

Internship Report

Problems and Prospects of Feed Industry: A Case Study of Krishibid Feed Limited (KFL)





Inspiring Excellence

Internship report

On

**Problems and Prospects of Feed Industry: A Case Study
of Krishibid Feed Limited (KFL)**

Course Code: BUS400

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Prepared For

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Letter of Transmittal

August 7, 2017
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Subject:Submission of Internship Report.

Respected Madam,

It gives me enormous pleasure to submit my internship report titled 'Problems and prospect of feed industry: A case study of Krishibid Feed Limited' authorized under your supervision for the completion of my BUS 400 Course as well as Internship report. I am glad to inform you that I have successfully done my Internship at KRISHIBID FEED LIMITED (KFL), under the supervision of M. Aminul Islam Khan, Principle Executive Officer. During the internship period, it is customary to work in an organization to gather a better Understanding of the real business world.

Hopefully, this report will be the benchmark of my hard work during this Internship period beside this I would really appreciate it you enlighten me with your thoughts and view's regarding the report.

I will be grateful to you if you accept the report.

Sincerely Yours

Md. Khalakuzzaman
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Acknowledgement

In the name of Almighty ALLAH who is most powerful and merciful. Praise and thanks to him that has given me the opportunity to successfully complete this report.

The successful completion of any course not only requires sincerity of the student, but also support from various personnel. I was very fortunate to have that direction, support and supervision from every aspect from my advisor and KFL officials .

I would like to take this opportunity to express my heartiest gratitude to the supervisor of my internship program, Ms. Iffat Tarannum, Lecturer BRAC University for her guidance in preparing this report. I would like to publish my gratitude to M. Aminul Islam Khan, Principle Executive Officer of Krishibiid Feed Limited who helped & suggested me during this internship period in my host organization. I would also like to thank my colleague and other supporting staff for their cooperation and support during this internship project.

I think myself fortunate to have had the guidance of all the faculties and mentors throughout my degree of Bachelor of Business Administration program at BRAC University, which helped me to understandings for facing the real world career challenges

Last but not the least I would like to thank my parents for their support and kindness and also for providing the roof above my head and the ground below my feet.

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Executive Summary

This term paper project is prepared to fulfill the requirement of BUS-400 Internship. The work started as assigned by the honorable Course Instructor. The paper was prepared during my internship period at Krishibid Feed Limited.

At the very first chapter of this report I submit the introductory part it includes origin of reports, methodology, limitations etc. Then in chapter two I include organizational overview, features of KFL, Research of KFL, and Products of Krishibid Feed Limited, mission of KFL then organogram of KFL. Then in chapter three I include all of my job responsibility, there are SWOT analyses, channel distribution, problems and prospects and finally competitor analysis. The chapter four was included described analysis about the project topic. Then I include references.

Chapter 1

Introduction





1.1 Introduction

The growth of poultry, fish & cattle industry during the last few years is one of the remarkable stories of Bangladesh. So, the feed industry for these industries is also very essential. New technologies have been introduced, and production has shot up in poultry feed, fish feed and in cattle feed sector. Bangladesh is a nation with plenitude of work strengths anticipating open doors for industrial and productive business. Its kin of either sex constitute a bank of human asset. By using these assets in a befitting and noble way, noteworthy changes can be achieved in the economy of Bangladesh, which is overwhelmingly rustic and agrobased. In 2011 Krishibid Feed Limited (KFL) started its journey in 2011 as a sister concern of Krishibid Group (KG).

The Krishibid Feed Mill is producing both floating and sinking feeds for fish and shrimps. It production poultry feed of all kinds. Besides, it will produce quality cattle feeds.

1.2 Origin of The Report

The report has prepared on 'Problems and Prospects of Feed Industry: A case study of Krishibid Feed Limited (KFL)'. It is a requirement of the completion of Internship program (BUS-400) under the BBA Program of BRAC University. As a BRAC Business School student it is also a mandatory part during internship program. As an intern, I worked under department of Marketing & sales of KFL under M. Aminul Islam Khan the principle executive officer. As a part of KFL team I got chances in various responsibilities. I have been indulged to work on this project which has been designated by my course supervisor Ms. Iffat Tarannum, she help me and suggested me about completion of my report.

1.3 Methodology

For the successful completion of this case study I have followed tow kind of methodology. The two ways I have followed has given below.



Primary Data

I have collected this data with the help of my organizational supervisor, other fellows, seniors, colleagues and with the direct communication with customer.

Secondary Data

I surfed in internet and collected various data from there and also went through newspapers and magazines. To be more specific my sources are

1. Internet surfing
2. KFL Web page
3. KG web page
4. Brochures
5. KFL Annual report
6. KFL social media page
7. Newspapers and journals
8. Different blog and articles

1.4 Limitations

There are limitations in every single work; I also face some limitations during collecting data. The basic limitations I have face as an intern during this report are:



The main limitation was lack of time; during this short period of time it was not easy job to collect entire data.

In term of interview of officials it was not fruitful because they were very general in terms of their answering.

As I was an intern so, there is some confidential information which I am not aware of.

In-depth analysis was not possible for the lack of higher knowledge and experience.

Chapter 2

Organizational overview





2.1 Organization Overview

Krishibid Feed Limited (KFL) is a renowned feed mill company in Bangladesh. It starts its journey in 2011 with some mission and vision. The Chairman of KFL is Krishibid Dr. R. I Sarkar and CEO is Krishibid Dr. Md. Afzal. Krishibid Feed Limited is the sister concern of Krishibid Group and the mother company is Krishibid Firm Limited. An automatic feed mill has been set up to manufacture poultry, cattle and fish feeds of different types. It markets high quality feeds. The mill has a capacity of manufacturing 9 ton floating and sinking feeds per hour. It is located at Nishinda Bazar of Bhaluka, Mymensingh on Dhaka-Mymensingh High Way & the head office of KFL is located on 801, Rokeya Sarani, Kazipara, Mirpur, Dhaka-1216. The mill is producing both floating and sinking feeds for fish and shrimps. It production poultry feed of all kinds. Besides, it will produce quality cattle feeds. All environmental protection is ensured within and around the mill area. Krishibid Feed Mill is equipped with all modern processing and production machineries and hence guarantees supply of quality products to its customers. Krishibid Feed Limited (KFL) is a member of Feed Industry Association of Bangladesh (FIAB). Planning is going on to enhance the production capacity of the mill in the near future.

KFL is the first company which brings floating feed technology in Bangladesh. KFL has its own 24/7 customer care Center. KFL have some specific mission and vision and they want to reach their proposed Vision by 2020.



2.2 Features of KFL

2.2.1 Quality Control

KFL doesn't have any compromise with its quality of every kind of feed. Firstly they use premium quality raw materials. They make it sure by testing it in their own lab which is equipped with best instrument in present world. Then they taste their feed in their lab. After this they use these feed in their own poultry, cattle and in fish hatchery.



2.2.2 Feed Conversion Ratio (FCR)

In animal husbandry, feed conversion ratio (FCR) or feed conversion rate is a ratio or rate measuring of the efficiency with which the bodies of livestock convert animal feed into the desired output. ... In some sectors, feed efficiency, which is the output divided by the input (i.e. the inverse of FCR), is used. FCR rate for fish feed of KFL is 50-80 % and for poultry feed it is 60-70%. This rate is very much profitable for users and good for nature.



2.2.3 Nutrition quality of KFL's feed

KFL's Feed is combined with essential vitamin and mineral premix that's why it ensures its premium quality. These feed is also toxic free because of its reservation process

কৃষিবিদ ফিড এর খাদ্যের গুণিতক
পাখি, মৎস্য, উভচর, পি, কার্প ও চিংড়ি মাছের দুইয়ক খাদ্য

কৃষিবিদ ফিড	খাদ্যের নাম	খাদ্যের মাত্রা	করোরে কাল	খাদ্যের জমা
পাখি	কার্প-১	পরিষ্কার	১০১ - ১০২ গ্রাম করণ পর্যন্ত	৩০০ কেজি
	কার্প-২	জাল	১১০ - ১১১ গ্রাম করণ পর্যন্ত	৩০০ কেজি
	চিংড়ি-১	জাল	১১০ - ১১১ গ্রাম করণ পর্যন্ত	৩০০ কেজি
	চিংড়ি-২	সিডার	১১০ - ১১১ গ্রাম করণ পর্যন্ত	৩০০ কেজি
	চিংড়ি-৩	সিডার	১১০ - ১১১ গ্রাম করণ পর্যন্ত	৩০০ কেজি
	চিংড়ি-৪	সিডার	১১০ - ১১১ গ্রাম করণ পর্যন্ত	৩০০ কেজি
উভচর	কার্প-১	পরিষ্কার	১০১ - ১০২ গ্রাম করণ পর্যন্ত	৩০০ কেজি
	কার্প-২	জাল	১১০ - ১১১ গ্রাম করণ পর্যন্ত	৩০০ কেজি
	চিংড়ি-১	জাল	১১০ - ১১১ গ্রাম করণ পর্যন্ত	৩০০ কেজি
	চিংড়ি-২	সিডার	১১০ - ১১১ গ্রাম করণ পর্যন্ত	৩০০ কেজি
	চিংড়ি-৩	সিডার	১১০ - ১১১ গ্রাম করণ পর্যন্ত	৩০০ কেজি
	চিংড়ি-৪	সিডার	১১০ - ১১১ গ্রাম করণ পর্যন্ত	৩০০ কেজি
মৎস্য	কার্প-১	পরিষ্কার	১০১ - ১০২ গ্রাম করণ পর্যন্ত	৩০০ কেজি
	কার্প-২	জাল	১১০ - ১১১ গ্রাম করণ পর্যন্ত	৩০০ কেজি
	চিংড়ি-১	জাল	১১০ - ১১১ গ্রাম করণ পর্যন্ত	৩০০ কেজি
	চিংড়ি-২	সিডার	১১০ - ১১১ গ্রাম করণ পর্যন্ত	৩০০ কেজি
	চিংড়ি-৩	সিডার	১১০ - ১১১ গ্রাম করণ পর্যন্ত	৩০০ কেজি
	চিংড়ি-৪	সিডার	১১০ - ১১১ গ্রাম করণ পর্যন্ত	৩০০ কেজি

কৃষিবিদ কার্প ও চিংড়ি ফিডের তালিকা ও পুষ্টিমানঃ

প্রজাতি	ধরণ	খাদ্যের নাম	খাদ্যের আকার (মি.মি.)	অর্জুতা সর্বোচ্চ (%)	প্রোটিন সর্বনিম্ন (%)	লিপিড সর্বনিম্ন (%)	আশ সর্বোচ্চ (%)	ফাইবার সর্বোচ্চ (%)	শক্তি (%) কি.ক্যা./কেজি সর্বনিম্ন	
কার্প	জাসমান	স্টার্টার	দানাদার-৩	১১	২৮	৭	১৬	৮	৩১০০	
		গোয়ার	দানাদার-৪	১১	২৫	৬	১৬	৮	২৯৫০	
		ডুবন্ত	স্টার্টার	পিলেট-২.৫	১১	১৮	৭	১৬	৮	৩১০০
	চিংড়ি	গলদা	হ্যাচারি	পাউডার	১০	৪০	৯	১৪	৫	৩৩০০
			নার্সারি	ক্রনফল	১০	৩৭	৮	১৫	৫	৩৫৫০
			স্টার্টার	১.৮	১১	৩২	৮	১৭	৫	৩৪০০
		গোয়ার	পিলেট	১১	৩০	৭	২০	৬	৩৩০০	

কৃষিবিদ ক্যাটল ফিডের পুষ্টিমানঃ

পুষ্টিমান	ক্যাটল ফিড রেগুলার	ক্যাটল ফিড হাইপ্রো
অর্জুতা (%)	১২	১২
ক্রুড প্রোটিন(সর্বনিম্ন) (%)	১৬	১৮
লিপিড (সর্বনিম্ন) (%)	৩	৩
আশ (সর্বোচ্চ) (%)	১১	১১
অ্যাশ (সর্বোচ্চ) (%)	১০	১০
এন এফ ই (%)	৪৮	৪৫

কৃষিবিদ ফিডের বৈশিষ্ট

মান নিয়ন্ত্রনঃ ল্যাবে কাঁচামাল ও ফিড পরীক্ষা এবং নিম্নস্ব পোস্ত্রি ও মৎস্য খামারে পরীক্ষার পর বাজারজাতকরণ।



খাদ্য রূপান্তর হার (FCR)ঃ প্রজাতি ও বয়স ভেদে
মাছের ক্ষেত্রে ৫০-৮৫% এবং
মুরগির ক্ষেত্রে ৬০-৭০%।

গুণগতমানঃ প্রয়োজনীয় ভিটামিন ও মিনারেল প্রিমিক্স থাকে বলে ফিড গুণগত মানসম্পন্ন। উচ্চ বাষ্পীয় তাপ ও চাপে প্রক্রিয়াজাত বিধায় এ খাদ্য সম্পূর্ণ জীবাণুমুক্ত।



2.3 Research of KFL

2.3.1 New product Development

To research new products and ingredients in the continuous effort to develop feeds which result in improved dietary efficiency, animal health, and lower cost per pound of grain. Work is also done to expand the product line to provide feed for various aquaculture species, life stages, and culture environments such as larval, juvenile, and maturing shrimp. A research hatchery and grow-out facility are located on-site for production diet trials of trout. Facilities are also available for nutritional research on shrimp.

2.3.2Diagnostics

To diagnose infections and noninfectious disease in production animals and determine the appropriate action to prevent and control these problems .This may include evaluation of feed, animals, and water to fully address a customer's concern.

2.3.3 Extension

To exchange and disseminate information through training workshops, educational seminars, and individual consultations. Topics include such things as current developments in vaccines, nutrition, oxygenation, and animal handling.

2.3.4 Water Quality

Monitoring key water quality characteristics to maintain fish health and manage waste effectively within today's stringent governmental and environmental requirements.



2.4 Products of KFL

2.4.1 Krishibid Fish Feed

Krishibid Pangas, Tilapia, Koi/Magur/Sing, Non-Floating Feed

Species	Name of Feed	Type of Feed
Pangas	Nursery -1 Nursery-2 Pre-starter Starter-1 Starter-2 Grower Finisher	Powder Crumple Crumble Pellet Pellet Pellet pellet
Tilapia	Nursery-1 Nursery-2 Starter Grower	Powder Crumble Pellet Pellet
Koi/Magur/Sing	Nursery Starter Grower	Powder Crumble Pellet
carp	Starter Grower	Crumble /Pellet Pellet
Krishibid Hatchery fish feed		Powder



KrishibidPangas,Tilapia & koi Floating Feed

Species	Name of Feed	Type of Feed
Pangas	Starter	Grainy
	Grower	Grainy
	Finisher	Grainy
Tilapia	Starter	Grainy
	Grower	Grainy
Koi	Starter	Grainy
	Grower	Grainy

KrishibidCarp fish Floating Feed

Species	Name of Feed	Type of Feed
Carp	Starter	Grainy
	Grower	Grainy

Krishibid Carp fish Non-floating feed

Species	Name of Feed	Type of Feed
carp	Starter	Pellet
	Grower	Pellet

Krishibid Golda Shrimp Feed

Species	Name of Feed	Type of Feed
Golda	Hatchery	Powder
	Nursery	Crumble
	Starter	Pellet
	Grower	pellet 2.2



Krishibid Bagda Shrimp Feed

Specis	Name of Feed	Type of Feed
Bagda	Hatchery Nursery Starter Prowler	Powder Crumble Pellet 1.8 Pellet 2.2

2.4.2 Krishibid Cattle Feed

There are four type of Krishibid Cattle Feed, these are given below

1. Hi-pro for Milking
2. Hi-pro for Fattening
3. Regular for Milking
4. Regular for Fattening

2.4.3 Krishibid Poultry Feed

Krishibid feed has three different types of feed for broiler, lair & cocktail chicken.

Species	Name of Feed	Type of Feed
Broiler	Grower Starter House feed	Grainy Grainy Grainy
Lair	Grower Starter House feed	Grainy Grainy Grainy
Cocktail	Grower Starter House feed	Grainy Grainy Grainy

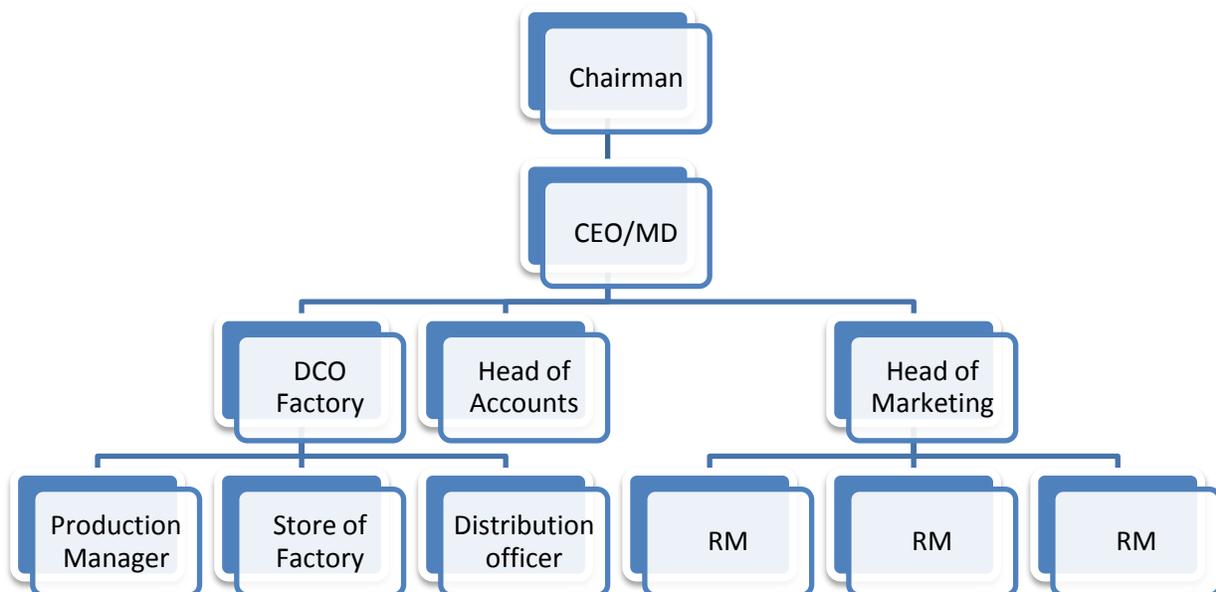


2.5 Mission of Krishibid Feed Limited

Our mission is to assist in the department of fishery and poultry sub sections and to help the farmers. Therefore, quality feed supply is the prime objective, not only profit.

Poultry and fisheries sub-sections of agriculture are faster growing in Bangladesh. However, successes of both the sub-sections are largely dependent on supply of quality feeds. Sixty to highly percent of the total cost of production is enhanced by feed. Quality feed manufacturing and marketing one, therefore many important to augments poultry and fish production in the country

2.6 Organizational Structure of Krishibid Feed Limited



Chapter 3

Job responsibility





3.1 Working at Krishibid Feed Limited

I feel proud as an interne at KFL. My supervisor was always helpful from his place. My colleagues welcomed me warmly and created the atmosphere to work properly with them. There were always workload in office but it doesn't seem like burden. At last I will say that working at KFL with job responsibilities will always help me to adjust with other job responsibilities.

3.2 Job Responsibilities

My job responsibilities at Krishibid Feed Limited are given below

3.2.1 SWOT Analysis:

By doing SWOT analysis a company tries to realize their position in market. It is a very effective strategic planning business tool in present world when it takes everything in its counting. The value of SWOT analysis cannot be over-emphasised. It is rightly said "winners recognise their limitations but focus on their strengths; losers recognise their strength but focus on their limitations." Positive thinking is strength whereas negative thinking is a weakness. The strengths of KFL are its brand name, quality product with variation, low price, its Mother Company has very own poultry farm & fisheries farm, , it has well known nutritionist and scientist who can made quality food, kfl has research section where a bunch of specialist scientist always try to find something new, distribution channel of kfl is also good.

Kfl have some weakness teseare : the marketing of krishibid feed, collecting raw material for feed, daily quantity of production.

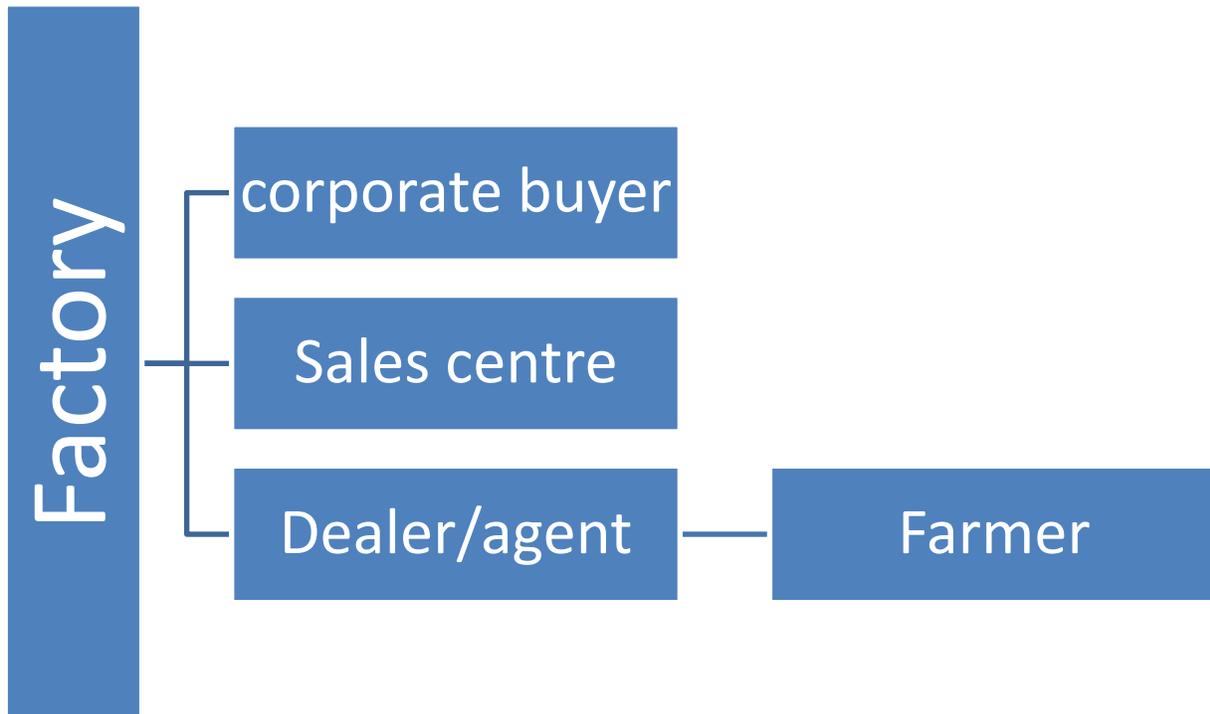
Opportunities for kfl are this segment is very big in our country, kfl produce good quality feed so they can export more, government is very helpful for this industry.

Threats for kfl are some local companies are producing low quality feed and they sell their product in low price, some big and renown names in feed business, entry of foreign companies and existing foreign companies etc.



3.2.2 Channel distribution & identity

I have my experience to work about the distribution channel of kfl . Distribution channel is very important part for a company. An efficient, motivated distribution channel with countrywide coverage is an additional source of revenue for kfl. It is very important part for kfl to keep good connection with distribution partner. By building and maintaining relationship with distribution channel, the manager can identify problems and deal with them before they become serious. Relationship with customer to whom kfl do not serve directly is totally depend on distribution partner. We also have our own sales center from where we sell directly. Our corporate customer is our big buyer we directly distribute to them.





3.2.3 Finding Problems & prospects

There are many problems for kfl as well as for feed industry of Bangladesh. Some of these problems are given here : outbreak of epidemic, industry and material risk, raw material price risk, seasonally risk of demand, technology related risk, government policy risk, problem of marketing system and middle man, High price of veterinary drugs and lack of disease control, high bank interest, lack of research and training, foreign companies.

Prospects for kfl is given here: supply versus demand growth, : price of egg, broiler meat, fish ,meat and milk: create huge job opportunity, export opportunity, increased domestic maized production etc.

3.2.4 Competitor analysis

Competitor analysis is one of the most important and critical job analyses for me. I tried to follow porter's five force model.

I need to follow the following steps during this research:

- Conduct Research
- Gather Competitive Information
- Analyze Competitive Information
- Determine Your Own Competitive Position

The thing I tried to find out:

- Who are my top three competitors?
- On what basis am I able to compete?
- What is the range of products and services they offer?
- Are their products or services aimed at satisfying similar target markets?
- Are my competitors profitable?
- Are they expanding? Scaling down?
- How long have they been in business?
- What are their positive attributes in the eyes of customers?



- What is their marketing strategy?
- What is their promotional strategy?
- What are their pricing structures?
- Do they operate in the same geographic area?
- Have there been any changes in their targeted market segments?
- What is their size? Revenues?
- What is their percentage of market share?
- What is their total sales volume?
- What is their growth rate?

Chapter 4

Project part





4.1 Introduction of Case Study

When I have started my internship at krishibid feed limited then I come to know that there are more than 130,000 poultry farm in Bangladesh and total investment for poultry sector is 1.5 billion and about 6 million people are directly or indirectly dependent on poultry sector for their livelihood. There are more than 24.4 million cows in Bangladesh and total investment is about 1.2 billion and millions of people depend on this sector for their livelihood. Total fish production in Bangladesh in 2015-2016 was reported to be 3,684,245 MT among it 2,060,408 MT (55.93%) from inland closed waters and millions of people dependent this sector in different way for their livelihood.

Feed industry has contribution on this agro sector. As a result commercial feed manufacturing company developed as a backward linkage of poultry, fisheries and livestock industry. Feed industry does not only linkage with poultry, fisheries and livestock industries but also help improve and mobilize local grain and other related sector which is related with feed industry.

So, feed industry is a huge industry and I am going to share my findings about problems and prospect of feed industry of Bangladesh

4.2.1 Problems of Feed Industry in Bangladesh

Outbreak of epidemic: Sometimes poultry industry faces avian influenza, bird flu and different kind of epidemic. Livestock industry face anthrax, khura etc. as epidemic these industries' feed consumption turn in low. At this situation feed industry faces many problems.

Price of raw materials: There has been a steep rise in the prices of raw feed materials recently. Both conventional and non-conventional feed resources therefore need to be optimally used to balance nutrients, energy and protein requirement and protein-energy ratio as well as palatability so that ultimate cost-effective productivity is achieved

No Pricing Strategy: There are no pricing strategy for feed in Bangladeshi market. Some company who produce low quality of feed they sells their product in low price but the company who produce the same product with good quality what they will do? They also sells their feed at low price to keep their position in this competitive market. If they keep their price high then their product sell will decrease.



Problem of marketing system:

In Bangladesh poultry, fisheries and livestock marketing channel are traditional marketing system where the number of intermediaries is high. Feed companies are not always able to reach to the actual consumer. Companies do their marketing in city area but they don't have any activity in rural area. Some company have industrial buyer but the feed company don't follow b2b marketing strategy.

Loan system

Loan system for feed company in Bangladesh is not an easy task. It takes long term to take loan from bank and other financial institutions. Sometimes owner gives bribe to get the loan. Government should make it easy for feed industry to take loan easily.

High bank interest

The bank financing cost is high which is on a normal 12-14% for each annum and genuine viable loan fee is around 18-20% for every annum. Additionally, part of shrouded charges and expenses are related in this area to benefit the credit from the managing an account segment. As a matter of fact bank financing cost ought to be fewer than 10%.

Lack of research and training

Animals, notwithstanding its significance, have been an ignored zone of farming exploration in Bangladesh. No unmistakable upgrades can be made on account of the nonappearance of a feeling of desperation and low interest in look into. Logical research examines identifying with monetary parts of poultry industry are not enough accessible. In addition, because of an absence of adequacy in its examination and expansion administrations, it has not yet been exhibited that domesticated animals cultivating and especially poultry cultivating, can be changed into an alluring and productive business.

Feed company in the unorganized sector

Feed manufacturers in the unorganized sector do not have in-house laboratories for carrying out the proximate analysis of a flat toxins, urease activity and toxic residues which has led to production of poorly balanced feed of questionable quality. The farmers using such rations are virtually cheated and do not get the expected products. The unregistered feed companies



should appoint animal nutritionists and engineers to control the quality of feed and maintain machines.

Adulteration in raw feed material

Adulteration in raw feed materials is a major problem. In fish meal, NPN urea and saw dust are added. Strict legislation to ensure quality of feed materials should be enacted. The problems of flat toxins in most feed materials like cereals and oilcakes are a regular phenomenon. The essential amino acids like lysine and methionine are imported and custom duty on them is high. The costs of amino acids need to be brought down by reducing this duty to encourage their higher utilization in feed formulations which would result in enhanced productivity of livestock and poultry.

Problem in import of maize

Maize is the main ingredient of every kind of feed. Bangladesh doesn't produce sufficient amount of maize, so we need to import it. But the import of maize has come under OGL for the actual users with the result that large feed manufacturers are able to import maize. The import needs to be eased for the traders so that small poultry farmers producing their feed can also use cheaper source of feed ingredients.

Shortage of necessary chemical Compound

There is a shortage of di-calcium phosphate in the country. The basic rawmaterial for production of di-claim phosphate, namely bones, is available in the country of large quantities. A few more plants for production of di-claim phosphate need to be established.

High import duty of vaccine

High import duty of vaccine required for mixing in the feed increases the cost structure of the produce.

Lack of cooperation

In Bangladesh, it is very common that there is no or limited cooperation exists between government, universities, private companies. The government doesn't follow carefully the activities of private sectors,



4.2.2 Prospects of Feed Industry in Bangladesh

Impact on economy

Poultry, fisheries and livestock sectors play an important role in the development of agro-based economy of the country. They contribute around 8.0 per cent to national income, which is about 32 per cent of the total agricultural income. About 80 per cent of animal protein in our diet comes from fish and livestock. Approximately 20 per cent of the protein consumed in Bangladesh comes from poultry

Supply versus demand driven growth

From early 90's in Bangladesh every year investment in poultry, fisheries and livestock sector is gradually increasing. So we can easily understand that number of poultry farm, fisheries farm and number of cattle farm is also increasing but with the ratio of increasing number of farm the feed mill number doesn't grow gradually. The elasticity to demand depends on population growth, income growth and urbanization. So In Bangladesh we have huge opportunity for feed mill industry.

Create huge job opportunity

This sector can create huge job opportunity. It offers full or part time employment of large number of peoples. This clearly indicates that there is scope for expansion of this industry.

Favorable environment for foreign investors

In Bangladesh, the government has created favorable environment for foreign investors in feed sector. Presently, there are few foreign companies like CP, New Hope, Sokuna, Godrej etc. are working in Bangladesh. In the year 1995-1996 a Thailand based company invested in Bangladeshi feed industry. At present seven foreign companies invest in feed and poultry industry, among these company 5 are Indian, one is china and another company is Thailand based. Now it is a scope for other foreign investors to invest poultry production in Bangladesh. As a result in future 8 more foreign companies wanted to invest on this sector.



Export opportunity

Some Bangladeshi company produce world class feed meal and they have good brand name so that they can export easily. Some of Bangladeshi company already started to export.

Increased domestic maize production

The production of maize is increasing and it is not grown only in North Bangle but also in other part of the country and dependency on import is decreasing.

Chapter 5

Recommendations & Conclusions





5.1 Recommendations

- Government should make some good policy for feed industry.
- There will be no feed company outside the list of Feed Industry Association of Bangladesh (FIAB).
- KFL should change their marketing strategy.
- Increase the service of customer care center and help center.
- Sales center should open on near village area.
- Doesn't create price hike usually.

5.2 Conclusions

The last 3 months was quite intriguing to do my internship at Krishibid Feed Limited, head office. I found out about the nature of actually working in a professional environment. I have truly enjoyed my internship from the side of learning to the side of experiences viewpoint. I am confident that three month internship program in KFL will definitely help me to realize career in the job market. But during my internee it was not much possible for me to go to the depth of branches' sections thoroughly because of the time limitations. However highest effort has been given to achieve the objectives the internship program.

During the internship I found that feed mill industry is a big competitive industry, many big well known group of company have their investment on this sector. There is no chance of lapse here, so KFL authority always keeps their strict eyes in every segment. KFL always try cope up with the trend that's why they always bring some new features.



So in conclusion it can be said that every organization has its positive as well as negative and in case of KFL existence of the later one is less than the earlier one and as the management is determine to reach the pick of success it seems that in near future the negatives will be eliminated. It can be expected that Krishibid Feed Limited will reach the highest level of success very shortly. I wish their all success and prosperity in their field.



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