



Inspiring Excellence



Internship Report
on
Business Procedures of Corporate Sales in IGLOO Ice-Cream

Submitted to:
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Letter of Transmittal

March 25, 2018

Mohammad Atiqul Basher
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Subject: Submission of Internship Report

Dear Sir,

With due respect, I am presenting my Internship Report on 'Business Procedures of Corporate Sales in IGLOO' under Abdul Monem Limited (Igloo Ice Cream and Milk Unit) to you. It was such an amazing experience to have you as my advisor and thus working and preparing this report under your supervision. It was also a great opportunity for me to work in a leading business conglomerate of our country.

I have tried to make this report informative by thoroughly express all my learnings and findings during my internship through this report by describing my job responsibilities along with the way IGLOO conducts its sales process. Though I faced quite difficulties while collecting data. The selection of topic and later on, the informative and detailed approach of the whole experience will help you to understand about the organizational sales activities. I am always there if you have any confusion.

I hope that this report will fulfill your requirements. Thank you for your consideration.

Sincerely,

Radiat Hasnat
Student ID: 13204046
BRAC Business School



Acknowledgement

My Heartiest gratitude goes to my Advisor Mr. Mohammad Atiqul Basher; Lecturer of BRAC University for providing me with enough support to prepare this report. I appreciate his wonderful co-operation and the sacrifice of his valuable time. My utmost gratitude for Mr. G.M Kamrul Hassan, Chief Executive Officer (CEO) of Igloo for his valuable responses in times of suggestions. I want to convey my warm regards to my organizational supervisor Mr. Morsheduzzaman; Key Accounts Manager for his wonderful encouragement and suggestions for helping me in all the phase of my internship program. A special thanks to the Territory Sales Officer Samiul Islam for his endless ideas throughout this internship and the Assistant Territory Sales Officers in different areas for all the learning about field activities. I would love to thank some supportive and helpful individuals, family and friends to whom I have come across to complete this report as well. Last but not the least, thanks to the Almighty.

However, copyright materials (AML's Organization part) have been acknowledged at the reference list at the end of this report. Most of those information about the organizational activities have been derived directly from the website. I have prepared this report within a very short time therefore it may not be that much accurate. Please consider the flaws of this report and oblige thereby.



Executive Summary

The whole Internship Report has been focused on the business procedure of Corporate Sales, Customer Relationship and their brand loyalty for the country's largest Ice Cream brand, Igloo. Build up long term relationship with its clients through launching a new department called Corporate Sales has been mentioned here. All the operational activities done by this department, some of the marketing approaches, new product line, its current market share, competitors, strength, weakness, threat, opportunities and its different communication strategies have been a major part of this report. Besides, evaluation of Igloo's different marketing theories such as Marketing Mix, Five Promotional mix (Advertising, Sales promotion, Public relation, Direct marketing, Personal selling), both the Primary and Secondary data have been used to conduct this study. The consumer survey on satisfaction and brand loyalty are the main sources of the Primary data whereas different scholarly articles, news articles and publications have been used as a source of secondary data. The contents of this internship report have 6 sections: It begins with the Introduction part which contains the significance, background, scopes, limitations of internship in the undergraduate program. In the next part, the overall detail about Abdul Monem Limited and their working processes have been portrayed. Afterwards, the overview of IGLOO Ice Cream has been highlighted with many segments. The fourth part highlights Job Description part regarding my duties & responsibilities as an intern for "Corporate Sales Department". Finally, the main topic of my report has been discussed later on. "Business Procedures of Corporate Sales in IGLOO Ice Cream" has been detailed out in the fifth part followed by findings, recommendations and conclusion.



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CHAPTER ONE

INTRODUCTION



1.1 Background:

Bangladeshi ice cream industry is moving with a fastest growth rate of an average around 15 Percent. Emerging competitors are trying to grab the industry than ever before. Previously where the industry was dominated by only two or three producers, now there are plenty of foreign and some prominent local distributors of ice cream industries doing business in Bangladesh. For that reason, finding new scopes and strategies to build customer loyalty has become very essential for Igloo in order to maintain the leading position in the market., Igloo's Corporate Sales Department was established in order to maintain the leading position and serve quality.

Furthermore, our Ice cream industries have thousands of potential corporate clients among which Igloo is working on building a long-term relationship with them. This Internship report specifically describes those activities of Igloo, the problems, opportunities and possible outcomes. Besides, the overall business strategies of this new department have been discussed thoroughly.

1.2 Literature Review:

The term "Relationship Marketing" emerged in the services marketing for the first time in a 1983 paper by Berry (Berry, 1994, Gronroos, 1994). From then, the term often used in the service sector as a tool of building long-term relationships with the customers and has found its own place in marketing theory and has become a vital part of standard textbooks on marketing (e. g. Kotler 1997, 36-61).

Many authors have pointed out the importance of customer satisfaction to build customer loyalty and profitability of the company. According to (Grönroos, 1990), profitability is linked to customer satisfaction. (Yi, 1990) pointed out that, customer satisfaction influences repeat purchase. Some of the literature suggests on concentrating and serving the “key customers” that brings the most profit (Koch, 1998, Storbacka, 1994).

Some of the authors emphasized on the “Measurement” of the service in order to find the gap between customers “Expectation” & “Actual Service” provided by the organization with the help of few dimensions (Parasuraman et al., 1985, 1988 Jain & Gupta, 2004, Mudie and Pirrie, 2006). On top of that, service awareness and company image play a significant role in the relationship marketing, according to some researchers (Tepeci, 1999, Berry et al., 1988, Schiffman &



Kanuk,1994). Other factors include Employee Satisfaction, Service Knowledge of the employees and the interaction between customer and employees (Bishop,1990, Raymond & Tanner, 1994 , Heskett et al.,1994, Harter et al., 2002 , Liao & Chuang, 2004). Customer Loyalty Programs & Service Recovery system also helps building long term relationship (Sparks, 1993, Grönroos, 1988 , Gilly, 1987)

Other Authors pointed out the relationship of customer loyalty with the corporate social responsibilities maintained by an organization. (Khan, 2009, Saeed et al.,2015, Ravichandran & Chandilyan, 2016)

1.3 Significance of the Report:

Internship program is necessary for completing the undergraduate program. The aim of the program is to reach the gap between theoretical & practical functions of education. Theoretical fundamentals are not that much effective without the practical implementation. The internship program is designed in a way that gives the scope to implement the knowledge practically.

1.4 Scope of Study:

This report provides the following scopes:

- As Abdul Monem Limited (AML) is one of the largest business conglomerates of Bangladesh, the study gives a comprehensive idea about how a leading industry runs its operations.
- To gain knowledge about the operation process of the Best Ice Cream Brand of Bangladesh.
- To have a clear view about Corporate Sales and Promotional activities.
- To have some knowledge about long term relation building with the major clients.



1.5 Objectives:

The Broad objective of this report is to analyze and understand the “Corporate Sales activities” of Igloo Ice Cream.

The Specific Objectives of this study are:

- Identifying and Analyzing the Overall Marketing Strategies of Igloo.
- Analyzing the approaches used by Corporate Sales Department of Igloo to build up long term relationships with the clients and customers.
- Evaluating the approaches used by Igloo against Marketing theories.
- Identifying the ways of improving its Marketing Activates and increasing its Brand value.

1.6 Methodology:

This study is the combination of both practical knowledge and the theoretical findings. I have prepared this report based on the first -hand experiences during my three -month internship period at Igloo Ice Cream. In order to make this report, both Primary and Secondary Data has been used.

✓ Primary Data-

Most of the required data were directly collected from my office staffs, my Supervisor and from other colleagues. The sources of Primary Data are Consumer Survey, the Field Experience, collected interview. All these were obtained through practical involvement of my job.

✓ Secondary Data-

These are the quickest source of collecting the necessary information. In this report, the information collected from indirect source are considered as secondary data sources. Information derived from internet such as articles, journals, websites and relevant sites are considered as the secondary data sources. Though, it was tough to find any sales report of Abdul Monem Limited for the confidential issue.



✓ **Exploratory Research -**

There are 3 types of research method. Among those methods, Exploratory research has been used in this report to explore research questions and further studies. This method doesn't accurately look for exact and definite solutions to the required study. The flexibility and adaptability method and having a less structured format makes it easier while working in the research process. This method is best used for defining objectives when those are new and trouble to pinpoint the research direction, areas for concentration etc.

✓ **Field work and Data collection-**

For this research, I have conducted my field survey by invigilating Igloo Stalls of Dhaka International Trade Fair 2018. Usually, most of the customers of ice-cream are school going, college going, and university students. Besides, my friends and family preference regarding ice cream consumption did help. Therefore, Customer satisfaction, Product Quality, Pricing, Availability and Promotional activities were also the part of this survey process.

✓ **Survey Instruments-**

The monitoring and invigilating part was the main component of my research. I personally asked the customers for feedback after the consumption of Ice cream from Igloo stalls. Besides, I conducted some of the surveys following the questionnaire in the Appendix part.

✓ **Data Collection & Sampling-**

Sample: The sample size of the survey was 5 people. They were randomly picked and their responses were taken on the same statement before and after the service was delivered.

Questionnaires: The survey questions were counted in 5 scale Likert Scale where Scale 1 Signified "Completely Disagree" & "Very Dissatisfied" and 5 signified "Completely Agree" & "Very Satisfied". The questionnaires included 10 questions based on 5 different dimensions.



1.7 Limitations:

- As Abdul Monem Limited is one of the largest business groups of the country, they keep their internal operation strategies Confidential.
- Some of the information regarding market situation was not available.
- The time allocated to prepare this report was comparatively short.
- AML didn't agree to provide the official documents for privacy concern.
- AML didn't agree to provide the financial sales report for some internal issues.
- Some of the information provided in this report are based on the personal field experiences.



CHAPTER TWO

ORGANIZATION OVERVIEW



2.1 Introduction:

Abdul Monem Limited (AML) is one of the leading diversified business conglomerates of Bangladesh. The core ideology of the company is-

‘Touching Lives... Building Capabilities...!’

The organization was established in 1956 by one of the most successful entrepreneurs of the country, Mr. Abdul Monem. From the begging, Mr. Abdul Monem is acting as the Managing Director and Chairman of the organization and till now he is still strongly and successfully running it along with his two eligible sons working as the Deputy Managing Directors (DMD) of the company, Mr. A.S.M. Mainuddin Monem and Mr. A.S.M. Mohiuddin Monem. (‘Abdul Monem Limited’, 2014)

The organization is renowned for its construction business and major infrastructure projects for Bangladesh Government, World Bank, ADB, JICA etc. Approximately 30% government projects of Bangladesh are conducted by the company. For that reason, AML is considered one of the best construction company of the country. Over the last few decades, AML has not only become country’s largest constructions company to deliver excellence in the field of modern infrastructures, it has also become the bottler of the most favorite beverage brand of the world, Coca-Cola, the producer of country’s number one ice-cream brand Igloo, Igloo milk and other dairy products, Igloo foods and snacks, producer of pharmaceuticals, manufacturer of auto bricks, bitumen and other construction materials. The company was awarded in 2015 for developing one of the first private Economic Zones (EZ) of the country called Abdul Monem Economic Zone (AMEZ) in Munshiganj on its own land of 216 acres. “AMEZ is the second economic zone in the private sector that obtained the final nod from Bangladesh Economic Zones Authority or Beza” (“Abdul Monem gets final license for Economic Zone”, 2017)

All these business units are built up with a view to utilizing the quality of the parent organization and to add to the national economy with a goal of increasing opportunities for the people. Despite the fact that, AML started as a family claimed business, it has changed into a multi-disciplinary current business bunch conveying an incentive to our clients. Thusly, the need has been to concentrate on building capacities to implant quality and character in their people, business accomplices, partners and stakeholders bringing about strong and dynamic development of the company. (‘Abdul Monem Limited’, 2014)



The Company has more than 10,000 talented and highly skilled workforces which are the rock bottom of its strength and long-term success. Hence, its policy requires that they take responsibility for ensuring their safety and security as well as safeguarding their health and welfare. They also take great pride in contributing to the community and society as a whole through active corporate social responsibility and engagement. ('Abdul Monem Limited', 2017)

The company's ultimate focus therefore, is to use its valuable resources in order to create value-added products and services, which would contribute to the economic, social and environmental progress and prosperity of Bangladesh. Altogether, the organization aims to lead by paradigm and to learn from everyday experiences; it sets its endeavors to high standards for its people at all levels and consistently meet them. The website for Abdul Monem Limited (AML) can be found at their official website.

2.2 Vision, Mission, Objectives:

The vision of ALM is the optimum use of valuable resources including human to create value-added products and services aimed to contribute to the economic, social and environmental progress and prosperity of the country.

The mission of AML defines its Roadmap. AML excel to develop and deliver value added goods and services to its esteemed customers, consistently outperform its peers, build enduring relationship with its business associates and stakeholders, provide a dynamic and challenging environment for its employees and aim to achieve incremental growth of its business thereby having a positive economic and social impact on the community and the nation.

AML always prioritize setting its strategic objectives to achieve its long-term goals. In order to run the organization profitably and satisfy its stakeholders, AML always considers both Financial and Strategic objectives along with its short term and long-term goals.

- Financial Objectives- AML always tries to generate sustainable growth and constant renewal of balanced business structure through appropriate financial results.
- Strategic Objectives- Abdul Monem Limited is open and trustworthy to all its business partners and consumers. Through devoted business activities, it wishes to make worthwhile contribution to the progress of the country.



- Short Term Goals- AML is committed to be one of the top market leaders, if not the supreme, while maintaining its profit and goodwill assuring maximum benefit to its clients and employees. To achieve the company's short-term goals, the senior executives exhibit behavior based on the principles of leadership and teamwork in general and situational leadership model in particular. They are result oriented, accountable, open and humane.
- Long-Term Goals- Guided by the vision, AML believes in ensuring long term existence by being profitable, successful and sustainable. This is achieved by the company's commitments in providing value- adding products and services demonstrate the company's commitment to use resources optimally

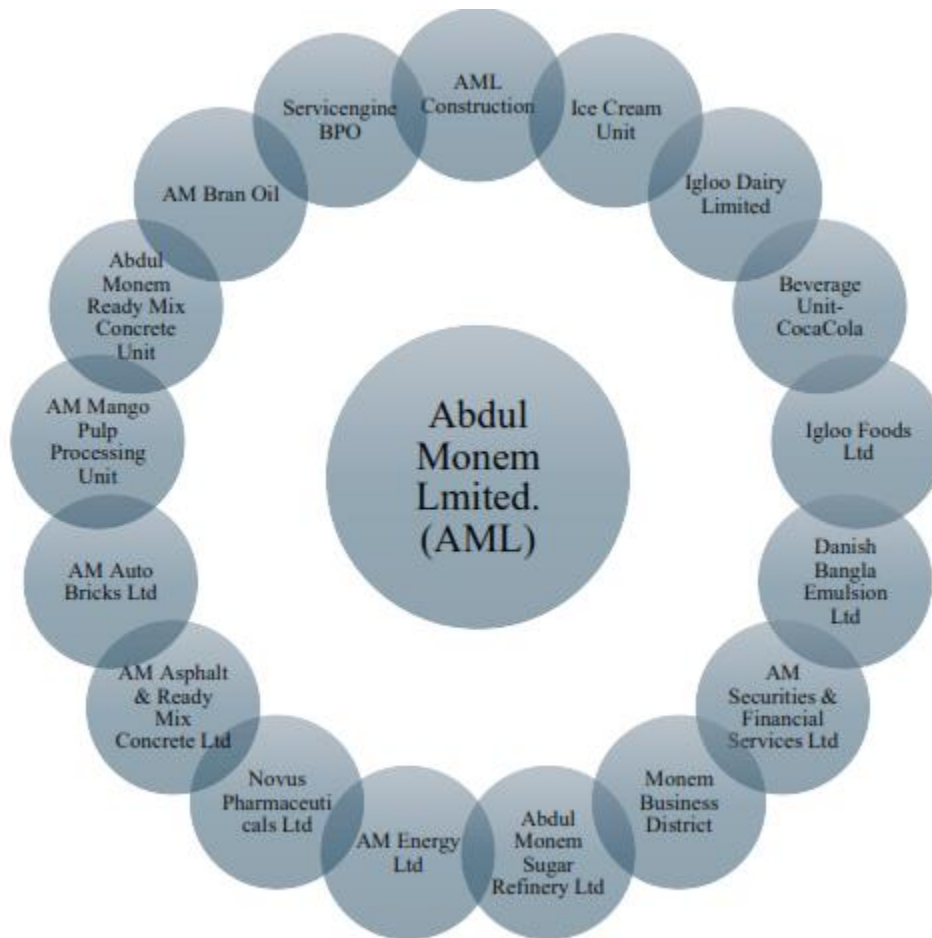
2.3 Corporate Profile:

ABDUL MONEM LIMITED

Name of the Company:	Abdul Monem Limited (AML)
Year of Establishment:	1956
Status of the Company:	Private Limited Company
Country of Registration:	Registered under Registrar of joint Stock Companies, Dhaka, Bangladesh
Number of Employee:	10,000+
Corporate Head Quarters:	Monem Business District, 111, Bir Uttam C.R. Datta Road, Sonargoan Road, Dhaka-1205.
Telephone:	+88 (02) 9632011-13, +88 (02) 9675955, +88 (02) 9632304-10
Fax:	+88 (02) 9632315-17, +88 (02) 9668638
E-mail:	info@amlbd.com
Website:	www.amlbd.com

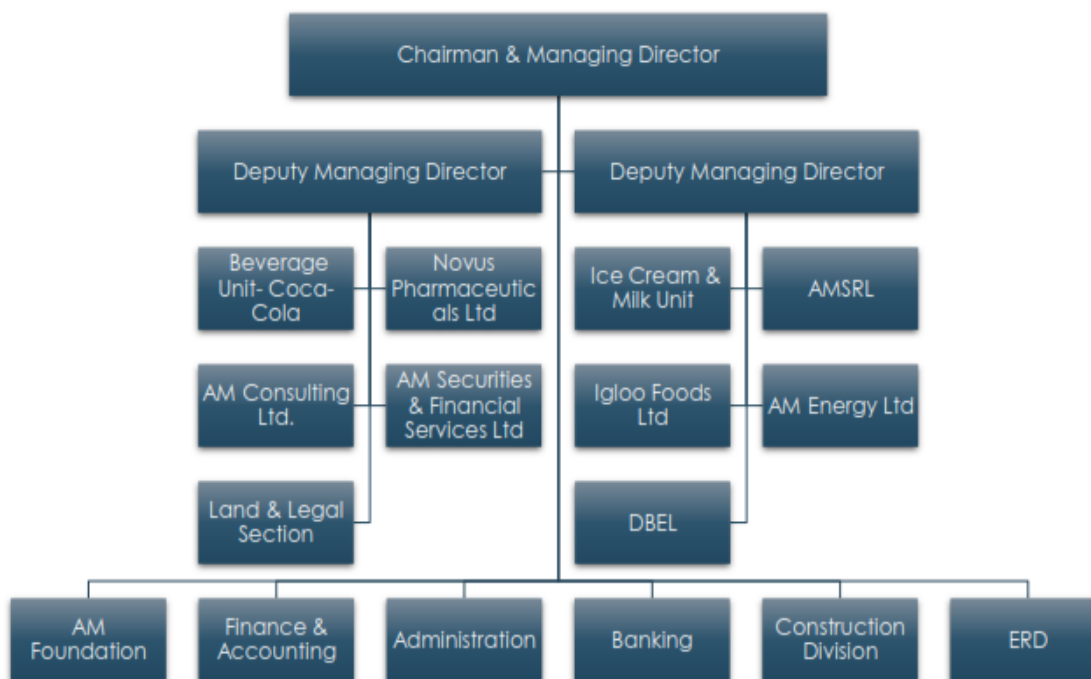
Source: AMLBD Official Website

2.4 Business Concerns of AML:



Source: AMLBD Official Website

2.5 Organogram of AML:



Source: AMLBD Official Website

2.6 Achievements & Recognition:

- The President's Industrial Award [May 2016]
- The longest TAX & VAT payer award [December, 2016]
- IFAWPCA gold medal
- Business person of the year [2008]
- Commercially important person [2010, 2011 & 2012]
- Excellence for business performance from Jamuna Bank ltd.
- Igloo- No.1 ice-cream brand by Bangladesh Brand Forum.
- Other recognition from various Government departments for business performance, corporate governance and contribution to national development.

2.7 Strategic Partners:

Government of Bangladesh has been a reliable strategic partner for AML from the beginning. Another partners includes WORLD BANK, ADB, JAICA, WFP etc. AML always maintains good relations with local and foreign companies and that is the main success factor for AML.



Source: AMLBD Official Website



CHAPTER THREE

An **OVERVIEW** of IGLOO



3.1 Introducing IGLOO Ice Cream

Igloo is the most popular impulse and take-home ice cream brand of Bangladesh. Igloo was established in 1964 as a business concern of Abdul Monem Limited under its Ice Cream & Milk Unit. Since its beginning, Igloo has become synonymous for quality ice cream all across the country. Over the last 50 years, Igloo has developed over 100 different varieties of flavors, forms and shapes ice creams for a rich, unmatched experience to its consumers. Igloo is equipped with the most modern Machineries, skilled human forces and it never compromises the quality. As the customer taste and preference is changing day by day, Igloo is always introducing new flavors to serve the consumer's need. The official slogan of Igloo is, '*A World of Great Taste*' which reflects company's dedication to its customers to provide a delightful experience of taste and quality. ('IGLOO Bangladesh', 2015)

The new Integrated Marketing Communication (IMC) tagline of Igloo is-



Source: IGLOO Bangladesh Official Website

3.2 Brand Quality & Achievements:

A brand must show a credible assurance of quality to the customers (Aaker, 1991). That is why Igloo never compromises with the quality of their products and it is considered the best ice cream brand of Bangladesh. Almost 95 percent raw materials are outsourced from Different European countries in order to provide the best possible quality to its customers. Although initially Igloo milk was the supplier of the production, now the milk is imported from Australia and New Zealand. Chocolate, cream, flavors, etc. are sourced from Denmark. Not only the production ingredients are imported, the packaging materials are also imported for better quality packaging. (Choudhury & Zarrin, 2017)



- ✓ **Halal Certified:** “Igloo Ice Cream” has been certified Halal by “BSTI”
- ✓ **HACCP Certification:** Igloo Ice Cream has been certified by Hazard Analysis and Critical Control Points (HACCP).
- ✓ **ISO Certified:** Certified ISO 22000: 200, Food safety management systems Requirements for any organization in the food chain.
- ✓ **QCS (Quality Control System):** Well trained personnel and professionals have been appointed to ensure the quality of our product.

Igloo has also been awarded as “The Best Ice Cream Brand” by Bangladesh Brand Forum (BFF) for three years in a row - 2013, 2014 and 2015. (“Best Brand Award”, n.d.)

3.3 Product Segments:




Igloo is the only company that offers the largest varieties of ice creams in different flavor and price. Igloo is always concerned about the tastes and preferences of the customers. For that reason, Igloo always introducing new products of different flavor and taste every now and then.

In his interview G M Kamrul Hassan (personal communication, June 28, 2017) mentions Igloo offers ice cream for every price ranges. Based on the demographic segmentation of the customers Igloo offers three categories of ice cream. These are- Economy, Mainstream and Premium. Most of the customers are the Mainstream and Economy buyers. The percentage of Premium buyers lays between 5 to 6%.

Economy	Mainstream	Premium
<p>Economy is the most commonly sold ice creams in the market. The price of these ice creams is very low and the flavors are limited. The most common flavors of this category are- Vanilla, Strawberry, Chocolate and Mango. The products are-</p> <ul style="list-style-type: none"> ▪ Cups (Vanilla, Strawberry, Chocolate and Mango) ▪ Chocbar ▪ Mini Choc ▪ Shell & Core ▪ Lolly- Lemon 	<p>Mainstream is another popular segment where the price of the products is moderate and the taste and quality is closer to the premium. This segment is very popular among the young generation. Products of this category are-</p> <ul style="list-style-type: none"> ▪ Cornelli Classic (Mini) ▪ Belgian Chocolate (Mini) ▪ Cornelli Classic ▪ Cornelli Premium ▪ Belgian Chocolate ▪ EGO ▪ MEGA ▪ MACHO 	<p>Premium segment is for the customers whose preference is the best quality and the richest taste. The price of these products is very high and offers different varieties of flavor depending on customer's choice and preferences. Some of the best Premium offerings are-</p> <ul style="list-style-type: none"> ▪ Ice Café (Paper Cup) ▪ Nutricks (Paper Cup) ▪ Peanut Butter Cream P. Cup ▪ Chocolate Fudge Brownie ▪ Chocolate Milk Shake ▪ Mango Milk Shake

Economy	Mainstream	Premium
<ul style="list-style-type: none"> ▪ Lolly - Orange ▪ Dudh Malai ▪ 1/2 Liter Container (Vanilla, Strawberry, Chocolate and Mango) ▪ 1 Liter Container (Vanilla, Strawberry, Chocolate and Mango) ▪ 2 Liter Container (Vanilla, Strawberry, Chocolate and Mango) 	<ul style="list-style-type: none"> ▪ Almond Split (Exotic Bar) ▪ Swiss Chocolate (Exotic Bar) ▪ Sweet Heart ▪ Mango Melody ▪ Piata Passion ▪ Strawberry Sparkle ▪ Choco Cheers ▪ Caramel Combo ▪ Coconut Cooler 	<ul style="list-style-type: none"> ▪ Yoghurt Milk Shake ▪ FIRNI ▪ KHEER MALAI ▪ RASH MALAI ▪ DIET VANILLA ▪ NAWABI MITHAI ▪ LASSI ▪ Gold: Blueberry Yoghurt ▪ Gold: Chocolate Chips Cookie Dough ▪ Gold: Butter Pecan ▪ Ice Cream Cake ▪ CIAO BELLA (5 Liter)

3.4 SWOT Analysis:

 Strengths		Weakness 	
Strong Supply Chain		Dependence on Imported Materials	
Imported Raw Materials		High R&D Cost	
Strong Corporate Relations		Seasonal Business	
Abundance of Flavors		Excessive Marketing Costs	
Home Delivery Service		High Turnover Rate	
 Threats		Opportunities 	
New Rivals in Industry		Corporate Sales Department	
High Government Taxation		Gift Solutions	
Premium Brands		New Products for Winter & Off Season	
Unavailability of Raw Materials		Scope of Improving Flavors & Products	
Changes in Climatic Conditions		Emphasizing on Digital Marketing	

STRENGTHS

▪ **STRONG SUPPLY CHAIN**

Igloo has the largest ice cream supply network of the country. Due to its vast supply chain and distribution network, Igloo is available over 20,000 retail stores, super shops, and hypermarkets across the country. Igloo also has a huge number of corporate clients. Igloo has different depots in different locations of the country for better distribution. One of the largest depots of Igloo is located in Pantheyapath, Dhaka which is considered the central location of the city. (Abdul Monem Limited, 2014).



▪ **IMPORTED RAW MATERIALS**

Igloo is the only company that deepens almost entirely on imported materials for its productions. More than 95 percent of the raw materials are imported from Different countries around the world in order to provide the best possible quality to its customers (Choudhury & Zarrin, 2017). The main ingredient of Ice cream is the milk which is imported from countries like Australia and New Zealand. Other ingredients such as Chocolate, cream, flavors, etc. are sourced from Denmark. Not only the production ingredients are imported, Igloo also imports the packaging materials for better quality packaging.

▪ **STRONG CORPORATE RELATIONS**

Igloo is the only Ice cream brand of the country which has a dedicated department only for corporate sales. The main task of this division is to maintain a good relation with the largest corporations of the country and support them with different corporate solution. Igloo is the first company that introduces Ice Cream as corporate gift solution which is a completely new idea for Bangladesh.

▪ **ABUNDANT FLAVORS**

Igloo has the highest number of product line with countless number of favors. The R&D and the Branding department of the company are always working on product innovation and continues improvements of tastes and flavors.

▪ **Home Delivery Service:**

Igloo is the first brand to launch 'Free Home Delivery Service'. This service is known as 'Hello Igloo'. It inaugurated at the end of 2016 which provides the customer the comfort of ordering from home. In order to get this service,

- You need to call **Hello Igloo (16556)** number and place your order for your desired ice-cream.
- This service is completely free of charge.
- The minimum order quantity of the product should be 400Tk in total.

- This service is identical to the catering service.
- Igloo also accepts orders for any big occasions like marriage ceremony or party programs.
- Igloo also provides customized lid sticker according to consumer demand for different occasions like marriages, Gaye Holuds or birthday parties. Customized lid sticker can be such as “Reza’s Gaye Holud”.
- For the customized orders, you need to confirm the order 10 days BEFORE the delivery day.
- Minimum order quantity should be 1000 pieces. Order time: Saturday – Thursday, 10 am to 6 pm, but for delivering, Igloo is prepared throughout the week including Friday.
- For regular product orders, the products will be delivered within 45 minutes order.
- Currently this service is available only in Dhaka.



Source: IGLOO Ice Cream Official Facebook Page

Weakness

- **DEPENDENCE ON IMPORTED MATERIALS**

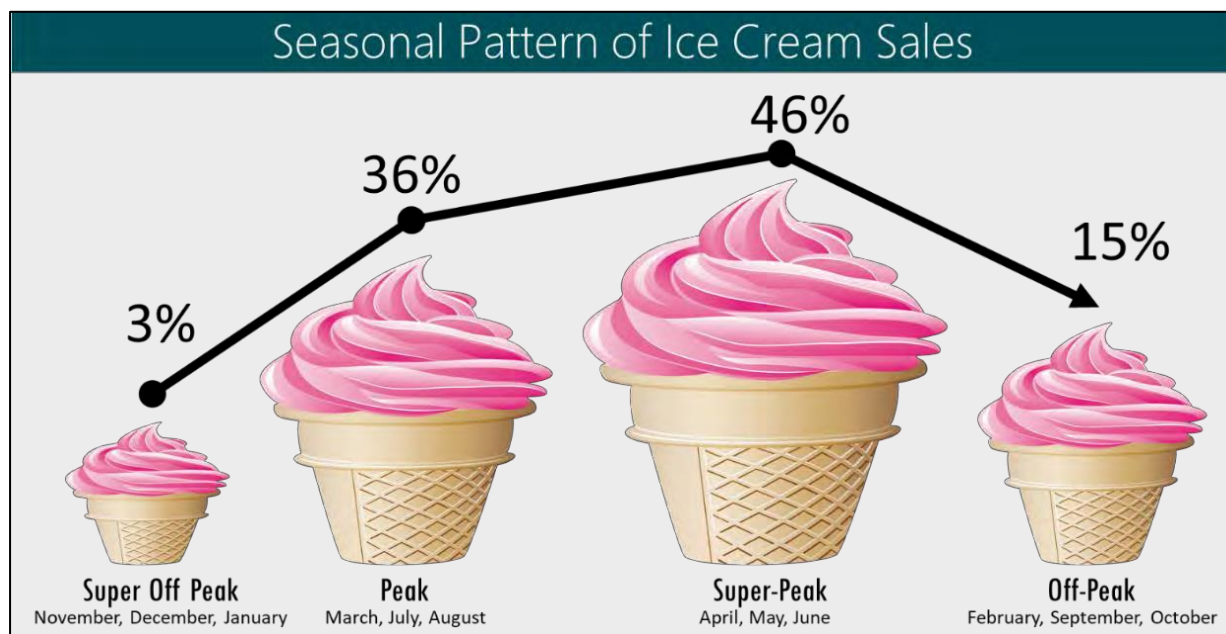
Igloo is highly dependent on foreign ingredients for its production to ensure the quality and customer satisfactions. Any uncertainty in global economy and politics could affect the production process of Igloo as more than 95% raw materials are imported from different countries.

- **HIGH R&D COST**

Igloo spends a huge amount of money on its Research and Development department for product innovation and for introducing new products and favors.

- **SEASONAL BUSINESS**

Ice Cream business is completely a seasonal business. The production and sales of ice cream fluctuates on a monthly basis throughout a year. There is a common perception in our consumer's mind that ice cream should not be consumed in winter season. Based on the sales forecast, we can divide a year into 4 parts, Peak, Supper -Peak, Off-Peak and Supper Off-Peak.



Source: Google



The highest quantity of ice cream is sold in the month of April, May and June which is called Summer Peak season also known as Summer. More than 46% yearly sales come only from these three months together. March, July and August, is known as the Peak season which consist an average of 36% yearly sales. In the months, February, September and October only covers 15% of yearly sales. In winter season, only 3% of yearly sales are covered that is why it is called Summer Off-Peak.

- **EXCESSIVE MARKETING COSTS**

Due to increased competitions, Igloo now has to invest more on marketing campaigns which also increased the total cost of the organization.

- **HIGH TURNOVER RATE**

In any FMCG company, a major problem is high turnover rate of the employees. Igloo also suffers a lot. High turnover rate leads increasing recruiting and training cost for the new workforces.

Threats

- **NEW RIVALS IN THE INDUSTRY**

The biggest challenge for Igloo is the new Rivals in the industry in recent years. Previously, Polar was the only major competitor for Igloo but now, the number of competitors are 6 to 7. Some of these rivals have come to the market with huge investments and aggressive marketing strategies.

- **HIGH GOVERNMENT TAXATION**

Increased TAX and VAT by government in budgets over Ice cream and Beverages could increase the cost and eventually the price of retail units of ice creams.

- **PREMIUM BRANDS**

Premium brands like Bellissimo are bringing all-premium products. This could decrease the sales of premium products by Igloo and eventually Igloo might lose more market shares.



- **UNAVAILABILITY OF RAW MATERIALS**

As Igloo is highly dependent on imported raw materials for their production, any uncertainty regarding the availability of those goods might hamper the production of Igloo.

- **CHANGES IN CLIMATE CONDITIONS**

Ice cream is considered as seasonal business as it is manipulated directly by the seasons and climates. In recent years, during summer excessive rainfall decreases the sales of ice cream.

Opportunities

- **CORPORATE SALES DEPARTMENT**

Igloo is the first Ice cream brand that has a fully functional Corporate Sales department. The main job of this department is to maintain a long-term relation with the largest corporations of the country. The quality of sales is in bulk amount and the opportunity is very high for further improvement.

- **GIFT SOLUTIONS**

Igloo is providing ice cream as gift solution to its customers. Igloo has targeted different industries as their potential clients. One on these industry is Pharmaceuticals companies. As Pharmaceuticals are providing different gifts to their clients and doctors, Igloo is promoting ice cream as a gift solution to them.

- **NEW PRODUCTS FOR WINTER AND OFF SEASON**

Although ice cream is a seasonal business, if Igloo could come up with some new idea of alternative products for winter it would be highly effective. For example, if Igloo brings a new ice cream, that turns into Coffee or Latte when make them hot, people would buy Igloo ice cream even in winter season.



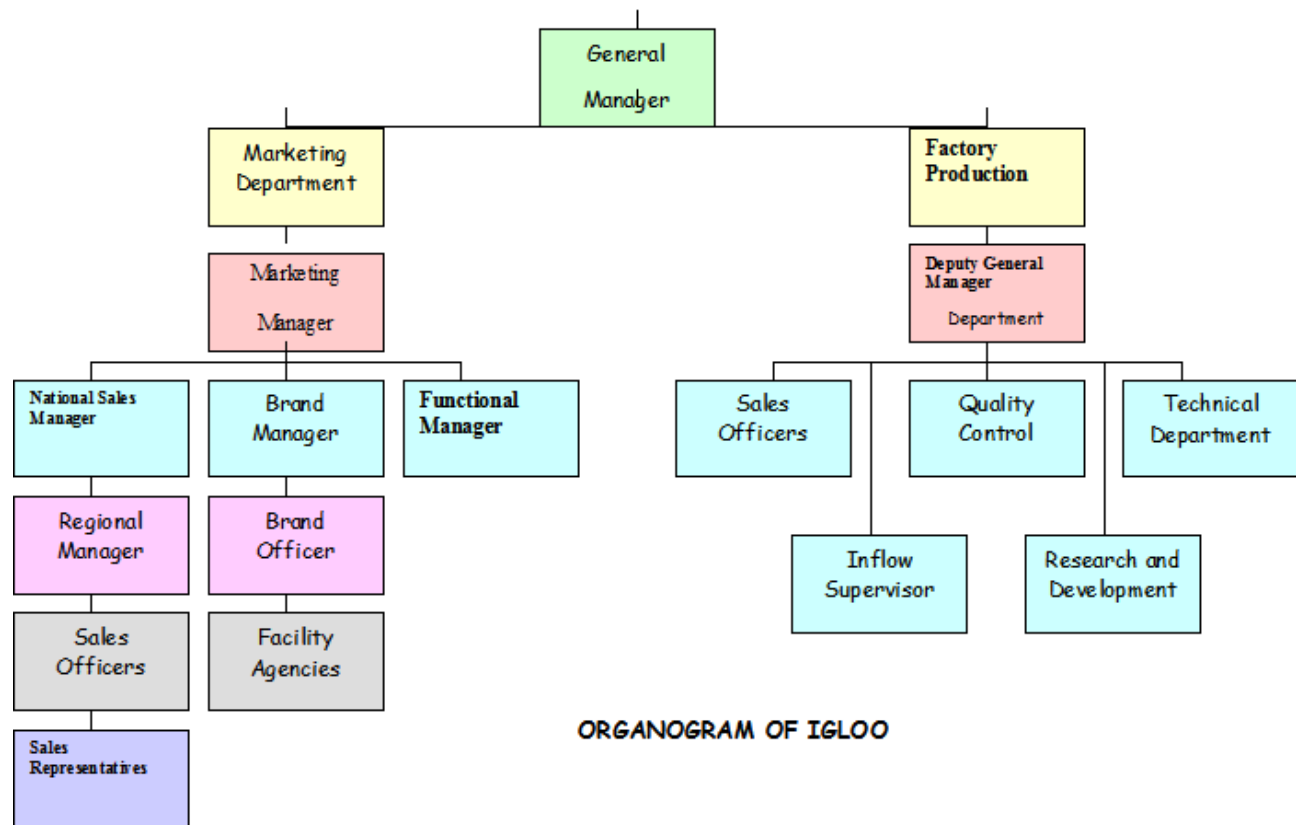
- **SCOPE OF IMPROVING THE FAVORS & PRODUCT**

More and more rivals are joining in the industry every day. That is why Igloo should emphasize more on product innovations and invest more on Research and Development. More new flavors should be launched frequently in order to cope up with the competitions.

- **EMPHASIZE ON DIGITAL MARKETING**

We are living in the age of technology, and social medias are playing vial role in our daily life. People spend more time on Social medias like Facebook and Instagram than TV, newspapers or Radios. That is why, Igloo could increase the budget for Digital Marketing Campaigns to grab more audiences.

3.5 Organogram of IGLOO Ice Cream:



Source: AMLBD Official Website



3.6 CSR Activities:

Brand activation is considered one of the most effective ways of engaging the customer with the brand. According to Saeed et al. (2015) “Brand activation is defined as a marketing relation created between brand and consumers in a way that consumers understand the brand in a better way and consider it as a part of their lives. Brand activation is the process of activating the customers by joining the all available sources of the communication in a creative manner.” (p. 94).

In order to increase the customer involvement with the brand, Igloo always arranges different champing that increases the brand awareness and customer attachments to the brand. Igloo often sponsors different shows, musical concerts, institutional camping, fairs etc. to make Igloo a part of their lives. One of the most practiced invent by Igloo is “Igloo Ice Cream Fest” which is the largest ice cream festival of the country that offers unlimited scoops of ice cream to its customers.

Apart from Brand Activation activities, another major relationship building approach is Corporate Social Responsibilities (CSR). Corporate Social is considered as a set of activities, policies and policies to that ensures all the actives done by the company are ethical, responsible to the society, its stakeholders and its environment. Corporate Social Activity incorporates addressing the ethical, legal, commercial and all the desires society has for the corporation, and setting up strategies that balance the rights of every single key stakeholders of the organization. (Khan, 2009). Thus, the FMCG organizations can utilize this chance to bait this area to utilize perceived high valued products. A large portion of the FMCG organizations are engaged with the CSR activates in sectors such as education, rural development, Community development, environment protection etc. which will create a positive impression of the organization or brand and will ultimately increase the sales. (Ravichandran & Chandilyan, 2016).

Khan (2009) in his article, mentions, the minimum amount of money every company should spend on its CSR activates is 0.2% of its total amount of sales. He also mentioned that all the information about company’s CSR activates should be available in the reports for the public and the stakeholder for increasing brand value.

As a major brand of the country, Igloo always concerned about its corporate responsibilities and that is why Igloo often launches different CSR addressing and supporting different social issues and occasions.



IGLOO Ice Cream Fest



IGLOO Lil Art Champ Competition



IGLOO School Activation Campaign

Source: IGLOO Bangladesh Website



CHAPTER FOUR

JOB DESCRIPTION



4.1 Job Description as an Intern:

As Internships is a mandatory stage for the completion of the graduation, I have pursued my internship at Abdul Monem Limited, Igloo Ice Cream & Milk Unit. I was assigned as an intern in the Corporate Sales department to cooperate the activities under a Corporate Sales Intern. The CEO was directly monitoring the activities followed by Marketing & Sales Specialists. As the department is new, the human forces are less in numbers and the activities are wide spread, my responsibilities were not limited to my job description. However, there were some routine activities I had to do on daily basis during my internship period.

The Specific Job Responsibilities:

- Monitor Corporate Sales Channels in different zonal areas with ATSO. [Dhanmondi, Mohammadpur, Shymoli, Mirpur, Gulshan, Banani & Uttara were the targeted zone].
- Continuous monitoring of the storage facilities and keeping records of the products.
- Check the delivery process on daily basis.
- Maintain communications with the clients during delivery and answering the queries.
- Control and instruct the BP (Brand Promoters) who will be delivering the products.
- Allocate the route plan and arranging the transportation for delivery.
- Keep the updates and reports of the delivery progress.
- Frequent Market visit for conducting survey & research.
- Ensure Sales volume in the monitoring channels.
- Convince customers to try out new products launched in the market (DITF 2018 Stall).
- Brainstorm new ideas for sales generating & enhancing promotion.
- Assist in several event launch programs.
- Assist in upcoming projects.
- Responsibilities assigned by the Branding & Sales officials.
- Monitoring the storage facilities and keeping records of the inventories.



CHAPTER FIVE

BUSINESS PROCEDURES of CORPORATE SALES



5.1 Corporate Sales Department:

Marketing is confronting a new worldview known as relationship marketing. (Grönroos, 1994). Today's marketing is all about relationship building. Customer loyalty is the ultimate pathway to the success of an organization. According to (Grönroos, 1990) "The basic assumption is that customer satisfaction drives profitability" That is why corporations nowadays are trying to create new ways to build and maintain relationship with the customers. One of these new approaches is Corporate Sales.

Although Corporate Sales has been established in the outside world for many years, it is still a new concept in our country. Corporate sale usually involves selling products to a company or organization in 'bulk' amount. The products sold in corporate sales are usually the same products that are sold in the retail market. Only the difference is, it is sold in bulk amount in a large quantity to various organizations. However, sometimes the products might be customized based on client's requirements and preferences.

Igloo is the only Bangladeshi ice cream brand that has established a corporate sales division along with its Channel Development & Public Relation department. The department was initially launched as a pilot project of Igloo by the CEO of Igloo Ice Cream. Due to his visionary ideas and the dedications of the workforces of the department, it has already been very popular among the corporations. The approximate value of average monthly sales by this department is 60 Lacs Taka which is considered as a huge success for a pilot project.

5.2 Marketing Mix:

The Marketing Mix includes the Four Ps – Product, Price, Place & promotion. Igloo creatively blends and develops the best mix for its target market through these 4 ps.

- **Product:**

Igloo is prominently known for its classy and delicious product line. It continuously serves the quality product with exotic flavors and taste. Igloo is maintaining a superior quality through its imported ingredients from India, Pakistan, Denmark and Holland with the help of regular production consultancy, analyzing products through separate R&D department and keeping the consumers purchase behavior in mind. For instance; at what price consumers would like to buy the product? What type of Flavors and essence to be used? Any survey for consumers feedback and analyze the market?



Igloo's Product line includes distinctive ingredients, as some are vanilla flavor with chocolate hazelnut or milk coating, some may have crispy flakes, others include Blueberry, Cheesecake, Pistachio, Coffee and what not. Each of these has positioned itself as a unique brand in consumer's mind.

- Price:

Igloo considers its price by keeping the consumers buying behavior in mind and thus keeps the kind of competition in the target market as well as maintain the cost of the four ps. There's a wide range of prices for its various segments. This includes a range starting from TK 20 to TK 60 for cups and sticks, TK 200+ for family pack items. Igloo's parlor extensively caters to the taste of the upper income consumers, has a price range of around TK 150+ to 500+.

- Place:

The distribution network of Igloo makes the product available throughout the country. Igloo also operates to extend its reach to various consumers at different locations as schools, colleges, universities, alleys, streets, parks etc. Besides, shopping malls as One Stop , Agora, Swapno, Stop and Shop, Meena Bazar as well as departmental stores as Yusuf, Needs, Almas etc. contains Igloo's freezers and so on. Its network also covers each lanes of Dhaka city through appointing local distributors and dedicated sales teams to accompany their freezers.

- Promotion:

Promotional mix of Igloo follows Word of Mouth, Sales promotion, Public Relation, Direct Marketing and a minimal number of Media Advertising. According to the surveys, people believe brand recommendations more from friends and family members. IGLOO has achieved its brand loyalty from the very beginning and still rules the market share of 38%. Even specific promotions are developed for Eid, Christmas, Friendship, Valentine and other occasions. The Ice Cream fests on winter & summer season, Children's biggest art competition, Social welfare program and all other development activities are also included in this sector. Besides, Create Buzz marketing on Facebook by Photo-contest is a part of digital promotion. A temporary reduction in the price on winter season launch new flavor in DITF, Free giveaway by collecting coupon leaflet in newspaper are some of the selling strategies.

5.3 Sales Execution

Process:

I have conducted an Interview session of the Key Accounts Manager of Corporate Sales Department; Md. Morsheduzzaman for having a precise knowledge about the Sales Execution Process. According to him, Service is much more vital in Corporate sales rather than dealers. Also, they continuously carry on promotions once or twice in a month for retaining customer awareness. He emphasized on sampling, customer awareness promotion as well. Additionally, Sales growth are compared yearly and it is currently around 25%. There's some loopholes for proper vehicle delivery system in narrow roads and this is why each channel development is being hindered. However, all the activities of corporate sales are repeated again and again. Some of the existing corporate clients of Igloo are, Robi, ACI Limited, Ziska Pharma, Desh TV, Reneta Limited, Esquire, Oponin Pharma, Radiant Pharma, ACME Laboratories and Biopharma Limited. Usually, the activities of corporate sales follow the following process:

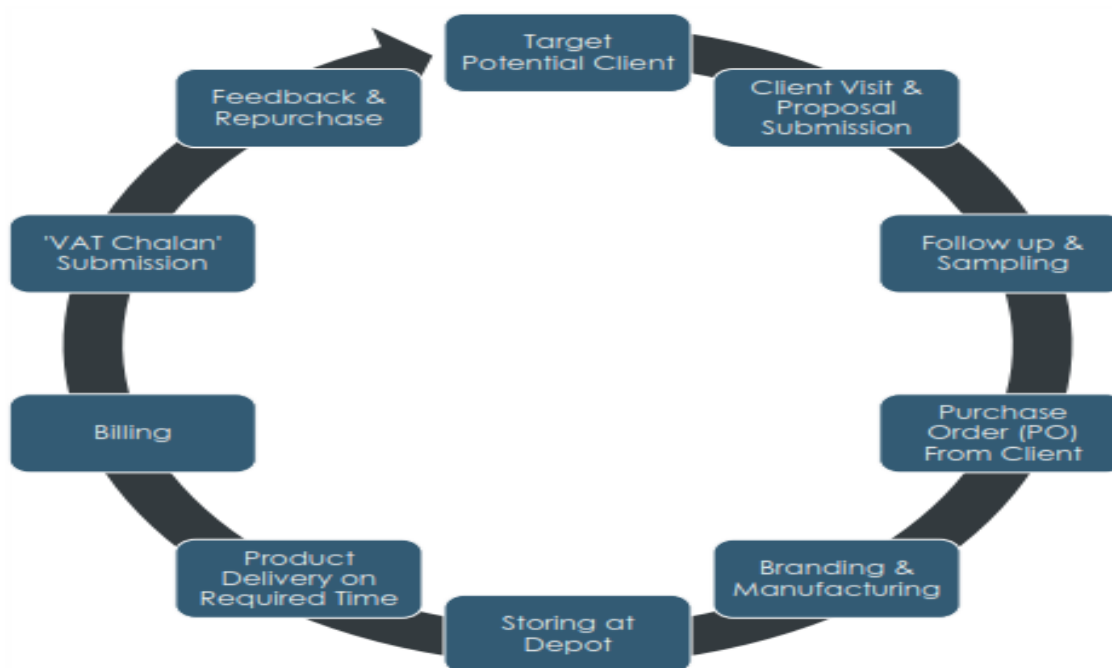


Illustration- 29: Service Execution Process of Igloo Corporate Sales

Source: Google



a) Target Potential Client

This is the primary stage of the process. In this stage employees collect information about potential target customers. Before that, they need to fix an industry on which they want to work on. For example, “There are some 257 registered pharmaceutical companies in Bangladesh, 194 of which are in operation. The industry manufactures about 5,600 brands of medicines in different dosage forms.” (“Pharma sector can earn \$1b”, 2017). Igloo can target this industry for potential clients.

b) Client Visit & Proposal Submission

In the second phrase, the workforce of Corporate Sales take appointment from the representative of the company they have identified as potential client. Usually, the employees pitch their proposal and offering to the personals of Product Management or Marketing department of that particular company.

c) Follow Up & Sampling

Usually the potential clients get a reminder and follow-up of the proposal one week after the first visit. If the clients are interested, then they are sent free sample of the product for further decisions regarding purchase. Free Sampling are also conducted in alternative weekends at shopping malls, fairs etc. for having direct response from consumers.

d) Purchase Order from Client

If the clients finally take the decision to purchase the products after sampling, they sent an official Purchase Order (PO) via Email or Igloo’s mailing address. In this stage, the potential client becomes client of the company. PO details all the instructions regarding purchase, such as quantity, product name, branding instructions, size of the level and packaging, delivery destination, delivery dates etc.

e) Branding & Manufacturing

Based on the requirement production unit starts working on manufacturing the products. Usually production unit requires 7 days lead time prior to delivery date. Meanwhile, the Branding team starts working on the design and branding of the client’s products or services. Igloo uses both in house and outsourced designs for branding.

f) Storing at Depot

The products are brought and stored from the factory to the depot of Igloo one or two days before the delivery.



Source: IGLOO Ice Cream Depot

g) Product Delivery on Required Time

Based on the requirements, the products are delivered to the desired locations with the help of Igloo's freezer cars and Brand Promoters. If the customer wants to send the gifts to their clients' home or office individually, Igloo delivers the products to the door end.

h) Billing

Some of clients purchase the products on credit and some of them pays in advance. That is why the time of billing varies. Typically, the bills are made One to Three months after the delivery completes. As all the clients of Igloo are well reputed companies in their respective industries, they don't have to really worry about the payment of their service.

i) 'Vat Chalan' Submission

If Igloo pays the VAT for the products, they have to submit a VAT Chalan to the clients for further record. Igloo usually follows two approaches regarding VAT. In the first approach, the VAT is paid



by Igloo. In that case, Igloo needs to send the documentations to the client that they have paid all the required VAT to the government. In the other approach, the client pays VAT by themselves.

j) Feedback & Repurchase

It's a common practice by Igloo to collect constructive feedback from the client after the service. Clients are encouraged to express their true feeling about the experienced service. This practice helps the employees to correct their mistakes and deliver better service in the next time. If the client is satisfied, usually they repurchase Igloo's products as a trusted business partner and the relationship continues.

5.4 Igloo & its Unique Services:

Igloo Corporate sales department has some unique services that make the corporate sales department more acceptable to its clients. Some of these are as follows:

- ✓ **Corporate gifts solution-** Igloo completely changed the traditional approach of gifts. Igloo introduces Ice Cream as a corporate gift. As Ice Cream is known as a 'Happy Product', that makes everyone delighted, Igloo believes giving Ice cream as a corporate gift will make the clients of the customer 'Delighted'.
- ✓ **Differentiation-** Sending Ice Cream as gift makes a unique impression to the customer's clients. As the concept of giving ice cream as a corporate gift is still not establish yet, it will eventually make the customer standing out from the crowd
- ✓ **Customized Products-** The clients can either go for the regular products by Igloo, or it can be customized. Igloo provides customizations of its products, flavors, shapes and sizes. For example, if the client wants to order 5-liter Parlor container ice cream in small cups or 1-liter small container, Igloo can aggrege that as per customer requirement. Igloo also produces large size customized 'Ice Cream Cake' for its corporate clients.



Source: Customized Ice Cream Cake for client Robi

- ✓ **Cost Effective-** For the corporate clients, Igloo offers a special discounted Trade Price (TP) as the quantity is bulk amount, which is very cost effective from the customer's point of view.
- ✓ **Customized Packaging-** As a customer, the first concern is how is Ice-Cream going to stay fresh for long time. Keeping the temperature low to maintain the cold-chain is the greatest challenge for products like ice cream. To solve this problem Igloo provides Customized Cork Sheets that maintains cold-chain up to 6 hours. Igloo also provides custom made poly bag for carrying the product conveniently.



Source: Customized Cork Sheet Box for Esquire Electronics EID Campaign



- ✓ **Customized Promotion-** Igloo Provides Customized branding facility to its clients on the Product Containers and the Caring boxes of the products. This gives the clients freedom to do Banding their own products or Brands with their desired gifts.



Source: Customized Level Branding Design for Ziska Pharma

- ✓ **Nationwide Delivery-** With the help of its nationwide supply network, Igloo is capable of delivering its products to the end-customers anywhere across the country. This delivery service includes Transportations, Brand Promoters and other delivery related services. Igloo also delivers products individually to the customers door end bases on the client requirement.
- ✓ **Database Clients Information-** Igloo maintains the Database of the Special Dates and Occasions of its customer's valuable Clients and delivers special gifts as a representative of that organization on those special occasions. Igloo always promotes Happiness. This service ensures the complete satisfaction of its clients.



CHAPTER SIX

**FINDINGS &
RECOMMENDATIONS**



6.1 Major Findings & Observation:

According to the Key Accounts Manager, Sales Officer & my own observations, I have figured out some major findings in the following:

1. Based on the 5 Sample survey from DITF and random customer feedback, everyone prefers Igloo ice cream over polar as they find it convenient and have better taste quality than other local brands. However, 3 of them tried club gelato, cold stone creamery's ice creams and they liked their taste but the price was not satisfactory to them.
2. Igloo is spending comparatively less on media Advertising than some of its rivals. Rather they follow monthly Promotional activities to gain customer awareness.
3. The main advantage Igloo has over its competitor is "Word of Mouth" by its customer for its reputation for good quality Ice Cream in affordable price range.
4. Igloo's branding is always included in the packaging of the product. This helps Igloo to reach more audience and it increases potential customers.
5. The employee satisfaction level in Igloo's Corporate Sales department is very low which leads to high turnover rate.
6. The amount of Manpower assigned in Igloo's Corporate sales department is very small to run such a big operation. Also, there's lack of proper training inside the organization.
7. In corporate sales, all the products are customized based on Customers requirement which isn't possible in the retail purchase.
8. Igloo always tries to create a positive brand impression to its customers and that is why it always focuses on long term relationships. This is the reason why the Corporate Sales department was launched in the first place.
9. Corporate sales not only increase bulk sales, but also increases retail sales. Products sold to the corporations are usually in bulk amount which means a single client can be more profitable than the others. Through corporate gift, the clients of Igloo's customers get to know about Igloo's new products and if they like the taste and flavor, they will buy the product from retail stores again and again.
10. Corporate sales follow the 80/20 rule. According to (Koch,1998, p.4) "In Business, 20 per cent of products usually account for about 80 per cent of dollar sales value; so, do 20 per cent of customers. 20 per cent of products or customers usually also account for about 80 per cent of an organization's profits." (p.4)



11. Once Igloo provides good service to a client and if the client is satisfied, they will come back for repurchase.
12. 95% of the Raw materials of Igloo's production is outsourced from foreign countries which leads to inefficiency and increased production cost.
13. The market share of Igloo has been dropping at a significant rate due to extreme competition in the industry. In 2014, the market share of Igloo was 63%, which dropped to 38% in 2016. (Rayed et al., 2015, Choudhury & Zarrin, 2017)
14. Along with the existing and new local rivals, International brands like- Cream & Fudge, Cold Stone Creamery, Baskin Robbins etc. have been a greater threat for Igloo in recent years. (Choudhury & Zarrin, 2017).

6.2 Recommendations:

Based on the findings of study, in order to overcome the existing problem, increase market share and improve Igloo's service quality to build a sustainable long -term relationship with its customers, the following steps could be takes to the consideration. The recommendations are as follows:

- Igloo needs to focus and invest more on these communication medias to let the customer know about its new product and service offering.
- Igloo needs to create that positive image through its communications so that the customers prefers Igloo over other brands. The customer may perceive that one brand is more desirable than its rival's exclusively due to the distinction in Brand Image (Schiffman and Kanuk, 1991).
- Increasing Knowledge of the employees of corporate sales about Products, Production Process, Organization Capacities, Distribution & Supply Chain, Production Limitations for by arranging Factory Visit, training session, workshop etc.
- Setting a different sales price only for corporate sales department that includes Product, Branding Cost, Delivery Cost, Packaging Cost etc.
- Giving Individual Monthly Target to all the employee in order to boost up the sales.
- Making Structured Team that are capable of executing all three-major process, client relation building, Branding and Sampling and Delivery.



- Igloo needs to focus more on the Premium segment and introduce more products in their premium lineup. Higher income consumers usually stick to one premium brand as premium brands represents their social status (Tepeci,1999).
- Providing Support & Feedback to the employees to motivate them and correcting the errors.
- Individual Commissions or incentives should be given to the employees if they successfully achieve their targets.
- As sales is more of a field work than desk job, flexibility in working hour could be provided to the employees of corporate sales.
- In order to ensure the best customer service, Igloo needs to train its employees properly so that they achieve the proper service knowledge.
- Igloo must pay high concentration to the work environment, employee needs and demands and other facts. One of the most crucial fact in sales industry is incentives on the sales to its employee which works as a motivational tool.
- Igloo must track all its failure records and try to recover the service by providing the customer complementary gifts or incentive and apologizing for the failure.

Conclusion:

From the beginning of its journey, Abdul Monem Limited has been an influential name in the business and development of our country. Its vast diversification, cooperation with the government, global agencies, skilled and experienced workforce and dedication to improve the life of the citizens life has made AML one of the most successful and renowned business conglomerates of the country. It was a unique experience to work on a such diversified organization for the internship. During the internship period, I have had the first-hand experience to work on planning, public relation maintaining, branding, supply chain and delivery department of Igloo ice cream, country's largest branded ice cream manufacturer. In spite of being a new department, the employees are doing a great job without any prior experience and training. An approximate of 50 lac Taka sales is coming every month on an average. This indicates how vast the corporate sales can go. Both the employees and the management of Igloo are committed enough to the fact that this department will become the key success factor for Igloo in the nearest future. All is needed is proper guideline, training and support.



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Appendix

Question-Answer Session with CEO, G M Kamrul Hassan

Question: How much has the company evolved over the past two years?

Kamrul Hassan: Over the past years, we have invested in innovation to grow customer acceptance by introducing a host of new variations of ice creams. We have recently launched an ice-cream combining the flavor of Horlicks. We had added variations like Rasmalai, Kheer Malai among others. In the last two years, we have introduced around 14 different ice-creams with about 50% success rate. We have launched products for different age and families.

Going forward, we are focusing on three areas: bringing in more innovations in every aspect of our operations, improving our distributions and investing in the skill development of our people. While we have evolved significantly over the past few years, I think we are far from reaching our market potential and have a long way to go.

Question: What do you think about competition in the market?

Kamrul Hassan: Ice cream is a growing industry. Currently, the size of branded ice cream market is somewhere around BDT 1200 crore annually. Competition is always good for the business, particularly when the industry is growing. It is good as long as you are the leader and your business is not affected by the competition. And at the end of the day, you have to make sure that when customers are buying an ice cream they are buying yours over competitors.

The challenge is ensuring that customers identify your brand as the best value for money. And that has always been our priority – to ensure that we are providing the best value for money to our customers regardless of competition.

Question: What are the challenges for IGLOO now? What challenges do you see down the line 5 to 7 years?

Kamrul Hassan: First of all, people. Finding and retaining good people is a challenge for every organization. Anyone can make ice cream, determine prices and start selling in the market. But in order to succeed you have to understand the business, your customer, their demand and have



a holistic view of things. You can do that efficiently and effectively when you have great people. That's a challenge for us.

Question: How do you deal with stress and challenges that come with your profession?

Kamrul Hassan: Broadly, there are two types of challenges. One is internal and the other is external that is beyond our control. Many time we worry about things that are beyond our control. I try to see things closely and respond accordingly. I maintain a rather stoic belief regarding challenges and difficulties. In life and business, challenge is the only constant that does not change. There will be challenges and there will be stress. Our job is to find the best possible course of action within the limitation. The entire point of facing a challenge is that we need to find a way to tackle it.

Questionnaire

Research Questions

- What are the variables and factors that affect brand awareness to influence customer loyalty towards Igloo?
- How important one factor is in comparison with another in terms of creating brand awareness?
- How to measure Sales growth and revenue in Corporate Sales?
- What are the recommendations about effective brand awareness programs for Igloo in order to ensure higher customers satisfaction and higher loyalty?

1. Have you ever tried Igloo ice cream?

Yes

No

2. Please rank the following brand from most preferred to least preferred. (Igloo, Polar, Kwality, Bellissimo, Bloop, Zaa& Zee, Mi Amore, Others)

I. _____

II. _____

III. _____

IV. _____

V. _____



VI. _____

VII. _____

3. Which attribute(s) of Igloo ice cream do you prefer most?

Taste Variety Hygienic
 Distribution Attractive Packaging Others _____

Please answer the following question

[put a tick mark (v) in any of the box on the 1-5 points scale. if your agreement is strongly agree then give 5 and for strongly disagree then give 1]

Qs. NO		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
4	Brand image of igloo ice cream is most considered.	5	4	3	2	1
5	Igloo ice cream is tastier than other ice creams.	5	4	3	2	1
6	I am satisfied with the flavor of Igloo ice cream.	5	4	3	2	1
7	Igloo ice cream is always use quality ingredients.	5	4	3	2	1
8	I believe Igloo is a hygienic ice cream.	5	4	3	2	1
9	Price of the Igloo ice cream is reasonable.	5	4	3	2	1
10	Price influences me to buy Igloo ice cream.	5	4	3	2	1
11	I can afford Igloo ice cream	5	4	3	2	1
12	Igloo ice cream is always available in all retail store.	5	4	3	2	1
13	I prefer ice cream which is available	5	4	3	2	1

14. Gender

Male Female

15. In which age group you are?

20-30 31-40 41-50 51-60 60+

16. Education level

Graduate Undergraduate Diploma
 H.S.C S.S.C Others _____

17. What is your family monthly income?

10000 – 15000 15000-25000 25000-35000
 35000- 45000 45000-60000 60000+

18. By profession what you are?

Private Employee Govt. Student
 Business Others _____