



Internship report on
“Key Factors for Kazi Farms Kitchen to Achieve Leadership of The Frozen
(Processed) Food Industry”

Course Code: BUS400

Submitted To:

Md. Hasan Maksud Chowdhury
Assistant Professor
BRAC Business School

Submitted by:

Sadik Mohaimeen
ID: 13304016
BRAC Business School

LETTER OF TRANSMITTAL

August 30, 2018

Hasan Maksud Chowdhury

Assistant Professor

BRAC Business School

BRAC University, Bangladesh.

Subject: Submission of Project Paper on “Key Factors for Kazi Farms Kitchen to Achieve Leadership of The Frozen (Processed) Food Industry”.

Dear Sir,

With due respect, I have prepared my project report on “Key Factors for Kazi Farms Kitchen to Achieve Leadership of The Frozen (Processed) Food Industry” to fulfill the partial requirements for the award of the degree of Master of Business Administration.

I am honestly thankful for your guidance during the preparation of the report. I have tried my level best to conduct this in a professional manner. It is true that, it could have been done in a better way. I hope you will assess my report considering the limitations of the study and time frame.

Yours sincerely,

Sadik Mohaimeen

ID: 13304016

BRAC Business School

BRAC University

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ACKNOWLEDGEMENT

First of all I would like to thank Almighty who blessed me and made it possible for me to complete this paper. I am also very grateful to my parents who supported me during the preparation of this report. I wish to express profound gratitude to my supervisor Hasan Maksud Chowdhury for his persistent guidance, keen interest and continuous encouragement.

I am also thankful to all my teachers of the Department of BRAC Business School who taught me and helped to apply the bookish knowledge into practical life. I am also extremely thankful to my friends and acquaintances who helped me to complete the report.

Sadik Mohaimeen

ID: 13304016

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Executive Summary

Frozen (processed) food industry in Bangladesh is growing day by day at a rapid pace as the demand for “ready to cook” convenience food is increasing. The advent of nuclear family with working parents in Bangladesh is increasing and city dwellers and households are progressively adapting to frozen foods (not only protein- like fish and meats but also vegetables as well).

As demand is increasing, competition is increasing as well. Many participants are entering into this sector with newer variety of frozen food products. From the analysis and findings it is identified that to win in this competition as well as to achieve leadership, company has to adopt key factors like taste, availability of products; visibility of products at the point of purchase; customer satisfaction; customer loyalty; continuous innovation etc. are crucial and needed to be ensured. Customers focus on more taste for choosing any brand. It is most important to them.

This report contains valuable information about the key factors to achieve leadership of the frozen (processed) food industry of Bangladesh and the possible way to achieve leadership which is the ultimate goal of all companies.

Kazi Farms Kitchen started its operation in this industry in November, 2013. Though it is comparatively a new company, it has become one of the leading frozen food providers. ‘Key Factors to Achieve Leadership of the Frozen (Processed) Food Industry’ will help them to achieve leadership.

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Chapter 1

Introduction

1.1. Introduction and Background

Frozen food industry is growing at a rapid pace throughout Bangladesh mostly in major cities. With population increasing at a rapid pace in cities especially the capital and citizens (young adults, couples) becoming increasingly busy and with the advent of nuclear families (with working parents) mean that the demand for “ready to cook” convenience food is on the rise. The city dwellers and households are progressively adapting to frozen foods (not only protein- like fish and meats but also vegetables as well).

As demand is increasing, competition is increasing as well. It is high time that the key factors be identified and implemented to sustain in the competition as well as to achieve leadership of the frozen food sector of Bangladesh.

The competition of frozen food industry is increasing day by day. To win in the competition every company has to adopt the factors to achieve leadership in Frozen food industry as leadership is the ultimate goal of each company. Leadership require maximum market share in a particular area, first to launch innovative product in the market, first to notice changes in buying behavior/ consumption pattern, first to react to customer changing demand etc. many features be present in that particular organization that want's to achieve leadership. Kazi Farms Kitchen started its operation in this industry in November, 2013. Though it is comparatively a new company, it has become one of the leading frozen food providers. ‘The Key Factors to Achieve Leadership of The Frozen (Processed) Food Industry’ will help them to achieve leadership.

Substantial evidence has been found that there are several players in the market whom have better market position compare to Kazi Farms Kitchen. Some of those organizations are dominating the frozen food industry for several years. So it is very difficult to achieve the leadership in this industry. There are also some other firms whom are have less market share compared to Kazi Farms but day by day they are also becoming more challenging. These firms can create a large problem.

1.2. Problem Statement

Research is necessary to the main factors which can help to achieve leadership for Kazi Farms Kitchen in frozen food industry. Because there is significant numbers of major players are existing in the market. So Kazi Farms have to identify some factors to achieve higher market share than the competitors.

1.3. Importance

Market leadership is the position of a company with the largest market share or highest profitability margin in a given market for goods and services (Margaret Rouse, 2015). Market share may be measured by either the volume of goods sold or the value of those goods. Being the market leader has many advantages that the more powerful companies use to stay on top. When an organization set out to be a market leader, it will find that becoming number one offers many different advantages (George N. Root, 2017). As a market leader, it develops a reputation for being the preferred brand of the entire marketplace. This not only impresses clients and frustrates the competition, but it also opens the eyes of potential lenders and investors (George N. Root III, 2017). When it became identified as the top brand in its industry, lenders assume that it is generating significant revenue. The reputation can do as much for securing the financing that it need as its actual sales performance can. A market leader is identified by the consumers in a particular marketplace as having the best products. So as long as the company continues to generate quality products, it is able to leverage the reputation in its advertising campaigns. It will start to see sales increase based on word-of-mouth advertising generated by the company's market leader status. This does not necessarily mean it can invest less in its advertising and marketing campaigns. But it does help to get a higher return on advertising investment (George N. Root III, 2017). Distributors and retailers prefer to deal with market leaders. When a company establishes itself as having the top-selling products in the marketplace, it will find it easier to establish relationships with distribution outlets. This will increase the revenue and make it easier to open up sales outlets in new markets as well. It can also negotiate more favorable sales terms with its distribution outlets, such as better shelf placement for the products in retail stores and preferred placement in catalogs and sales circulars (George N. Root III, 2017))

1.4. Objectives

The general objective of this study is to find out the key factors to achieve leadership of the frozen (processed) food industry. For achieving this objective some specific objectives are designed. The specific objectives are:

1. To find out the current market trend of the frozen food industry of Bangladesh.
2. To know about the actual consumer demand as well as their criteria to purchase frozen foods to gain market leadership.
3. To identify the factors, which will lead to market leadership.

1.5. Scope

This study has focus on three different phases. In the first phase, the focus is on the current market trend of the frozen food industry of Bangladesh. In the second phase, the corporate profile of Kazi Farms Kitchen will be analyzed. In the very last phase, the analysis and findings of consumer demand of frozen food which leads them to make purchase decision, where the outcome of this study will be included. After studying this whole report anyone can get a workable knowledge about the key factors to achieve leadership of the frozen (processed) food industry.

1.6. Limitations

As with any other research, the present study has some limitations. This study was necessarily limited in scope as well as practical research limitations and notable ones were:

Time constraint, in the sense that time allocated for conducting this study was very short to allow for adequate data collection.

There was significant lack of information from secondary sources. The official websites and the journal of the related issue are not user friendly.

Larger sample can give more accurate upshots. Thus it gives a future scope, for future research to extend the understanding further.

Again, in the study, only the available indicators are used, whereas there are many ones which were not available to use.

Chapter 2

Methodology

2.1. Introduction

Methodology describes the techniques and processes used for conducting the research study. This particular chapter explains the procedures used for the study.

2.2. Area of Study

The study is based on the key factors to achieve leadership of the frozen (processed) food industry. So all the information used in this particular study are related to the factors helps to gain market leadership.

2.3. Methods of Data Collection

Data are the basic requirements to fulfill any study. Data basically collect from two sources, one is primary source and the other one is secondary source. Primary data will be collected through survey question and if possible then face to face interview. Secondary data was be collected from several research reports, journals, books and many other sources. Some secondary data was be also collected from the several articles about Kazi Farms Kitchen.

2.4. Types of Research

Data analysis in study report can be two types qualitative and quantitative. Qualitative Research is called exploratory research. It is used to understand primary reasons and helps to develop concepts for quantitative research. There are various methods like focus groups, individual interviews, and observations. Usually the sample size is small and specific to satisfy the study. Quantitative Research is used to gather numerical data or data that can be processed into usable statistics..

This research would be gone through qualitative analysis with some quantitative analysis to analyze the factors helps to gain market leadership. A large amount of data was collected for research purpose from several sources. Firstly all data was analyzed carefully. Then selected amount of analyzed data which become relevant to this study was included in this project paper.

The interviews will provide a lot of information about the research study. Those recommendations will be utilized to bring out the core information out of them in a summarized way. As the information will be collected from different categories of sources or institutions, it will be possible to focus into a broad overview about the research study.

2.5. Sampling Technique and Sample Size

The convenience sampling method was used in this study. The respondents were asked questions about the factors helps to gain market leadership. This study was conducted among 100 consumers of frozen food.

2.6. Questionnaire Design

For this study, structured questionnaire will be used to collect primary data. The questionnaire is consists of two parts. First part contains personal details such as name and age. In the second part, the survey instrument asked several questions about the factors helps to gain market leadership. Most of the items will be measured in five point Likert scale where-

Strongly Agree	1
Agree	2
Neutral	3
Disagree	4
Strongly Disagree	5

2.7. Data Analysis Tool

Data analysis will be done using MS Word and MS Excel. Several types of charts and table will be used to analyze and interpret data.

Chapter 3

Industry Overview

3.1. Frozen Food

The food that has been subjected to rapid freezing and is kept frozen until used is called Frozen food. Frozen food is food preserved by a freezing process and stored in a freezer before cooking.

3.2. Types of Frozen Food

The frozen foods domestic market in Bangladesh can be broadly divided into four broad segments-

1. **Frozen Ready to Cook Snacks** – This includes both meat and fish based snacks like chicken nuggets, meat ball, strips, fish ball, fish cakes and vegetable based snacks like Aloo Puri, Dal Puri, Samosa, Singara and Spring Roll.
2. **Frozen Ready to Cook Meat** – This includes frosted whole chickens, lambs, mutton and beef. These are currently available at super markets and order based by institutional buyers like restaurants and fast food shops.
3. **Frozen Ready to Cook Vegetables** – This includes frosted vegetables like Bean seeds, Kakrol, Patol, Ladies Finger and Jack Fruit seeds.
4. **Frozen Ready to Cook Fishes** – Lastly ready to cook fishes has also become popular. Currently the market includes Hilsha, Koi, Pabda, Keski, Mola, Foli, Baila, Batashi and Ayer.

3.3. Participants of Frozen Food Industry

There is around twenty participants in frozen food industry from both home and abroad who sale frozen food in Bangladesh. ‘Golden Harvest’ is pioneer in this sector in our country. More and more participants are entering in this sector as this sector is in its growing stage and there is limited entry barrier to start business in this sector. The participants are:

Table 3.1: Participants of Frozen Food Sector

Domestic Participants	
Golden Harvest	Kazi Farms Kitchen
Brac's	Crown Farm
Pran (Jhatpat)	Cp
Rich	Zay
Aftab's	Sazi's
Essensial	Abir's
Bengal Meat	Food Papa
Lamisa	Ayamas
Foreign Participants	
Daux	Mccain
Ocean Ria	Al Khabeer

3.4. Market Trends

The domestic frozen foods market is growing at a rapid pace as a result of increased demand of frozen food. People are learning about frozen food and becoming interested. People who are educated and health conscious are mostly interested in frozen food. Frozen food industry is still in its growing stage. As entry barrier (start-up costs or other obstacles that prevent new competitors from easily entering an industry or area of business) is low, new participants are entering in this sector with new varieties of food items. Customers are getting wide range of products of different brands and make their purchase decision on the basis of their choices and likings. Major players of this sector are- Golden Harvest, Brac's, Pran (Jhatpat), Rich, Aftab's, Bengal Meat, Lamisa, Kazi Farms Kitchen and Cp.

3.5. Kazi Farms Kitchen

Kazi Farms Kitchen is the frozen food brand of Kazi Food Industries Limited (A venture of the Kazi Farms Group). A range of frozen food products are sold under the brand name Kazi Farms Kitchen. These are all guaranteed to not contain any antibiotic residues, as chickens are not fed

any antibiotics within 7 days of slaughter, as per international practice. The meat is also guaranteed to be produced from chickens raised on feed not containing MBM (meat and bone meal) as per European standards. The meat products are also guaranteed to be MSG and nitrate-free, as they do not use any of these chemicals during food preparation.

Vision

Kazi Farms Kitchen's vision is 'To be one of the most trusted and well-reputed consumer food company in Bangladesh.'

Mission

Kazi Farms Kitchen's mission is 'To provide consumers with food products that are innovative and are of the highest quality at affordable prices.'

Philosophy

Everyone at Kazi Farms Kitchen's acknowledge the following philosophy with pleasure-

- We believe in innovation.
- We believe in quality.
- We believe in rapid progression.

Inception

Kazi Farms Kitchen started its journey in November, 2013 with the goal that everyone eats better. To accomplish their goal they have opened around 30 franchise outlets in important locations around Dhaka, Comilla, Sylhet, Khulna and Chittagong. Keeping customers well-being in mind, they are expanding throughout Bangladesh.

Target Market

- Premium/Upper and upper middle-class segment of the society.
- Family with average monthly income of Tk. 50,000 and above.
- Both the husband and wife are busy with their jobs.
- Educated and quality conscious people
- Decision makers and influencer of family
- Single family
- Newly married group.

Unique Selling Proposition of Kazi Farms Kitchen

“Vegetable Fed Chicken”



Most Chicken and fish food made in Bangladesh contains Meat & Bone Meal (MBM). MBM is the cheapest protein, made by cooking, drying & grinding slaughterhouse waste (intestines, bones, feet etc.). MBM can contain harmful bacteria.

At Kazi Farms Kitchen, chickens are raised on feed that does not contain any slaughter house waste. That is why our chickens do not run the risk of containing any harmful Bacteria.

"No Antibiotic Residue"



Chickens on farms are sometimes given antibiotics to treat bacterial infections. Many people are concerned that when they eat farmed chickens, they will unknowingly consume "residual" antibiotics, which may still have been in the chicken's body at the time of slaughter.

Kazi Farms Kitchen guarantee that the chickens used to make their products are not given antibiotics for at least 10 days before slaughter, so there will be no antibiotic residue in the chicken meat.

"No Tasting Salt"

Food additives like tasting salt can cause headache and high blood pressure. Kazi Farms Kitchen products are free of tasting salt.

"No Harmful Preservatives"



Preservatives used in food products can be severely harmful for human health causing intestinal cancer. Kazi farms kitchen products do not contain any antibacterial salt or preservatives

3.6. Marketing Mix (7 Ps) of Kazi Farms Kitchen

Product

Products of Kazi Farms Kitchen are produced in its own plant located in Baron, Ashulia. At present Kazi Farms Kitchen has four types of products- Chicken based items, “Cut, Marinated, Ready-To-Cook” Curry cut, Flour based items and Fresh Eggs.

i. Chicken Based Items

Kazi Farms Kitchen has thirteen different Stock Keeping Unit (SKU) based on chicken. They are- Chicken Nuggets Original, chicken Nuggets Kids, chicken nuggets Spicy, Chicken Burger, Chicken Meat Ball, chicken Sausage-plain, chicken sausage-spicy, chicken Cutlet, chicken Strips, Chicken Teasers, Chicken Drum Sticks.



ii. “Cut, Marinated, Ready-To-Cook” Curry cut

Curry cut is basically a ready to cook frozen chicken curry. The raw chicken pieces will be mixed with all the ingredients required (spices, salt, oil) to cook the curry. Cooking Instruction will be mentioned on the pack. Kazi Farms Kitchen has two Curry cut item- Chicken Dopiazza, Chicken Korma.



iii. Fresh Egg:

Kazi Farms Kitchen’s Eggs are specially processed, kept free of MBM & Antibiotic and packaged with the utmost care.



iv. Flour Based Items:

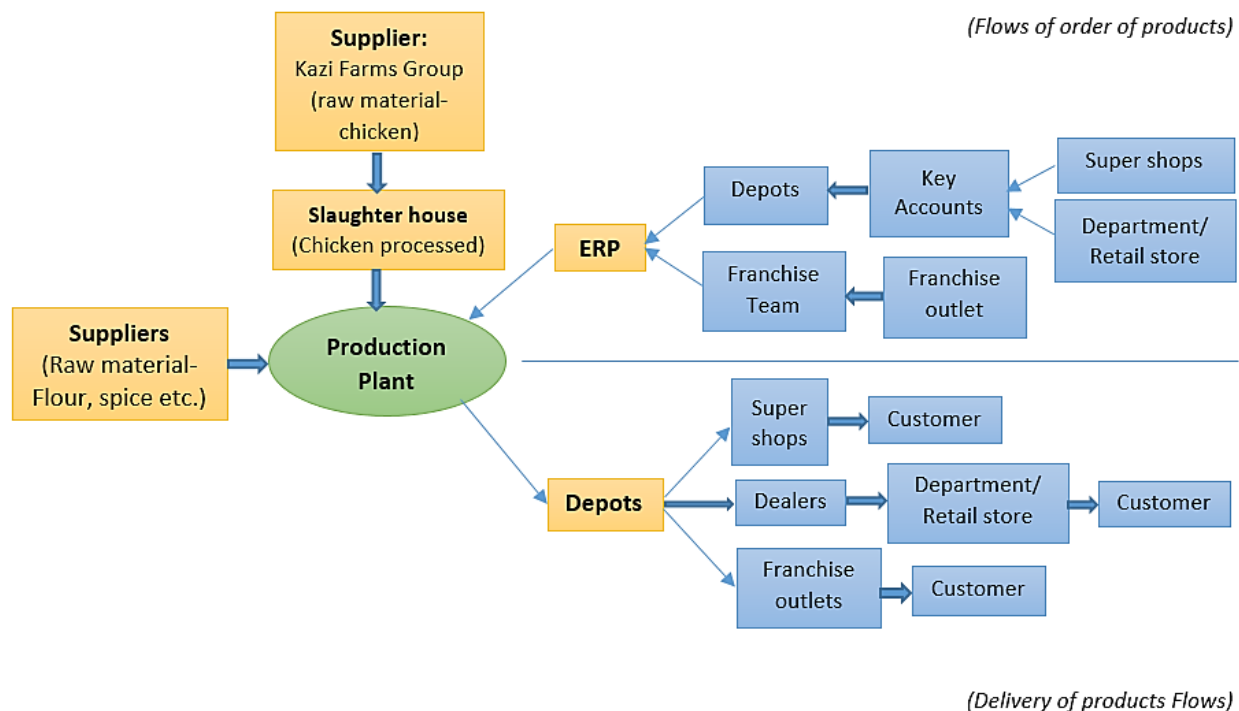
Kazi Farms Kitchen has eight different Stock Keeping Unit (SKU) based on chicken. They are- Plain Paratha small pack (5 pcs), Plain Paratha family pack, Dal puri, Alu puri, Spring roll- Vegetable, Spring roll- chicken, Samosa vegetable, Samosa chicken.



Place (Distribution)

At present Kazi Farms Kitchen have 11 distribution centers around the country and approximately 150 dealers nationwide help them to distribute their product in different Super shops, retail and its own franchise outlet. Products are distributed using a cold chain. At present there are around 100 franchise outlets of Kazi Farms Kitchen. Kazi Farms Kitchen uses the combination of Push strategy and Pull strategy as distribution strategy. Products are distributed by maintaining a cold chain in the following ways

Figure 3.1: Distribution System of Kazi Farms Kitchen



Price

Pricing of Kazi Farms kitchen's products are done by combining cost based pricing and value based pricing. Each product is priced in a way that is fair to the value of that product and convenience for the customers at the same time. Price of products can be changed as a result of change in environmental factors, raw materials price, change in demand, brand value, cost of importing raw materials.

Promotion

Kazi Farms Kitchen gives much emphasis in promotion to make the target customers aware about its products and services. They use different media for promotion like promotion in a physical environment, traditional and digital media. They carry out their promotional activities with cooperation of third party who assist them in designing POSM and other promotional tools.

In a Physical Environment

Promotions can be held in physical environments at special events such as concerts, festivals, trade shows, and in the field, such as in grocery or department stores. Interactions in the field allow immediate purchases. The purchase of a product can be incentive with discounts (i.e., coupons), free items, or a contest.

- **Sponsor:** Kazi Farms Kitchen sponsor different Fair, Magazine, Concert, Science fair, Academic function (study tour, rag day, seminar etc.) financially or through the provision of their products or services.
- **Brand Promoters:** Kazi Farms Kitchen promotes their brand, products and services with the help of brand promoter. Brand promoter share information about a brand, give answer to customer's inquiry, promote the differentiation (USP) of the brand and encourage customers to purchase companies products etc. Kazi Farms Kitchen appoint brand promoters in Dhaka International Trade Fare and special occasion like Eid Ul Fitr, Eid Ul Azha, Puja, Christmas etc. when the demand of frozen food is high.
- **Activation at Superstore:** Activation at superstore is done when companies launch new product .It is like giving customer, a company's product as free sample to encourage them to buy their product.

Traditional Media

Examples of traditional media include print media such as newspapers and magazines, electronic media such as radio and television, and outdoor media such as banner or billboard advertisements. Each of these platforms provides ways for brands to reach consumers with advertisements.

- **Advertisement:** Initially Kazi Farms Kitchen focused less on advertisement as a promotional media to keep balance in demand and supply of their product as it can create huge demand for a company's product. As their demand and supply of products has increased a lot than the past, they are focusing more on advertising. Now they are broadcasting advertisements of their product in few TV channels which they want to increase in future.



- **Radio commercial (RDC):** Kazi Farms Kitchen promotes their product through Radio Commercial. Commercial radio stations make most of their revenue selling "airtime" to advertisers. Radio advertisements or "spots" are available when a business or service provides valuable consideration, usually cash, in exchange for the station airing their spot or mentioning them on air.
- **Radio commercial (RDC) Endorsement:** Kazi Farms Kitchen promotes their product through Radio Commercial Endorsement. In radio commercial endorsement, RJ (Radio Jockey) of different radio program speaks about any particular product/brand the company of which endorses that radio program.
- **Point of Sales Material Advertising:** POS (Point of sale) materials advertisements are intended for attracting attention and promoting brands (goods, services) exactly at points of sale. The main aim of POS-materials is in motivating the customer to make a purchase (krias.ru, 2016). Kazi Farms Kitchen use different point of sales materials like attractive Bill board, light box, poster, festoon, cut out, dangler, X banner, press ad, leaflet etc. to attract customer.

Digital Media

Digital media, which includes Internet, social networking and social media sites, is a modern way for brands to interact with consumers as it releases news, information and advertising from the technological limits of print and broadcast infrastructures.

- **Digital Marketing:** Kazi Farms Kitchen gives much importance in digital marketing for the convenience of this media to attract target customers. Their website ‘www.kazifarmskitchen.com’ contains all the information about their product and services. They have Facebook page named ‘Kazi Farms Kitchen’ by which Kazi Farms Kitchen keep their targeted customer updated about their new offerings, discounts, opening of new franchise outlet etc. they also have presence in tweeter and other social and digital media.

People

All companies are reliant on the people who run them from front line Sales staff to the Managing Director. Having the right people is essential because they are as much a part of your business offering as the products/services you are offering. Kazi Farms Kitchen carries out its business activity with a coordinated workforce under the supervision of strong management. Employees perform their specific activities in teams like Key Account team, Franchise team, research and development, sales, Marketing and Branding etc.

- **Production Team:** Production team consists of factory employees who are responsible for producing products according to sales demand of Kazi Farms Kitchen’s products.
- **Accounts Team:** Accounts team is responsible for maintaining different accounts of Kazi Farms Kitchen like cost, income etc.
- **Purchase Team:** Purchase team is responsible for sourcing of raw materials, negotiating with possible supplier to get product at a suitable price to minimize the cost of purchasing raw materials.
- **Key Accounts Team:** Team Key Accounts is responsible for corporate sales (selling bulk amount of frozen food products in Modern trade/super shops) and managing frozen food items in different super shops, department stores, retail stores. Finding new

opportunity of investment (giving company freezer to retailer and super shop or events to participate etc.).

- **Franchise Team:** Franchise team is responsible for analyzing opportunities to establish franchise store in different area based on potential of that area (consumer buying power, demand/ interest in company's products, population, capability of possible franchisee etc.).
- **Research and Development:** Research and development team is responsible for developing new product, upgrading/improving existing products, observing market condition, competitors, and consumers changing behavior and needs and demands.
- **Sales:** sales team is responsible for ensuring sale of products to the dealer and retailer who eventually sell the products to the final consumers. Target of sales is given to each employee of the sales team which they are motivated to achieve. Employees get bonus/ reward/ promotion based on their performance.
- **Marketing and Branding:** Marketing and Branding team is responsible for performing marketing activities like advertising, promotion, communication and positioning their products in the mind of consumer through their performance.

Processes

Kazi Farms Kitchen offers their products in two forms - frozen and fried. Process of delivering services is slightly different for Kazi Farms Kitchen's frozen and fried products. Frozen food items are sold in different super shops, retail stores, department stores and Kazi Farms Kitchen's franchise outlets. Customers buy the frozen food items on their own or with the help of salespersons and pay for the purchased item. Fried Items are sold in Kazi Farms Kitchen's franchise outlets. Customers give order to the salesperson. If the ordered items are ready to serve, it is given to the customers instantly in exchange of price of that product. If the ordered items are not ready to serve, the customers need to wait for some time. Customers can enjoy their ordered fried item in the outlet or take the product with them and eat later.

Physical Evidence

Physical Evidence is very important for companies that render services to its customers. It influences people in shaping their attitude toward an organization and attracting customer in making their purchase decision. Kazi Farms Kitchen renders services in case of its fried products that are sold in their Franchise outlets.

The physical Evidence of Kazi Farms Kitchen represents their promises to customer wellbeing by maintaining a neat and clean atmosphere. The design of the point of sale material(billboard, cut out, signage, Dangers, X banner), employee dress code, cooking material/machinery(KIOSK, freezer, display case), sitting arrangement, etc. are similar in all the franchise outlets of Kazi Farms Kitchen.

Chapter 4

Literature Review

4.1. Developing Brand Positioning

Brand positioning sets the direction of marketing activities and programs – what the brand should and should not do with its marketing. Brand positioning involves establishing key brand associations in the minds of customers and other important constituents to differentiate the brand and establish (to the extent possible) competitive superiority (Keller 2002). Besides the obvious issue of selecting tangible product attribute levels (e.g., horsepower in a car), two particularly relevant areas to positioning are the role of brand intangibles and the role of corporate images and reputation.

4.2. Brand Intangibles

An important and relatively unique aspect of branding research is the focus on brand intangibles – aspects of the brand image that do not involve physical, tangible, or concrete attributes or benefits (Levy 1999). Brand intangibles are a common means by which marketers differentiate their brands with consumers (Park, Jaworski, and MacInnis 1986) and transcend physical products (Kotler and Keller 2006). Intangibles cover a wide range of different types of brand associations, such as actual or aspirational user imagery; purchase and consumption imagery; and history, heritage, and experiences (Keller 2002). A number of basic research questions exist concerning how brand tangibles and intangibles have their effects.

4.3. Leadership

Everyone has leadership but it is different in different people (Mowles, 2009). In this paper, the leading capacity is to be studied. In our country, leadership is a new concept introduced with intellectual economy development and intellectual man-aging revolution. In a sense, there are definitions of leadership so long as one wants to define it. However, studying the relative literature researches at home and abroad, the author found scholars define it on different emphasis. On theory of capability—It gives emphasis on a leader's personality and holds that a

leader has the ability to influence his or her followers to realize the organizational goals (Dehoogh & Den Hartog, 2008).

On theory of behavior—It values the behavioral process of leadership that influences all members and holds that leadership is the combination of a series of behaviors that a leader influences his or her followers to work hard willingly for their shared goals (Pearce, Manz, & Sims Jr., 2008).

On theory of holism—It gives emphasis on the overall force of leaders at all levels and believes that leadership is a driving force to stimulate all members to realize their shared goals (Uhl-Bien, Marion, & McKelvey, 2007).

4.4. Consumer Behavior

Nowadays companies are more concerned on individual consumer behavior. It helps them to yield information about how the consumers think, feel and choose their products. Every individual is consumer. Consumer behavior is the study of the processes involved when individual or groups select, purchase, use, or dispose of the product, service, ideas or experiences to satisfy needs and desires (Solomon, 2013). The expand view of consumer embrace much more than the study of why and what consumer buy, but also focuses on how marketer influence consumers and how consumers use the products and services. Customers are in a tough spot. Individuals have exposed to different window of information and varieties of products; many great deal of choices and options available in the market place impulse their purchase decision. However the interpretation and decision making is different among individuals and also influenced by internal consumer behavior (perception, altitude, and motivation) and external factors (family roles, peer influence and group influence).

Supermarket is one of an interesting area for the study where features of consumer behavior can easily be seen. Focusing on food products, which are needed by the consumers in daily basis, give the impression that the consumers have little thought in purchasing than other product like cloths, mobile phones and cars. Nevertheless, consumers are exposed to variety of food product types which is diversified in price, quality, packages and size. While a person does his shopping on a typical Sunday morning, he enters the local super market with a basket on hands, scans for a cereal box, he grabs one, checks out the box carefully, puts it back to the shelf; eventually,

he/she picks up the other box lies next to it; it takes him two seconds. So, what persuade shoppers on randomly or intentionally selecting food products? What decide them to buy or not to buy? The study of consumer behavior will help to explain such type of buying behavior. Furthermore consumer and buyer behavior is in fact an ongoing process, not merely indicates the interaction between consumers and producers at the time of purchase but it includes various stages in the consumption process: pre purchase issue, purchase issues and post purchase issues. (Solomon, 2013)

There are two perspectives on consumer research should be discussed, which are two type of approaches: Positivist approach and Interpretivist approach. Whilst positive approach(sometimes called modernism) emphasizes that human reason is supreme and there is a single, objective truth that science can discover; in interpretivist approach(or so-called postmodernism) , the interpretivist emphasizes the important of symbolic, subjective experience and the idea that meaning is in the mind of the person- in other word individuals construct their own meanings base on individuals own unique and shared cultural experiences, therefore there is no right or wrong answers. More importantly, research relationship in interpretivist approach focuses on interactive, cooperative with researcher being part of phenomenon under study. (Solomon, 2013)

Chapter 5

Overview of Leadership &

Key Factors to Achieve Leadership in Frozen Food Sector

5.1. Leadership

Market leadership is the position of a company which can be measured by either price of the product or the selling ratio of the goods.

By being a market leader, the main benefit is that cost of customer acquisition will be lower than competitors. The market leader develop new products and services according to demand of customers and change in market. The other, non-market leaders will be the ones forced to differentiate their products and they'll have to work harder and longer to win the deal compared to the market leader.

The main advantage of being the market leader is to gain new customer with less efforts then the competitors in the market. This will help the market leader to gain market growth faster and make more profit. However the market leader must always understand the customers changing needs and improve product quality.

5.2. Key Factors to Achieve Leadership in Frozen Food Sector

The main objective of this study is to identify the 'Key factors to achieve leadership in Frozen Food sector'. Based on information provided by industry experts, the results of the survey of this study and personal observation 'Kazi Food Industries Limited' the following key factors have been identified as the key factors of Frozen Food Industry.

1. Availability of Products

It is a time estimate of time consumed for a company to receive customer order, process the ordered product and prepare the shipment.

Every firm in different or same industry has innovative strategies and levels of product availability. To achieve leadership, companies have to make his product available everywhere so that the target customer can easily buy the product whenever they want.

2. Continuous Innovation

As we all know, the only way to survive in a market is to continuously make innovative products. Their products or services can become obsolete anytime with the change of customer consumption pattern, technological change etc.

Ways to Continuous Innovation

Continually Reviewing, Improving and Refining Marketing Messages

Companies have to understand that consumer behavior and choices are subject to change. A loyal customer can easily switch to another product. So, company should focus on maintaining regular communication to the customers.

Developing Competitive New Services/Products

Company has to continuously innovate its product or service and develop competitive new products or services. They also have to upgrade their existing products, introduce new flavor variety of those products.

Develop or Improve Web Presence

Developing and improving web presence in a user friendly way is another way for companies to succeed in this competitive business world.

Expand Contact with Current Clients

When companies gain close relationship with their customers, it always costs lesser to provide them with new services than to find new customers. Successful companies keep close contact with their current customers and try to provide new services.

3. Customer awareness

Consumer awareness increases a current or potential customer's knowledge about a product or service, allowing her to make a more informed purchase. Increasing consumer awareness also allows business owners to share background information about their organizations, their values and their practices.

When an organization consistently produces high-quality products, has high safety standards and provides top-notch customer service, it benefits it to make the public aware of these values

through commercials, billboards or social media campaigns. When a company associates itself with specific positive values, customers feel more confident making purchases.

Ways to Create Customer Awareness

There are a number of ways such as advertisements, contests, coupons, launch schemes, social media activation, events etc. in which company can build consumer awareness. But what they choose depends on where they will be heard the loudest and that depends on their target audience. Here are some of the best ones that companies can employ to spread the word about their company amongst the target audience.

Advertise Through Multiple Mediums: While it is true that the more the number of mediums company use to advertise, the more reach they will get. Company should ideally research what mediums its target group uses the most and then invest in those mediums (radio, print or television ads).

Create An Online Presence: Make an attractive website for the company via which people can find out more about company's offerings. A major portion of the world's population is online. So not having an online presence can be a major disadvantage for the company. The best way to create awareness in today's era is to use the influencing power of social media. Social media is word of mouth on steroids. The best way to create awareness in today's era is to use the influencing power of social media. Influence the employees, small customer base, focus groups, partners and vendors to advocate company brands so that others can experience it. That's the best way to create consumer awareness.

Do Something Unique: Anything different and out of the box immediately grabs eyeballs and gains attention. Carrying out any advertising activity that is unique will help company generate an immense amount of buzz that might even make its content viral and spread awareness about the company faster. This might range from something as simple as hosting interesting contests or hosting fun meet-ups to wacky forms of advertising that scream for attention.

4. Customer Satisfaction

Customer satisfaction measures how products or services supplied by a company meet or surpass a customer's expectation. It pushes marketers and business owners to efficiently manage and improve their businesses.

Here are seven reasons why customer satisfaction matters-

1. Customer satisfaction helps to earn customer loyalty.
2. Satisfaction level tells companies if clients will buy from them in future or not.
3. Clients have tendency to pay high for better quality products.
4. It keeps company ahead of their competitors.
5. It promotes customer retention.
6. Dissatisfied customers will spread the word about their business.
7. It improves customer lifetime value.

Ways to Increase Customer Satisfaction

Turn Customer Survey Data into Action

Good data reflects if the customers have good experiences with the product company supplies into the market. Moreover, good data pushes a company to take action. A good customer survey data identifies the companies gaps and opportunities.

Make Employee Satisfaction a Priority

Employees provide better customer service when they are happy. It has been proven that when employees are appreciated for their job performance they perform much better. Employee's performance will improve if companies can truly motivate and encourage their employees in doing their jobs.

Stay Current on Customer Reviews

In today's world it is very common for customers to share their feeling or review about a product. Companies should go through those reviews and see that customers think or saying about their business or products. Companies can find out customers likes or dislikes, as well as which part of the total product should improve. Customer reviews can point out the areas of improvements which was not considered previously.

Put a Social Media Plan in Place

Smart social media plan for quick response to customer complaints or any query is very important. Company's reputation can be greatly hampered if they do not pay attention to the customer query or complaints.

5. Customer Loyalty

Customers are the life itself of any business. Understanding their needs and increasing the satisfaction level is a must. Companies which are not paying attention to the customer needs will suffer in the long run of the business. Companies need to work hard to make loyal customers by paying attention to their needs and increasing their satisfaction level.

To insure stable business operation companies must give importance on retaining existing customers as well as getting new ones. Better the relation with the customer, companies have potential to earn more revenue than its competitors in the market.

Importance of Customer Loyalty:

Reduced Costs:

By building strong customer loyalty, businesses are creating promoter who makes an important contribution in marketing efforts. These customers with the help of word of mouth can make more potential customers and it is also a cost effective marketing tool.

Repeat Business

Loyal customers are the ones who will buy the companies new product they love without any hesitations. To survive in the long run companies try to build loyal customers who are expected to guarantee repeated business.

Ways to Increase Customer Loyalty

A Smile Goes a Long Way

This is proven that friendly behavior and environment ensures customers will keep coming back. Customers often return to a certain company who simply says hello and smile nicely.

Put Yourself in Their Shoes

Companies must always find the best ways to satisfy customers. The better a company provides customer service, the more customers will be motivated to buy their products. This can be made possible if companies involve in regular enquiries with customers and understand their point of view or demand.

Be Available

Availability is one of the most important way to increase loyal customers. Customers expect that companies have 24/7 service availability by email or telephone. Companies with their advertising have to make sure customers clearly understand the company's contact details which responds to queries quickly.

Ask for Feedback

Feedback from customers tells companies if customers are happy with their product in the market or not. For that regular survey must be conducted so that products can be changed according to customer demand.

Visibility of Products

Visibility of products is extremely important for product like frozen food in Bangladesh. As people are not that much knowledgeable about the existing brands of frozen food. To attract them or influence them to purchase, products need to be kept within their eye range or reach. If the customer doesn't see a particular brand, they will not buy. Products needed to be demonstrated within the reach of customer.

Ways to Ensure Visibility of Product

Visibility of products can be ensured by the following way-

Put Company's Freezer at an Attractive Place in Super Shop/Retail Shop

Company can provide super shop/retail shop freezer in exchange for rent fee or for free to keep the freezer in an attractive location where everyone has access to.

Buy Shelf/Freezer Space

Company can buy space in super shops / retail shops to keep their product so that everyone can see, touch, discuss and buy.

Chapter 6

Data Analysis and Presentation

Data analysis for this report has been done according to two parts of the questionnaire. The First part of the questionnaire (Q-1 to Q-7) is based on basic information (status, frozen food selection criteria, favorite brand, consumption pattern etc.) of the user and non-user of frozen food. The Second part of the questionnaire (Q-8 to Q-14) is based on the Key factors to achieve leadership in frozen food industry.

The First part of the questionnaire(Q-1 to Q-7) is based on basic information about frozen food to get insight about customer, their preference in choosing frozen food brands, consumption pattern of frozen food, purpose of use , favorite brand, type of frozen food they buy, type of service the consumers are interested to get, their tendency to complain etc. The first also include questions regarding the non-user of frozen food, their reasons for not purchasing, and factors required to convert the non-users as consumer of frozen food.

6.1. Acceptance of Frozen Food

Table 6.1: Acceptance of Frozen Food

Yes	No
67	33

Figure 6.1: Acceptance of Frozen Food



Analysis and Interpretation

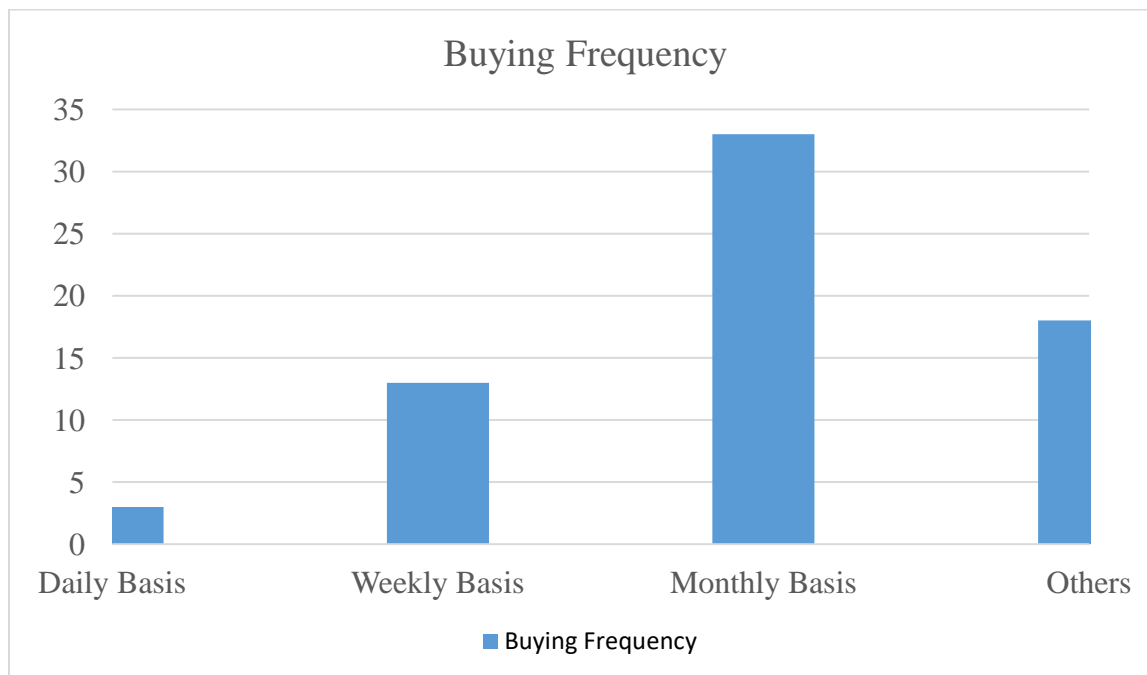
From the above diagram it can be said that, maximum number of respondents (67%) purchase frozen food and less than half of the respondents (33%) do not purchase frozen food. A survey on 100 respondents has revealed the result.

6.2. Buying Frequency

Table 6.2: Buying Frequency

Frequency	Respondents
Daily Basis	3
Weekly Basis	13
Monthly Basis	33
Others	18

Figure 6.2: Buying Frequency



Analysis and Interpretation

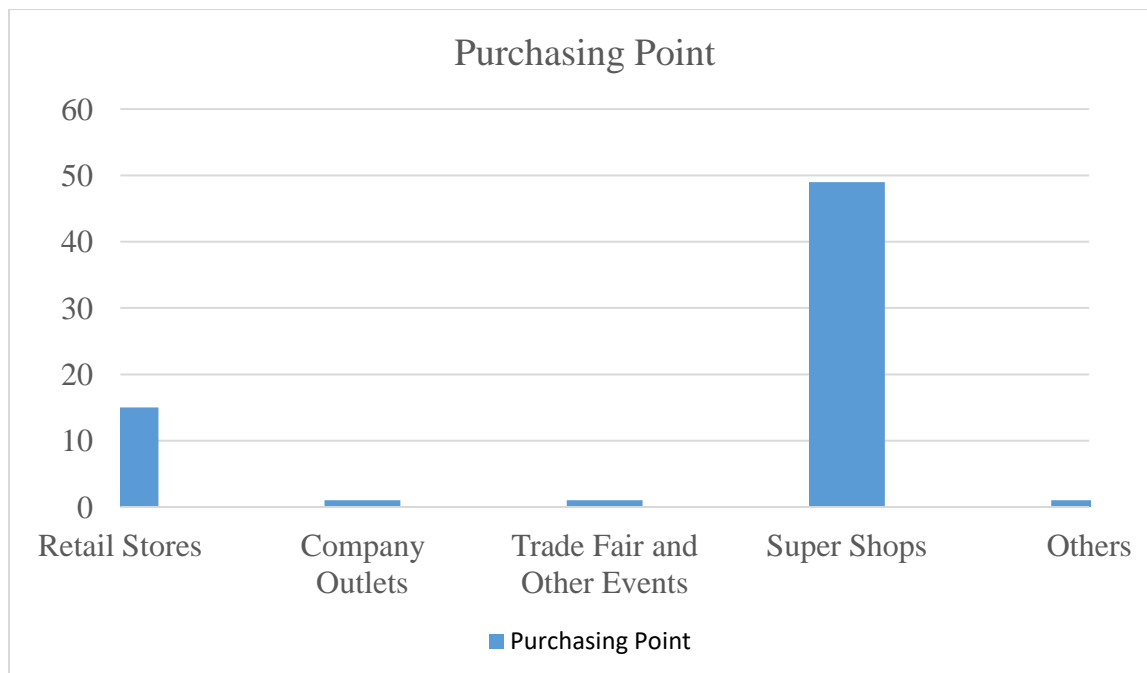
Among the respondents who respond 'yes' to Q- 1, 48% respondent of the survey purchase frozen food monthly basis, around 20% of the respondent purchase food on weekly basis. Only 4% respondent purchase frozen food daily. The rest of the respondent (around 28.26%) respondent purchase frozen food on other basis than daily, weekly or monthly basis. The response 'no answer' has been excluded from the graph.

6.3. Purchasing Point

Table 6.3: Purchasing Point

Purchasing Point	Frequency
Retail Stores	15
Company Outlets	1
Trade Fair and Other Events	1
Super Shops	49
Others	1

Figure 6.3: Purchasing Point



Analysis and Interpretation

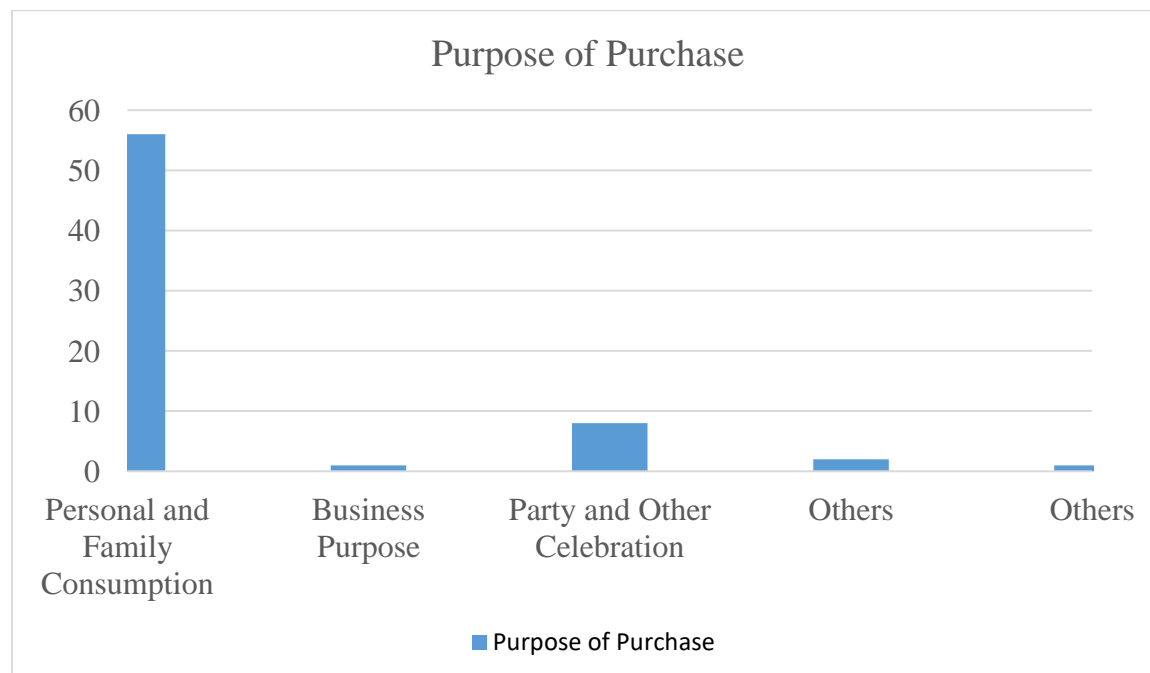
From the above diagram and table it can be said that, maximum respondents (around 73%) purchase frozen food from super shop, around 24% respondent purchase frozen food from retail stores. Less than total 2 % (1%+1%) of the respondents purchase frozen food from company outlets and Trade fair and other events. Another 1% respondent purchase frozen food from other sources. The response 'no answer' has been excluded from the graph.

6.4. Purpose of Purchase

Table 6.4: Purpose of Purchase

Purpose of Purchase	Respondents
Personal and Family Consumption	56
Business Purpose	1
Party and Other Celebration	8
Others	2

Figure 6.4: Purpose of Purchase



Analysis and Interpretation

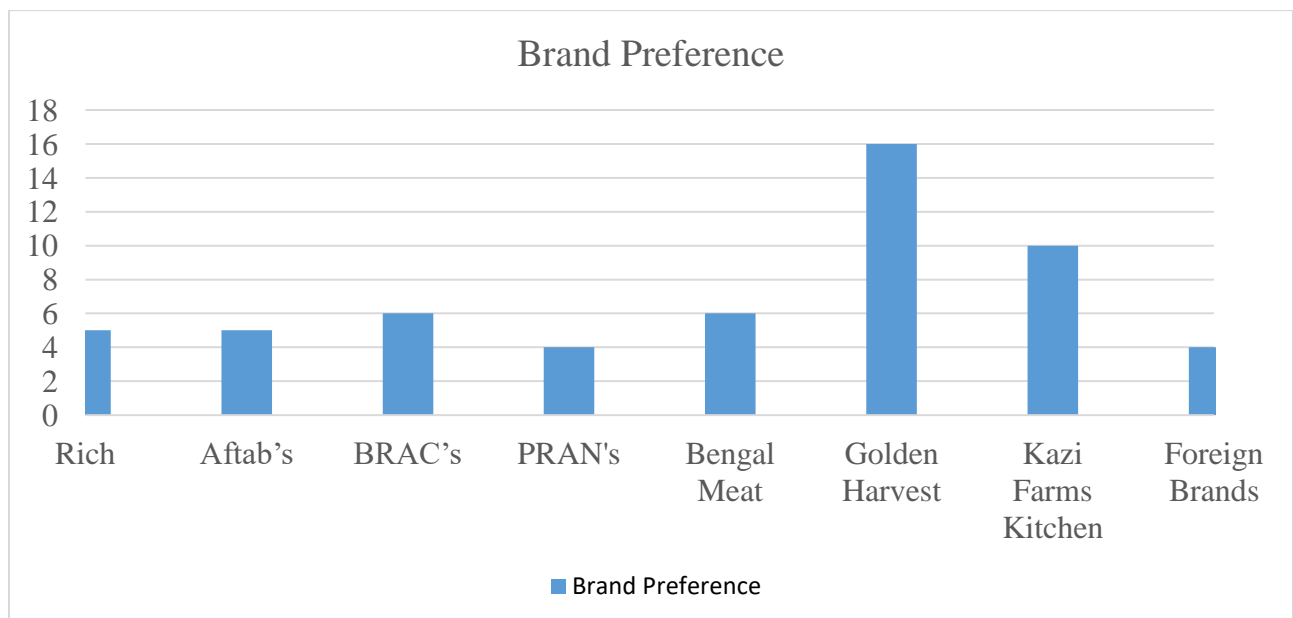
From the above diagram it can be said that, Maximum respondent (around 86%) of the survey purchase frozen food for personal and family consumption, around 12% of the respondent purchase frozen food for party and other celebration. 2% respondent purchase frozen food for other purposes.

6.5. Brand Preference

Table 6.5: Brand Preference

Brand Preference	Respondents
Rich	5
Aftab's	5
BRAC's	6
PRAN's	4
Bengal Meat	6
Golden Harvest	16
Kazi Farms Kitchen	10
Foreign Brands	4

Figure 6.5: Brand Preference



Analysis and Interpretation

This question was asked to find out the frozen food brand that comes to the mind of each customer when they are asked about frozen food (share of mind). From the above diagram it can be said that, 16% of the respondent mentioned frozen food brand 'Golden Harvest', 10% mentioned brand 'Kazi farms kitchen', 6 % respondent mentioned 'BRAC's', PRAN and Rich brand has been mentioned by 10% respondent (4% +6%) 5% respondent mention 'Aftab', 4% mention foreign brand.

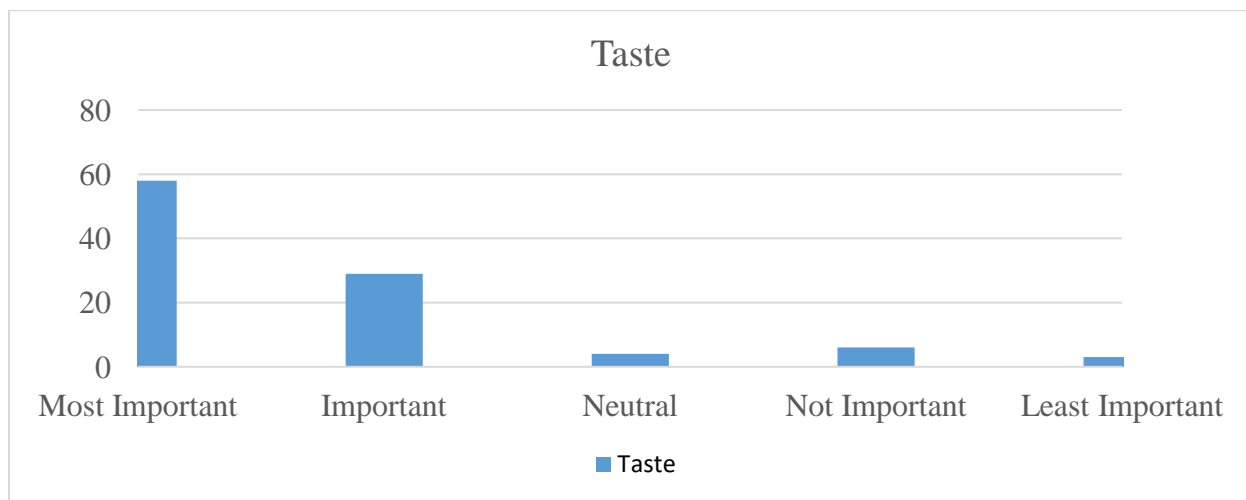
Factors of Purchasing Frozen Food

6.6. Taste

Table 6.6: Taste

Scale	Respondents
Most Important	58
Important	29
Neutral	4
Not Important	6
Least Important	3

Figure 6.6: Taste



Analysis and Interpretation

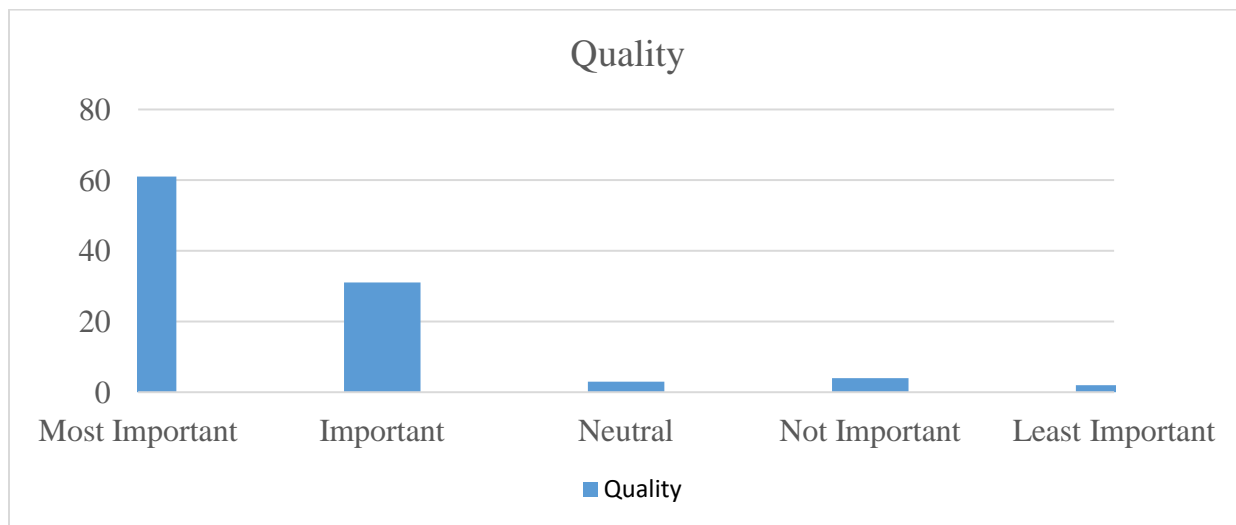
From the above diagram it can be said that, Maximum respondent (58+29=87%) of the survey thinks that "Taste" is an important factor in their purchase decision. Participants of this industry should put much emphasis on the appropriate taste of a particular frozen food item to achieve a leading role in this industry.

6.7. Quality

Table 6.7: Quality

Scale	Respondents
Most Important	61
Important	31
Neutral	3
Not Important	4
Least Important	2

Figure 6.7: Quality



Analysis and Interpretation

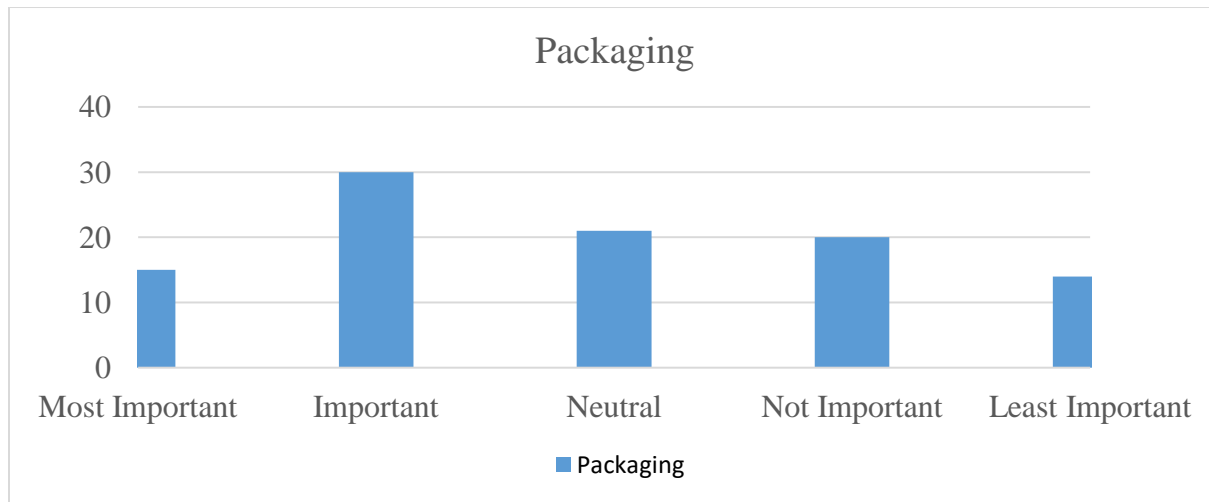
From the above diagram it can be said that, most of the respondents (61+31=92%) of the survey think that “Quality & Health Benefit” is an important factor in their purchase decision. To achieve a leading role in this, industry participants of this industry should put much emphasis to maintain quality of their frozen food items. They should attain all the available quality certification to gain the confidence of the consumers.

6.8. Packaging

Table 6.8: Packaging

Scale	Respondents
Most Important	15
Important	30
Neutral	21
Not Important	20
Least Important	14

Figure 6.8: Packaging



Analysis and Interpretation

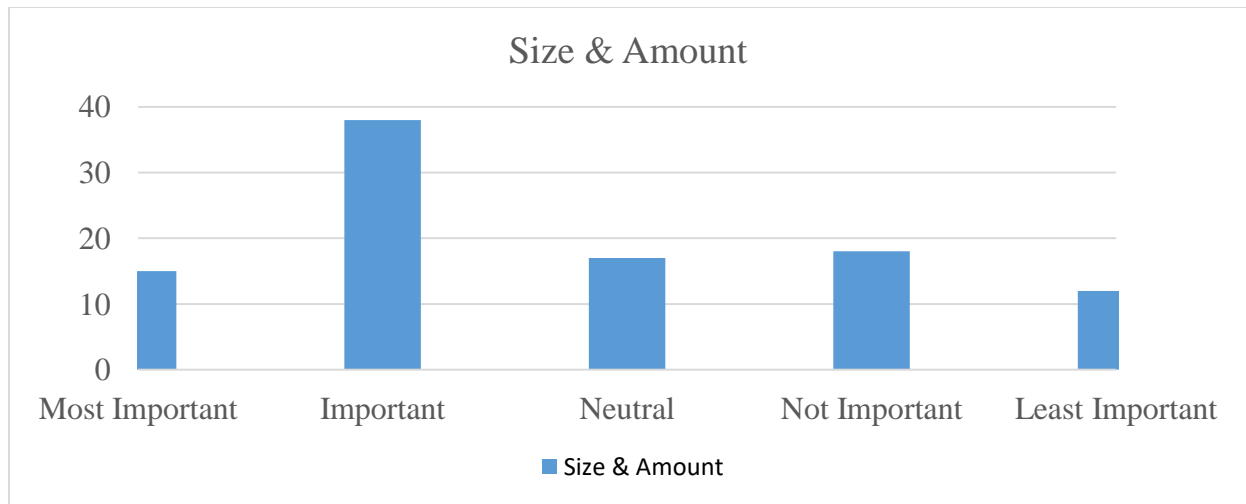
From the above diagram it can be said that 34% (14+20) of the respondent think that “Packaging” is not that important factor in their purchase decision, and 21% of the respondent was Neutral and 45% (15+30) of the respondents consider “Packaging” is an important Factor in their purchase decision. Outstanding and convenient packaging can give- players of this industry, significant advantage.

6.9. Size and Amount

Table 6.9: Size and Amount

Scale	Respondents
Most Important	15
Important	38
Neutral	17
Not Important	18
Least Important	12

Figure 6.9: Size & Amount



Analysis and Interpretation

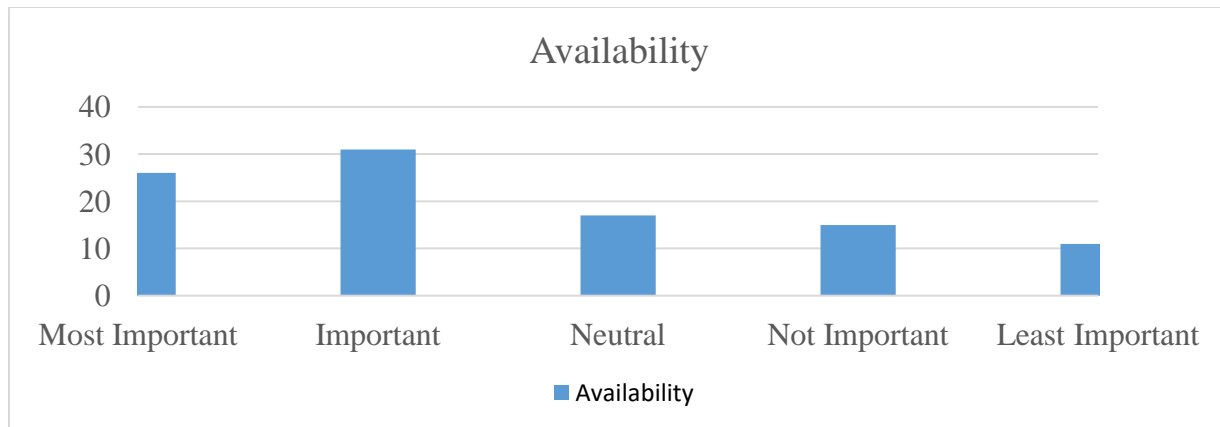
From the above diagram it can be said that 53% (15+38) of the respondents consider “Size & Amount” is an important Factor in their purchase decision ; 30% (18+12) of the respondent think that “Size & Amount” is not that important factor in their purchase decision, and 17% of the respondent was neutral in their opinion.

6.10. Availability

Table 6.10: Availability

Scale	Respondents
Most Important	26
Important	31
Neutral	17
Not Important	15
Least Important	11

Figure 6.10: Availability



Analysis and Interpretation

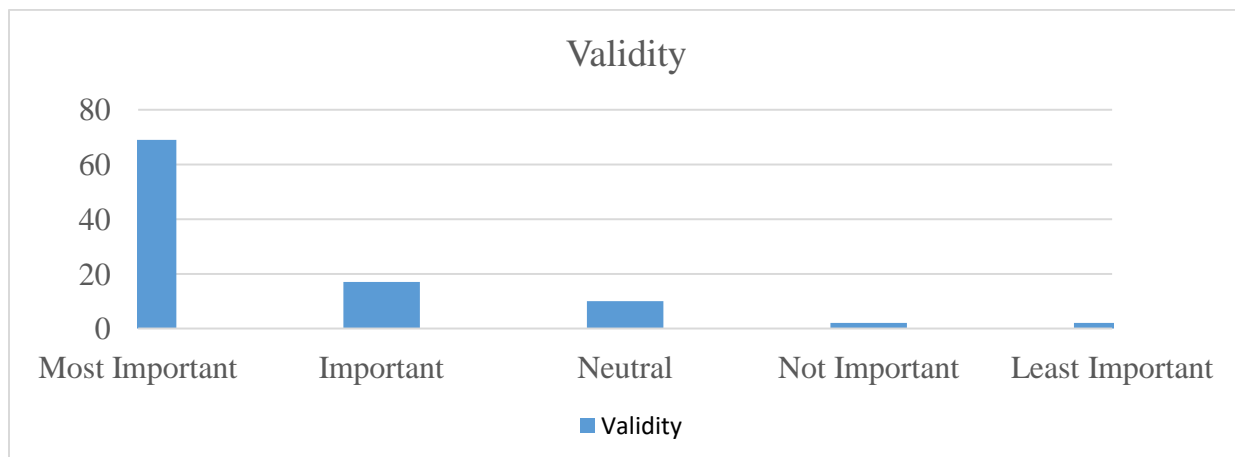
From the above diagram it can be said that 57% (26+31) of the respondent think that “Availability” is an important factor in their purchase decision, and 17% of the respondent was neutral in their opinion and 26% (15+11) of the respondents consider “Availability” is not an important Factor in their purchase decision. Products should be made available within the reach of the target group.

6.11. Validity

Table 6.11: Validity

Scale	Respondents
Most Important	69
Important	17
Neutral	10
Not Important	2
Least Important	2

Figure 6.11: Validity



Analysis and Interpretation

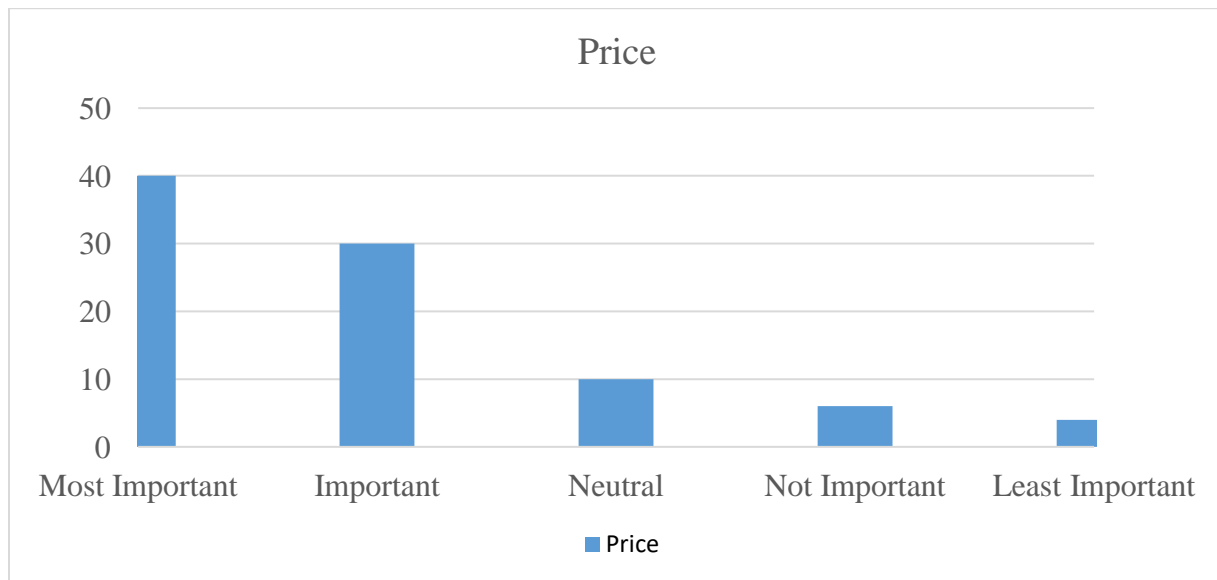
From the above diagram it can be said that 86% (69+17) of the respondent think that “Validity” is an important factor in their purchase decision. Regular monitoring system should be deployed to keep the out of date product away from the customer reach.

6.12. Price

Table 6.12: Price

Scale	Respondents
Most Important	40
Important	30
Neutral	10
Not Important	6
Least Important	4

Figure 6.12: Price



Analysis and Interpretation

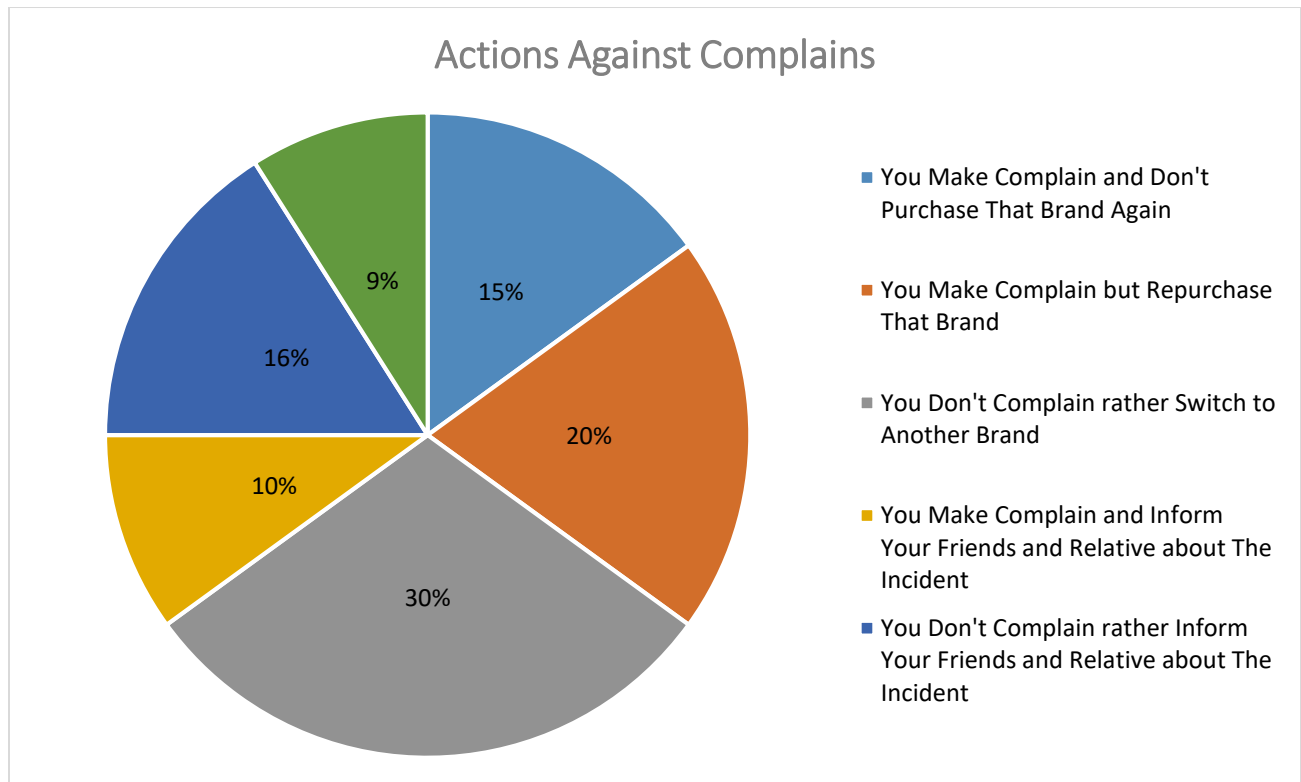
From the above diagram it can be said that 70% (40+30) of the respondent think that “Price” is an important factor in their purchase decision. To gain the leadership in the price sensitive market, players of the frozen food industry should be very vigilant.

6.13. Actions Taken against Complain

Table 6.13: Actions Taken against Complain

Actions	Respondents
You Make Complain and Don't Purchase That Brand Again	15
You Make Complain but Repurchase That Brand	20
You Don't Complain rather Switch to Another Brand	30
You Make Complain and Inform Your Friends and Relative about The Incident	10
You Don't Complain rather Inform Your Friends and Relative about The Incident	16
You Complain if You Think Action will be Taken	9

Figure 6.13: Actions Taken against Complaints



Analysis and Interpretation

From the above pie-chart and table it can be said that the complaint tendency of the customers. Maximum respondents (around 30%) don't make complain rather switch to another brand, around 15% of the respondent make complain but don't purchase the brand again. 20% respondent make complain & inform their friends & relative about the incident; Around 10% respondent make complain but repurchase that brand; around 16% respondent don't complain rather inform their friends & relative about the incident; around 9% respondent complain if they think action will be taken.

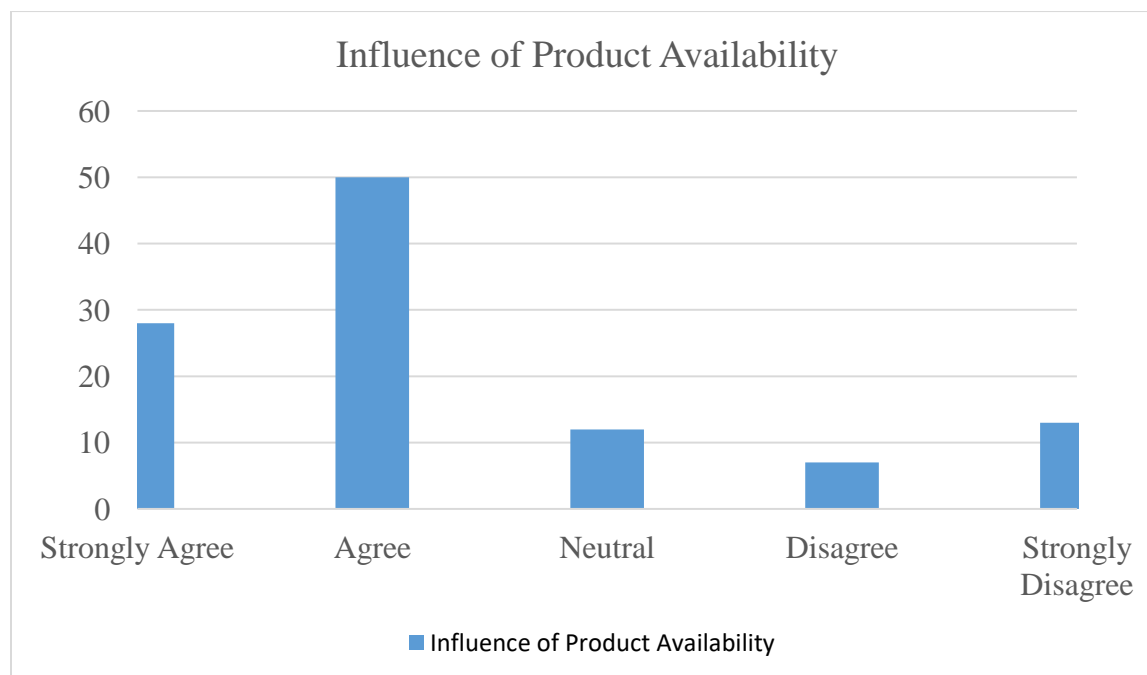
The Second part of the questionnaire (Q-13 to Q-19) is based on the Key factors to achieve leadership in frozen food industry.

6.14. Influence of Product Availability

Table 6.14: Influence of Product Availability

Rating Scale	Respondents
Strongly Agree	28
Agree	50
Neutral	12
Disagree	7
Strongly Disagree	13

Figure 6.14: Influence of Product Availability



Analysis and Interpretation

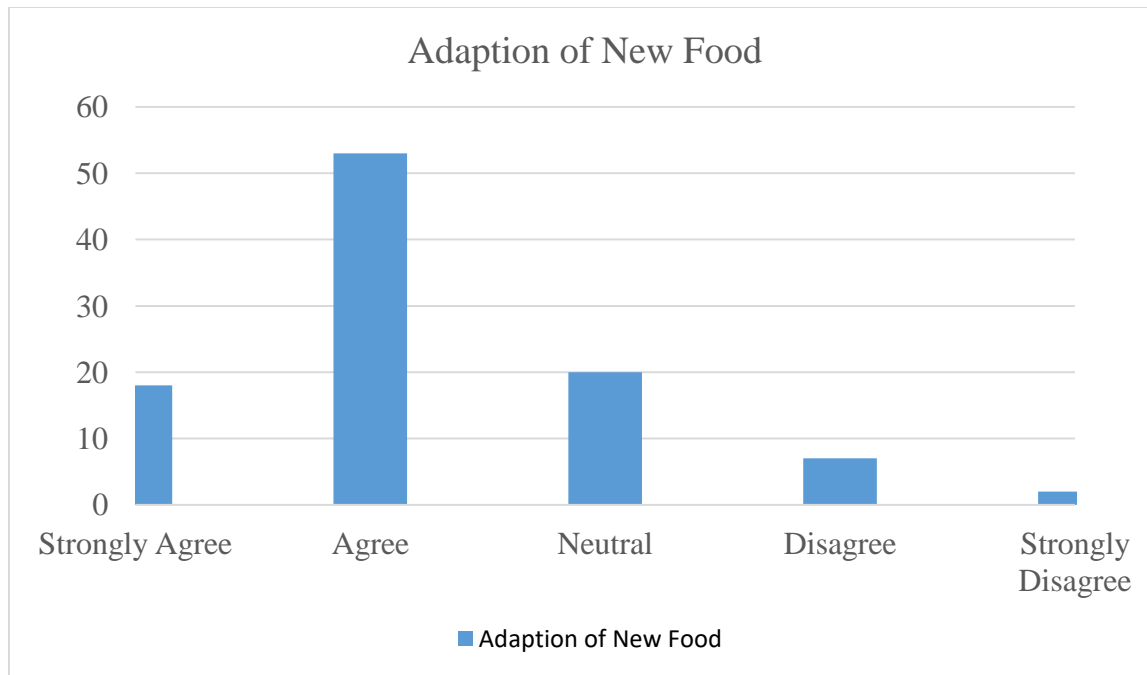
From the above table & graph it can be said that, Maximum respondent (28%+ 50%=78%) agree with the statement ‘Availability of products at the point of purchase influence purchase decision/trial of a product’. Around 12% respondents neither agree nor disagree with the statement. Around 10% (3%+7%) disagree with the statement. So, it can be said that availability of products is a Key factors to achieve leadership in frozen food industry.

6.15. Adaption of New Food

Table 6.15: Adaption of New Food

Rating Scale	Respondents
Strongly Agree	18
Agree	53
Neutral	20
Disagree	7
Strongly Disagree	2

Figure 6.15: Adaption of New Food



Analysis and Interpretation

From the above table & graph it can be said that, Maximum respondent (18%+ 53%) 71% agree with the statement ‘You like to taste new foods (with new look & flavor)’. Around 20% respondents neither agree nor disagree with the statement. 9% (2%+7%) disagree with the statement. So, it can be said that continuous innovation of products is a Key factors to achieve leadership in frozen food industry.

6.16. Influence of Salespeople

Table 6.16: Influence of Salespeople

Rating Scale	Respondents
Strongly Agree	3
Agree	30
Neutral	38
Disagree	21
Strongly Disagree	8

Figure 6.16: Influence of Salespeople



Analysis and Interpretation

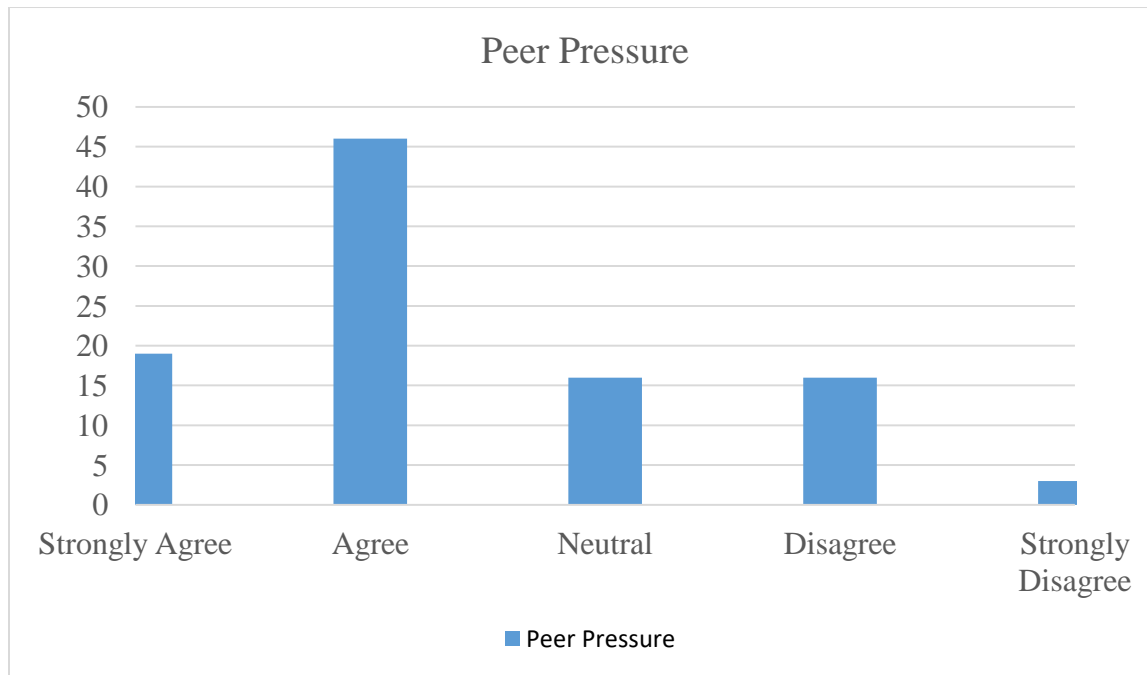
From the above table & graph it can be said that, Maximum 38% respondents neither agree nor disagree with the statement 'You give importance to what the salespeople tell you about their products or service'. (3%+ 30%) 33% respondents agree with the statement. That means they value the recommendation of salespeople. 29% (8%+21%) disagree with the statement. That means these 29% respondents like to make their purchase decision on their own not by the recommendation of salespeople.

6.17. Peer Pressure

Table 6.17: Peer Pressure

Rating Scale	Respondents
Strongly Agree	19
Agree	46
Neutral	16
Disagree	16
Strongly Disagree	3

Figure 6.17: Peer Pressure



Analysis and Interpretation

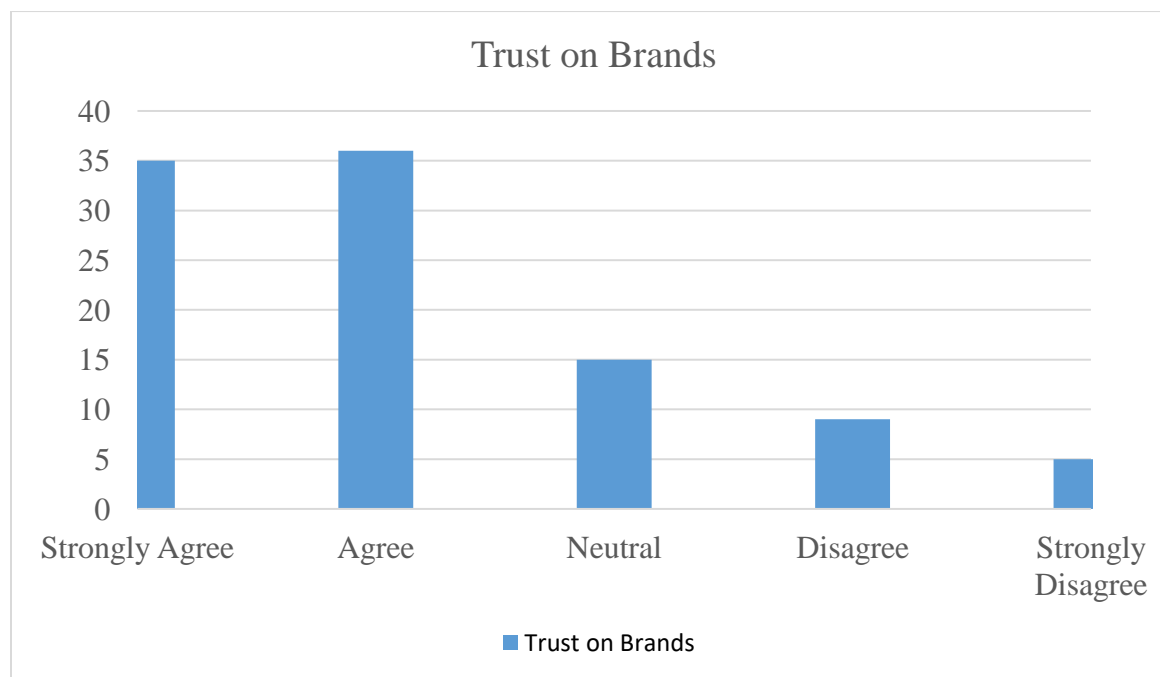
From the above table & graph it can be said that, Maximum respondent (19%+ 46%) 645% agree with the statement ‘Family members, friends and other persons influence your purchase decision’. 16% respondents neither agree nor disagree with the statement. 19% (3%+16%) disagree with the statement. So, it can be said that influence of reference group is a Key factors to achieve leadership in frozen food industry.

6.18. Trust on Brands

Table 6.18: Trust on Brands

Rating Scale	Respondents
Strongly Agree	35
Agree	36
Neutral	15
Disagree	9
Strongly Disagree	5

Figure 6.18: Trust on Brands



Analysis and Interpretation

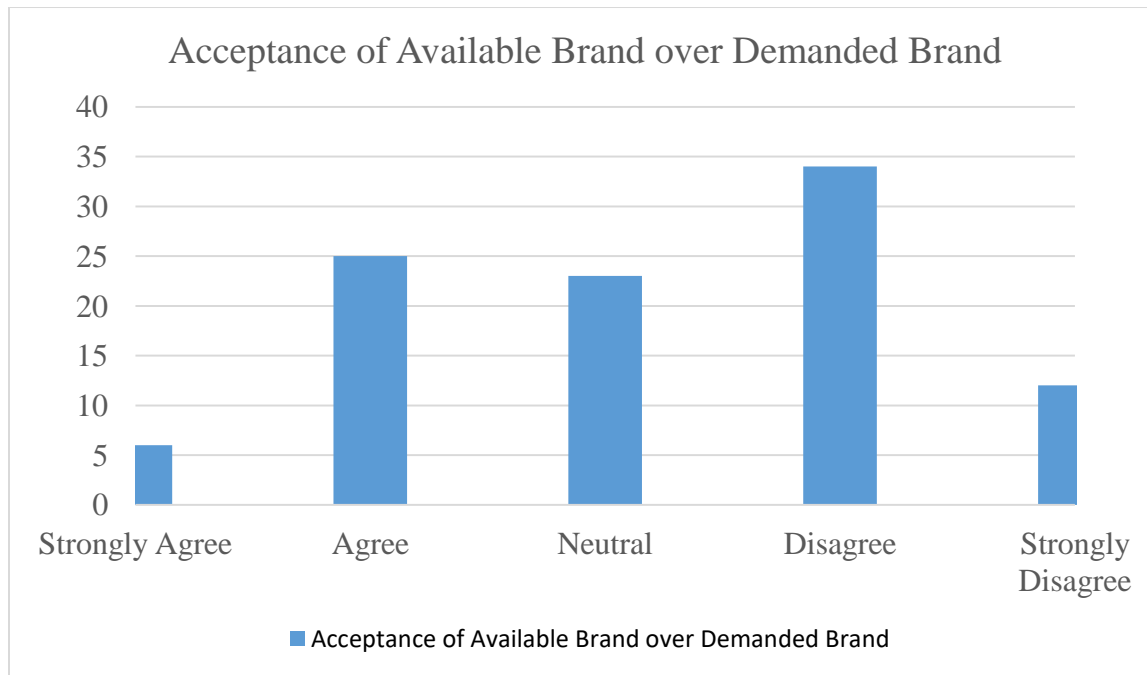
From the above table & graph it can be said that, Maximum respondent (35%+ 36%) 71% agree with the statement ‘You trust and purchase frozen food brands that maintain health standards’. 15% respondents neither agree nor disagree with the statement. 14% (9%+5%) disagree with the statement. So, it can be said that influence of reference group is a Key factors to achieve leadership in frozen food industry.

6.19. Acceptance of Available Brand over Demanded Brand

Table 6.19: Acceptance of Available Brand over Demanded Brand

Rating Scale	Respondents
Strongly Agree	6
Agree	25
Neutral	23
Disagree	34
Strongly Disagree	12

Figure 6.19: Acceptance of Available Brand over Demanded Brand



Analysis and Interpretation

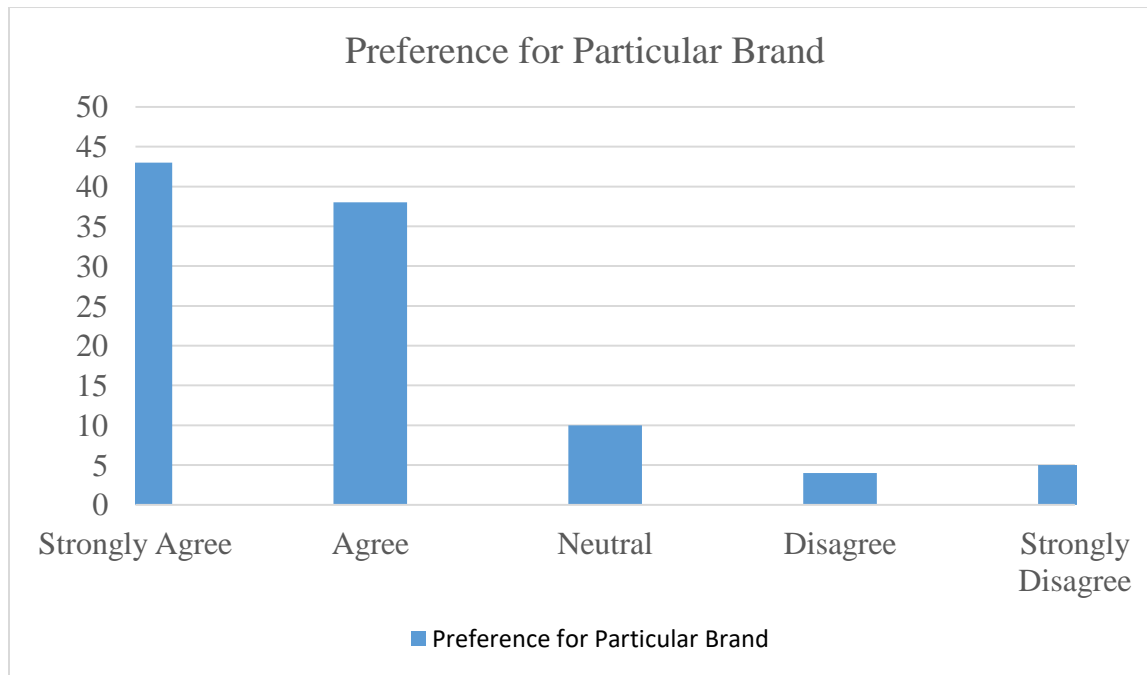
From the above table & graph it can be said that, Maximum respondent (34%+ 12%) 46% disagree with the statement 'You don't demand for a particular brand of frozen food items rather makes selection from the available one.' That means customers are loyal to specific brand and do not make selection from the available product. 23% respondents neither agree nor disagree with the statement. 31% (6%+25%) agree with the statement. That means, these respondents make selection of frozen food from the available one and are not loyal to specific brand. Mostly Availability is important to them. So, it can be said that customer loyalty is another Key factor to achieve leadership in frozen food industry.

6.20. Preference for Particular Brand

Table 6.20: Preference for Particular Brand

Rating Scale	Respondents
Strongly Agree	43
Agree	38
Neutral	10
Disagree	4
Strongly Disagree	5

Figure 6.20: Preference for Particular Brand



Analysis and Interpretation

From the above table & graph it can be said that, Maximum respondents (43%+ 38%) 81 agree with the statement ‘You are motivated to buy particular brand of frozen foods again if you are satisfied with the product in your first purchase.’ 10% respondents neither agree nor disagree with the statement. 9% (4%+5%) disagree with the statement. So, it can be said that influence of reference group is a Key factors to achieve leadership in frozen food industry.

So, it can be said that customer satisfaction is another key factor to achieve leadership in frozen food industry.

6.21. Summary of Findings

Summary of the major findings are-

- 1) A survey on 100 respondents has revealed the result that maximum number of respondents (67%) purchase frozen food. As frozen food industry is still in its growing stage, the result indicates that consumers are becoming interested in consumption of frozen food day by day.
- 2) 48% respondent of the survey purchase frozen food monthly basis, around 28% of the respondent purchase food on weekly basis. Only 4% respondent purchase frozen food daily. The pattern of the frequency of purchase indicates that maximum number of the respondents don't consume frozen food in regular basis.

3) Maximum respondents (73%) purchase frozen food from super shop, around 24% respondent purchase frozen food from retail stores.

4) Maximum respondent (around 86%) of the survey purchase frozen food for personal and family consumption, 12% of the respondent purchase frozen food for party and other celebration.

5) Maximum respondents vote Golden harvest in the first position (17 %) as their most favorable brand which is obvious as Golden Harvest is the pioneer in Frozen food sector in Bangladesh and performing very well in case of products and services, then, Kazi farms kitchen in the second position (11 %) which may because of their outstanding USP and care for the customers health, and PRAN is in the third position (9%), BRAC and Bengal Meat is in the 4th position with 7% each. Rich is in the fifth position (6%). Foreign and other brands stand in 6th position (4%).

6) The most purchased type of frozen food is frozen ready to cook snacks (43%), maybe for the reason that they consume frozen food as an alternative to the fast-food sold in restaurant and cafe; the second most purchased type by the respondents is frozen ready to cook meat (26%), the percentage of this type is lower than the first one maybe for the availability and suitable price of the fresh meat. Some of respondent purchase frozen ready to cook vegetables (around 5%) and frozen ready to cook fish (around 4%). 2% respondent buy other types of frozen food items.

7) Most respondents prefer self-service (90%) in case of buying frozen food indicates that they like to make their choice and selection on their own and don't like the recommendation and interruption of sales people , 9% respondent prefer assistance of salesperson and less than 1% of the total respondent like to get home delivery services.

8) In case of purchasing frozen food respondents give priority to-

- Quality (92% respondents)
- Taste (87% respondents)
- Validity (86% respondents)
- Price (70% respondents)
- Availability (57% respondents)
- Size and amounts (53% respondents)

9) Maximum respondents (around 20%) don't make complain rather switch to another brand, around 15% of the respondent make complain but don't purchase the brand again. 10% respondent make complain & inform your friends & relative about the incident; 10% respondent make complain but repurchase that brand; 5% respondent don't complain rather inform your friends & relative about the incident; 9% respondent complain if they think action will be taken.

10) 26% of the respondents do not purchase frozen food as they like fresh food; they think that frozen food is not fresh. 23% of the respondent do not buy frozen food as they prefer homemade foods; 13% respondent don't buy frozen food as the price is high than the other regular food products; 7% respondents indicate that they don't like the taste of frozen food. Some respondent (8%) do not purchase frozen food as they didn't get them in their locality. 12% respondent do not purchase frozen food as they don't trust frozen food.

11) Maximum respondents who do not buy frozen food (28%) said that they will buy frozen food if all of the factors (taste, quality, availability, price and smell) can be ensured; 18% respondent said that they will buy frozen food if proper taste can be ensured; 2% respondent said that they will buy frozen food if proper smell can be ensured; 26% respondent said that they will buy frozen food if proper quality can be ensured; 17% respondent said that they will buy frozen food if standard price of frozen food product can be ensured; 7% respondent said that they will buy frozen food if availability of product can be ensured.

12) Maximum respondent (71%) agree with the statement 'You like to taste new foods (with new look & flavor)'. 21% respondents neither agree nor disagree with the statement. 9% disagree with the statement. So, it can be said that continuous innovation of products is a Key factors to achieve leadership in frozen food industry.

13) Maximum (38%) respondents neither agree nor disagree with the statement 'You give importance to what the salespeople tell you about their products or service'. (33%) respondents agree with the statement. That means they value the recommendation of salespeople. 29% disagree with the statement. That means these 29% respondents like to make their purchase decision on their own not by the recommendation of salespeople

14) Maximum respondent (65%) agree with the statement 'Family members, friends and other persons influence your purchase decision'. So it can be said that influence of reference group is a Key factors to achieve leadership in frozen food industry.

15) Maximum respondent (72%) agree with the statement 'You trust and purchase frozen food brands that maintain health standards'. It can be said that influence of reference group is a Key factors to achieve leadership in frozen food industry.

16) Maximum respondent (46%) disagree with the statement 'You don't demand for a particular brand of frozen food items rather makes selection from the available one.' That means customers are loyal to specific brand and do not make selection from the available product. 23% respondents neither agree nor disagree with the statement. 31% agree with the statement. That means, these respondents make selection of frozen food from the available one and are not loyal to specific brand. Mostly Availability is important to them. So, it can be said that customer loyalty is another Key factor to achieve leadership in frozen food industry.

17) Maximum respondents (81%) agree with the statement 'You are motivated to buy particular brand of frozen foods again if you are satisfied with the product in your first purchase.' So, we can say that customer satisfaction is another key factor to achieve leadership in frozen food industry.

Chapter 7

Recommendations and Conclusions

1.1. Conclusion

With the increasing of Demand, competition is also increasing. It is proper time that the key factors be identified and implemented to sustain in the competition as well as to achieve leadership of the frozen food sector of Bangladesh.

As the competition of frozen food industry is increasing day by day. Leadership require maximum market share in a particular area, first to launch innovative product in the market, first to notice changes in buying behavior/ consumption pattern, first to react to customer changing demand etc. many features be present in that particular organization that want's to achieve leadership.

Since its origin Kazi Farm Kitchen has gain the trust of people and their admiration whoever consumed its product. They are positive about Kazi Farm Kitchen and can rely on their promises for the wellbeing of their customers. But the existing number of outlets is not sufficient to meet the demand of the customers and Lack of brand awareness because of lack of communication is a barrier to its market growth. By implementing the key factors of Frozen food industry, they will be able to achieve the leadership in this sector.

1.2. Recommendations

1. As consumers are becoming interested in consuming frozen food day by day, Kazi Farms Kitchen should ensure the availability of its products firstly in all over Dhaka city and important locations of all other cities of Bangladesh and then according to demand of frozen food product to all other places of Bangladesh.
2. Kazi Farms Kitchen should enlist their products in all the popular super shops and ensure availability of their products in those super shops when stock become low.
3. Kazi Farms Kitchen should design their package, advertisement by giving priority to personal and family consumption, as maximum respondents use frozen food for personal and family consumption.
4. As maximum respondents prefer self-service, Kazi Farms Kitchen should give importance to this fact and ensure that their products are present in attractive condition& position in the freezers and within the reach of the consumer.
5. They should invest more in research and development to create new product and flavor by identifying the demand and desire of actual and potential customer of frozen food. They should find out ways by which they will be able to increase the taste of product by maintaining the quality of their products.
6. Regularly monitoring system should be arranged to keep the out of date product away from the customer reach and taken to the factory to destroy as validity is one of the most important factors that consumers give importance in buying frozen foods.

7. Kazi Farms Kitchen should always maintain the quality of their products as they promise to their customers. Quality is found to be the most important factor in case of buying frozen food.
8. They should create customer awareness about their brand. They can focus more about their USP in advertisements of their products. They should share with the potential customers the negative impact of Antibiotic, Preservative, Tasting salt and other dangerous elements and facts that can affect their health.
9. To achieve a leading role in this, industry participants of this industry should put much emphasis to maintain quality of their frozen food items. They should attain all the available quality certification to gain the confidence of the consumers.
10. They should encourage customer to make complain and take necessary steps for resolving those complain. Otherwise the company may lose its customer.
11. They should focus more on making loyal customer through customer satisfaction. They can do survey on regular basis to find out whether their products can satisfy the customers or not. They should upgrade their product based on the feedback of the customer.
12. They should observe the behavior of the consumer and their reference group. They can employ observer in different point of purchase of frozen food who will note down the behavior, comment, liking, preference etc. factors to develop new products or upgrade existing products.
13. They should increase their product range and varieties so that consumer can get their preferred item.

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Appendix

Questionnaire

Topic: The Key Factors to Achieve Leadership of the Frozen (Processed) Food Industry.

Dear Respondent,

I am a student of University of Dhaka, doing a survey on “The Key Factors to Achieve Leadership of The Frozen (Processed) Food Industry” for my project. It will take a few minutes of your time. Your response will be a great help in accomplishing the study. However this is only for academic purpose and will not be disclosed elsewhere. Thank you.

Name: _____

Age:

Survey Questions

(Please tick (√) the answer of your choice)

1. Do you purchase frozen foods (ready to cook chicken/beef/fish/curry cut/flour based) items?
 - I. Yes
 - II. No
2. If your answer is ‘Yes’, then how often do you purchase?
 - I. Daily Basis
 - II. Weekly Basis
 - III. Monthly Basis
 - IV. Others
3. From where did you purchase the frozen food items?
 - I. Retail Stores
 - II. Company Outlets
 - III. Trade Fair and Other Events
 - IV. Super Shops
 - V. Others

4. The purpose of your purchase was

- I. Personal and Family Consumption
- II. Party and Other Celebration
- III. Business Purpose
- IV. Others

5. Which frozen food brand did you buy /like most?

- I. Rich
- II. Aftab's
- III. BRAC's
- IV. PRAN's
- V. Bengal Meat
- VI. Golden Harvest
- VII. Kazi Farms Kitchen
- VIII. Foreign Brands
- IX. Others

6. What are the factors that you give importance in purchasing frozen foods?

(Please select the following variables according to your importance to the factors, from

Most Important =5 to Least Important =1)

	Most Important	Important	Neutral	Not Important	Least Important
Taste	5	4	3	2	1
Quality	5	4	3	2	1
Packaging	5	4	3	2	1
Size and Amount	5	4	3	2	1
Availability	5	4	3	2	1
Validity	5	4	3	2	1
Price	5	4	3	2	1

7. If you found any fault/defect in your purchased frozen food item, what do you do?

- I. You Make Complain and Don't Purchase That Brand Again
- II. You Make Complain but Repurchase That Brand
- III. You Don't Complain rather Switch to Another Brand
- IV. You Make Complain and Inform Your Friends and Relative about The Incident
- V. You Don't Complain rather Inform Your Friends and Relative about The Incident
- VI. You Complain if You Think Action will be Taken

8-14 (Please read the following sentences and choose any of the options that justify your views/opinions for the statements. Here, Strongly Disagree =1, Disagree =2, Neutral =3, Agree =4, Strongly Agree=5)

	Strongly Agree=1	Agree=2	Neutral=3	Disagree=4	Strongly Disagree=5
Availability of products at the point of purchase influence purchase decision/trial of a product.					
You like to taste new foods (with new look & flavor).					
You give importance to what the salespeople tell you about their products or service.					
Family members, friends and other persons influence your purchase decision / you pay attention about					

what the other people say/ comment about any product or brand.					
You trust and purchase frozen food brands that maintain health standards.					
You don't demand for a particular brand of frozen food items rather make selection from the available one.					
You are motivated to buy particular brand of frozen foods again if you are satisfied with the product in your first purchase.					