Internship Report

On

Marketing & Promotional Strategies of Globe Biscuits & Dairy Milk Limited

Submitted By:

Ashiqul Islam

ID: BBA2003021001

Program: BBA

Major: Marketing

Department of Business Administration

Sonargaon University (SU)

Submitted To:

Department of Business Administration

Sonargaon University

Submitted for the partial fulfilment of the degree of Bachelor of Business Administration



Sonargaon University (SU)

Dhaka, Bangladesh

147/1, Green road, Tejgaon, Dhaka-1215

Date of Submission: 08th January, 2024

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Md. Masud Rana

Associate Professor

Department of Business Administration

Faculty of Business

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Letter Of Transmittal

Date: 08th January 2024

To,

Md. Masud Rana
Associate Professor
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of internship report

Dear Sir,

This is my great pleasure to submit the Internship report entitled "**Marketing & Promotional Strategies of Globe Biscuits & Dairy Milk Limited"** in fulfillment of the requirement for the award of the degree of Bachelor of Business Administration in the Department of Business Administration in Marketing, Sonargaon University. I have completed the internship from Globe Biscuits & Dairy Milk Ltd, one of the renowned companies of Bangladesh. I have tried my best to prepare an effective and credible report by implementing my academic experience in practical field as well as tried to address the major and in-depth issues to make the paper accurate and creditable. While preparing this report, I made sincere effort to study related materials, documents, observe operations performed in my courses and have tried to gather as much information as I could.
However, for any sort of inconsistency, I will be pleased to clarify regarding this report. I would like to thank you for your cooperation and hope that this report will receive your kind appreciation.

Sincerely,

Ashiqul Islam
BBA2003021001
Program: BBA
Major: Marketing
Department of Business Administration
Sonargaon University (SU)

Letter of Acceptance

This is to certify that Ashiqul Islam, ID: BBA 2003021001, has successfully completed the internship report entitled "Marketing & Promotional System of Globe Biscuits & Dairy Milk Limited" as a partial requirement to fulfilment of the Bachelor of Business Administration (BBA) degree from the Department of Business Administration, Sonargaon University. The report has been prepared under my guidance and is a record of the Bonafede work carried out satisfactorily.

Therefore, he is directed to submit his internship report for evaluation. I wish him every success in his future endeavors.

_____

MD. Masud Rana
Head & Assistant Professor of Accounting
Department of Business Administration
Sonargaon University (SU)

Acknowledgement

Firstly, I want to thank Almighty Allah for everything. With the help of the Almighty Allah, my parents', teachers and colleagues I have successfully completed this report after finishing my internship period.

Secondly, I would like to express my enormous gratefulness towards my supervisor **Masud Rana**, Department of Business Administration for his continuous support and observation.

Moreover, I need to thank **Ahammad Ali Hasan (**Head of Brands) of Globe Biscuits & Dairy Milk Ltd and also, I need to show my gratitude specifically to **Md. Redwan Hossain** (RnD & Brand) & **Ashiqul Islam** (Senior Brand Executive) under their supervision I have completed my internship. Also, I want to convey my special thanks to every employee of the Globe Biscuits & Dairy Milk Ltd. office for their generous support and most significantly for aiding the opportunity to learn everything and forgiving my all mistakes most importantly during the internship period.

Nobody has been more important to me in the pursuit of this project than the members of my family. I would like to thank my parents, whose love and guidance are with me in whatever I pursue. They are the ultimate role models.

Last but not least; I am indebted to Sonargaon University for which I stand here on the brink of successfully earning my Bachelor's degree.

I tried, with full devotion, to complete this paper. Some suggestions or feedback on this would be highly appreciated.

Executive Summary

The purpose of this report is to evaluate the Marketing management process of the Globe Biscuit & Dairy Milk Ltd. Brand Marketing management plays a pivotal role in the profitability of companies operating in the biscuit & dairy milk industry. Brand Marketing brings efficiency and responsiveness in the business and significantly influences the company's performance. Primary data was collected through in-depth interview with the executives and overserving the activities of the staffs. The findings show that the supply chain management of Globe Soft Drinks Ltd can be classified into several stages such as, raw material procurement, manufacturing, packaging and distribution. After these stages the rest of the value distribution to the customers is done by wholesalers and retailers. The five supply chain drivers which includes, facilities, inventories, transportation, information and pricing offered a helpful context to learn about capacities in the supply chain. Findings showed that Globe Soft Drinks Ltd is utilizing these drivers to create strategic fit by balancing between responsiveness and efficiency of the supply chain. These supply chain strategies have significant impact on the profitability of the company. But due to some low sales generating brands the profitability of the overall portfolio is witnessing a slow growth. To analyze the company's financial performance leverage and profitability ratios like, debt ratio, asset turnover ratio, gross profit margin, operating profit margin, net profit margin, ROA, ROE were calculated and analyzed. The results show that the company poses a low leverage position but too much dependency on the equity financing could backfire for the company and they would also miss tax shield. The net profit margin of the company is significantly low compared to other profit margins which indicates inefficiency of the management and high operating expense of the company. Thus, this report recommends that the company should cut off some poor sales generating products from the portfolio to sustain the overall business. GBDML should ensure efficient management and reduction of operating cost to generate more profits and survive in the market with the global giants.

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Chapter 1

1.1 Introduction to the Report:

As a student of Bachelor of Business Administration (BBA) everyone has to conduct a practical orientation in any organization for fulfilling the requirements of the 3 Months Internship Program. The main purpose of the program is to expose the students to the real-world situation. This report is done as a partial requirement of the internship program for the BBA students. This report is prepared for the internship program consisting of marketing and branding promotional activities. Practical knowledge is fundamental for the application of theoretical intelligence. Bearing this in mind and internship program was being included in the BBA curriculum. The goal of this analysis is to expose the student in the organizational work situation and also to provide an opportunity for applying classroom learning in practice. There are some differences between theories and practice. Internship Program is an essential and mandatory part for graduation program in the discipline of Bachelors of Business Administration (BBA). The Internship in the final of the program gives the way to practice what we have learnt. It enables students to apply their conceptual knowledge in the practical situation and to learn the art of conducting study and presenting its findings in a scientifically and systematic manner. The report has been prepared in partial fulfillment of the requirement for the degree of Bachelors in Business Administration (BBA) at **Sonargaon University,** one of the finest Private University of Bangladesh. The present report has been prepared on the basis of experience obtained throughout the internship period.

1.2 Research Aims:

To prepare a very standard report in my internship project time of periods i had a Research Aim. I was interested about the Marketing and event activation. That is why I always try to

prepare this report based on my topic **"Marketing and Promotional Strategies of Globe Biscuits & Dairy Milk Limited** "which makes me more active in my works and helps to gather more knowledge about execute the marketing activities and Brand promotion activities.

1.3 Objectives of the Study

The objectives of the study can be viewed in two forms:

- General or Broad Objective
- Specific Objective

1.3.1 Broad Objective

The Broad objective of this internship report is to fulfill the Bachelor of Business Administration (BBA) degree requirement and gather more knowledge about is to analyze a study on branding and promotional Strategies of Globe Biscuits & Dairy Milk Limited.

1.3.2 Specific Objective

More specifically, this study entails the following aspects:

- To analyze the stages of brand development strategies of Globe Biscuits & Dairy Milk Ltd.
- To find out the important tools those are more effective for promoting the Globe Biscuits & Dairy Milk Ltd
- To analyze the brand activation of Globe Biscuits & Dairy Milk Ltd.
- To learn about the advertising and related activities
- To recommend against major Findings.
- To find out the pricing strategy
- To find out the location coverage
- To know if the Sales promotion policy of Globe Biscuits & Dairy Milk Ltd is affected due to competitor's marketing strategy
- To know the Customer Satisfaction of Globe Biscuits & Dairy Milk Ltd brand.
- To know if the promotional schemes have impact on products demand

1.4 Scopes of the report:

Under internship program each student has to prepare a report on the particular topic related with the organization. According to this requirement, I have already completed my internship program from Globe Biscuit & Dairy Milk Limited. On the basis of my practical experience as well as theoretical knowledge, I have completed the report regarding "**Marketing and Promotional Strategies of Globe Biscuits & Dairy Milk Ltd".**

The main focus of my study is to analyze the Brand development and event activation. The scope of the report is limited within Globe Biscuits analysis, different advertisement, competitor analysis, trade marketing through push and merchandising items for Globe brand, market research of international packaging with unique taste through the Branding and marketing department of Globe Biscuits & Dairy Milk. And for that reason, that information was very much restrictive within the organization as the Biscuits brands are going a very much completive Brands.

1.5 Methodology:

In order to generate this report, the primary and secondary data has been used. It is very important to know how I gather data and information. So, the source that have been used to gather and collect data is given below-

A. Selection of the topic:

Before choosing my Practicum Topic I was so much tensed that which topic is more interesting and effective for my study and which is mostly related to my Major-Marketing. Then I met with my supervisor and this topic is suggested by him (Faculty Supervisor). And finally, I choose this topic. I think you also enjoy my topic.

B. Identifying data sources:

There are many ways to collect data and information. In my report I use primary and secondary data sources. Only working in any institutions is not the major issue for the internship, it helps to motivate to work, create communication with one to each other. Sometimes I Visit the market to know the position of the company. The sources which I follow is given below-

Primary Data	• **Face to Face Conversations**: The primary data are collected by taking some interview and by discussion with the managers, executives, and officer of Globe Biscuits & Dairy Milk Limited • **Observation:** By observing I try to know about the Globe Biscuits & Dairy Milk Limited through spending three months during the working hour. Here I observed the total marketing and brand process of Globe Biscuits & Dairy Milk.
Secondary Data	• Different written document of Globe Biscuits & Dairy Milk Limited • Official Meetings • Web sites

Table 1: Sources of Data

C. Collection of data:

Primary Data are collected by Interviewing and Observing and the Secondary Data are collected from various web-sites, Papers or Documents etc.

D. Field Work

For this research, I have collected information on branding and promotional strategies from company personnel. And I also have collected customer opinion on the branding and promotional strategies of Globe Biscuits & Dairy Milk Ltd.

E. Classification, Analysis, Interpretations and Presentation of data:

Some Graphical tools, Table, sign etc. are used in this report to identify the important things. I use different colors to highlight the most Important point which helps to classify, analysis and Interpretations also. I think this color should attract quickly which I want to say or which related to this topic and it present well to the viewer's eyes.

F. Final report preparation:

The final report is submitted after some corrections. I would like to thank my honorable Supervisor to help always to make a standard report. I always try to consult with my supervisor and if any correction needed then correct it.

1.6 Limitations of the study:

It was a great opportunity for me to work in Globe Biscuits & Dairy Milk Limited as an Intern and make a report on "A study on Branding and promotional strategies of Globe Biscuits & Dairy Milk Limited". But the thing is that, every institution there has some restrictions or they can't share their internal information to others. In that case there were surely some limitations while making this report. The limitations of the study which I was faced these are given below-

Schedule time span of the respondent of company was insufficient for getting answer of all necessary questions.

- To continue study in such a vast are requires a big deal of time.
- Due to time and cost restriction, the study is concentrated in selected areas.
- As an internee I had only three months which is not enough for the study on my topic.
- As a financial organization a company has some restriction to serve all the real data of the sales to the general people as a result, the study is mostly depending on official files and annual reports.
- Available data also could not be verified because of time limitations.
- It is very tough to make a standard report after working in any institutions actively

Chapter 2

Organizational view

2.1 Background of the Organization:

The glorious journey of Globe Pharmaceuticals Limited started in 1986 with a dream of being 21st century global business conglomerate. After being successful in the pharmaceuticals business Globe diversified its business in the sector of the food and beverage market. The group has also grabbed its reputation in the overseas market for its quality products. At present Globe Pharmaceuticals Group of Companies has 10 sister concerns, each specializing in different areas of production and service incorporating Pharmaceuticals, Bio-Tech, FMCG, Agrovet, Fisheries, Edible oil, Media House, Hospital etc. and continuing for exploration of bigger opportunities.

Globe Biscuits & Dairy Milk Limited is a concern of Globe Pharmaceuticals Limited Was inaugurated in 1998. As a biscuit and snacks manufacturing and marketing company with specialization of producing different types of Biscuits, Wafer, Chocolate Enrobe Biscuits, chocolates, Candy, and Cake etc. The company started its commercial operation in 1999. The manufacturing facilities of the company are well equipped with high-tech automated production line of German and Italian origin. The facilities are located at Alipur, Noakhali. Marketing strategy is normally referred to as 4 ps of marketing. 4 ps stand for product, pricing, placing, and promotion receptively. These are main factor in which the productions of a particular company are driven to the potential stakeholders and ultimately make the company's goal. This report is intended on describing marketing activities and branding activities Globe Biscuits & Dairy Milk its way being the best biscuit manufacturer of all time. The product, pricing, placing and promotion are looked into separately and sub sectioned in order to make the readers more comfortable. Various examples related to Globe depicting the scenarios more convincingly.

Globe Biscuits & Dairy Milk Limited	
	
Industry	Food
Founded	1998
Founder	Md. Harunur Rashid.
Headquarters	Plot# 3/KA(New) Tejgaon I/A, Dhaka-1208, Bangladesh
Area served	Export Wise
Key people	Md. Harunur Rashid (Group Chairman) Abdullah Al Rashid (Director) Samir Al Rashid(Director)
Products	Biscuits Toast Chocolate Cakes Snacks

Brands	**Booster Energy** (Biscuits) **Britle** (Biscuit) **Choco Bites**(cookies) **Tiffin** (Biscuit) **Sweet Toast** (Biscuit) **Chocoberry** (chocolate) **Potato Crackers** (chips) **Softy** (cakes) **Chanachur** (snack foods)
Website	www.globe.com.bd

Table-2 Company Information

2.2 History:

The Group started its journey with the establishment of Globe Research Laboratory Limited in the year 1953 which was later renamed to Globe Pharmaceuticals Limited in 1986. The Company is involved in the production and marketing of pharmaceuticals and veterinary finished products of different groups such as: Antibiotics, NSAID's Antiulcerant Drugs, Cardiovascular Drugs, Anti-Histamine Drugs & Topical agents, Vitamins and minerals and other major Drugs group in compliance with the CGMP Standards as recommended by World Health Organization (WHO).

The state-of-the-art technology Manufacturing Facility is located at BSCIC Industrial area in Noakhali. Globe Biscuit & Dairy Milk Limited was incorporated in 1998 as a biscuit and snacks manufacturing and marketing company with specialization of producing different types of Biscuits, Wafer, Chocolate Enrobe Biscuits, chocolates, Candy, and Cake etc. The company started its commercial operation in 1999. The manufacturing facilities of the company are well

equipped with high-tech automated production line of German and Italian origin. The facilities are located at Alipur, Noakhali.

2.3 Corporate Structure:

Globe Biscuits & Dairy Milk limited is the Multinational Company in this country. This company's leadership is partly attributed to the appropriateness of its organizational structure. A company's organizational structure influences management and leadership, communication, change, and other variables critical to business success. Globe Biscuit & Dairy Milk Ltd succeeded because its organizational structure grew with the business, enabling the company to optimize processes and the quality of its goods and services. Globe Biscuits & Dairy Milk Limited is trying to connect more with the consumers for betterment.

2.3.1 Corporate Culture:

Globe Biscuits & Dairy Milk Limited Company's organizational culture was one of the most distinct characteristics of the organization. However, Globe Biscuit & Dairy Milk Limited is where the company's organizational culture is most easily observable. The way employees work with each other in the factory and how they interact with customers are indicators of Globe Biscuits & Dairy Milk Limited organizational culture. Though Globe Biscuits & Dairy Milk Limited is the multinational company it maintains a friendly environment in the organization and well distribution network communication. As in other markets, Globe Biscuits & Dairy Milk Limited did not advertise its locations heavily but relied on the word-of-mouth (peer) promotions by the consumers.

2.4 Mission and vision of Globe Biscuit & Dairy Milk:

2.4.1 Mission:

- Industrial Development in the Country.
- Produce Import Substitute.
- Foreign Currency Savings.
- Create employment opportunity
- To contribute to the Economy, Society, and Country.

2.4.2 Vision:

- Maintain our leadership position in the Beverage industry by producing the best quality products, continuously enhancing customer satisfaction and becoming a reliable business partner of our customer and suppliers.
- Promote a culture of excellence by integrating people, process and technologies.
- Be an employer of choice, with focus on nurturing talent and developing future leaders of the organization.
- Preserve the trust of all our stakeholders by adopting ethical business practices
- Support the society through Corporate Social Responsibility initiatives.

2.5 Product of Globe Biscuits & Dairy Milk Limited:

Globe Biscuits & Dairy Milk Limited produce these types of products. Like-

- Biscuits
- Toast
- Chocolate
- Cakes
- Snacks

- **Biscuits:**

SL	Product	Weight	MRP
1	Booster Family	155gm	40
2	Brittle	32gm	10
3	Choco Bites	28gm	10
4	Dairy Milk	110gm	40
5	Delicia	26gm	15
6	Lexus	15gm	5
7	Tiffin	22gm	10
8	Texas	15gm	5
9	Maxx	120g	20

Table-3 Biscuit List


Choco Bites
Choco Bites


Classic


Booster


Tiffin


MaxX
MaxX

- **Toast:**

SL	Product	Weight	MRP
1	Premium Sweet Toast	200gm	50
2	Special Toast	185gm	50
3	Tea Toast	16gm	5

Table 4





2.6 Biscuit Manufacturer:













2.7 Porters Five Forces Model of Globe Biscuits & Dairy Milk Ltd:

Porter's five forces analysis is a framework for analyzing the level of competition within an industry and business strategy development. It draws upon industrial organization (IO) economics to derive five forces that determine the competitive intensity and therefore the attractiveness of an industry.

Porter's model depends on the concept of power within the relationships of the five forces.



2.7.1 Bargaining Power of Suppliers (Medium):

Globe Biscuits is a Multinational Brand. They have lots of opportunity to buy raw materials from Suppliers. They are buying row material from existing suppliers also they buy materials lot together.

Palm oil and wheat flour are purchased locally and price is local wholesale price of wheat flour. In the case of wheat flour as prima company is having government monopoly of selling wheat flour in the country, so bargaining power of supplier is Medium.

2.7.2 Threat of Substitutes (High):

These forces especially threaten when buyer can easily find substitute products with attractive prices or better quality and when buyer can switch from one product to another product or service to another with little cost. The threat of substitute of Globe Biscuits is high. Because this company is offering Biscuit's item and definitely customer can find substitutes of it from

any other competitors. Moreover, Globe Biscuits & Dairy Milk Limited is mainly emphasizing on quality so it is not compromising with the price. When it comes to consider substitutes of products offering by the Globe group, there is no direct substitute of biscuits in the market, but chocolate coated biscuits and wafer etc. can be considered as some kind of substitutes for biscuit. Problem here is instead of direct substitute products of biscuits, cakes, chocolates and fruit drinks there are direct substitute brands are available. So, customers are having the option of choosing some other biscuits brand instead of Globe. So, the threats of substitutes of Globe Biscuits Bangladesh are very high.

2.7.3 Bargaining Power of Customers (High):

Customers have the power to demand lower price or higher product quality from industry producers when their bargaining power is strong. Lower price means lower revenue for the producers, while products usually raise production costs. Since there are huge number of potential clients in the market and also there are numerous contenders. The general public who can be considered as indirect customer of the company is having very high level of bargaining power as there are another 50 small scale manufacturers dealing in biscuits manufacturing alone. So, there is less opportunity for the Globe Biscuits to bargain with its customers.

2.7.4 Threat of New Entrant/Competitors (Medium):

This force determines how easy (or not) it is to enter a particular industry. If an industry is profitable and there are few barriers to enter, rivalry soon intensifies. At the point when more associations seek a similar piece of the pie, benefit begin to fall It is essential for existing organizations to create high barriers to deter new entrants. Profitable industries that yield high returns will attract new firms. New entrants eventually will decrease profitability for other firms in the industry. Setting up of this level of distribution network is also a difficult task and would be barriers of new entrant.

-Strong distribution network required: Weak distribution networks mean goods are more expensive to move around and some goods don't get to good position in the market. Globe has strong distribution network for covering the entire industry. New barriers are present in terms of distribution network. If somebody is investing heavily for a mass production biscuit or a cake plant, efficient and large distribution network covering the entire industry is also needed.

-High capital requirements: High capital requirements mean a company must spend a lot of money in order to compete in the market. Every year Globe has spent a lot of capital for building their brand strong.

-Strong brand names are important: If strong brands are critical to compete, then new competitors will have to improve their brand. Globe Biscuits & Dairy Milk Limited has strong brand popularity in nationwide also as international market.

2.7.5 Intensity of Existing Rivalry (High):

Few competitors mean fewer firms are competing for the same customers and resources. Now days there are so many Biscuits company are grown up, so the completion among them are high in Globe Biscuits & Dairy Milk Limited. Competitors use means such as advertising, introducing new products, more attractive customer service and warranties, and price competition to enhance their standing and market share in a specific industry.
When industries are growing revenue quickly, they are less likely to compete, because the total industry size is also growing. The only way to grow in slow growth industries is to steal market share from competitors.

In the biscuit industry Pran, Danish, Ifad, Romania, Gold mark and other local brands are other rival biscuits manufacturers who directly compete in the market with the Globe Biscuits & Dairy Milk brand. Other than this, international and Indian biscuits companies as well as dozens of local small scale biscuits manufacturers are also competing in biscuits industry.

Chapter 3
Internship Position & Duties

3.1 Actual Task Part:

This report has been done as per the requirement for successful completion of the Internship program. Exposure to the business world and acquiring practical work experience was the primary objective of this report. According to the requirements, of course fulfillment I joined in Globe Biscuit & Dairy Milk Limited as an internee on the date of 18th September 2023. I have worked for three months in Brand Department. In the period of my three months' internship program, I have learned many things. All the stuffs of the organization were very friendly and helpful.

3.2Internship program:

I did my Internship at Globe Biscuits & Dairy Milk Limited which is situated at Tejgaon Industrial Area Plot#3/KA (New), Dhaka-1208, Bangladesh from 18th September to 18th December 2023.

3.3 My Daily Routine:

From the joining of my internship, I always try to maintain my regularity and be obedient as well very sincere to know effective selling procedure. The main mission was to collect company information, gathering experience practically, too familiar on selling and working environment and procedure. My daily work started 9:30 AM in the morning to 5:30 PM in the afternoon 6 days in a week. Unfinished work of my supervisor, I completed it according to his direction.

3.4 Internship Position:

I have worked for three months with different sections. During my internship period of Globe Biscuits & Dairy Milk Limited I was gathered more knowledge which is related to my topic and I also knew the information which is not related to my topic. Actually, Internship project work is very important to the BBA students to grow knowledge and it helps to create more capabilities and Confidence of works in any situation or any business. Three months Internship is not enough time

to learn everything of any business situation or anything on the other hand it is very effective course of a student to learn more. So, in a sentence we can say that, it is nothing but everything if I can learn or want to learn. Now, I would like to divide my all those learning is into two categories. These are given below-

1. Primary learning
2. Secondary Learning

Here, a short description about those learning is given below for your kind perusal:

3.4.1 Primary Learning:

In primary learning I just learn about some basic things like:

- Organizational culture.
- Time management.
- How to behave with Colleagues, Clients and others.
- How to maintain a good relationship with one to another.
- How to deal with clients in Business meetings.
- How to deal with RSM.
- How to deal with SR & SO.
- How to deal with Brand promoters.

Organizational Culture:

Organization culture of Globe Biscuits & Dairy Milk Limited at Tejgaon Industrial area is quite different than other organization. The behavior of every staffs of Globe Biscuits & Dairy Milk Limited is so Kind. They always try to satisfy their work.

Time Management:

Time is a valuable asset. Time management is a strategy that people get into grape without wasting time. That means utilizes their time according to preplan. The main theme of time

Management is completed right job at limited time. “Time management” refers to the way that we organize and plan how long we spend on specific activities.

- A better Professional.
- Planning and Goal setting.
- Productivity and efficiency.
- Structure for work.
- Greater opportunities to achieve important life.

Globe Biscuits & Dairy Milk Limited is very much strict about time management.

3.4.2 Secondary learning:

My internship organization Globe Biscuits & Dairy Milk Limited is the private multinational organization, so there are huge things and lot of works on various departments, so called they do all kinds of working task under commercial departments. In this organization there are some departments to work like sales department, brand department and Finance department. My supervisor assigned me to handle and task of both brand and sales department. I worked different kind of section of Globe Biscuits & Dairy Milk Limited. All working activities are not possible to show up because my working activities are depending on different situation. So, some exact working activities are shown below which was in my regular activities-

Market Visit:

During my internship period I have visited the different departmental stores and super shop to see the market position of Globe biscuits & Chocolate also other brands biscuits & Chocolate. I tried to gather information as much as I could be regarding the competitors and their future goal that helped in so many ways to make Globe Biscuits brand stronger than other and also complete my report.



Competition Analysis:

During my internship period I have collected lots of data from market visit. After the market visit, I did Competition Analysis for Biscuit markets, Chocolate markets & Cookies Market.

Activation Visit:

I often visited activation area to guide the brand promoters and activation activities. Than I have to report the entire situation of the activation to my marketing executive and brand manager.

World Biscuits Market Analysis:

The market for biscuit is very promising and is expected to continuous growth. Product innovation is continuously changing of the biscuit market worldwide. So, I analysis the world biscuit market to find out the new flavors, types, shapes, taste, and attractive packaging and causing customers of all age groups to buy biscuits. This report based on the global biscuits market is an analysis of the changing competitive dynamics.

Making Price List of Another Brand:

During my internship period I made price list of all brands available in Bangladesh. This list provides help to the company to find price of the desire things easily. This list contains the name of the biscuits name, brand name, company name, trade price of the biscuit, market rate price, weight of the biscuit, image of the biscuit and TVC of that biscuits.

Customer Survey:

I have conduct survey on their existing customer.

Attending sales Meetings:

Globe Biscuits arranges sales meetings in every month. All the sales people and marketing and brand team attend that meeting. In this meeting sales people are motivated by their respective managers to develop their skills and it will help them to achieve their targets and goals. As I was here three months, for this I was get opportunity three times to attend that meeting.

Design a Magazine:

Design of magazine covers, dissecting the cover and explaining the purpose of the different components that make up the whole design. then covers the design process from start to finish in Adobe InDesign, going on to show alternative workflows that exclusively use Photoshop and Illustrator. Each workflow shows you how to place and scale your image, position the masthead, add cover text, and package the end result as a print-ready PDF

Product Merchandising:

In my internship period I learned product merchandising. how to allocated product by sequent.

Ideas & Plan Share:

In my internship time I was given presentation. In that time, I am sharing some ideas & Plan to my supervisor & Boss how can we interact more with our consumers. I am suggesting to my boss how to execute the plan.

3.5 Learning Experience:

As a BBA student I had to perform an internship in a business organization. I did my internship in Globe Biscuits & Dairy Milk limited. That was my first experience of working in professional business environment. I was very much nervous as well as excited before joining in that company. But surprisingly I have found out that none of the task is that much harder. My company supervisor was very helpful to me at every task. He made my tasks so easy and comfortable through his advice and suggestions. Everything was in proper order. The most important thing was to adjust with the professional work environment.

While working that organization the most important thing I have found that interpersonal communication is the most important factor to working corporate environment. I need to communicate with different types of people from different social and cultural backgrounds. It is not easy to blend in a corporate environment quickly. Positive attitude to word the job and responsibilities are also important. In my academic life I did take very little responsibility along with my study. In my personal life I don't need to care about others but in an office environment I consider everyone's situation before taking a decision. I had to work hard in my academic career. But working in professional environment is even harder. Suddenly starting and 8-hour day job was not easy. I need to develop a strong mental attitude for the successful performance in my internship. Not all times my performance is appreciated but has learnt. I have learnt to keep patient approach to handle any kinds of difficult situation. Working three months as an intern in an organization was a very important experience for me. I believe, it would help me to prepare to take the challenge of the real world under any circumstances.

Chapter 4

Analysis & Findings

4.1 Marketing Mix of Globe Biscuits & Dairy Milk Ltd.

4.1.1 Product:

- The range of biscuits and dairy products offered by Globe Biscuits & Dairy Milk Ltd are renowned towards consumers. If I talk about the products the top prior products are- Booster energy, Britle, Tiffin, Sweet Toast etc.
- Focused on product quality, taste, and unique selling points to differentiate from competitors

4.1.2 Price:

Globe Biscuit claims to practice value-based pricing in which the customers. Perception of the products price provides a starting point for developing the marketing mix of the product. The research department determines this price usually by using focus groups. The Primary importance of this value-based pricing is that the products demand will be much higher if its price is in line with the customers perception of its value, one crucial concern for value- based pricing is strict management of cost in order to be able to make a profit at the value- based price. After the initial Price is determined Globe Biscuit & Dairy Milk Ltd. then uses target costing in order to achieve the required profits.

4.1.3 Place:

Globe Biscuits follow common system of distribution. That means company wholesaler retailer consumer. It basically covers cities and rural area. It has made his strategy like that in every small or big shop customer will be able to find out the product. Globe is trying to make the availability of the biscuit & dairy products in above middle calls society. Distribution network directly covers villages and cities million consumers. The vision of the company to reach every side of the country.

4.1.4 Promotion:

Build top of the line consumers awareness. Creating a personality of the braved. To increase the usage. Imparts a feeling of enjoyment. Effectively communicate brand promise. Promotional strategy Innovative Campaigns in schools and rural areas. Sponsored short films or advertise that were broadcast during popular television shows. Media platforms used such as Print media, internet Campaign, rural campaign, music videos.

4.2 SWOT Analysis of Globe Biscuits & Dairy Milk Limited:

Analysis of Strategic Factors (SWOT):

Strengths:	Weakness:
• Strong corporate leadership. • Well established sales and distribution network. • Strong brand images and "excellent sales force". • Well established quality and environmental management system • R&D capabilities. • Setting up a management information system.	• Dependence on single suppliers for critical raw materials • Insufficient production capacity of some product ranges. • Low profit margin of some products • Limited land availability of some other countries. • ISO Certification.
Opportunity:	**Threats:**
• Free trade agreement with other country. • Brand equity. • Penetrate into the other countries market. • Unexplored market opportunities in Bangladesh and cordial markets in the country. • Growing demand for Biscuit's products in international market.	• Price competition for some product categories in the local market. • Competitors can create to duplicate product. • Threats of losing existing customers. • Space for new entrants to invade market focusing particular market segments. • Big global players like Nestle currently in the country may venture into Biscuit market.

4.3 External Analysis:

4.3.1 General Environment:

There are many companies the world over, that conduct **PESTLE analysis** on their brands in order to ascertain strategies for the future or else to understand the market before launching them. It is a fundamental tool of market planning and strategizing that must be carried out to comprehend market trends and the systematic risks involved.

PESTLE analysis gives us an overview of the whole situation of our business might be in. PESTLE, is an acronym in which each letter denotes certain factors for the study. These factors affect the market in many ways and alter the way strategies are thought of and made. P stands for political factors, while E stands for economic ones. S has to do with social factors in a country where as T sums up all the technological aspects of the market. L denotes legalities of the environment and E accounts for the environmental aspects and its influence upon the nature of the trade you're in.

Almost every major and minor organization tries to conduct this analysis, but with regards **PESTLE analysis example**, I would cite an **example** of a real-life case study in which

Globe Biscuits & Dairy Milk, a beverage company carried out the **PESTLE analysis** over its brands. Such as-



4.3.1.1 POLITICAL ANALYSIS:

Political analysis includes the factors which can influence the business. It is included the political factor which includes the policy offered by the government to the specific sector. Here for this sector government introduces the Globe Biscuits & Dairy Milk Limited. The main aim for the introduction of this policy is to fill the gap between the demand and supply of the Biscuit. To maximize the production is also main activity is designed under this policy. To increase the production up to million tons is also the main objective of the policy. Under this policy the government is encourage to use the full opportunities available in the PRIVATE PATNERSHIP (PP). With the growing industry the government is increased the sales tax also.

Globalization has resulted in the change in various pattern of doing business all over the world. Taking into account the various countries' political background and studying other related issues, Globe Biscuits & Dairy Milk Limited manage to expand its business and today. Globe Biscuits & Dairy Milk Limited gets a great opportunity for moving production facilities into outer country for a low-cost production in the future. Following are the Political factors which affect in making a stable company system:

-Government stability and its type

-Laws, corruption and level of bureaucracy
-The roll of press or social media

-Tax policies

-Employment legislations.

4.3.1.2 ECONOMICAL ANALYSIS:

The economic factor of PESTLE analysis for the biscuit company helps to determine the current situation of the market place. It will be able to consider the position and shape of the market. The primary goal of the PESTLE analysis will help in the financial institutions which contribute to the present economic climate. Biscuit industry is concern to be a very booming industry from past decades. Opening up with the various economies the foreign direct

investment is occurring in this sector, the various foreign players are interested to invest in the country. Under the various economies schemes there is permission in advance licensing scheme which allows the duty free imports of raw material for exports. There is huge gap between the demand and the supply of the biscuit. Economic factor plays a vital role for this company because Globe biscuit and chocolate coated biscuit is considered as a food product. If the interest rate increases, then it directly affects the low-level customer and their supplier's various investment plans. This may result in decrease in the sales and which ultimately affects expansion of the business. Globe is having tremendous growth opportunities locally as well as regionally. Following are the important factors which affects the economical food industry:

-The current economic growth

-Costs of labor

-Unemployment rate

-Change in economic environment

-Levels of economic distributions.

4.3.1.3 SOCIO- CULTURAL ANALYSIS:

The socio culture is one of the important aspects in the analysis of the industry. It describes the impact of the particular industry on the society. Globe Biscuits & Dairy Milk Limited should undertake some techniques or policies that help them to identify their potential local customers and encourage them to come to the stores as frequently as possible. It will be able to determine money related issues and the attitude of the market. Globe products coming under brand names such as Tiffin Biscuit are widely accepted in the market and also are recognized as brands of the year few consecutive years. In order to sustain already created social image of better or similar manner in the future as well. Therefore, in the future this social tendency should be considered.

Currently target market of Globe biscuit & Dairy milk is young and children in the market. Advertising and marketing efforts are concentrated for the majority in the Bangladesh market, social trend in the Bangladesh is that population of the country is huge. Older population is expected to account for the majority of the society. So, company should be conscious to address requirement of this emerging market segment as well. Social factors do involve-

-The growth of population

-Health Consciousness

-Attitudes and the lifestyle changes of customers

-Health, Social mobility, population attitudes

-Changes in the socio-cultural changes.

4.3.1.4 TECHNICAL ANALYSIS:

The advancement of technology plays a crucial role in the food industry. It is essential for the competitive advantages and proves to be a core driver for the globalization. Technology provides a variety of quality services at reasonable rates. The traditional technologies are being used from many years in the industry. There is no innovation in the use of the technique in the production process. The Globe Biscuits & Dairy Milk is developing the same technique by which the encouragement is given to the trading of the Biscuits. Globe Biscuits is in a process of upgrading the level of technology of its production machineries. So, in order to supply future demands of growing market, further technological upgrade is desirable for the company. Globe Biscuits & Dairy Milk Limited is connecting local and international customer through social network and digital marketing. Technological factor does include- -Technological transfer and its impact.

-Internet, remote working and communication costs.

-Rate technological change.

4.3.1.5 LEGAL ANALYSIS:

Legal factors leave a countless impact on the food industry. The trade structures, securities laws, health laws, note regulations and various legal necessities help to confirm the legal frameworks which are available in the market. It is best to make assured that these structured facilities the commercial tools and are the reliable for the international economy. Government is introducing the various rules and regulations of this particular industry. The government is about to paying the more attention in the health policies of the employees which are working with the food industry. Special health incentives and rules are introduced in the food industry. For the safe and secure biscuit supply and procedures following are the legal laws which affect industry-

-Safety and health laws

-Discrimination laws -

Employment legislations

-Consumer laws.

4.3.1.6 ENVIRONMENTAL ANALYSIS:

It is the final and last steps of PESTLE analysis which allows dealing with the environment platform. To consider the environmental factors, they have to consider various locations and their impact on the trading which is sponsored by the food industry. The climate changes affect the company operations and most of the time proves to be a handle in many cases. Globe Biscuits & Dairy Milk Limited also pay attention towards the various factors related to environment such as pollution, disposal of waste, planning permission, etc. Food manufacturing business is not an environ tally hazardous industry. The all-leading industries are following the environmental acts which are declared by the governments, though it is creating very bad impact on the environment. Many industries are using the pollution control equipment and energy saving equipment but that is not sufficient in the nature. The least

importance is given to the environmental aspect. But the Globe Biscuits & Dairy Milk limited is encouraging the eco-friendly system, to reduce the emission the co2 gas during the production process. The environmental factors include-

-Natural Disasters.

-Uses green products.

-Climate and weather changes.

4.4 Findings of the study

During the working time of period, I find out some points those are given below-

• Globe Biscuits Build a sustainable business. The company doing business from many years and maintain relation with customers.

• Their product quality is very high. This is because when the people use their product then there is no reaction.

• Consumers can't find their product because of the poor supply of their product. Globe is a renowned company and their financial situation is very good. That is why they can launch new product very easily.

• The advertising system is very strong. Through the advertising many people attracted about Globe Biscuit & Dairy product.

• Building long term, mutually beneficial relationship with customers and are available for product at all times. Customer 's consolidation and growth of discount sector.

• Volatility of emerging marketing. In 2010, more than half of Unilever turnover came from developing and emerging markets including Brazil, India, Bangladesh, Indonesia, Turkey, South Africa, China, Mexico and Russia.

• Globe Biscuits market building strategic alliances and partnership.

• Globe Biscuits R&D developments try to build up a new product or new Brand.

Chapter 5

Recommendations & Conclusion

5.1 Recommendations:

1. Globe Biscuits should make their product more available everywhere in the country. So, they should increase their logistics and Globe Biscuits should increase their distributors more in the different geographical location in the country so that customer can easily buy the product.
2. In the present time TVC plays a major role toward brand preference. But Globe Biscuits nowadays less focus on TVC advertising. So, to increase the brand preference Globe Biscuits should focus on TVC advertising more.
3. We have found out that large number of respondents agrees that activation is a great idea and one of the most effective promotional strategies. All of the territories sales people now want different kinds of activation especially cycle activation to increase their sales.
4. Outdoor advertisement are the most effective form of advertising and eye caching which provide photographic information and build company reputation and product image. By outdoor advertising brand message can easily transferred to customer which influence customer to buy the products. So, Globe Biscuits should focus more on outdoor advertising of all the regional area to increase the sales and drawing customer attention. As it is digital time Globe Biscuits should focus on digital marketing.
5. Company's R&D division always should be improved.
6. To do business globally always collect information very rapidly about Market.

5.2 Conclusion:

Globe Biscuits & Dairy Milk Limited has been popularizing its operation of marketing in every field as to maintain their state at the best position. Globe Biscuits is showing the actual taste of their quality products. The reason behind their success can be described through their efficient marketing strategy. This strategy is described separately in the order of product, pricing, placing, production and promotion in this report. Globe Biscuits & Dairy Milk Limited should relentlessly strive elevate the brand to become the number 1 biscuits company in Bangladesh. Their aim is also to offer the people convenience through establishment of a large and extensive dealer network throughout the country. Globe Biscuits is continuously increase distribution channels. The slogan of Globe Biscuits is to be known for its standard quality, through maintain high standards and commitment to creating outstanding opportunities for professional growth so that associates can achieve their highest potential. They are now focusing on developing their sales and brand positioning in the biscuit market. They are now following some marketing strategy. Ultimately, their goal of doing these activities to persuade people to buy their products. They need to promote their brand in various ways. In order to become the market leader, they must develop their strategy. The company need to focus on develop the sales as well as they need to promote their brand in radio, television, newspaper and through other strategy. Their aim is to bring continuously innovative taste in Bangladeshi biscuits, ethical company that shall be emulated as a model of success.

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