

Report On
Implementation of tactical strategy to change consumer perception of
Fresh Milk Powder

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

BRAC Business School
Brac University
April 21, 2020

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

**Shadman Auvik
ID-16304151**

Supervisor's Full Name & Signature:

**Suman Paul Chowdhury
Assistant Professor of accounting
BRAC University**

Letter of Transmittal

Suman Paul Chowdhury
Assistant Professor,
Accounting
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Implementation of tactical strategy to change consumer perception of Fresh Milk Powder

Dear Sir,

It is an immense pleasure for me to work under your supervision and submit a report on the “tactical strategy to change consumer perception of Fresh Milk Powder”.

I made the effort to explore new arenas and learn new skills. The document that I have prepared on Meghna Group of Industry. I hope I was able to showcase the things that is discussed in this report. I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible

.I am submitting this report to you and hope you will appreciate my effort, also I will be glad to assist you in future. I trust that the report will meet the desires.

Sincerely yours,

Shadman Auvik
Student ID- 16304151
BRAC Business School
BRAC University
Date: April 20, 2020

Acknowledgement

I am immensely honored to be a part of Meghna Group of Industry. Working in MGI for past 3 month taught me a lot about branding of a product and its steps in order to get to the market and grab its target customer. The report is a reflection of a contribution of few people. It would not be possible to complete the report without their guidance and support. To begin with I convey my sincere gratitude to my supervisor **Mr. Suman Paul Chowdhury, Assistant Professor of accounting in BRAC University**. Without his guidance and direction it wasn't possible to do this study.

Next I would like to pay my honor to the **Tanvir Wahid Lashker, Assistant general manager of FMCG department (Milk Powder) in MGI**. He guided me in every steps and helped in every situation. He encouraged me to learn new skills. Hence with his help I was able to collect information and data in order to conduct my research.

Finally, I would like to thank every employee in brand department who guide me in this short time and make me feel like a valuable member of this company.

Executive Summery

Meghna Group of Industry is a consumer focused company and has a set of new standard since its emergence. The brand name Fresh, under which most of the MGIs products are available in the market, promises to the consumer purity, quality, trust & freshness at all times. The secret to the success and vast expansion of MGI has been diversification and the group has entered a broad array of different markets and industries including Fast Moving Consumer Goods (FMCG), building materials, pulp and paper, LPG, feed, fiber, power plants, shipping, seed crushing, chemical, ship building, dockyard, securities, insurance, media and aviation. The product range of MGI today is truly impressive and the conglomerate markets most of its products under the recognisable brand names of "Fresh", "No.1", "Actifit", "Pure" and "Meghnacem Deluxe".

The result of this level of reach and diversification has been that within Bangladesh one in every two households uses MGI products and internationally MGI has a substantial presence in the Middle East, Southeast Asia, Europe, South Africa, North and South America. The founder of Meghna Group of Industries, Mr. Mostafa Kamal started his voyage with a quest for doing something for the country and the people, he is currently involved with a variety of different sectors.

Corporate Social Responsibility is thus the ultimate form of corporate contribution integrated into the business model of MGI. MGI is equally concerned with the welfare of its employees.

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List of Acronyms

OM: Operation Managements

Is: Information system

MIS: Management information system.

SAP: System application for products.

POSM: Point of sales material.

SWOT: Strength, Weakness, Threat, Opportunity

Chapter 1

Overview of Internship

1.1 Student Information

Name: Shadman Auvik

ID: 16304151

Program: BBS

Major: Marketing

1.2 Internship Information

1.2.1 Period:

3 month (21st January-21st April)

Company Name: Meghna group of industries

Department: Brand (FMCG)

Address: FRESH VILLA, House # 15, Road # 34, Gulshan-01, Dhaka-1212, Rd 34, Dhaka 1212.

1.2.2 Company Supervisors information:

Name: Tanvir Wahid Lashker

Position: Assistant Brand Manager

FMCG Division I Meghna Group of Industries

1.3 Internship Outcomes:

1.3.1 Students contribution to the company:

At first my supervisor made me familiar with how this company runs as I was working for the brand “Fresh Milk Powder” he explained the layer of works that had to be done to launch a milk powder brand successfully. In my early days during my internship I was given simple task of documentation or listing prices, later I had the opportunity to do works which were more complex and major part of the brand I was working for. During that period we face the challenge regarding brand perception. After that my the whole brand team associated with fresh milk powder started working on the problems we face and try to come up with a proper solution.

Starting to gathering research, analyzing data to the end where I was part of the campaign program where I had several brand promoter under me working on to solve the issue we were having regarding consumer misconception about Fresh Milk Powder.

1.3.2 Benefits to the student:

Internships are very important that will help us to build our confidence later in our future workplace. In order to embark on a professional career internship in any organization is mandatory for any student. My internship helped me in many ways by improving my interpersonal skills, made me more organized, made me think big and see the big picture and most importantly it helped me improve my communication skill. In order to work in an organization one has to learn the organizational behavior. How to be professional in every situation. There will be problems and obstacles but u have to be level headed in order to face that. Most of the time students think it's the employee of the organization who does the evaluation but that's not true. In my internship I evaluate my company and employee as well, I observe whether or not working in corporate company is suitable for me, can I handle the work pressure. Why is that needed? Depending on my experience it's a point where I decide is this culture and workplace suitable for me.

1.3.3 Problems and difficulties:

At first it was hard for me to maintain the new routine where I had to get up very early and going to work in time. As my office was far I had to get up very early, in short time management was hard for me to sustain. Then came to face too many work related information to remember and understanding team work. But as time went by I was able to adapt to the new routine and everything.

1.3.4 Recommendations:

Meghna group is one of the oldest and largest corporations, so when it comes to internship facilities I haven't seen any flaws. One recommendation I would like to suggest is they should give students a viable ID pass which will let them have access in every office building not just a particular floor. Secondly, they can send the payment to the interns' own bank accounts, which will be more convenient.

Chapter 2

Organization Part: Overview, Operation and Strategic Audit

2.1 Introduction:

MGI represents a global enterprise and brand that houses more than 35000 employees, 6,000 distributors and 2,000 suppliers under its umbrella and has an annual turnover of approximately \$2.5 billion. The history of one of Bangladesh's largest leading conglomerates Meghna Group of Industries (MGI) can be traced all the way back to 1976 when its predecessor operated under the name of the Kamal Trading Company. The conglomerate itself has humble origins and began its life as Meghna Vegetable Oil Industries Ltd in 1989 on a small patch of land in Meghnaghat, Narayanganj. The secret to the success and vast expansion of MGI has been diversification and the group has entered a broad array of different markets and industries including Fast Moving Consumer Goods (FMCG), building materials, pulp and paper, LPG, feed, power plants, shipping, seed crushing, chemical, ship building, dockyard, securities, insurance, media and aviation. The product range of MGI today is truly impressive and the conglomerate markets most of its products under the recognizable brand names of "Fresh", "No.1", "Actifit", "Pure" and "Meghnacem Deluxe". The result of this level of reach and diversification has been that within Bangladesh one in every two households uses MGI products and internationally MGI has a substantial presence in the Middle East, Southeast Asia, Europe, South Africa, North and South America.

As a result of this relentless process of expansion MGI has become a powerful player within Bangladesh and has become the largest investor in relation to industrial development in Bangladesh over the last few years. MGI became the first company in Bangladesh to establish a private economic zone known as the "Meghna Economic Zone", which has since been followed by the creation of two further economic zones, which are named "Meghna Industrial

Economic Zone” and “Cumilla Economic Zone” respectively. The conglomerate has expanded even further since this point, with an unprecedented investment of \$451 million in 2020 that has erected nine new industrial units within its multiple economic zones.

2.1.2 Objective:

As my internship was in branding the main objective was to acquire a deep knowledge of marketing and its application in the real world. Moreover I had the chance to observe and analyze how a conglomerate works and lastly it was my attempt of acquire verities of skills necessary for marketing practice such as consumer oriented research, content writing etc.

2.1.3 Methodology:

For my paper I had to use both qualitative and quantitative data. As Fresh milk powder was under my internship area I had to find out why consumer use other milk brands, what triggers them to buy it more often, how it will be easier for us to reach them. Then I had to find out the number of people who use our brands and our competitive brands in different area. This way my perspective was expanded and help me make decision which helped the company to come up with the tactical strategy which was used to change consumer’s perception of Fresh Milk Powder.

2.1.4 Scope:

As methodology help me expand my perception I was able to know what sort of research and activities had to be done in order to achieve my objective. First of all I have to come up with a design which I can follow in order to come up with my project. I followed the straight forward way to observe every section in my internship area for a while to get a better understanding how things are done. After that everything was pretty smooth because the design helped me analyze and come up with an evaluation.

2.2 Overview of the company:

Meghna Group of Industries (MGI) has worked towards delivering various products to the market, keeping in line with the growing economy. After 25 years, the brand name FRESH, under which most of its products are marketed, has been recognized as a symbol of trust and quality. We strive to streamline our operations in line with that promise. By having experts in the field as our colleagues and deploying the most advanced machineries, we endeavor to harness the potential; of people; of raw materials; and of technology to support the future need of the country as well as continue expansion in to the international market. Bangladesh is a country capable of continued expansive growth fuelled by its private sector. Meghna Group of Industries takes immense pride in playing a role in the country's growth, by facilitating opportunities such as creating employment for approximately 15,000 employees in its business with a few thousands more in the ancillary businesses. Furthermore, MGI feels honored to represent the country in various international business forums, and prove Bangladeshi brands victorious in achievements such as various international quality and trade awards.

2.2.1 Vision:

Be Bangladesh's most admired & progressive global conglomerate which will obliged to put special focus on various values like being Customer focused, shows their integrity in terms of branding, respect their employee, execute proper team work and finally keeping their promise to their customer.

2.2.2 Mission:

Delighting our customers and maximizing value through innovative solutions, inspired employees, adaptation of technological advancements and living in harmony with environment.

2.2.3 Objective:

When it comes to an objective MGI has several of them. Being a production sector its first objective is to deliver various products to the market, keeping in line with the growing economy. As their active contribution continues to help the production sector they want to be the catalyst which will change the country's economic growth as well.

2.3 Management Practices:

Being a conglomerate MGI has multiple of business entities operating in entirely different industries so there are a few numbers of managers with their own specific goal in order to achieve their own objectives in time. So their own management practice has to be precise so that it will help the organization to achieve their mission. In MGI I have seen managers giving their best performance by:

2.3.1 Engage workers:

The first thing a conglomerate needs to do is to make their employee care about their vision and MGI does that perfectly by giving them various compensation and proper recognition. Because of that the employee become for caring and enthusiastic and less passive which lead them to be more productive.

2.3.2 Reward Effects:

Recognizing unique ideas and giving them proper feedback makes employee feel more valued. I have seen it and feel it while doing my internship. Whenever employee come up with any innovative and creative ideas the managers evaluate them thoroughly to see whether or not that idea will work. If it works the employee will be given the reward he deserve if not the managers don't just throw away their idea, they (managers) try to find a proper solution to make it perfect and usable.

2.3.3 Stay committed:

Whenever an employee come up with a product idea as first they will face various obstacle but they should not give up because of that. Lack of commitments will lead to poor decision making and hamper productivity in any organization. Managers in MGI make sure that employee doesn't feel that way about their work or ideas. So they try their best to help their colleagues to tackle the obstacle this may lead to a lot of arguments but that is welcomed in the organization, because differing perspectives help to shape a clear goal.

2.3.4 Focus Team Effort:

I have seen it several times in MGI that managers invest a lot of their time just to make sure that the team under him gets off on the right foot. He does that to make sure that employee don't get distracted with their own individual goal because that will lead them off track.

2.4 Marketing Practice

Marketing is an art of making potential customer to be interested in your goods or services. MGI has several marketing practices in terms of making their product more valued towards their consumer by doing research, promotion, advertisement and distribution of the services and goods for sale. MGI use simple 4P method for their marketing practice.

2.4.1 Product:

This marketing Strategy gives MGI the solution of customer needs. First they do research what sort of product customer are looking for. Then they see is there any competitors in the market of that product if they exist then they try to come up with ideas about making their product unique so that consumer can see the difference. This uniqueness may be seen in product design, name or features. For example Fresh milk has various types of product for different segments

of customer like milk for vegetarian that contains vegetable fat. Also they have multiple product line. Fresh milk powder is for house hold consumer then there is Pure Pusty Protidin which is for hotel restaurant usage.

2.4.2 Price:

This marketing strategy requires an evaluation of product for targeted customer. The pricing strategy for MGI is competition oriented pricing which is also known as market oriented pricing which means setting up the prices of products based on your competitors price rather than thinking about consumer demand. They may choose to set different prices higher or lower than their competitors. For example when MGI want to promote their product as high end or exclusive they set higher price than their completion this indicates that their product is better quality. Sometimes MGI wants to appear as more affordable, in that time they choose to lower their price than their competitors. But most of the time I have seen they set their prices the same as their competitors cause this helps price compaction down, it helps them losing market share to their competitors as well.

2.4.3 Place:

This helps MGI to come up with their distribution plan which is very important. In order to select place MGI see a few things. Firstly are the target customer available in selected distribution place then they see whether or not their target consumers are being taken away by their competitors and finally they look for places where their competitors haven't reached yet. Now if their targeted distribution place is already taken by their competitors they try door to door campaign in order to increase their exposure. Sometimes Door to Door is executed for places which aren't touched by their customer in order to increase word of mouth.

2.4.4 Promotion:

This is one of the most important element of marketing strategy. Being a conglomerate MGI has to use both above and below the line promotional activities. The above line promotional options for MGI are Television, Digital marketing and print marketing. In bellow line option we see catalogue, trade shows and direct mail campaigns. In order to promote a product MGI first start with its unique quality that makes the product appealing to their target consumer. For example in terms of marketing Fresh Full Cream Milk Powder they use emotional appeal by using the phrase “Ami jitle jite jai ma”. This craft a clear image of the offered product. Door to door campaign helps us to collect target market information and find out the specific segment who will be appealed by the product. Based on the segments we filter out our promotional option as there are many. For example if we use social advertising it will attract mass market which will increase brand awareness but it is very costly so we have to see whether or not we are reaching our target customer or how many customer we are reaching based on that we can take our decision.

2.5 Finance performance & accounting practices

There are several elements in order to measure a Meghna Groups financial performance such as level of productivity, product quality, number of deliveries on time, Sales growth rate, Operating profit growth rate, Cash flow growth rate, Return on investment, Return on Equity. Costing system, Budgeting system and performance evaluation system were used as measures of management accounting practices. MGI looks for five key performance indicator in order to see whether or not their financial performance is going good or bad.

2.5.1 Revenue Per customer:

This is very easy to track in order to measure productivity. For example if Fresh Full Cream Milk Powder generate 300,000 taka annually and they have 300 customer then its revenue per customer is 1000 taka roughly the industry average. This helps us answer findings like what our consumer want, what can we add in order to make our product more appealing.

2.5.2 Average Class Attendance:

Another way is to find out average class attendance means if the class is highly or mildly desired my target consumers. This helps us to measure which product line is more profitable to us or which product line brings out more money. Now this helps us in a lot of way firstly we can easily find out what product is fiving us profit and we can concentrate on that we can also find the weak link in our product line and try to find a way to make it more attractive in or der to boost our sales.

2.5.3 Client Retention Rate:

This shows us what percentage of client we are retaining. It is very important as it helps us find out how promising our brand is. When we see that a product line is able to retain its customer indefinitely then we can dig deep that what we are doing in order to make it happen and how we can use it in our other products as well. We can also find out which product line isn't increasing its customer retention and focus on improving our marketing strategies and distribution channel in order to make it shine more. Sometime it will help us understand why customer is leaving it so that we can avoid using or applying those strategies in future. Most of the times it's not the brands fault but how consumer see it. When they see that what they want can be provided by the brand they choose to stay loyal to it.

2.5.4 Profit Margin:

It's a straight forward method of finding out whether or not your cost is more than the revenue you are generating. This helps us find out several things like are we spending enough money on the right product. For example may be a product has the potential of bringing more profit but because of the budget issue it's not possible we can focus on that product. We can also see what expenses are out of control and what our necessary expenditures are. But we shouldn't ignore that whether or not we are charging enough for our product, because in the end it's the product price that will bring out the profit we desire.

In the end it's necessary for a conglomerate to attend its every aspect that brings in and out its money. There are distributors, there are sales person, clients, consumers etc. This section deals with money so it has to be handled with utmost care cause even a little bit of disruption may lead to massive loss. MGI has several managers and key posts that look after this from every direction both digitally and manually. Sometimes market visits and on site tours are arranged in order to avoid any disruption or unethical activities.

2.6 Operation Management and Information System Practices

This is a highly sophisticated method that solves problems related designing, planning, controlling and improving operations logistics and supply chain related process. In MGI OM staff research various operation strategies which help them come up with product design and customizations but not only product but also distribution lines and places are also selected and monitored by them.

Employee in IS section take interdisciplinary research approach which helps them come up with diversified analytical techniques that helps the brand managers to have a better understanding of the relationship between customers and the product selected for them. Now we all know MIS is a computerized system that helps us keep track of everything that's going on. For example MGI uses SAP which is an application that is used for products in data processing. Usually when we need any POSM (Point of sales material) we request for those specific material code from our admin. After we get the code we place our order through SAP. That way it's easier for the organization to keep track of the budget we are spending and whether or not it's being spent correctly.

There is a custom made application by MGI IT department that keep track of all the sales person and door to door participants. That way we can see which one of them working in what sector and how efficient they are. This is an easier way to track them down and make them responsible any kind of work which may put positive and negative effect on the product line they are selected for.

Then there are uses of social networks which helps to connect the employee with one another and promote the products at the same time. Now there are types of information system which have different function like

- Marketing information system.
- Local database.
- Decision support system.
- Human resource management system
- Accounting information system.

I have seen both advantages and disadvantages of using this system.

Advantage

- It improves organizations operational efficiency add values to existing products and come up with various innovation that helps managers make better decision.
- It acts as communication tools which helps employee to plan any event.
- MIS helps company to gain competitive advantage.
- It gives an Overall picture of the company.
- It helps company to identify their strengths and weaknesses.

Disadvantage

- The success of any operation while using this is totally depend on technology and internet connection.
- Sometime inaccurate data can be seen which may give misleading information.
- Employee sometimes struggle to use the applications.

2.7 Industry and Competitive Analysis

Meghna Group is one of the biggest conglomerate industry with wide range of goods. Its umbrella brand is Fresh and under this brand there are varieties of products and each one of them have their own competition and consumer demand with distributor supply. As I did my internship under Fresh milk powder I will explain my point of view based on that products. In order to do proper competitive analysis I had to do strategic planning by finding out my organizations strength, weakness, opportunities and threats. It helped me assess the products I was working for in my case Milk powder.

2.7.1 Strength:

There are several strong point that Fresh Milk Powder possess which makes it far better than its competitors.

High market share: It has a very high market share which helps it push its product in the market. It's mostly demanded by the hotel restaurants which makes its market presence among them very strong.

Quality management: When it comes to quality management Fresh milk powder has an excellent result. It has a very wide range of distribution network but the number of complaints for bad quality is very few.

Strong distribution network: This is one of the products which distribution area is massively wide. Its distribution range is strong in both rural and urban areas. We can find Fresh milk Powder products even in small towns and villages as well.

Good product portfolio: Fresh has a very large product portfolio compared to its competitors. It has varieties of milk powder for different segments and types of customers. It's still working on launching new variations of Milk powder to cover the remaining segments.

Strong supply chain: Supply chain of Fresh milk powder is very strategic and innovative which helps its products to compete in markets which are already grabbed by its competitors.

2.7.2 Weakness:

Cost of operations: Most of the operation conducted by Fresh is usually costly as the operations tend to be huge. At the same time its presence and sells are increasing day by day which is becoming very difficult to maintain. As its one of the big players in the market even a slight mismanagement can hamper its product reputation. These constant challenge is leading Fresh to face shortage of supply and distribution problems.

2.7.3 Opportunities:

Concentrate on Fresh full cream Milk Powder: Fresh milk has a lot of Product variations for different types of consumer. But in order for that to be successful fresh first have to change consumer perspective of their base product which is Fresh Full Cream Milk Powder.

Export: As fresh has such a massive presence it can export its products to other countries which will lead to increase its turnover and margins gradually.

2.7.4 Threats:

Unethical Seller: As fresh is a well-known and popular brand there are number of sellers who tries to exploit it by selling duplicate products. Sometimes when a specific store can't sell the product they try to blame the product quality which hampers its reputation.

Increase competition: The competition in market is getting fierce day by day. There are small local Milk farms that function in a small area but they are taking away the market share. Then there are big players in the market who are changing prices which hampers our sells and it leads to distort our goals as well.

2.8 conclusions and Recommendations:

In the end I can say that the function of a conglomerate is simple if u think it as small part for each products. Each products has its own unique qualities, advantage, goals and target market. In order to maintain that multiple managers and employee are assigned whose responsibility is to look after the product they are assigned to. Any problems of opportunities are analyzed and dealt by them. According to their suggestions the brand team come up with marketing plans and how to make the product more presentable to their target segments. In order to do that proper budget is needed which are controlled by accounts team. With digitally organized and controlled system all of these activities are overseen which gives us a full pictures of both our and competitors progress as well. I have seen some employee to treat their work as just a chore and they just want to finish it and dump it on the next person to take blame which hampers the productivity chain and makes the product inefficient. Every employee should work seriously and give their all in order to reach company objectives. In terms of marketing of the products they have to work with one product and find out to make it better in the market instead of trying to bring out new products every now and then. The function of a conglomerate seem like a complicated process but it's really simple when someone is a part of it.

Chapter 3

Implementations of tactical strategy to change consumer's perception of Fresh milk

3.1 Introduction:

Fresh Milk Powder was always a well-known brand throughout the country. It has a strong brand message "Ami jite gele jite jai ma" that affect consumer emotionally. Lots of commercials and marketing campaign was arranged that was for the target consumers. And in order to reach different segments we came up with varieties of milk powder as well for example Fresh Full Cream Milk Powder which was for household usage, Pure Full cream Milk Powder which was for hotel and restaurant usage, There was NO.1 Full Cream Milk Powder which was for consumers with low earnings. But even after that it's seemed that our products weren't achieving sells goal. At first we thought may be its distribution problems, maybe we aren't putting our products in correct area where we are supposed to put but that was not the problem. We thought maybe we aren't rewarding out retail store seller but even after retail store sellers were pushing consumers to buy our product they weren't buying it.

3.1.1 Objective and significance:

Problems were found when we observe household usage rate of fresh milk powder. In terms of overall selling fresh was holding second position after its competitors MARKS. When we observe why we can't pass them we seem to find out what the problem was. Our milk powder was mostly bought by hotels and restaurant usage but house hold consumption was very low compare to that. Why this was happening? Why wasn't consumer buying our product? After analyzing we found out that consumer tend to buy milk powders which has foreign origin. Meaning if a consumer think that a particular milk powder is produced in countries like New

Zealand, Australia instead of Bangladesh they tend to buy it more frequently. The whole purpose of this research was to change the perspective that our milk powder is locally produced. By changing their perception it will help us boost our product sells and pass our competitors and take the first position from our competitors.

3.2 Methodology

Brand positioning plays one of the most important role for a product. It helps us to grab consumer attention and make them stay loyal to our product. If are able to change the brand perception it will allow us to generate a particular figure in consumer mind for our brand.

Problem statement: What is the important of brand perception in consumer stand point?

We were able to find these following hypothesis

H1: Changing perception has positive impact on consumer standpoint

H2: The new perception will have positive impact on product sell.

3.2.1 Method of Data collection:

In order to find out the problems and come up with a solution necessary data collection from relevant sources is mandatory. To conduct my research survey questionnaire has been used which helped us finding out the problems lies in the brand and come up with a proper solution.

3.2.2 Sampling Techniques:

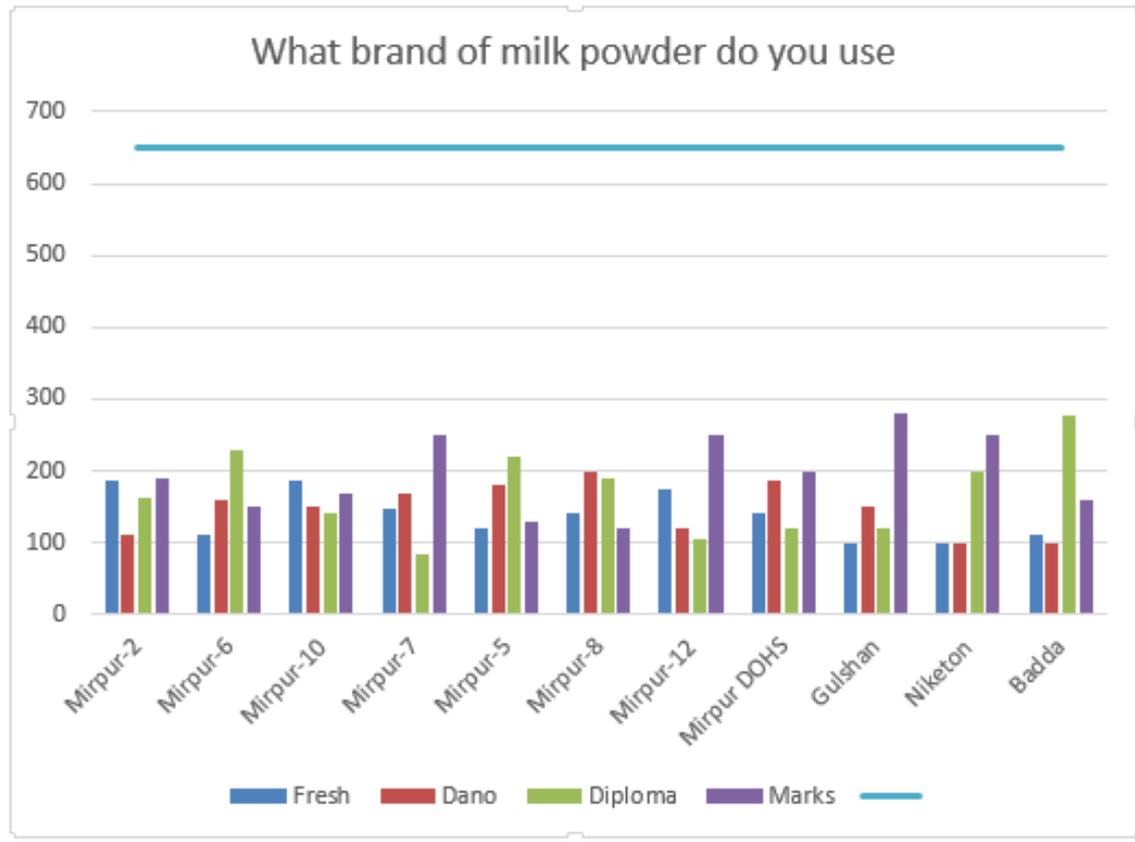
The sampling technique that I used was non probability sampling where I asked question to consumers who are brand conscious and frequently buy items of different brands.

3.2.3 Instruments of data collection:

The instrument for data collection is questionnaire.

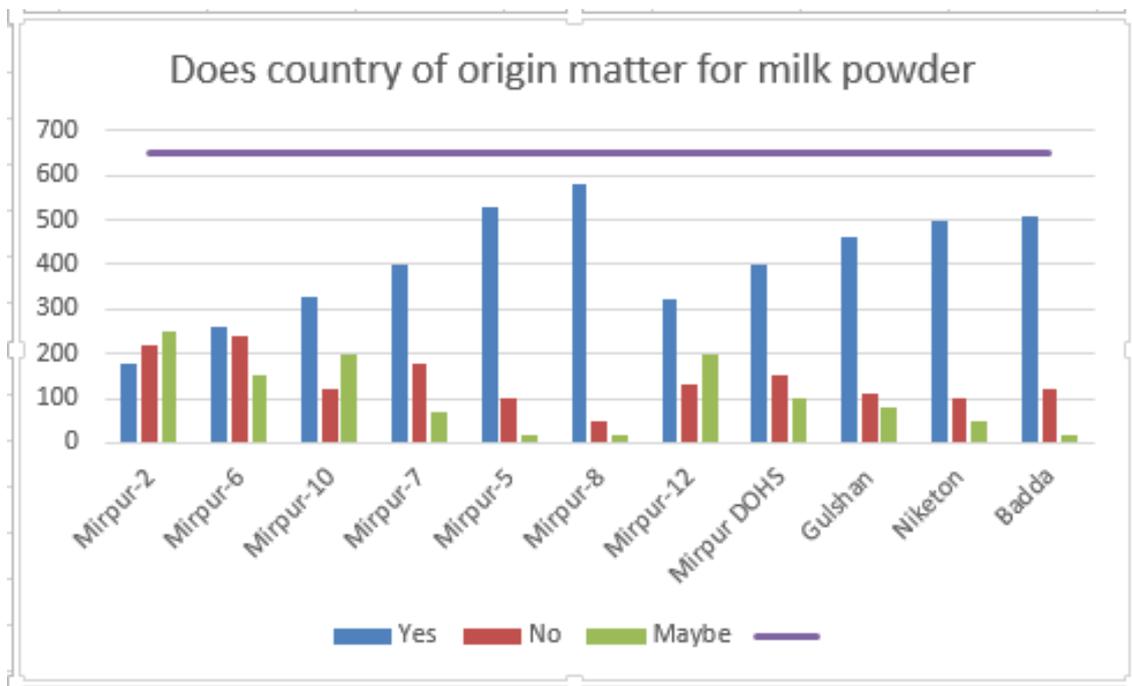
3.3 Findings and analysis:

In order to find out the solution of the problems we conducted both qualitative and quantitative analysis. Firstly we did quantitative analysis to see our exact position in terms of different area in Dhaka. Both of the analysis was needed in order to pinpoint and come up with a solution. In order to do quantitative analysis we selected a few areas in Dhaka and did our survey. The maximum number of our sample was 650 and a few questionnaire was used in order to get to our desired result. With the result we wanted to find out what's the most used brands, why do they use it, what is their parameter in order to use it, does country of origin matter these few question gave us a clear pictures of consumer perception of our brand. The whole point of conducting the analysis is to locate the actual problems we were facing in terms of consumers brand perception. Because of that consumer were having difficulties understanding our brand thus they were ignoring the brand equity and misunderstanding the communication.



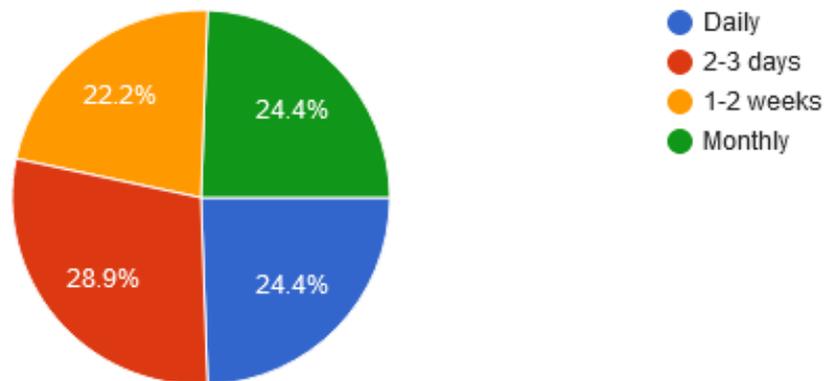
- As we can see in the chart that in most of the area MARKS seems to be first choice of any consumer. In some area Like Mirpur-10 & 2 Fresh hold its position in terms of household usage. With this we saw the overall performance of Fresh milk powder in some areas. This surveys actually raise th3e question even having such a big distribution channel and with a very well-known brand portfolio why isn't our brand used for household consumption. What is it that make the consumer buy our competitor brand but not ours?

- As people becoming health conscious day by day because of present situation where most of our locally made products are either adulterated or mixed with harmful chemical so we asked them Whether or not country of origin in terms of milk powder production matter.



In this chart we see that except a few places almost everywhere consumer consider country of origin when it come to the production of milk powder. When it's produced in countries like Australia, New Zealand people feel safer. Our competitor brand MARKS, Dano, Diploma all of these brand gives consumer the perception that they are produced outside. But when it comes to Fresh the name itself gives a local vibe that's why consumer choose to avoid it for household consumption.

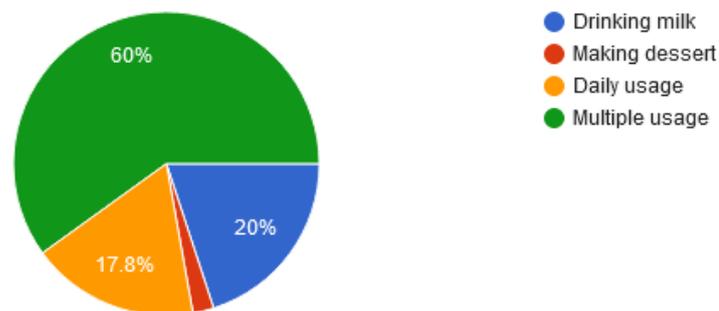
How often do you drink milk?



- Then we had to find out their buying behavior. How often they buy milk? This completely depend on the frequency of consumption. The more customer consume it, the more they tend to buy it. As we can see that the result was almost close to each other. So if we are able to change their perception we can easily grab target customer and gain a big part of the market.
- After that our goal was to find out what is their purpose of using milk powder. There are multiple function for using milk powder drinking milk, making dessert, making tea, Sometime people put milk powder on their bread and consume it as snack.

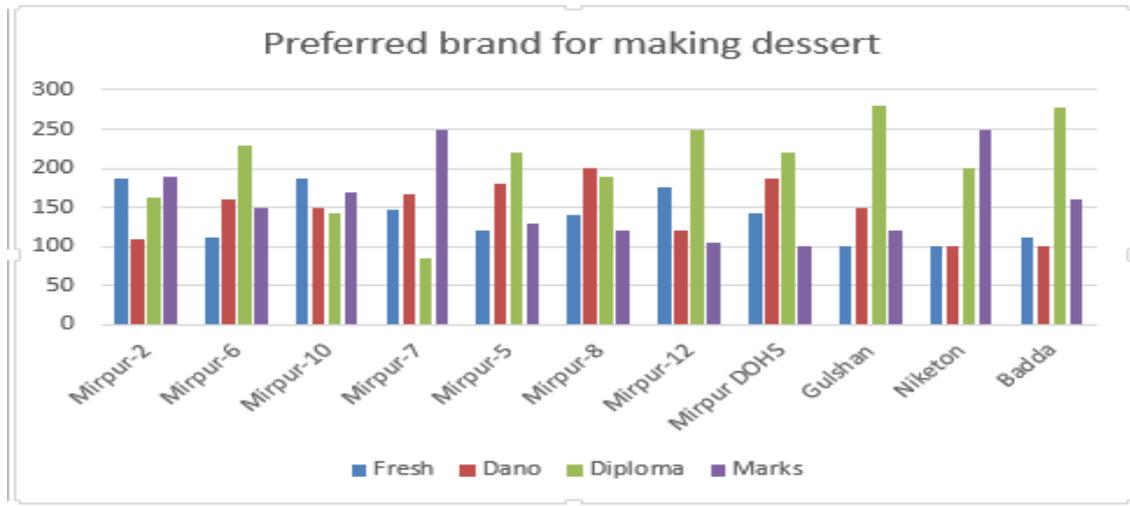
Consumption depend on how you consume it and at what frequency do you consume it. Powdered milk is simply liquid milk without the water with a little bit of moisture. Liquid milk can go bad within a few days but powdered milk stay ok for a long time. Of course it doesn't taste like the liquid milk but that doesn't mean it's useless

Whats your purpose of buying milk powder?



As we can see most of the response was it has multiple usage starting from making milk, tea, dessert to making every day snacks. This tells us that changing their perception will help us sell all of the varieties of milk powder we have to our target customer.

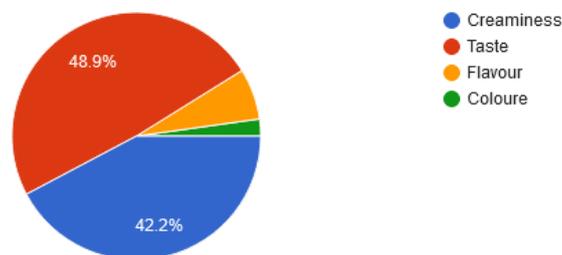
- Now as we already grabbed the market for hotel and restaurant usage we knew that their usage was making dessert. But we wanted to get household consumer to use our milk for dessert as well so we asked which brand do they prefer for making dessert.



Based on the report we see that Diploma is most used brand for making dessert.

- Finally we had to find out which parameter customer use in order to make the dessert

What parameter affect your choice?



Based on the result we see customer usually think about the taste and the creaminess when they use milk powder in their dessert. This result helped us to see that may be we have to do something about our milk powder itself if we want to make customer use it.

Thus we were able to find out some key problems in our brand. Firstly consumer has a misconception that Fresh Milk Powder is locally made, secondly it doesn't have the proper aroma or creaminess which is appealing towards our target customer. Now it was up to us to

come up with a solution thus brings the qualitative research. Several meetings and focus group discussion was conducted in order to find out how we can solve this two major problem. In qualitative research we discussed about what our brands strength, weakness, opportunities and threats are, in short we did SWOT analysis. Here we find out that

Strength: Well-known brand with a massive distribution channel all over the country with great product portfolio.

Weakness: People have the misconception that it's locally produced.

Opportunity: We can change their perception which will help has grab a big portion of the market.

Threat: Already existing strong competitors.

So after analyzing everything we came up with an idea where we will conduct door to door campaign in order to change consumer perception of our brand. As we have seen that in a few areas in Mirpur our brand already grabbed the market so we started with other areas in mirpur as well. The sole purpose of doing this campaign was to give consumer a proper idea about Fresh Milk Powder.

3.3 Summery and Conclusions:

When any brand face a challenge necessary analytical measures has to be taken by everyone who are working for the brand. All these research and results helps us dig deep into the problems and then we come up with a solution. Sometimes the problems seems really simple but lack of research makes it difficult to pinpoint. Now think about the problem Fresh is facing. It's a simple problem of brand perception but a lot of surveys and research has to be done. A lot of time has to put in order to find out the problems. Then when we came up with the solution that required a lot of woks as well. Finding out problems and then solving them doesn't make

it end. We have to be ready so that problems like this don't rise for other products in this conglomerate group. These research doesn't apply to one particular brand so conduct them for every brands that's having a hard time grabbing the market is necessary. In my research I fist selected my objective and then come up with the method. In order to find out the problem I needed proper information which was possible because of qualitative and quantitative research conducted by me and my supervisor after then proper implementation of the solution helped us bring change which was our actual goal.

3.4 Recommendations:

In this campaign we inform our consumer that our Milk powder actually produced in Australia. The cow from which the liquid milk is received eats healthy food and those cow live in a healthy way thus their milk which is used as the material of our milk powder is really pure. Thus we came up with the tag line "Khati gorur khati dudh". In this campaign we provide free sample as well. We gave our consumer choice that they can buy a 500g milk powder and will get another 500g free with a coupon which will let them buy fresh milk at 25% discount. This whole campaign was conducted to inform the target consumer about our brand and these offers helped us spread a lot of positive word of mouth.

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