBA)

Major: Marketing

Department of Business Administration

Sonargaon University (SU)

Certificate of Supervisor

I hereby confirm that the internship report titled "**Marketing Strategy of Madina Food & Beverage Ltd.**" has been created in fulfillment of the BBA program requirements at the Department of Business Administration, Sonargaon University (SU). The report was conducted by **Ashik**, with ID **BBA2002020001**, under my guidance. I assure you that the report and its contents will not be utilized for any other intentions.

_____

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

Declaration of Student

I am Ashik, a student in the Bachelor of Business Administration program with ID BBA2002020001 at Sonargaon University. I want to sincerely state that the report titled **"Marketing Strategy of Madina Food & Beverage Ltd."** 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

_____

Ashik
ID: BBA2002020001
Program: Bachelor of Business Administration (BBA)
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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, **Sharmila Sikder**, Assistant Professor at Sonargaon University (SU), for her crucial guidance, scholarly insights, and unwavering support throughout my study period.

I wish to extend my gratitude to all the people who helped me accomplish my report titled “Marketing Strategy of Madina Food & Beverage Ltd”. I am grateful to Mr. Jan Sharif Assistant Manager of Madina Food & Beverage Ltd in the Marketing department for being my internship supervisor. He has shown me how to get things done easily and helped me a lot.

Executive Summary

Madina Super Shop (Madina Cost Cutter) is the extended business of its parent company Madina Trade International and also an associate of Madina Food & Beverage Ltd. Bakery products like breads, cakes, muffins, biscuits, buns, and doughnuts. Cookies etc are very popular among the people of Bangladesh and are commonly used. With the rapid industrialization of the country, increase in population, modernization, and change in food habits, the demand for these products is ever-increasing. To produce and supply nutritious, hygienic and high-quality bread, biscuits, and other bakery products to the people of Bangladesh, Madina food & beverage. Has established an ultramodern automatic factory in the basic industrial area in 2013. Madina Food & Beverage is also engaged in trading stones, coal, rice, flour, sugar, and several other products. A new segment should be added to the existing market. The company should make the position of Madina Food & Beverage as a "quality product" for a large market share. The taste of the Madina Food & Beverage will be improved. The company should attack the competitors the company should offer competitive prices, which will reduce prices than other competitors. Production costs should be reduced to the minimum level. Consumers usually want better quality and various products at lower prices production cost is one of the major components of price. To minimize the production cost, it is recommended that the expert and skilled workers should be appointed which will reduce the rate of wastage and volume of defective production.

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LIST OF ACRONYMS

TM	Target market
CS	Customer Satisfaction
CSR	Corporate Social Responsibility
TP	Trade Price
SR	Sales representative
AM	Assistant Manager
MM	Marketing Manager
IMS	In Market Sales
DP	Distributor Price
MT	Monthly Target

Chapter one

Introduction

1.1 Introduction

The report is prepared on "Marketing Strategy Madina Food & Beverage Ltd" has a large product line like Gold Atta, energy Tost, different types of Dal, chips, and various types of cold Biscuits and their latest addition is milk. To maintain this large product line, Madina Food & Beverage Ltd has a strong network all over this country. Moreover, Madina Food & Beverage has specialized and skilled HR to un different strategies to capture a large number of shares, Madina Food & Beverage Ltd has different and exciting promotional activities to maintain their current market share and capture others share. In this case, Madina Food & Beverage got extra facilities because it is performed under the shadow of Madina Group which is one of the biggest groups in Bangladesh, Madina Food & Beverage Ltd strongly aligned with the mother company Madina Group to create synergy. That's why the turnover of Madina Group and Madina Food & Beverage Ltd is higher than that of other companies. The entire report is strategically divided into three parts, The First part involves relevant and accurate information about the company Madina Food & Beverage Ltd. Overviews of the parent company Madina Group, its business units, and functional and operational units are also discussed. In the second part, I analyze the Madina Food & Beverage Ltd. overview followed by the Marketing Strategy Madina Food & Beverage Ltd analysis, SWOT analysis, Competitive analysis along with the marketing strategy analysis and budgeting are being covered in this part. The third part involves the in-depth analysis of my research work formatted as per research technique, hypothesis, data presentation and analysis, hypothesis testing, research findings summary, etc.

1.2 Objective of the Study

The main objective of the report was to fulfill the requirements of BBA course by preparing and submitting report on Marketing Strategy of Madina Food & Beverage Ltd.

Broad objective

1. To know about Marketing Strategy of Madina Food & Beverage Ltd.
2. To know Marketing Strategy of Madina Food & Beverage Ltd.

3. To know about the SWOT analysis of Madina Food & Beverage Ltd.
4. To get a better understanding of the advantages and disadvantages of promotional mix.
5. To know about the competitors.

1.3 Scope of the Study

This study will help students, individuals, and researchers in the future if they want to know about the practical issues, strategies, and overall promotional process of Madina Foods & Beverage. It will also help the MFBL authority to solve the internal problems and factors they need to develop. It will help them to adopt suitable policies and take initiatives.

1.4 Methodology of the Study

The methodology describes the way of collecting data, analyzing, and interpreting them. The required data were achieved in two ways:

Primary Data Collection:

These data sources are the raw data that can be obtained through practical involvement and job responsibilities. The primary data were collected from the employees working over there under management level, observation, interview, and seniors informally. I spent several hours every day throughout the internship period to collect data by observing the whole process.

Secondary Data collection:

These data source includes reviewing articles, internet, newspaper and interview etc. The secondary data were collected from different publication, report, journals, websites, and brochures. There is some internal information about the company which I have promised to keep it confidential.

1.5 Limitations of the Study

Basically, there are many limitations regarding this study. As an intern, it is pretty much difficult to manage all the information as well from such a big organization. The limitations of the study are-

- The duration of the internship period is not sufficient to cover all the activities of the topics.
- Many documents and information are confidential and the organization might not expose those due to competencies that go beyond the bank's policy.
- The conservative attitude of responders (beneficiaries) might cause a lack of information of the desired level.
- Difficulties in arranging employee's conversations (Interview) during office hours.

Chapter Two

Literature Review

2.1 Literature Review

Consumers Consider:

The first wave of supermarket diffusion occurred in richer countries in Latin America. The second wave followed in East and Southeast Asia and Central Europe, and the third in small or poorer countries of Latin America, Asia and Southern and then Eastern Africa. The fourth wave is beginning to affect South Asia and Western Africa. Major food retailing companies in the UK are increasingly moving away from building large superstores and are investing in convenience food stores and middle-sized supermarkets (Hunt, 1997). Moreover, 73.2% of consumers consider supermarkets as the retail channel providing the best overall experience for food shopping (Orgel, 1997). The trend of middle-sized supermarkets holds for most European countries with the supermarket as the main shopping destination in most of Europe, except in France, Portugal and Greece (The European, April 6, 1998). Specifically, the Spanish trends in food retailing companies reveal the waxing fortunes of supermarkets and the wane of corner shops and convenience shops (Pau and Navasmés, 1998).

Given this new trend, one would expect retail companies to put their hopes for growth in supermarkets. Research findings reveal that the main reasons for choosing this format of food retailing are price (35.2%), location (19.7%), quality (18.8%) and variety (13.1 %) (Orgel,1997). While price, quality and variety can be changed to deal with competitors' policies, the same cannot be said of location which, to all intents and purposes, represents a fixed one-time investment of a unique, unchangeable nature. Goldman (2000) was one of the first to identify consumers' "selective adoption" of supermarkets, whereby "consumers who regularly shop in supermarkets continue to purchase fresh food in traditional outlets"; these findings echo those of others showing continued retail diversity even where supermarkets have expanded most. In recent work in Vietnam, Carillon et al (2006) anticipate strong growth of supermarkets (from a base of only 2%) but suggest that "policymakers should not promote the 'modernization' of food systems at the expense of traditional channels, which meet important consumer needs". Maruyama et al (2007) also see strong growth, but cite serious challenges for supermarkets in lowering their prices and enhancing their location convenience, both of which are key factors for the great mass of consumers in Africa and Asia.

Mall attributes and customer satisfaction:

Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." (Ferris etal.2010, Tse and Wilton, 1988; Oliver 1999). According to Kim, et al., (2004), customer satisfaction is the customer's reaction to the state of satisfaction, and the customer's judgment of satisfaction level. Wong et al., (2012) there is a relationship between shopping mall attributes and customer satisfaction. To investigate the personality of the retail store, two different Martineau (1958) categories of retail store attributes i.e. functional and psychological directly and indirectly to customer satisfaction. The functional category includes attributes like location, assortment of products and store layout.

The psychological category represents the feelings generated by the functional elements of the store. While research into store choice by the customers has gained more attention former attributes than the latter. To support the review in the study of grocery store attributes, customers looked upon the price, product variety, one-stop shopping, quality, location of the store, advertisement, general appearance of the store, and convenience (Doyle &Fenwick 1975). Manana, (2009), suggested that Consumers evaluate malls based on products and different features of malls e.g. location, employees, and atmosphere. Retail businesses are spending on getting and sustaining locations appropriate for their products and consumers, as mall location is a vital factor of retail business (Hernandez and Bennison,2000) The factors which are affecting to the customer to shopping in selecting the shopping place fall into five groups i.e. Features of price, accessibility, environment, mall image, regarding the consumer buying behavior, convenience and rewards (Wong et al., 2012; Dawar and Parker, 1994;). determined other dimensions of mall selection behavior e.g. decoration, atmosphere, exterior, and cleanliness of mall (Newberry et al., 2003). Along with Abu Bashar (2012) found in their study customer claims towards a wide range of product choices of product all times, merchandise at lower prices with convenience.

A research done by Wang & Ha, (2011), nine features of mall makes significant the consumer to loyal towards shopping in a mall that are the mall atmosphere, after sale service, brochures and pamphlets, communication, convenience, quality and assortment of products promotions, expected behaviour and rewards as discounts etc. Isaksson &

Suljanovic (2006) during the study of "different factors in retail environment affect customer experience" in IKEA experience suggested that the most apparent reasons for people choosing to shop is cost advantage with their wide variety of products being related cheap in comparison to others retailer and product assortment is wide and constantly changing. Location is another factor in IKEA which add something extra to their shopping. Another study done by Kumar and Vikkraman (2012) comparing organized and unorganized retail outlets suggested that organized outlets provide price, self-service, visual merchandising and essay accessible layout to find out the product. In the selection of location, Reardon et al. (2001) found out in their study that suitable sites close to home, working place, high traffic places is more preferable to one stop shoppers. Apart from this location, merchandise price, the income of the consumers & culture also had some impact on the failure cause of malls Ambale (2013).

Consumer purchasing behavior:

Differed levels of product assortment affect consumer purchasing behavior more than prices (Fox et al., 2002). Babin and Babin (2001) found that in stores consumer's purchasing intentions and spending can largely depend upon the features of the items, customer self interest, consumer's gauge of evaluating items, and the importance they give to their purchasing at a store.

The great product assortment is significant in attracting consumers and also influencing their on buying decisions while in the mall (Skalledrudet al., 2009; Manana 2009). Brennan & Lundsten (2000), in their study on consumer shopping habits, identified that consumers shop at discounts for low prices and large variety and stores for the unique items they cannot find elsewhere. Obeja and Bedia (2012) find that customers are conscious of extra facilities & services provided by personal selling in shopping malls. They want hygiene and a clean atmosphere in smalls. Young customers are most recreational in their shopping. Females are not conscious about price while shopping in malls. The number of studies have been done relating to factors affecting or key factor affecting towards retail store and shopping mall attributes. Based on the literature review this study has made attempts to investigate affecting factors of customer satisfaction towards mall and the relationships between customer satisfaction. Consumers represent the starting point for all Marketing Strategies. In one of the pioneer formal studies, Philip Kotler (1931) discovered that the base for effective marketing and selling comes from

understanding the target group's needs and wants as well as the marketplace within which the company operates. Consumer behavior can be defined as the study of the activities involved when people select, purchase, use or dispose of products to satisfy their needs. It includes all the issues that have effect on the buyer before, during and after a purchase. Theories want to find answers to the questions of who, how, when, from where and especially, why people buy specific products.

Katzand Lazarsfeld (1955) discovered that word of mouth is the most important source of influence, in the purchase of household goods and skincare products. It was seven times as effective as newspapers and magazines, four times as effective as personal selling, and twice as effective as radio advertising in influencing consumers to switch brands.

Manyotherstudiesconductedinthe1960sandearly1970salsodemonstratedthecontinued importance of interpersonal influence (Brown & Reingen1987). A consumer may recommend a product to a friend out of goodwill and a desire to help resulting to a positive consumer experience with the product. Examining how the consumer's products usage to the consumers determined that companies can improve their marketing strategies to enhance customer satisfaction and increase their customer base. Moreover, by identifying the brand personalities that attract consumers, companies can pinpoint the characteristics that customers look for in a product, which in turn can be used to enhance brand image. Wysong S. (2002) found that brand personality perceptions varied based on consumers' enduring involvement with beer products. According to Hill, A. (2011), packaging plays an important role in case of displaying a brand. Hill believes that it is typically the first thing a consumer interacts with in a brand experience. In fact, packaging can be the sole influencer in a consumer's purchase decision. So, it can be said that this research will help the consumers companies' to understand the changing environment in the industry as it can actually influence the purchase decision, as of now there are many points of purchases in the current consumers market.

2.2 Theoretical Aspect

In the arena of competitive business, organizations are surviving on strategy, which play very vital role to achieve the organization goal. Marketing policy is one of the major strategies for stay in the market with brand locality. Especially in consumer products, the

role of marketing is very important to satisfy the customers through quality of product, attractive TV advertisement, new flavor, better packaging, competitive pricing and product availability.

According to Webster, "Preference is the grant of favor or advantage to one over another. That means some criteria of marketing that create a willingness to receive any product. That may be influenced by the product's quality, promotional activities, organizational commitment, facility, packaging, value addition, etc."

Marketing:

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and values with others.

Needs: Need is a state of felt deprivation. Human needs are states of felt deprivation. They include basic physical needs for food, clothing, and satisfaction: social needs for belonging and affection: and individual needs for knowledge and experience.

Wants: Want are the form of human needs take as shaped by cultural and individual personality

Demand: Demand is human wants that are backed by buying power.

Market demographic: Dividing market into smaller groups of buyer's distinct needs characteristics or behavior that might require separate products or marketing mix.

Geographic: Dividing a market into different geographical units such as nations, stats, regions, counties, cities or neighborhoods.

Demographic: Dividing the market into different groups based on demographic variables such as, sex, age, family size, family life cycle, income, occupation, education, religion, race and nationality.

Behavioral factor: Dividing a market into groups based on consumer knowledge, attitude, use or response to a product.

Market positioning: Arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of target consumers.

Target market: The process of evaluating each market segment's attractiveness and selecting one or more segments to enter.

2.3 Customer Satisfaction:

The extent to which a product's perceived performance matches with buyer's expectations. If the product's performance falls short of expectations, the buyer is dissatisfied. If the performance matches or exceeds expectations, the buyer is satisfied (Principles of Marketing 13th edition, Philip Kotlar & Gary Armstrong).

Customer satisfaction is the extent to which a product or service's perceived performance matches a buyer's expectations. If the product or service's performance falls short of expectations, the buyer is dissatisfied. If performance matches or exceeds expectations, the buyer is satisfied. Expectations are based on customer's past buying experiences, the opinion of friends and associates, and marketer and competitor information and promises. Marketers must be careful to set the right level of expectations. If they set expectations too low, they may satisfy those who buy but fail to attract enough buyers. In contrast, if they raise expectations too high buyers are likely to be disappointed. Dissatisfaction can arise either from a decrease in product and service quality or from an increase in customer expectations. In either case, it presents an opportunity for companies that can deliver superior customer value and satisfaction.

Today's most successful companies are rising expectations—and delivering quality product. Such companies track their customers' expectations, perceived company performance, and customer satisfaction. Highly satisfied customers produce several benefits for the company. Satisfied customers are fewer prices sensitive, remain customers for a longer period, and talk favourably to others about the company and its products & services. Although the customer centre of firms seeks to deliver high customer satisfaction relative to its competitors, it does not attempt to maximize customer satisfaction. A company can always increase customer satisfaction by lowering its price increasing its services, but it may result in lower profits. Thus, the p urpose of marketing is to generate customer value profitably. This requires a very delicate balance: The marketer must continue to generate more customer value and satisfaction but not "give away house".

Chapter Three

Organizational Overview

3.1 About Company

Madina Super Shop (Madina Costcutter) Is The Extended Business Of Its Parent Company Madina Trade International, Also An Associate Of Madina Food & Beverage Ltd. Bakery Products Like Breads, Cakes, Muffins, Biscuits, Buns, Doughnuts, Cookies etc are Very Popular Among the People of Bangladesh and are Commonly Used. With The Rapid Industrialization of the Country, Increase In Population, Modernization And Change In Food Habits, The Demand for These Products Is Ever-increasing. To Produce and Supply Nutritious, Hygienic and High-Quality Bread, Biscuits and Other Bakery Products to The People of Bangladesh. Madina Food and Beverage established an ultramodern Automatic Factory in The Basic Industrial Area In 2013. Madina Food & Beverage is also Engaged in The Trading Of Stones, Coal, Rice, Flour, Sugar, And Several Other Products. The Madina Food and Beverage Factory, First Of Its Kind In The Greater Mymensigh District, Has A Processing Capacity Of 35 Tons Of Bakery Items Per Day With A Baking Capacity Of 15 Tons. Currently, The Factory Produces 6.5 Tons of Bakery Items Per Day. The Products Are Being Marketed All Over Sherpur, Jamalpur, Mymensingh, Tangail and Kurigram Districts through Out-Lets, Distributors and Whole Sellers. Due To The High Quality Of The Products Of Madina Food And Beverage Factory, The Demand For Its Bakery Products Is Ever-increasing Thus The Company Has Chalked Out Plans To Supply The Products To Other Parts Of The Country And Export The Products To India, Saudi Arabia And Other Countries Shortly.

As A Part Of Its Expansion And Marketing Plan, The Company Is Going To Set Up A Modern Chain Shop Named Madina Super Shop (Whole Sale) and Madina Costcutter (Retail) In Sherpur Town Very Soon Through Which The Products Of Its Factory Will Be Sold To The Public.

The Company Has Also Taken a Plan to Produce Various Other Items Of Daily Use Like Mustard Oil, Spice Powders, Jam, Jelly, Pickles, Various Drinks And Allied Shortly. It Has Also Taken Up an Ambitious Plan To Establish A Modern Flour Mill At Mymensigh To Meet The Growing Demand Of High Quality Flour For Its Factory And Also To Market The Products Throughout Bangladesh.

3.2 Company Profile:

Corporate Office: House no- 47, G-1(Ground Floor)
Road No.– 20, Nikunja-2, khilkhet, Dhaka-1229
Sherpur Office: 13. Chokpathok, Sherpur Town, Sherpur-2100.
Tel: 0088-0931-62156

Trading Centre: Madina Supershop, Madhabpur, Sherpur Town, Sherpur- 2100.

Tel: 0088-0931-61237

Sales point: Madina Costcutter, Thana more, Sherpur Town, Sherpur-2100

Overseas Office: 116 Beattyvile Gardens. IG6 1JZ Ilford, UK.

Tel: +447763277010

Factory: BSCIC Industrial Area, Sherpur Town, Sherpur-2100,

TEL: 0088-0931-62060

Mobile: +8801771669900, +8801919114122

Web: www.madinafoodbd.com

3.3 Vision of Madina Food and Beverage Ltd

Madina Food and Beverage's mission is to enrich the quality of life of people through responsible application of knowledge, skills, and technology. Madina Foods Ltd. is committed to the pursuit of excellence through world-class products, innovative processes, and empowered employees to provide the highest level of satisfaction to its customers

3.4 Missions of Madina Food and Beverage Ltd

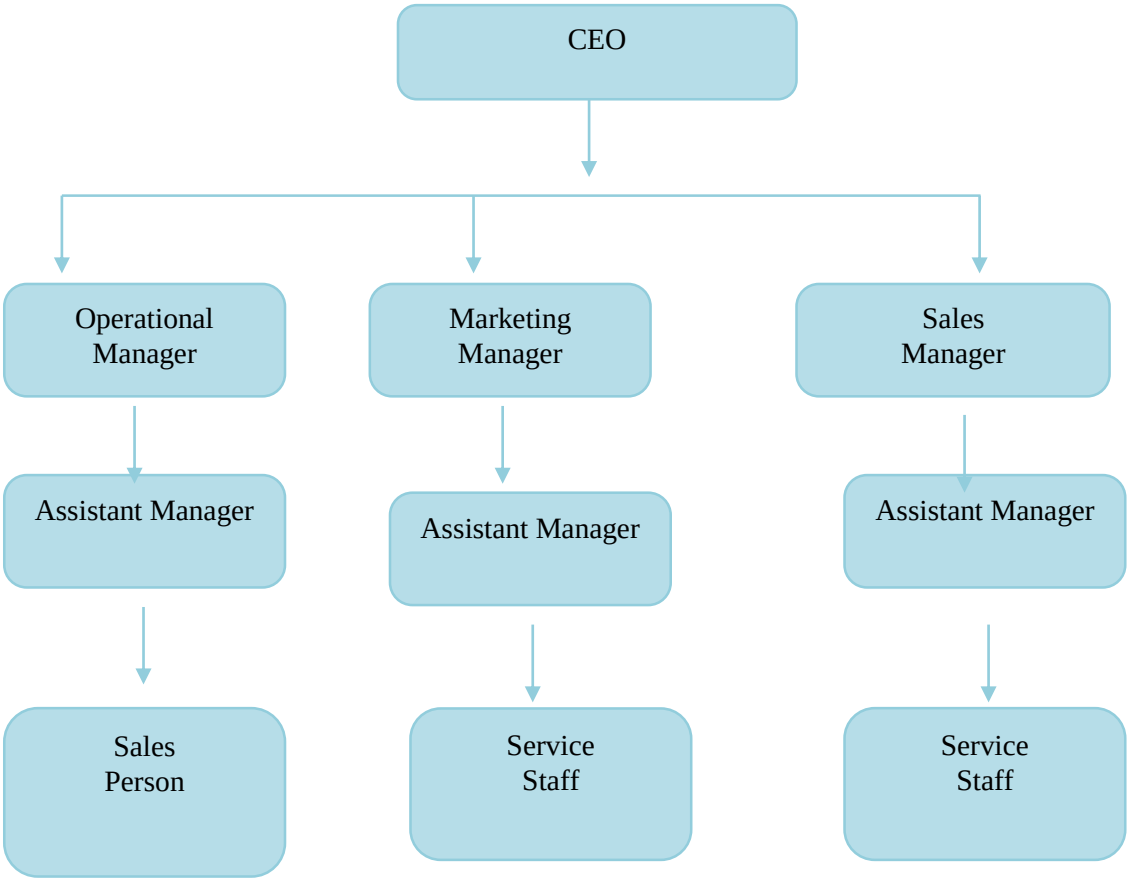
- Endeavour to attain a position of leadership in each category of its businesses.
- Attain a high level of productivity in all its operations through effective and efficient use of resources, adoption of appropriate technology, and alignment with our core competencies.
- Develop its employees by encouraging empowerment and rewarding innovation.
- Promote an environment for learning and personal growth of its employees.
- Provide products and services of high and consistent quality, ensuring value for money to its customers.
- Encourage and assist in the qualitative improvement of the services of its suppliers and distributors.

Establish harmonious relationships with the community and promote greater environmental responsibility within its sphere of influence

3.5 CSR (Corporate Social Responsibility)

As well as providing popular food and drinks to the mass of Bangladesh. Madina food & Beverage has a corporate social responsibility to help the poor people in Bangladesh. It aims to do this by providing regular donations and support to Village Aid Bangladesh (VAB) which is a charity that is involved in providing basic health care for the poor in Sherpur District.

3.6 Management of Hierarchy



3.7 Products of Madina Food & Beverage









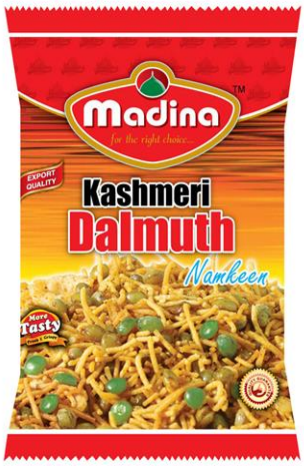










মদিনা স্পেশাল টোস্ট 300g Net		Madina Kashmeri Dalmuth Namkeen
Madina DAL (Fried Mung Dal)		
		

Chapter Four

Marketing Strategy of Madina Food & Beverage Ltd.

4.1 Marketing Strategy

Marketing strategy is the combination of all market goals into one comprehensive plan. For maximum profit every company do a market and industry research. In order to sustain in the business and gain profit out of it, company needs to follow different marketing strategy and update their products or service. Nothing can be gained if the end offering is not enough for the users; it will be all in vein with excellent marketing policies.

Packaging strategy:

Packaging should be different to attract the customers. An effective packaging can contribute to the firm competitive advantages. Packaging should fulfill six functions: functionality, safety, uniqueness, easy of remove, promote product benefits, and reinforcing the brand. At first, Agora collects the groceries from the suppliers, purifies them, and grades them according to size, for example: fish, potato, and fruits. They display the perishable items like meat and fish in an ice-rapping packaging. And for the FMGC products, Agora does not spend for extra packaging. They also sell their own products like black tea, and herbal mehendi uptan; they do their own packaging in the manufacturing plant. Agora sells imported products also, for those they keep the exact packaging they get from the importer. Agricultural products like rice, grains, and wheat'; they sell it without any packaging.

Branding strategy:

Brand strategy is a long-term plan for the development of a successful to achieve specific goals. It's much more than just the product, logo, and name of the company or website. Agora always tries to maintain its brand image with the motto "Right price and right quality". They are adding new local and foreign products as per as demand as per as customer demand. They are always aware about the product quality, price, suppliers, employees, customers. Loyalty is a critical part of brand strategy, now Agora has around 43,000 loyal customers. 32

Market strategy:

Marketing strategy has the primary goal that is to increase sales and achieving competitive advantages. It includes basic, short-term, long-term activities. There are four objectives those needs to be fulfilled to achieve goals.

1. Clarifying business objectives.
2. Using innovation Teams to identify, evaluate and activate emerging opportunities
3. Separating strategy and innovation.
4. Building open assets in the marketplace.

Depending on the availability of the product Agora collects it from suppliers. They believe in “Pile it high, sell it cheap” which was approached by the founder of Madina Food Since 2001 it has gained enough popularity and trust, they can easily beat the competitors. They do their advertisement in a very unique way and try to keep up with the product demand. Their main target is to offer an extensive selection of brands and materials.

4.2 Marketing Mix:

The marketing mix is probably the most famous phase in marketing. The elements are the marketing “tactics” also known as the “four Ps” Marketing decisions generally fall into the following four controllable categories:

- Product
- Price
- Place(distribution)
- Promotion
  - **Product**:" Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. In includes physical objects, services, persons, places, organizations and ideas."
  - **Price**:" The amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service."

- **Promotion**:" Activities that communicate the product or service and its merits to target customers and persuade them to buy."
- **Place**:" All the company activities that make the product or service available to target customers."

Product
Variety
Quality
Design
Features
Brand Name
Packaging
Services

Promotion
Advertising
Personal Selling
Sales Promotion
Public relation



Price
Least Price
Discount
Allowance
Payment Period
Returns
Credit Terms

Place
Channels
Coverage
Assortments
Location
Inventory
Transportation
Logistics

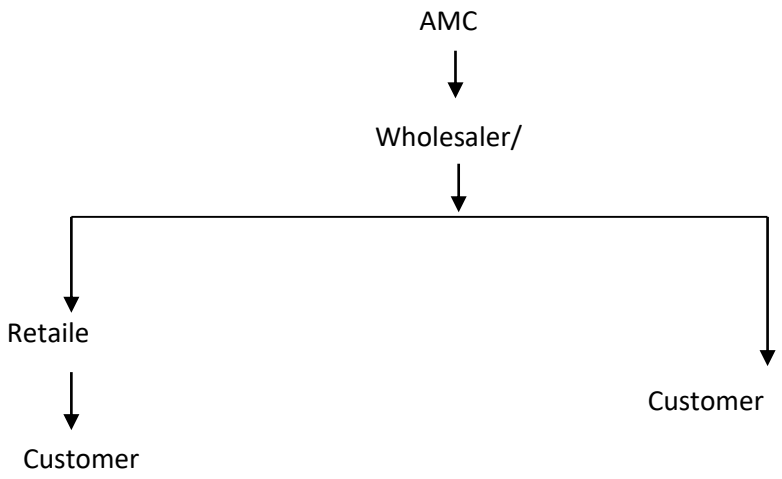
4.3 Pricing policy of Madina Food & Beverage Ltd:

For pricing of Madia Food & Beverage considering consumer satisfaction, market demand etc. AMCL fixed the price of Madina Food & Beverage in cost plus pricing method. The company sales its products to the wholesalers at certain price and the wholesalers sales to retailers or customers at different prices by adding profit.

4.4 Distribution of Madina Food & Beverage Ltd:

The Company does not sale to consumer directly from the production center. At first the company sale to the wholesalers, Then wholesalers sales them to the retailers and finally retailer sales to the customer. Wholesalers of the company are trained .The company devised sales territories among the wholesalers. They provide commission 2% for wholesalers and others financial facilities to motivate them. The company does exclusive distribution. It has power controlling wholesalers.

Distribution channel: There are more than 400 distributors throughout Bangladesh. The figure bellow show the distribution structure of Madina Food & Beverage Ltd –



4.5 Promotional policy

Company uses four promotional strategies to enhance its sales-

a) **Advertising**: Advertising is one of the most common tools the company uses to direct persuasive communication to target buyers. Consumer and public. They used television, Radio, Cinema, Magazines, and Newspaper for advertising the product.

b) **Personal selling**: Personal selling is also important to the Madina Food & Beverage. Personal selling creates a good relationship to the dealers, distributors, wholesalers, retailers, and customers with Madia Food & Beverage. The company's salespeople also play a vital role there.

c) **Sales promotion**: Madina Food & Beverage offers trade promotions and consumer promotions such as discounts, incentives, gifts etc.

d) **Publicity**: The company frequently provides the materials for publicity in the form of news releases, press conferences, and photographs.

e) **Outdoor Advertising:** Neon signs, bell signs, billboards, signboards, walling, etc. are used to aware people.

4.6 The present problem in operating marketing function of Madina Food & Beverage Ltd

The problems faced by the wholesalers, the retailers, and customers.

The problems faced by the wholesalers:

1) **Buying problem**: The main buying problems of the wholesalers are financial problems. The wholesalers of Madina Food & Beverage have not available current cash for doing current buying activities. So the wholesalers are in trouble in operating these buying functions.

2) **Selling problems**: The main selling problems of the wholesalers are sales on credit, sales forecasting.

Sales on credit: The distribution mainly depends upon the retailers for selling Madina Food & Beverage. Most of the retailers want to buy Madina Food & Beverage on credit. There are many risks involved in sales on credit.

Territory: Determining sales territory is an important matter for the wholesalers. No sales territory has been fixed for the wholesalers. The wholesalers buy and sell Madina Food & Beverage in their own responsibility.

Sales motivation: There is no sales motivational program in the Madina Food & Beverage marketing in Bangladesh.

Transportation: It is one of the most important problems faced by wholesalers. They do have not an available vehicle.

Storage: The wholesaler of Madina Food & Beverage does not available a warehouse. So they cannot stock a large amount of Madina Food & Beverage.

The problems faced by retailers:

Buying problem: Retailers face various buying problems it involves various problems such as sources, prices, finance, buying cost, quality, and other.

Finance problem: Most retailers are not strong financially. Buy the retailers need a lot of money for Madina Food & Beverage business.

Timely supply problem: Wholesalers do not supply Madina Food & Beverage timely.

Selling problem: The main selling problem of the retailers is sale forecasting. They are not actual measurements of target sales.

The problems faced by the customers:

We have defined a few problems of the consumers of Madina Food & Beverage consumers are quality, time, pricing system, weight, packing leveling poor services.

Quality: At present consumers are more prefer product quality. They want to buy quality products. So the consumers are having big problem with the low quality of Madina Food & Beverage such as hygienic, mixed of nut, sour, pungent/hot, comfort packages, etc. Packaging, labeling, and weight of Madina Food & Beverage: Some consumers complained about the packaging, labeling, and weight.

Poor services: The Company does not provide actual services that are expected by target customers and retailers.

Others problems:

Sales representative (SR) complained their salary is very low.

Consumer complained Madina Food & Beverage's advertising is not attractive.

4.7 Market Analysis:

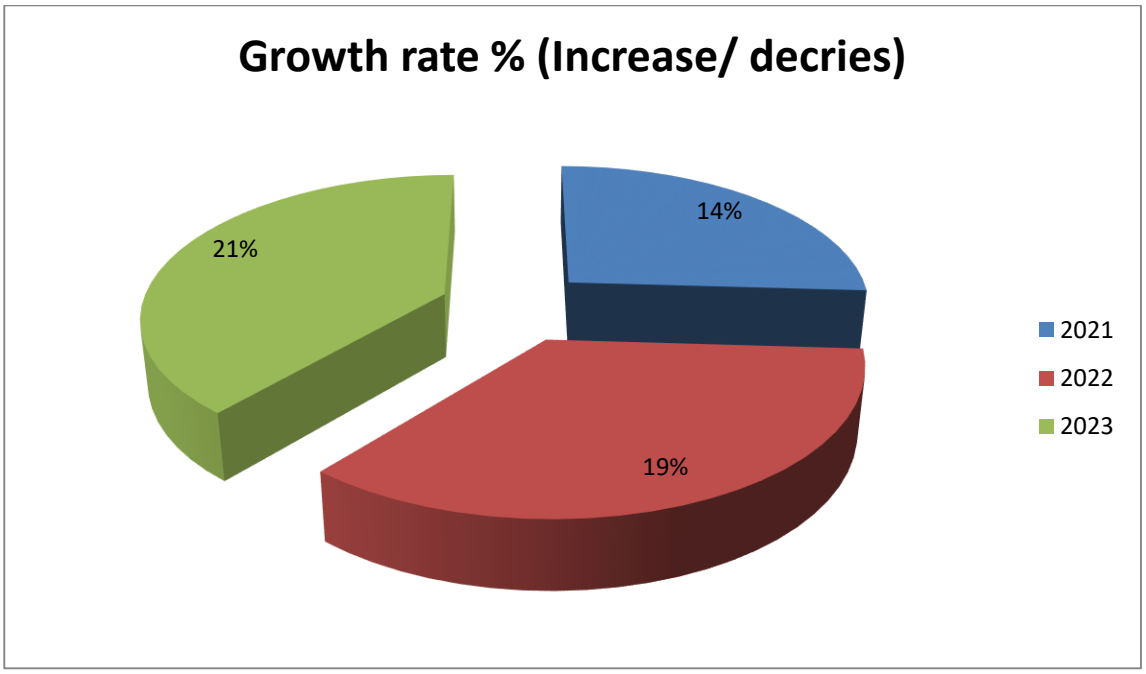
a. **Market segmentation:** Almost every consumer group consumes Madina Food & Beverage, but major buying decision comes from housewives.

b. **Target market:** Everybody consumes Madina Food & Beverage except toddlers, Madina Food & Beverage is sold all over Bangladesh and it is exported to some foreign countries. Like the Middle East, Europe, India, Pakistan, America, etc.

c. **The market size:** An Industry sale of Madina Food & Beverage is 36 cores 60 lakhs TK at present. An Agricultural Marketing Company Ltd sale is TK 12core s 80 lacks at present. (Source: Company record) The company sales for the last three years bellow-

Year	Sales volume(in Tk)	Growth rate % (Increase/ decries)
2021	81000000	**14%**
2022	100500000	**19%**
2023	128000000	**21%**

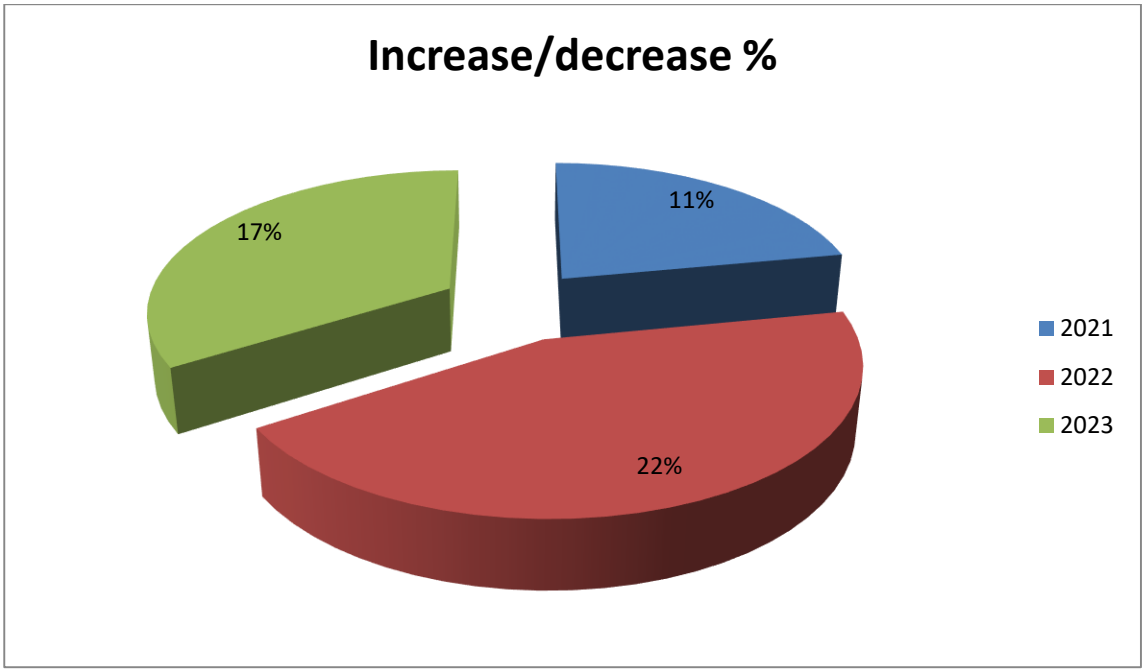
Source-Company record.



Sales volume-(in kg)

Year	Sales volume(kg)	Increase/decrease %
2021	1350000	11%
2022	1750000	22%
2023	2100000	17%

Source- Company record.



C. Monthly sales of Madina Food & Beverage Ltd year of 2023.

Month	Amount (in Tk)	Sales Increase/decrease %
January	9368000	3.93%
February	10318000	9.21%
March	11800000	12.56%
April	11313000	(-)4.30%
May	10132000	(-)11.66%
June	10563000	4.08%
July	11605000	8.98%
August	12244000	5.22%
September	10932000	(-)12.00%
October	9933000	(-)10.06%
November	8006000	(-)24.07%
December	11827000	32.31%
Total	128000000	

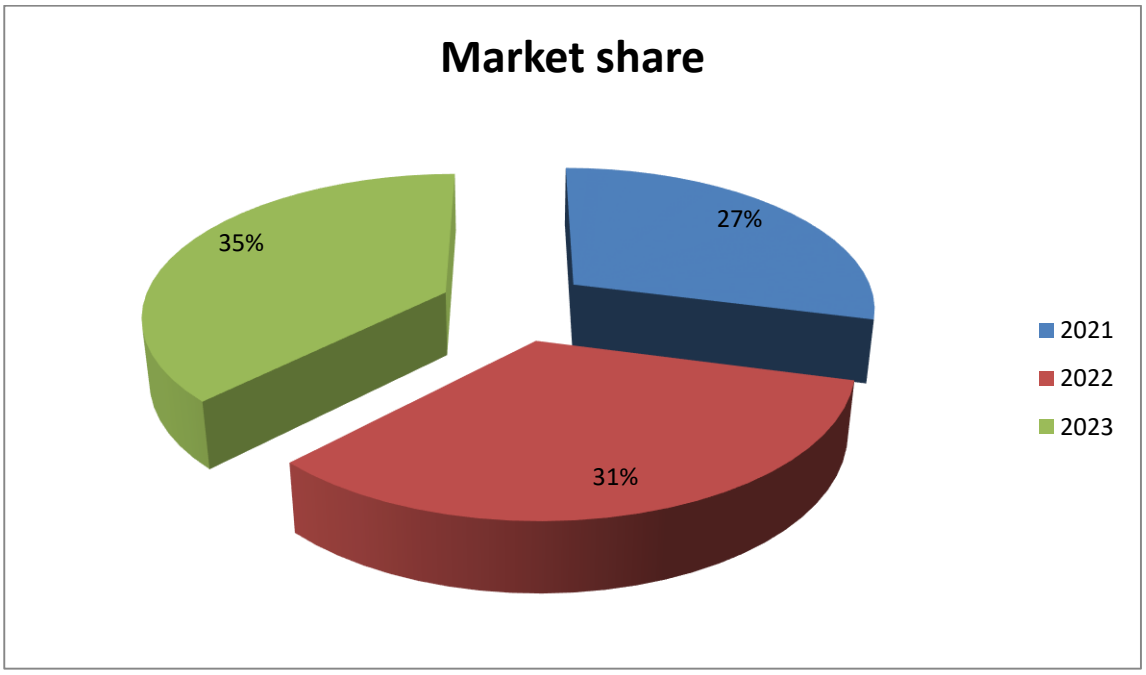
Source: Company record.

Market Share:

Market share of last three years are given bellow-

$$\text{Market share} = \frac{\text{Company sales}}{\text{Industry sales}} \times 100$$

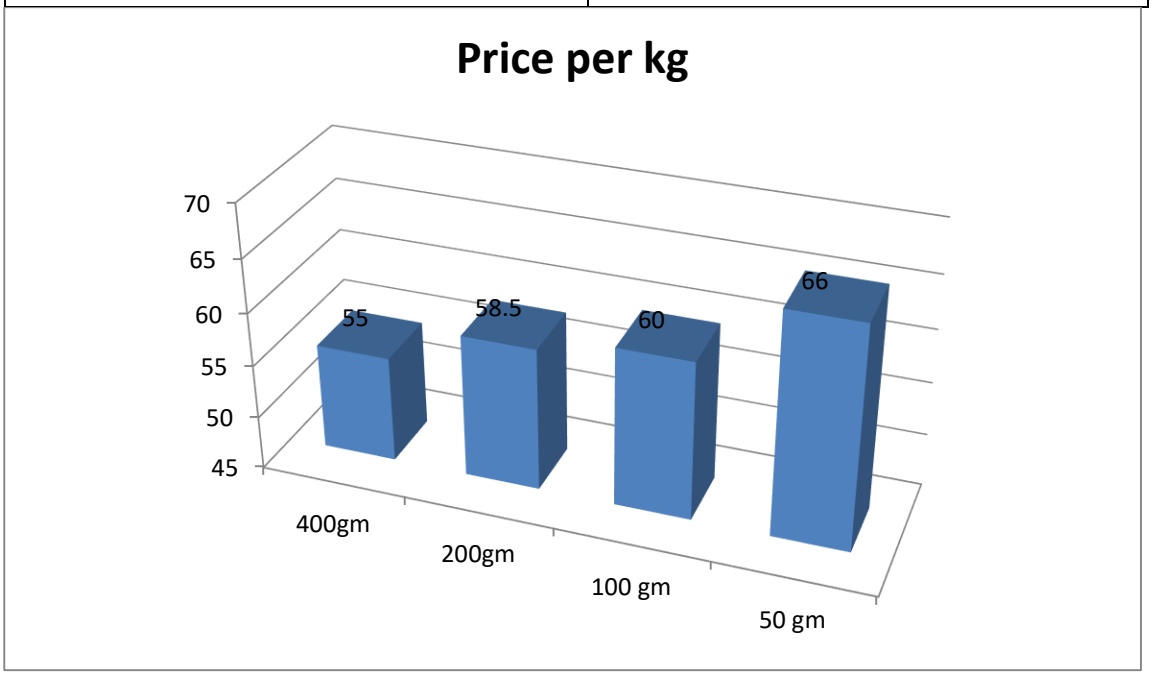
Year	Company sales	Industry sales	Market share
2021	81000000	290000000	27 %
2022	100500000	320000000	31%
2023	128000000	366000000	35%



Price per kg

Per kg price of four types of Madina Food & Beverage pack are as bellow-

400gm	55tk kg
200gm	58.5tk kg
100 gm	60tk kg
50 gm	66tk kg



Consumer Behavior Analysis:

Consumer behavior analysis is the prime to improve consumer satisfaction. This eventually will lead to the achievement of company objectives and success in a more efficient manner. Consumer behavior depends on the demographic, Social, Psychological and cultural factors that consumer belongs. Various aspects of consumer behavior of Madina Food & Beverage are analyzed bellow: -

Basic motivation: Madina Food & Beverage purchasing behavior depends on various motives. The basic motivations to consume taste, softness, hygienic, nutrition, mixed of nut, sour, pungent etc.

Price factors: Price factor are not highly important for buying motive of Madina Food & Beverage.

Following table and chart are showing how much money spend a consumer in a week for Madina Food & Beverage –

Amount (TK)	Consumers (%)
0-10	40%
11-20	32%
21-30	6%
31-40	2%
20% weekly no paid	

Source: Consumer survey result.

Quality factors: Some attributes are importance of Madina Food & Beverage following table shows: -

Attributes	Average weight
Softness	3.06.
Hygienic	2.22
Nutrition	3.08
Comfort package	2.78
Color	2.30
Mixed of nut	3.12
Sour	2.84
Pungent / Hot	2.86
Taste	3.30
Sweet	2.55

Source: Consumer survey result.

Rating scale –

4 = Definitely important

3 = quite important

2 = A little important

1 = Poorly important

Major variable affecting consumer behavior in relation to Madina Food & Beverage:

The major variables influencing consumers buying behavior in relation to Madina Food & Beverage are as follows: -

- Softness
- Hygienic
- Reasonable price
- Nutrition
- Most available
- Attractive advertising
- Most popular brand
- Comfort package
- Taste
- Color
- Mixed of nut
- Sour
- Pungent / Hot
- Sweetness
- Competition
- Culture
- Weather
- Opinion of companion
- Brand image
- Occasion of festivals etc.

Opinions of consumer about Madina Food & Beverage

- Consumer generally buy the Madina Food & Beverage, daily 24%, weekly 14%, festival 24%,cannot be generalized 38%. 4% of consumers face some trouble to get desired Madina Food & Beverage, like dust, 92% don't face trouble and 4% don't like Madina Food & Beverage. (Source: Consumer survey result).

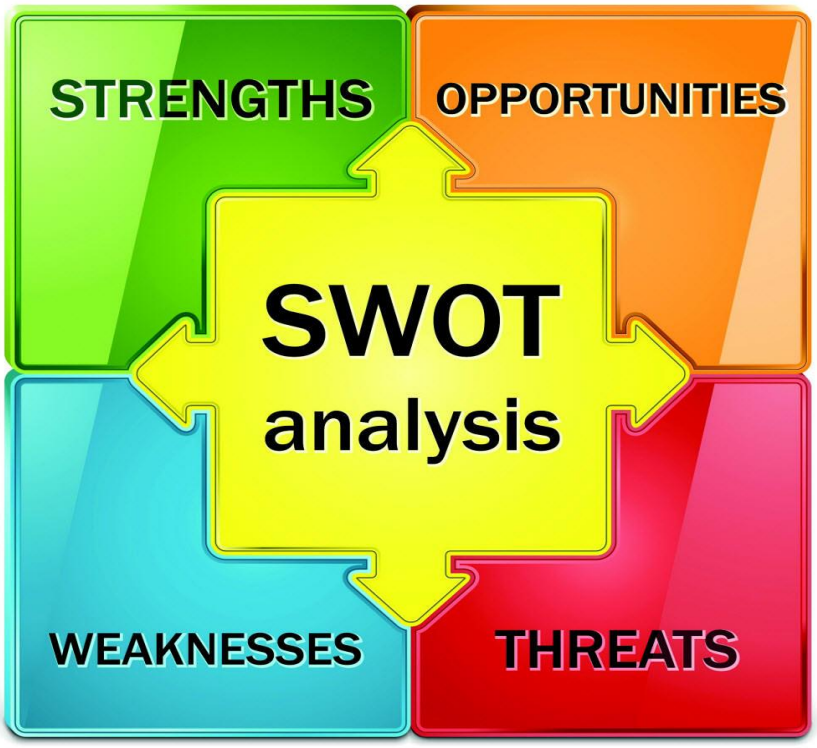
- When Madina Food & Beverage is not available then consumer fulfills similar needs, nuts, chips, biscuits, etc. (Source: Consumer survey result).

- 48% of consumers bought 250 gram packs of Madina Food & Beverage, 28% bought similar packs of Bombay 4% consumers bought 100 gram packs of Ruchi, 6% Local 14% cannot be generalized. (Source: Consumer survey result).

- Consumers are satisfied of Madina Food & Beverage's average weight is 3.56. (5 to 1 scale measurement, 5 is extremely satisfied and 1 is extremely dissatisfied. (Source: Consumer survey result).

- Consumers will buy Madina Food & Beverage within the next week, 18% definitely buy, 50% probably buy, 8% might buy, 10% probably will not buy, 8% definitely will not buy, and 14% no answer. (Source: Consumer survey result).

4.8 SWOT Analysis:



The SWOT analysis identified the company's external opportunities and threats, as well as internal strengths and weakness. SWOT Madina Food & Beverage as follows-

Strength

a) Strong administrative body.
b) Good marketing skills.
c) Brand image.
d) Strong sales and distribution network.
e) Heavy expense on promotion.
f) Financial soundness.
g) New technology for producing.
h) Three-layer metallic pack which will keep the product crispy.

Weakness

a) Poor marketing plan and program.
b) Conflict between pure marketing knowledge and application.
c) Decline in research and development for invention.
d) Don’t feel the necessity of a market survey and not eager to understand consumer behavior.

Opportunity

a) Can apply research and development skills in new areas.
b) Still there are not enough big producers in the market.
c) Demand in foreign markets.
d) Extend cost or differentiation advantage.

Threats

a) Local price is very low.
b) Now some company is trying to enter
c) Political unrest, Highway robbery.
d) Copy banding.
e) Change in consumer taste.
f) Rapidly rising and invention of new or substitute products.

Chapter Five

Findings

5.1 Findings of the Study

1. Territory: Determining sales territory is an important matter for the wholesalers. No sales territory has been fixed for the wholesalers. The wholesalers buy and sell Madina Food & Beverage Ltd in their responsibility.

2. Timely supply problem: Wholesalers do not supply Madina Food & Beverage timely.

3. Finance problem: Most retailers are not strong financially. Buy the retailers need a lot of money for Madina Food & Beverage business.

4. Transportation: It is one of the most important problems faced by wholesalers. They do have not an available vehicle.

5. Storage: The wholesaler of Madina Food & Beverage does not available a warehouse. So they cannot stock a large amount of Madina Food & Beverage.

6. Packaging: Some consumers complained about the packaging, labeling, and weight.

7. Price: Local Food & Beverage prices are very low. But Madina Food & Beverage products prices are high.

8. Poor services: The Company does not provide actual services that are expected by target customers and retailers, and there is no way to get effective customer feedback because they have no channel to collect this type of information.

9. Employee satisfaction: Madina Food is not concerned about employee satisfaction, so productivity is going low. Sales representative (SR) complained their salary is very low.

10. Sales promotion: Madina Food & Beverage offers trade promotions and consumer promotions such as discounts, incentives, gifts, etc.

11. Publicity: The company frequently provides the materials for publicity in the form of news releases, press conferences, and photographs.

Chapter six

Recommendations and Conclusion

6.1 Recommendations

1. A new segment should be added to the existing market.
2. The company should make the position of Madina Food & Beverage as a "quality product" for a large market share.
3. Taste of the Madina Food & Beverage will be improved.
4. The company should be attacking the competitors.
5. The company should offer competitive prices, will reduce prices then other competitors.
6. Production cost should be reduced at minimum level. Consumers usually want better quality and various products at lower prices production cost is one of the major components of price. To minimize the production cost, it is recommended that the expert and skilled workers should be appointed which will reduce the rate of wastage and volume of defective production.
7. The company should take incentive distribution. The company wants all the retail shops would store Madina Food & Beverage Ltd.
8. Margins and commission should be increase by 1 percent for distributor.
9. The company increase salary for sales representative (SR).
10. Advertising costs should be increased by 5 percent. Frequency and time schedule for T.V advertising should consider again. Company eager to make brand advertising on the front page of national daily newspaper.
11. Cash discount, quantity discount and gift should be given to the sales forces.
12. Sales promotion budget should increase by 2 percent.

6.2 Conclusion

Madina Food & Beverage is one of the most popular brands in Bangladesh. In all seasons Madina Food & Beverage is widely consumed by the customers. The demand becomes high for the customers. There is a wide demand and high prospects for the Madina Food & Beverage. Now the firm is facing various types of marketing problems. In this paper, some recommendations have been given so that the firm can overcome. These problems. I believe that the management of Madina Food is more experienced as well as they are al so thinking about those problems. I think management should take of care of this problem. If the firm produces Madina Food & Beverage as to the customer's choice and demand. So through the observation of the activities and information collected from the interview of participants such as wholesalers, retailers, and customers, it can be said that this firm is profitable conduct because the firm is not too strong on counter remarkable competition, worker dissatisfaction, and for sufficient demand in comparison with the manufactured goods. However, the firm is not able to perform its Marketing Strategy with efficiency. But it is possible to expand this firm to a greater extent if it can make use of its present opportunities and facilities properly and it will be possible for the company to earn more profit than it is earning now.

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