



Inspiring Excellence

INTERNSHIP REPORT

On

Study on Brand Awareness and Brand Perception of 'Mr. Cookie'

Submitted to:

Ummul Wara Adrita

Lecturer

BRAC Business School, BRAC University

Submitted by:

Mehbub Hossain Pranto

ID: 14204109

BRAC Business School, BRAC University

Date of submission: November 29, 2018



Study on Brand Awareness and Brand Perception of 'Mr. Cookie'

LETTER OF TRANSMITTAL

20th November, 2018

To

Ummul Wara Adrita

Lecturer, BRAC Business School

BRAC University, Dhaka

Subject: Submission of Internship Report on Brand Awareness and Brand Perception of Mr. Cookie

Dear Ma'am,

With due honor, I would like to present my internship report on “Brand Awareness and Brand Perception of Mr. Cookie”. I have concluded a 12 week Internship program under your supervision as a pre-requisite to complete my Bachelors of Business Administration. During the internship period, I was appointed as a Marketing Intern in the Branding Department of A.T Haque Ltd.

In the report, a survey has been conducted on 100 samples having different age, occupations with a view to study how much they were actually aware about the brand ‘Mr. Cookie’ and how they perceived ‘Mr. Cookie’.

I have tried my highest endeavor to complete this report accordingly and accurately. I would also like to declare that I will remain on reserved for any further explanations and clarifications when required.

Sincerely yours,

Mehub Hossain Pranto

ID - 14204109

BRAC Business School

BRAC University

LETTER OF ENDORSEMENT

The internship report on the topic “Study on Brand Awareness and Brand Perception of Mr. Cookie” has been submitted to the Office of Career Services & Alumni Relations (OCSAR) for the fractional fulfillment of the requirements for the degree of Bachelors of Business Administration, concentrated area in Marketing and Human Resources Management, BRAC Business School on the semester ‘Fall 2018’ by Mehbub Hossain Pranto, ID- 14204109. The report has been considered and will be presented for evaluation to the Internship Defense Committee.

As the internship supervisor of him, his contribution is quite considerable for me. the entire project has been performed by him under my supervision and certain changes were made wherever it was required. The total report is centered on a survey which was accompanied with a sample of 100 respondents to different age groups. In fact, the survey has been conducted through face to face survey, Google form and the overall result is without question genuine and accurate.

Ummul Wara Adrita

Internship Supervisor

ACKNOWLEDGEMENT

First of all, I would like to thank the **Almighty Allah** for granting me the strength and will to complete this internship report on time.

I would like to acknowledge all those people who have helped me directly or indirectly to complete this report. I would also like to express my special gratitude to my internship supervisor **Ummul Wara Adrita** whose constant directions, suggestions and feedbacks that have helped me to prepare the report accurately, accordingly and most importantly to meet the objectives of the internship report.

I would also like to recognize the contribution of my supervisor **Abhishek Bikash Datta** from branding department who has guided me throughout the internship period. Moreover, I would really like to appreciate the crucial role of the people who took their precious time to help me collect the data of the survey. Furthermore, I would also appreciate the cooperation of all the employees of 'A.T. Haque Limited' that have helped me during this period and made the experience worthwhile.

Finally, I would like to express my gratefulness to my **parents, faculties and friends** whose support and teachings have brought me to this point.

EXECUTIVE SUMMARY

It has become imperative for the companies to establish brand awareness in order to survive in the business world with competitors. 'Mr. Cookie' brand started its journey at 1978; as it is an old company it is a challenge to keep up with the competitors and adapt to changes by building brand awareness and making the consumers perception favorable. In this report, it has been tried to find whether the consumers are aware about 'Mr. Cookie' and what the consumer's perception about it is. For this, I did a survey on 100 random people for this report. 80 respondents through online Google form. The rest 20 respondents were from supermarkets ex- Swapno, Agora and some local markets where I conducted market survey. The respondents were asked relevant questions to know their awareness level and their perception about the brand 'Mr. Cookie'. From the survey results, it can be said that 'Mr. Cookie' is still quite successful in providing customers with quality biscuits. Most of the customers responded positively about its unique taste, quality, brand recognition, nostalgia factor. In fact, they were also willing to recommend it to their friends and family. But the daunting factor is that A.T Haque needs improvement to fill the significant gap between their products and the mother company; as most of the respondents failed to name other products of the company. In the later phase of this research report, findings of this research were included. In which sector they were decent and in which sector they had shortcomings were discussed in the findings part. A clear picture has been attained from those findings and based on that some recommendations have been made so that A.T Haque Ltd can regain their market position and continue to succeed and grow in the long run.

TABLE OF CONTENTS

PART 1: ORGANIZATIONAL OVERVIEW	01
PART 2: PROJECT PART	06
1. INTRODUCTION TO THE STUDY	06
1.1 RATIONALE OF THE STUDY	06
1.2 PROBLEMS STATEMENT	06
1.3 SCOPE AND LIMITATION OF THE STUDY	07
1.4 OBJECTIVES OF THE REPORT	07
2. LITERATURE REVIEW	08
3. RESEARCH METHODOLOGY	9-10
4. ANALYSIS & INTERPRETATION OF DATA	11-26
5. FINDINGS	27
6. RECOMMENDATIONS	28
7. CONCLUSION	29
REFERENCE	30
APPENDIX	31

ORGANIZATIONAL OVERVIEW

Company Profile:

A.T. Haque Limited is the most trusted and highly admired biscuits, chips, confectionery, soap, and battery manufacturer in Bangladesh established at 1947.

In 1957 Barrister Tamizul Haque established the company's first factory at Tejgaon. World known HAAS-HECRONA, NISSHIN RYOKI and BAKER PERKINS are the three modern machinery that are used to produce products like Mr. Cookie, Cream Crackers, Bourbon, and Digestive Biscuits in this factory.

In January 1965, the carbide factory "Haque Carbide" was established at Tongi. "Haque Battery 786" is one of the most well-known brand back then from Haque carbide. In 1988, at Tongi Soap plant was started and Haque is the contract-manufacturer of renowned Branded Soaps, for instance Dettol, Savlon, Cute, Meril, Neem, Cinthol & Santoor. Since 1994 at Tongi, Dhaka the dry cell factory is in operation.

Haque has acquired 'V- 60' plant from the globally reputed and gigantic biscuit-machine manufacturer 'HAAS' to produce oven fresh cookies like Kheer Malai, Sor Malai, Super Bite and Romancio Cookies in 2016. In order to respond to the huge market demand, Haque went for two-folded Capacity Expansion with purchasing another Machine 'GF-2' from HAAS.

Since 2011, A. T. Haque Ltd. is producing world famous paint company Berger paints Bangladesh Limited's cement paint Durocem, Robbialac Wall Putty, Breathe Easy Wall Putty, Mr. Expert Latex Plus, Illusions and Power Bond DDL.

Late Barrister Tamizul Haque was the founder Chairman of A. T. Haque Ltd. Josna Adam Haque is the Chairman of A. T. Haque Ltd at present. Now the overall business is persuaded by the inspiration and direction of Adam Tamizi Haque, the Managing Director of A.T. Haque Ltd.

Consumers see Haque as a symbol of faith and trust because of the quality-products and consumer-orientation. Haque has always valued the people's contribution and always supported for their development. The company's most reputed brand is 'Mr. Cookie' obtained 'Monde Selection Gold Medal' several times. Competitors look upon Haque as an example of brilliance in quality and taste.

The company has started exporting its products to countries like U.A.E., Kuwait, Saudi Arabia, India, Canada, Nepal, etc. Whereas it is a family business, the company is doing business under the governing board of directors, the shareholders of the company and elected by the Board Meeting. At present the lineup of the Board of Directors are:

1. Mr. Adam Tamizi Haque – Managing Director

2. Josna Adam Haque – Chairman

Mission:

To improve the quality of life of families in our selected markets by providing affordably made world class products. [Source: athaque.com]

Vision:

Our vision is to serve our consumers with high variety of products at an affordable price and on time delivery while maintaining strategic partnership with the suppliers and becoming employer of choice. [Source: athaque.com]

Values:

• **Integrity -**

Building trust with consumers, communities and suppliers by fulfilling promises of quality and quantity, complying with regulations and laws, and honoring rules of engagement.

• **Personal Ownership -**

Taking personal responsibility for the outcome by anticipating needs, being resourceful and following through until the goal is accomplished.

• **Teamwork -**

Working across organizational and cultural boundaries to achieve extraordinary performance and deliver to consumers.

• **Excellence**

Building a culture based on excellence in thought and in execution to better serve consumers.

[Source: athaque.com]

Products:

Biscuits & Cookies:

- ✓ Mr. Cookie
- ✓ Sugar Free
- ✓ Milk Marie
- ✓ Mr. Milk & Tasty Milk
- ✓ Horliks
- ✓ Mr. Energy
- ✓ Zeera Bite
- ✓ Gem Biscuit
- ✓ Digestive Plain
- ✓ Digestive Chocolate
- ✓ Fata Futty
- ✓ Choco Nutty
- ✓ Haque-G & Haque Milk
- ✓ Mister Coconut
- ✓ Double Cream
- ✓ Sooper Creamy
- ✓ Bourbon
- ✓ Lemon Chocolate Biscuit
- ✓ Glucose Biscuit
- ✓ Salty Star
- ✓ Super Bite
- ✓ Romancio
- ✓ Kheer Malai
- ✓ Sor Malai
- ✓ Checkers
- ✓ La' Butter



Chips & Crackers:

- ✓ Potato Crackers
- ✓ Tarzan & Jane Chips
- ✓ Giant Jumbo Bar
- ✓ Pillow Chocolate Chips
- ✓ Pop Chips
- ✓ Krackomon Chips
- ✓ Wasabi & Cheese Potato Crackers
- ✓ Pingo Potato Chips

Wafer:

- ✓ Ding Dong
- ✓ Crunch Chocolate Coated Wafer

Chocolate:

- ✓ Nic Nac
- ✓ Haque Dairy Milk

Snacks:

- ✓ Mukhorochock Jhal Chanacur
- ✓ Mukhorochock Jomfa Chanacur
- ✓ Mukhorochock Jhal Motorvaja

Powder Drink:

- ✓ Orange Energy

Battery:

- ✓ Haque Battery

Soap:

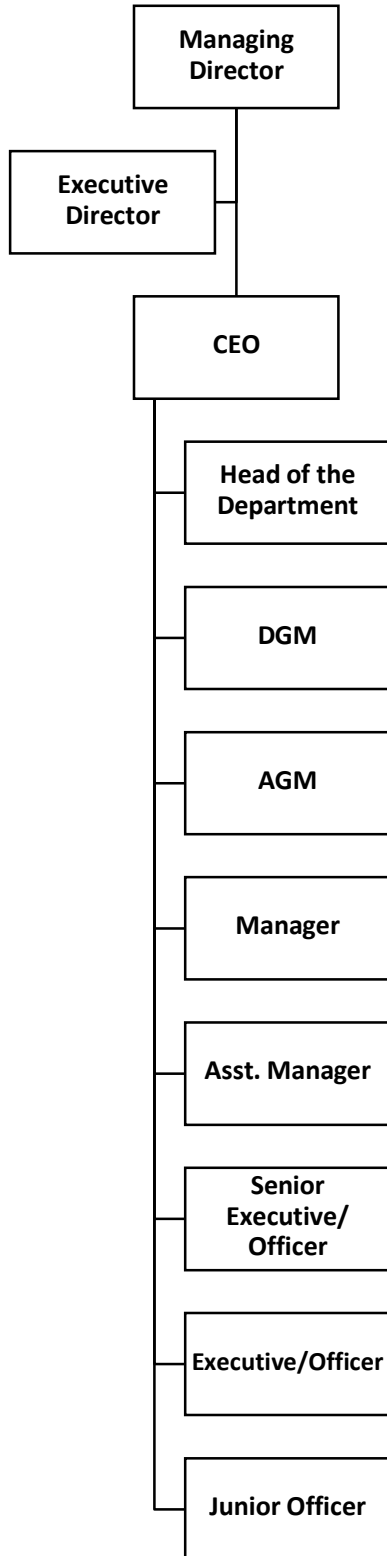
- ✓ Rose Soap & Jasmine Soap
- ✓ Man Soul
- ✓ Silky Soap

Others:

- ✓ Miss Tetul
- ✓ Haque Stick Noodles
- ✓ Haque Lachchha



Organogram



RESEARCH

1.INTRODUCTION TO THE REPORT

1.1 The Rationale of the Study:

This report is prepared for the requirement of the Bachelors of Business Administration program and to learn about the real world of marketing. I got the opportunity to work as a marketing intern in A.T Haque Ltd. in the Branding department. In this report, I have conducted a survey in order to measure the awareness and perception of A.T Haque Ltd.'s product 'Mr. Cookie'. I have connected my theoretical knowledge with the contents of the report and the valuable experience while working in the organization during the period.

This internship report will help the company to know how much aware are the customers of their leading product 'Mr. Cookie' and change consumer's perception into affirmative. The company can also take necessary steps and effective marketing decisions from the findings of the study according to the customer's needs and wants. When the customer's needs and wants are fulfilled they will respond positively towards their product and gradually establish brand loyalty.

1.2 Statement of the Problems:

We all know that the consumer's needs and wants are ever changing. So it is important to increase brand awareness of a product by coming up with something new that attracts the customers.

The main challenge of the company is before launching products in the market they should analyze the acceptability of the customers towards the brand. This report will to some extent help in analyzing the current acceptance level of 'Mr. Cookie'. Later on, the company may resolve the issues by creating more awareness and filling the gap in the market. This also clarifies what the customers understand by brand and how they actually make their purchase decisions. The basic pursue of this research are:

- ❖ Brand Perception of 'Mr. Cookie' among consumers.
- ❖ Awareness and acceptability of 'Mr. Cookie'.
- ❖ Brand awareness of 'A.T Haque' and its other products.
- ❖ The brand image of overall biscuits among consumers.
- ❖ Buying behavior of consumers regarding biscuits.

1.3 Scope and Delimitation of the Study:

‘Mr. Cookie’ started its journey in 1978. It had bigger market share and less competitors at that time. But at present, a lot of competitors came up and there are threat of having new entrants in the years to come. The survey that was conducted helped to understand what the customer’s first choices were regarding biscuits and its certain characteristic they loved. The purchase pattern and purchase behavior of the customers were also understood. Moreover, certain gaps between customers and Mr. Cookie are identified. This study also helped to know about the actual brand positioning of ‘Mr. Cookie’ in Bangladesh.

The sample size was exactly 100 which may seem decent and sufficient enough. But there is a possibility of missing out some other target group. Actual data may also be missed out if the respondents fill up the form with inaccurate information because of hastiness or negligence. Time limitation and maintaining confidentiality of the company also restricted to some extent in the preparation of the report.

1.4 The Objective of the Report:

Primary Objective: The primary objective of the report is to fulfill the requirement for the degree. As this report is part of BUS400 course that is required for the conclusion of the BBA Program of BRAC University.

Secondary Objective: The secondary objective of this research is to measure the brand awareness and brand perception for the brand ‘Mr. Cookie’ by A.T Haque Ltd. in Bangladesh. To be precise:

- ❖ Recognition of brand ‘Mr. Cookie’.
- ❖ Effective mode of communication of Mr. Cookie.
- ❖ Comparison of ‘Mr. Cookie’ with competitors.
- ❖ Position of ‘Mr. Cookie’ among all brands from customer’s point of view.
- ❖ Providing recommendations to improve the shortcomings found in the report.

1.5 Research Questions:

- I) How much aware are the customers regarding Mr. Cookie?
- II) How are the customers perceiving Mr. Cookie?

2.LITERATURE REVIEW

Brand is nothing without perception. Brand is a set of perceptions and images that represent a company, product or service. Brand is the essence or promise of what will be delivered. Creating value is the heart of branding.

According to the American Marketing Association, brand is “A name, term, design, or any other feature that identifies one seller’s good or service as distinct from those of other sellers. The legal term of brand is trademark. A brand may identify one item, a family of items, or an item of that seller. If used for the firm as a whole, the preferred term is trade name.”

Phillip Kotler, author of Marketing Management, describes “A brand is a name, term, symbol, or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competitor.”

Brand Feelings are observed, developed from the customer’s point of view only. Companies should avoid creating mixed feelings of their brand. Moreover, IMCs play an important role in providing the message to the people who can be potential customers.

According to a case study by HBR, “making an emotional connection with your audience is much more important than customer satisfaction. In fact, a retailer managed to increase its number of active customers by 15 percent and boost same-store-sales growth by 50 percent by using a customer experience strategy based on emotional connection.”

According to Phillip Kotler, “Extent to which a brand is recognized by potential customers and is correctly associated with a particular product. Expressed usually as a percentage of target market, brand awareness is the primary goal of advertising in the early months or years of product’s introduction.”

According Rory Whelan, “Research suggests that perceived brand value has a direct correlation to a consumer’s assumption of product or service’s quality. Simply put, when a customer is under the impression that a business is large, selling more and doing well, they are more likely to buy from it.”

Marketing is all about creating value for the right customers at the right time in the right place.

3.RESEARCH METHODOLOGY

For conducting the research both primary and secondary data were collected.

❖ Primary Data:

The primary data was collected with the aid of a well-designed questionnaire. Exactly 100 people of different age ranges were requested to fill-up the survey questionnaire with the objective to understand the brand awareness and brand perception of the brand 'Mr. Cookie'. The questionnaire was mainly focused on different features such as familiarity with the brand, how they got introduced to the 'Mr. Cookie', quality, first choice, frequency of buying, perception/brand feelings etc.

❖ Secondary Data:

The secondary data was collected from A.T Haque Ltd.'s official website, articles and other reports of the company.

Sampling:

The sample of 100 has been mainly chosen from different areas of Dhaka. Dhaka is the core of the country but other districts like Cumilla, Chottogram etc. were also selected.

Sample Size:

The sample size has been selected 100 randomly. This helped to go into a comprehensive study on the survey for the brand awareness and perception of 'Mr. Cookie'. This sample size will help to generate accurate result and enhance better understanding of the study.

Sampling Technique:

'Mr. Cookie' is a product targeted for the young and middle-aged people who are about 7-35 age range. Henceforth, the simple random sampling technique is implemented keeping the age range in mind.

Questionnaire Preparation:

In today's era, technology has become the world faster and more comfortable. Since, my sample size was of 100, it would have been difficult to fill up 100 hard copies of questionnaire face-to-

face. So, I have decided to use Google Form for the survey. Now, I have taken the survey face-to-face in the supermarkets Swapno, Agora and some local markets where the respondents were 20 in number. The rest 80 respondents responded in the Google Form that I have made.

Contact Method:

The link of the Google Form questionnaire was sent to all the respondents with the help of Facebook, Messenger and Gmail etc.

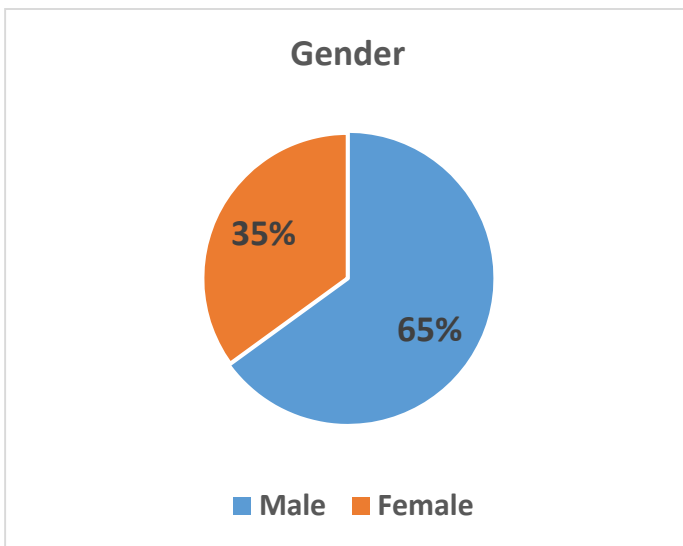
Data Collection Process:

The data collection process was very easy as the Google form generated real time results and in graphical presentation i.e. pie charts.

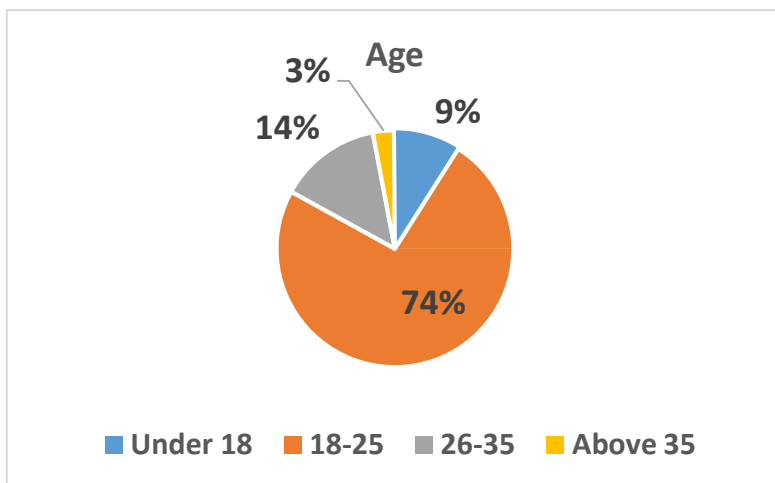
4.ANALYSIS & INTERPRETATION OF THE DATA

The total questionnaire was prepared fundamentally & in a sequential order to cover all the areas that are related to measure the brand awareness and brand perception of 'Mr. Cookie'. So, all the questions were set up chronologically. The total response collected for each question is 200. All the questions were mandatory.

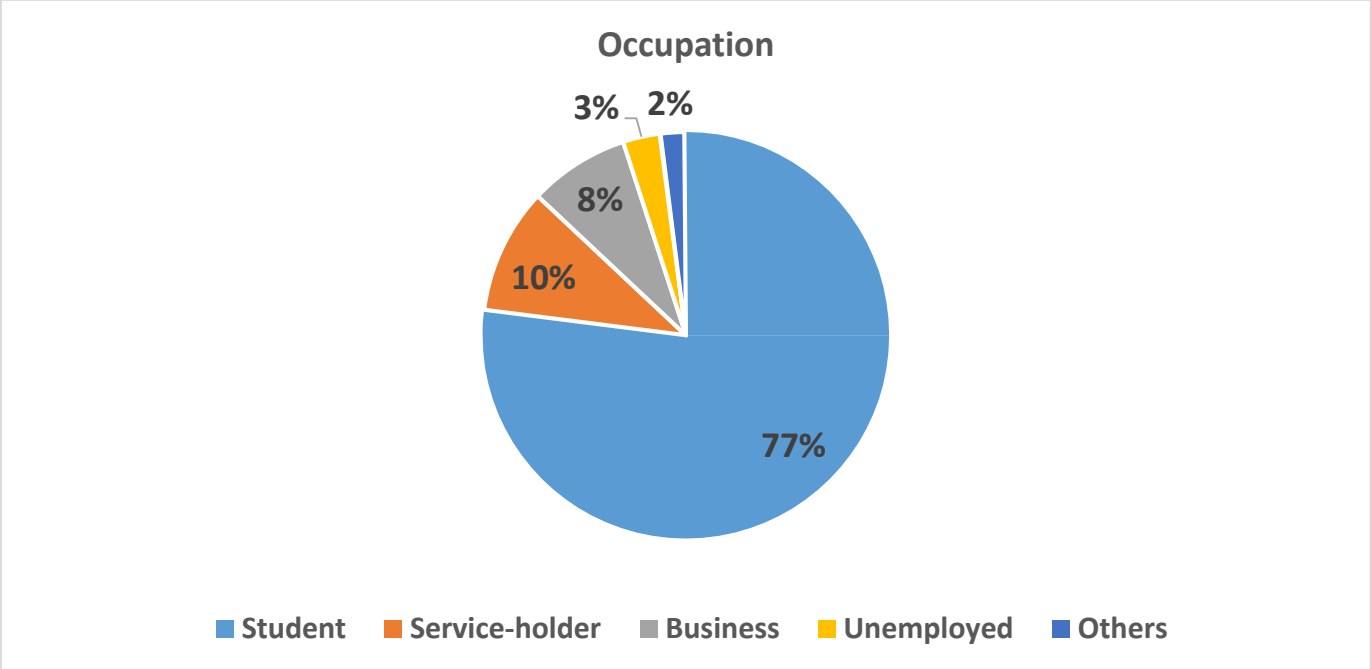
Q: 1-3. Demographic Factors:



Gender	Frequency	Percentage
Male	65	65%
Female	35	35%



Age Range	Frequency	Percentage
Under 18	9	9%
18-25	74	74%
26-35	14	14%
35+	3	3%

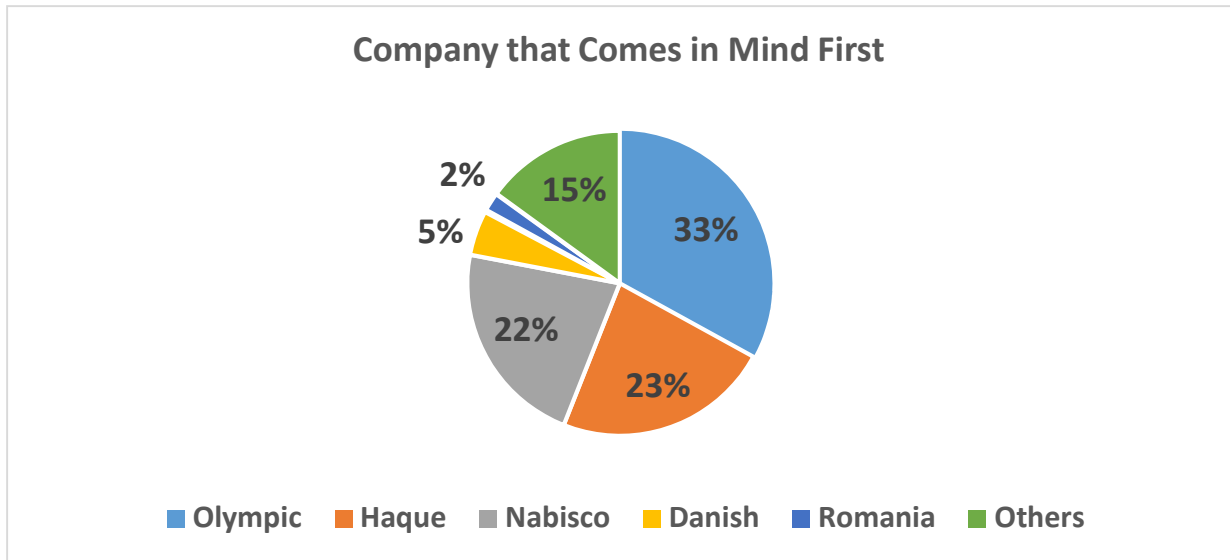


Occupation	Frequency	Percentage
Student	77	77%
Service Holder	10	10%
Business	8	8%
Unemployed	3	3%
Others	2	2%

Analysis: (Demographic Factors)

- ❖ The ratio of the surveyed shows where men: women is almost 60:40 ratio.
- ❖ The age range was selected keeping the target age range in mind which is from 7 to 35 years old for 'Mr. Cookie'. The survey result showed that 97% belonged to this target age range.
- ❖ As the age range mostly fall on 18-25, 77% of the surveyed people were students.

Q: 4.Which Company comes to your mind when you think of biscuits?

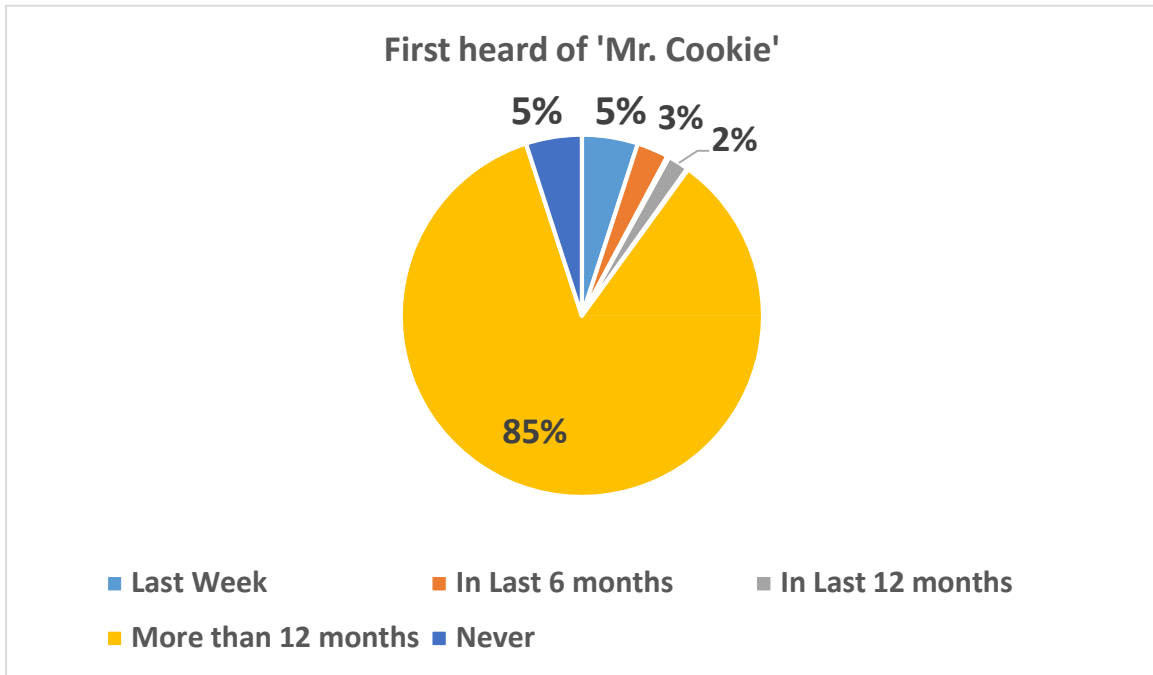


Company	Frequency	Percentage
Olympic	33	33%
Haque	23	23%
Nabisco	22	22%
Danish	5	5%
Romania	2	2%
Others	15	15%

Analysis:

The survey results say that to stay alive, you have to come up with new ideas and new products. Olympic leads over other brands with 33% because of their good name and varieties. Haque and Nabisco are also popular among the surveyed people with 23% and 22% respectively. In order for Haque to topple Olympic brand, they must bring in new products of different varieties that will be acceptable to the consumers.

Q: 5. When did you first hear about 'Mr. Cookie'?

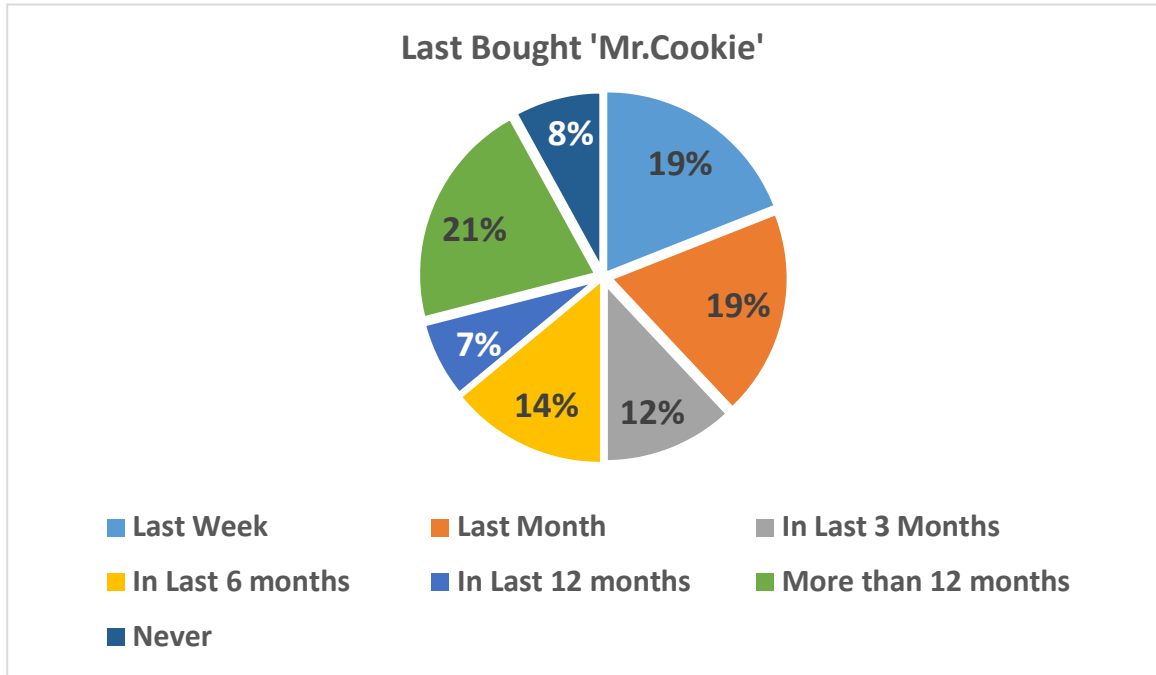


Options	Frequency	Percentage
Last Week	5	5%
In Last 6 Months	3	3%
In Last 12 Months	2	2%
More than 12 Months	85	85%
Never	5	5%

Analysis:

'Mr. Cookie' is an old heritage brand starting its journey since 1978. In these 40 years it is well-known to almost everyone. The survey result shows that 85% of people know about the product from a long time ago. It is mainly because of their old promotional activities that enable to make it a well-established brand mainly because of its unique taste and high quality. It has been passing on to new generations from word-of-mouth and purchasing behavior of the families to their children.

Q: 6. When was the last time you bought 'Mr. Cookie'?

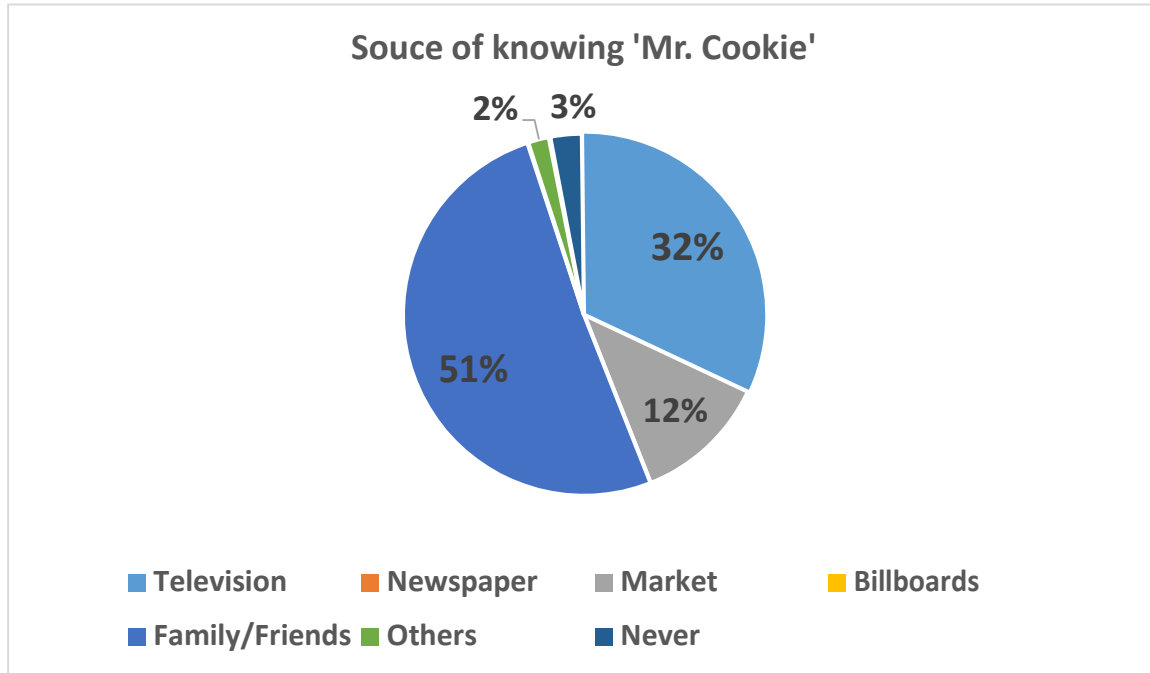


Options	Frequency	Percentage
Last Week	19	19%
Last Month	19	19%
In Last 3 Months	12	12%
In Last 6 Months	14	14%
In Last 12 Months	7	7%
More than 12 Months	21	21%
Never	8	8%

Analysis:

As earlier explained, because of Mr. Cookies brand recognition it's still the leading product of A.T Haque Ltd in terms of sales. The result also proves that the purchasing behavior of the respondents during this 1 year period is 71%. This product will continue to be passed on future generations because of its uniqueness and nostalgia factor.

Q: 7.How did you come to know about 'Mr. Cookie'?

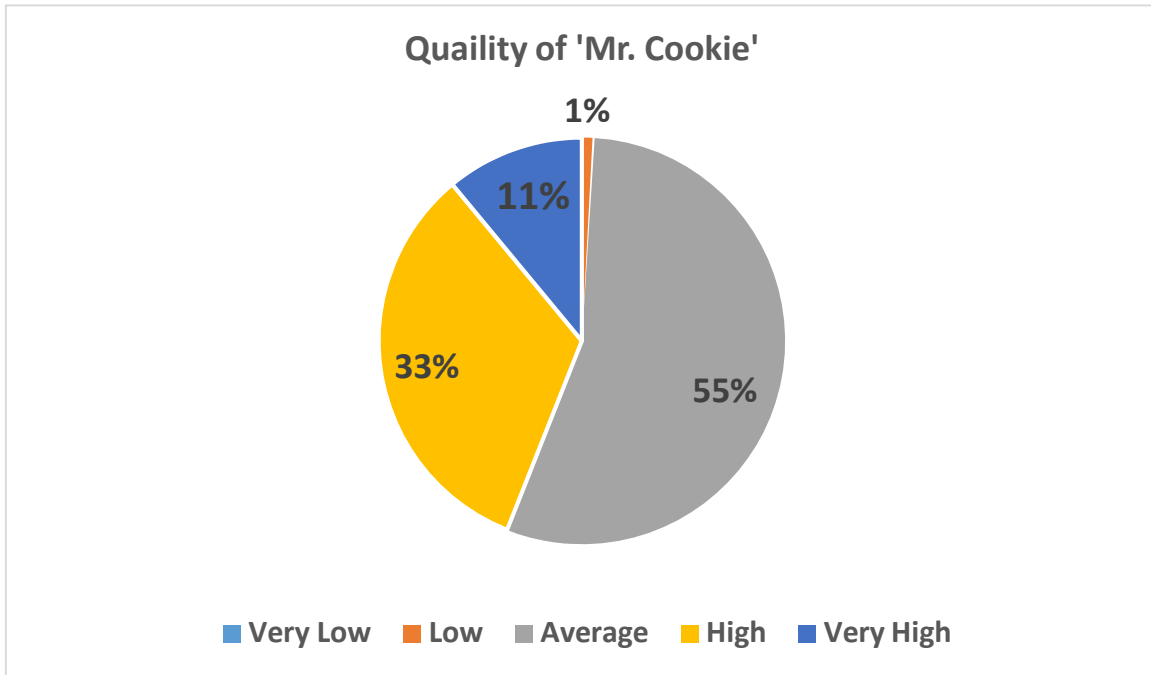


Options	Frequency	Percentage
Television	32	32%
Newspaper	0	0%
Market	12	12%
Billboards	0	0%
Family/Friends	51	51%
Others	2	2%
Never	3	3%

Analysis:

The promotional activities of 'Mr. Cookie' like TVC, radio, billboard etc. are currently stopped. But in the earlier years 32% surveyed got aware of the product through TVC when it was aired at that time. 12% of the respondents also got to know of 'Mr. Cookie' from the market. But majority which is about 51% of the respondents got to know from their family and friends. 'Word of mouth' played a great role for such a heritage brand to attract new customers.

Q: 8.How do you rate the quality of 'Mr. Cookie'?

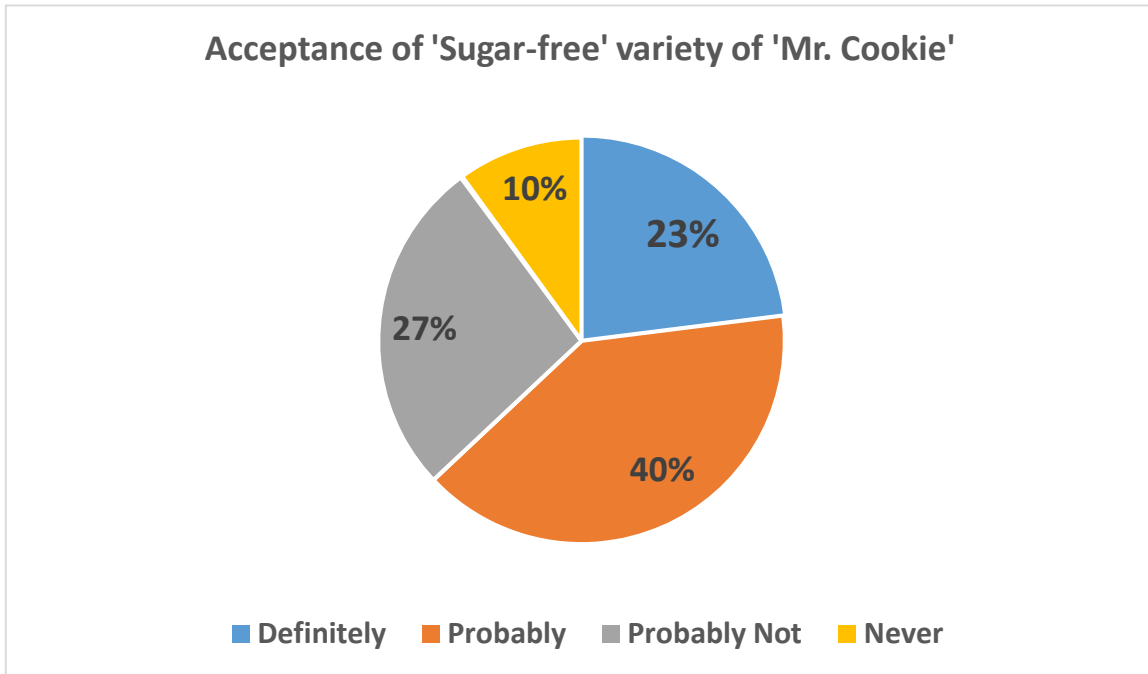


Options	Frequency	Percentage
Very Low	0	0%
Low	1	1%
Average	55	55%
High	33	33%
Very High	11	11%

Analysis:

55% of the surveyed has rated 'Mr. Cookie' as an average product. But the rest 44% of the surveyed has rated 'Mr. Cookie' as high and very high. The ingredients- butter, coconut, sugar etc. used to make 'Mr. Cookie' are of high quality and they maintain hygiene very strictly. So it can be said that they were able to deliver quality product and most of the customers also believe that. But there is always room for improvements so they might work on quality enhancement in the years to come.

Q: 9. Will you accept 'Mr. Cookie' if they launch a new variety like 'Sugar Free'?

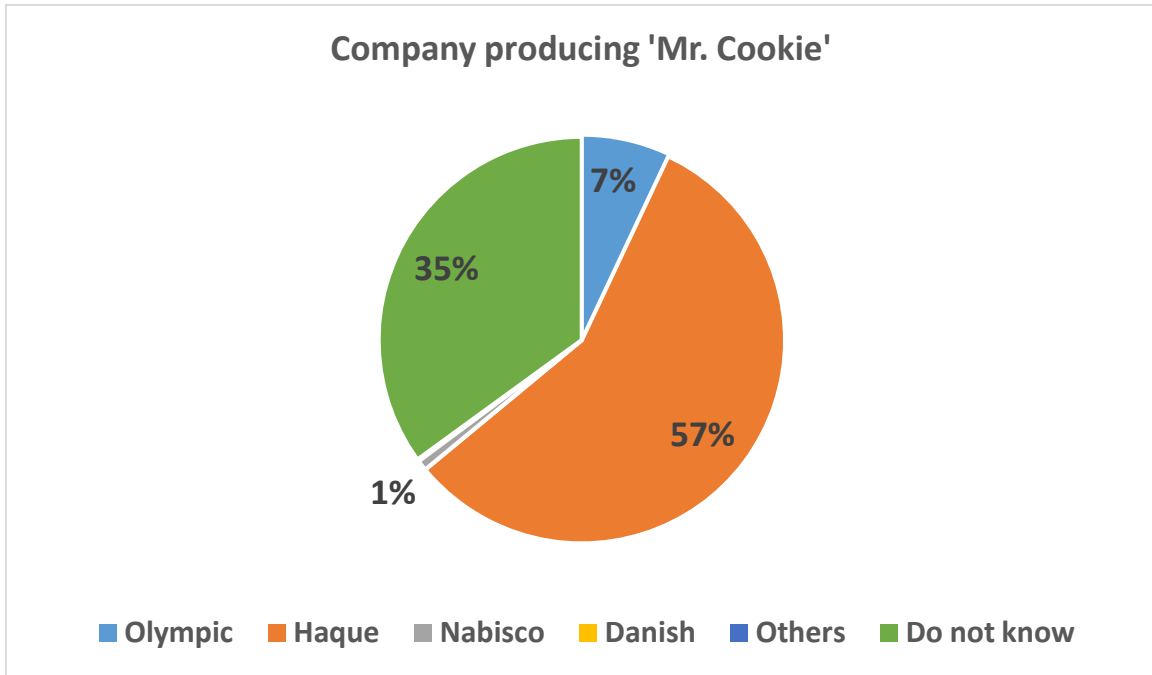


Options	Frequency	Percentage
Definitely	23	23%
Probably	40	40%
Probably Not	27	27%
Never	10	10%

Analysis:

This question was asked to see whether they want any varieties of 'Mr. Cookie'. 'Mr. Cookie' is mainly known for its sugary taste. But time has changed a lot of people now are health conscious and many avoid sugar. Keeping that in mind 'Sugar-free' variety was proposed and about 63% of the surveyed people were in favor of it. On the other hand, the rest 37% of the surveyed wanted the old nostalgic taste of 'Mr. Cookie' to stay the same as it is.

Q: 10. Which company owns 'Mr. Cookies'?

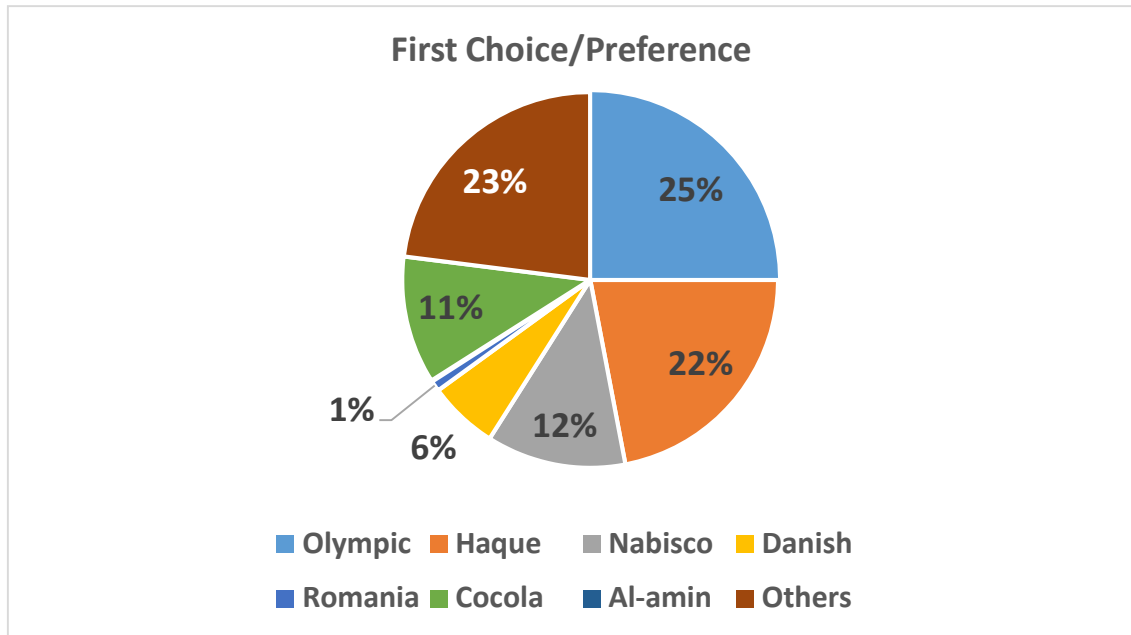


Company	Frequency	Percentage
Olympic	7	7%
Haque	57	57%
Nabisco	1	1%
Danish	0	0%
Others	0	0%
Do not know	35	35%

Analysis:

This question was quite necessary to ask to see whether the respondents actually know about the mother company of the brand who produces 'Mr. Cookie'. The result showed that only 57% of the respondents actually were able to identify Haque as the parent company of 'Mr. Cookie'. But the rest 43% of the respondents did not actually know about the producer of Haque. So, they must aware the customers through their promotional activities like TVCs or billboard ads.

Q: 11. Which is your first choice or preference while buying biscuits?

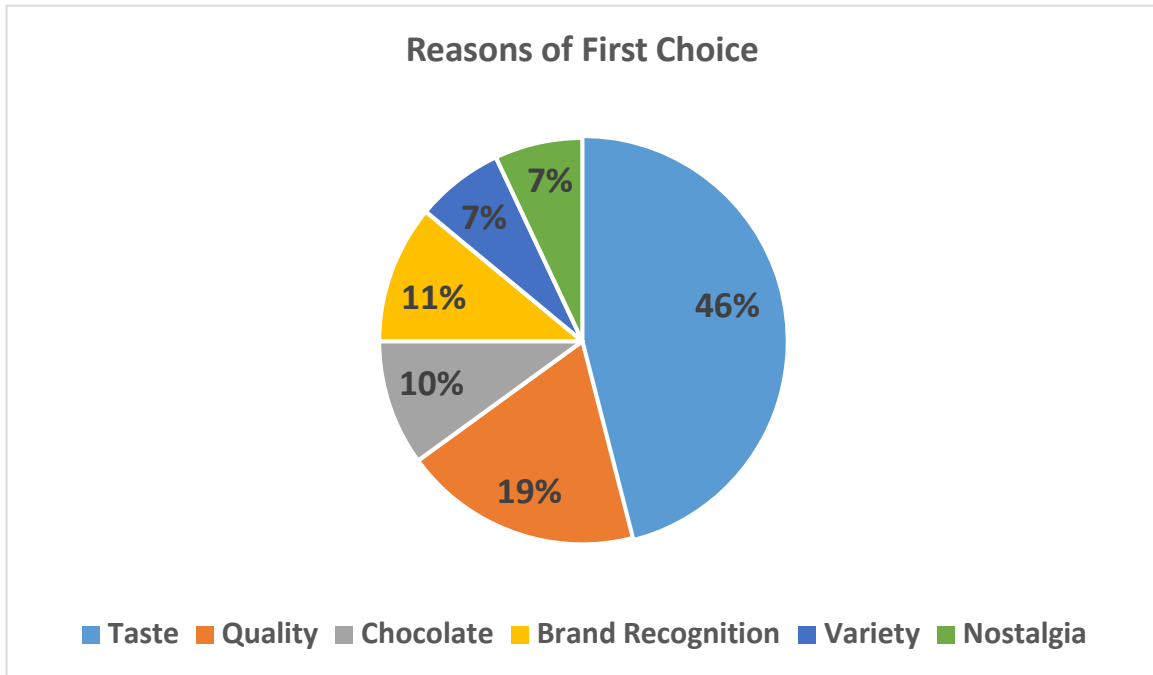


Options	Frequency	Percentage
Olympic	25	25%
Haque	22	22%
Nabisco	12	12%
Danish	6	6%
Romania	1	1%
Cocola	11	11%
Al-Amin	0	0%
Others	23	23%

Analysis:

We all have our first choices. Now, such first choices were analyzed from the survey where majority 25% of the people preferred Olympic biscuits. Next, Haque and other foreign biscuits like Oreo were selected by 22% and 23% respectively. Other 30% belonged to other local biscuit companies. Now, Olympic had an edge over other companies because of their wide availability across the nation, for their different varieties and of course their brand image.

Q: 12. Why is it your first choice? A single characteristic can be used for answer.

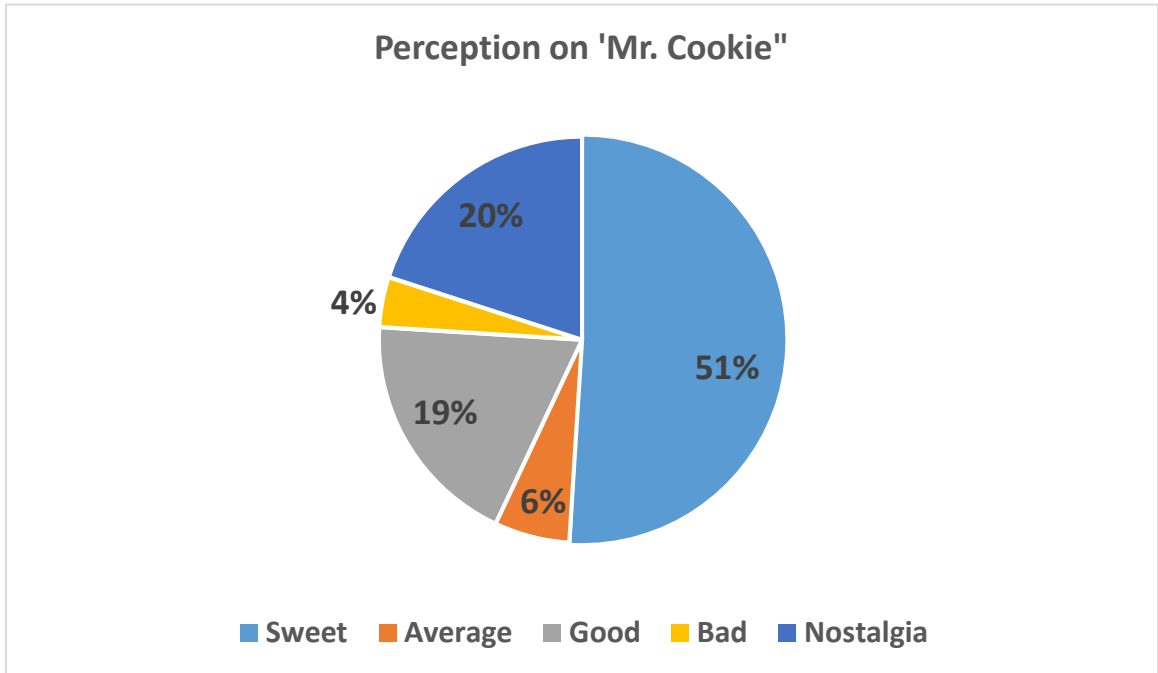


Options	Frequency	Percentage
Taste	46	46%
Quality	19	19%
Chocolate	10	10%
Brand Recognition	11	11%
Variety	7	7%
Nostalgia	7	7%

Analysis:

This was asked to analyze in-depth of what factors actually favored them to be their first choices. Here, 46% of the respondents selected ‘Taste’, 19% chose ‘Quality’, 11% chose ‘Brand Recognition’ and 10% favored chocolate biscuits. So, the customers actually look for how the biscuits taste ahead of all other factors; that influences them the most in having first choices.

Q: 13. What comes to your mind first when you think of 'Mr. Cookie'?

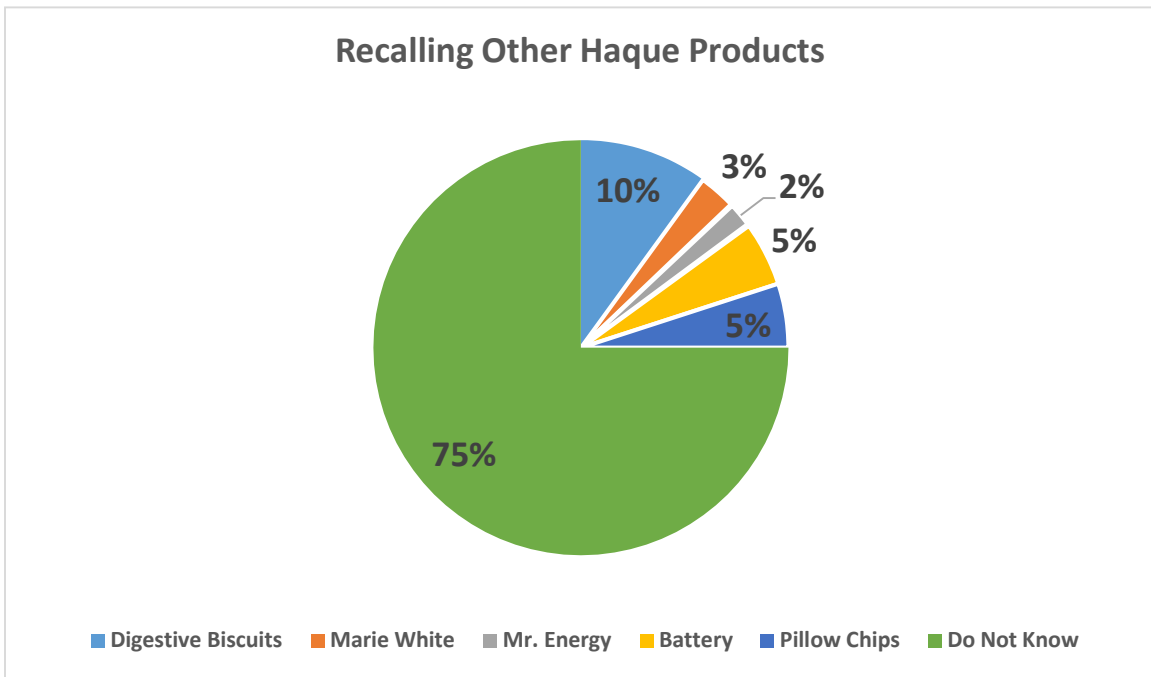


Options	Frequency	Percentage
Sweet	51	51%
Average	6	6%
Good	19	19%
Bad	4	4%
Nostalgia	20	20%

Analysis:

In this question, there were no options. The respondents were given the freedom to express their opinions on 'Mr. Cookie'. About 51% of the surveyed thought 'Mr. Cookie' to be sweet because it's known for its sugary coconut taste. 20% of the respondents chose nostalgia and they thought of how it reminded them of their childhood days. 19% of the people felt its moderate to good. Rest 4% had negative impressions on 'Mr. Cookie'.

Q: 14. Do you know any products of Haque Ltd., if you do please mention?

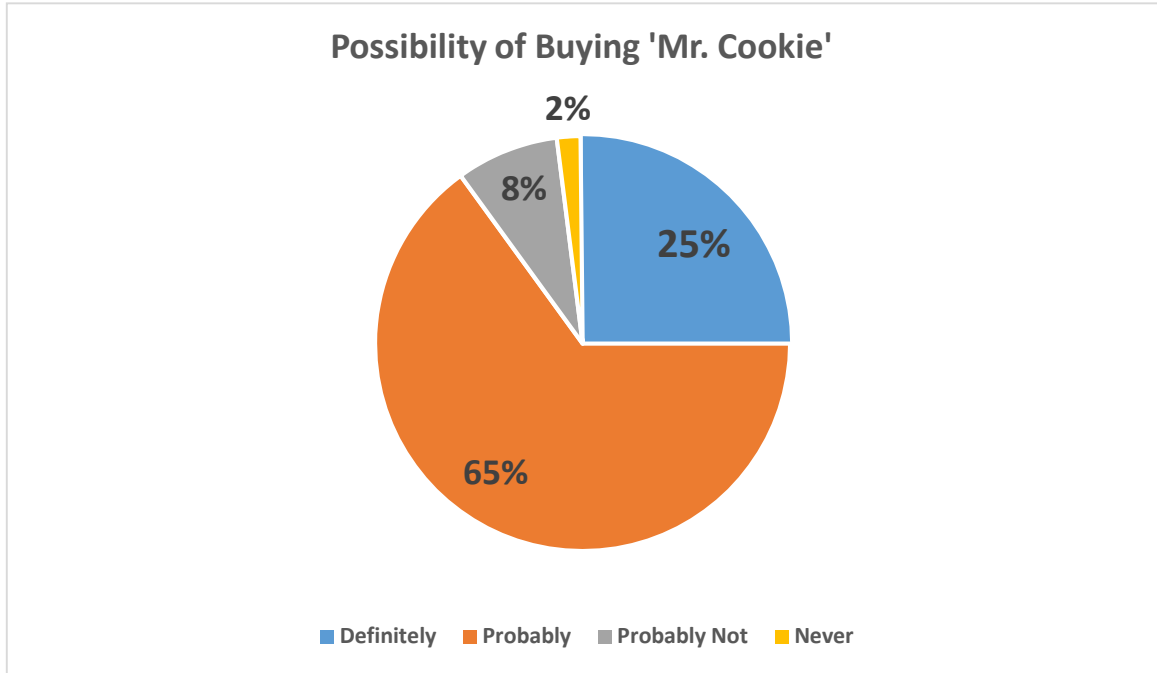


Options	Frequency	Percentage
Digestive Biscuits	10	10%
Marie White	3	3%
Mr. Energy	2	2%
Battery	5	5%
Pillow Chips	5	5%
Do Not Know	75	75%

Analysis:

This was a crucial question where they were asked to name any products of A.T Haque Ltd except 'Mr. Cookie'. There were no options in this question because it was a question to test their recalling. It is very alarming for the company that 75% of the surveyed people were unable to name a single product of Haque Ltd. Only 25% respondents were able to name the products of Haque Ltd. Therefore, it can be said that there is a significant gap between the products and the mother company.

Q: 15. Who influences you the most while purchasing biscuits?

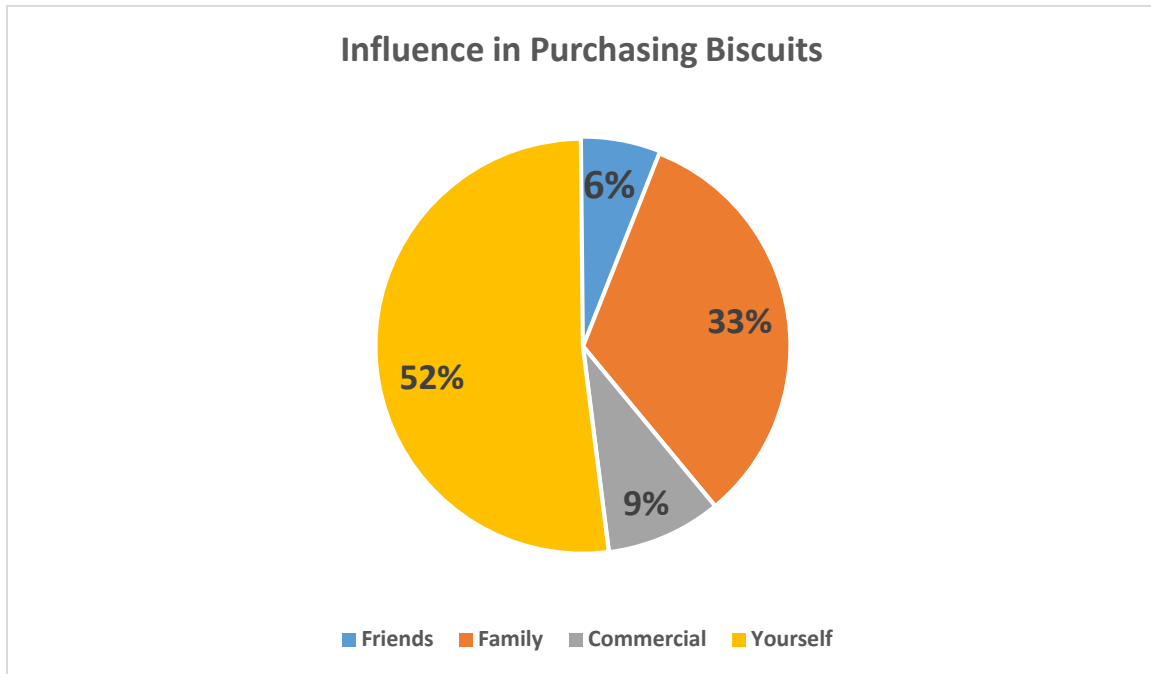


Options	Frequency	Percentage
Definitely	25	25%
Probably	65	65%
Probably Not	8	8%
Never	2	2%

Analysis:

This was a question to know whether their next purchase will be 'Mr. Cookie' or not. 25% said definitely and 65% said they might. So, 90% are in favor of buying 'Mr. Cookie' in near future. But the rest 10% said that they would not buy 'Mr. Cookie' because of their other preferences.

Q: 16. What is the possibility that your next purchase will be Mr. Cookie?

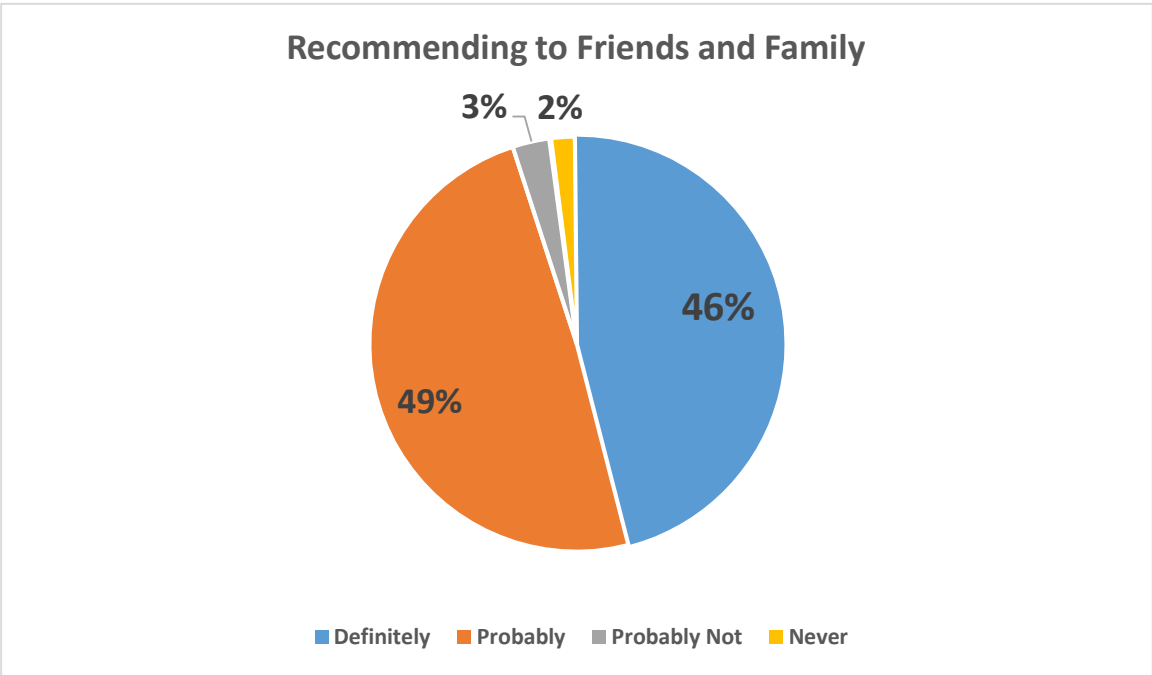


Options	Frequency	Percentage
Friends	6	6%
Family	33	33%
Commercial	9	9%
Yourself	52	52%

Analysis:

It is asked to analyze who/what influences the most at the time of purchasing biscuits. About 52% of the surveyed people said they were influenced by their own influence and taste. 33% of the respondents selected family as it has been passed on for generations. 9% was influenced by commercials while 6% was influenced by their friends.

Q: 17. Will you recommend 'Mr. Cookie' to your friends and family?



Options	Frequency	Percentage
Definitely	46	46%
Probably	49	49%
Probably Not	3	3%
Never	2	2%

Analysis:

The final question was whether the respondents would recommend their friends and family regarding 'Mr. Cookie'. 46% respondents said definitely and 49% said they might. That is about 95% of people who are in favor of recommending 'Mr. Cookie'. This is a very positive aspect for the company.

5. FINDINGS OF STUDY

The purpose of the study was to measure the brand awareness and understand the brand perception of 'Mr. Cookie' by A.T. Haque Ltd. in Bangladesh. 'Mr. Cookie' has been in the Bangladeshi market for about four decades which is since 1978 to be exact. A survey was conducted to check whether the customers are still aware of 'Mr. Cookie' and how they perceived it.

- ❖ As an old brand, 'Mr. Cookie' was doing great initially in the market but recently lost its way to gain bigger market share because of so many competitors coming up over the years.
- ❖ According to the study, 'Mr. Cookie' by Haque Ltd. were able to persuade about 80% of the surveyed people towards buying their product in near future. They have gained the trust of huge portion of the consumers.
- ❖ It is also found that almost all of the people surveyed are in favor of recommending 'Mr. Cookie' to friends and family because of its unique taste and nostalgia.
- ❖ Almost everyone commented the first word that comes to their mind on 'Mr. Cookie' were sweet, nostalgic and of good quality.
- ❖ It is found that majority of the people selected Olympic, Haque and foreign biscuit brands as their first choices because of taste and quality criteria.
- ❖ But according to the current market share of 'Mr. Cookie' is only behind 'Olympic' biscuits which is in the top position.
- ❖ It is noted that people are continuously buying 'Mr. Cookie' in the last 12 months. .
- ❖ Most of the people are willing to accept new varieties of 'Mr. Cookie'.
- ❖ About half of the people came to know about 'Mr. Cookie' from family because at the moment the promotional activities of 'Mr. Cookie' like TVC, billboard ads are off at the moment. 'Word of mouth' is effective in retaining many customers and also attracting new customers as well.
- ❖ But in taking decision of buying biscuits half of them are influenced by themselves. Because nowadays most people have their own favorites and priorities.
- ❖ About majority of the people failed to name other products of Haque and half the people did not know Haque Ltd Company produced 'Mr. Cookie'; so it can be said that there was a significant gap between the product and the mother company.

6. RECOMMENDATIONS

- ❖ Haque Ltd. should restart promotional activities by setting an optimum promotional budget.
- ❖ They should focus on brand awareness and conduct both ATL (Above the Line) and BTL (Below the Line) advertisements.

ATL:

- ✓ Television Commercials
- ✓ Radio
- ✓ Print Advertisements
- ✓ Billboard

BTL:

- ✓ Sales promotion
- ✓ Public relations
- ✓ Sponsorship
- ✓ Trade Offer Promotions
- ❖ Haque's Brand association should be improved so that people can easily identify their products. Haque Logo should be highlighted in the promotional activities.
- ❖ Stop producing the products that are not doing well in the market.
- ❖ They should take necessary actions to solve the issues and meet the demands of customers through market research.
- ❖ More communication should be increased between the corporate staffs and factory staffs.
- ❖ There should be more transparency and understanding among the corporate employees, factory employees and top management.
- ❖ The company should motivate employees mainly TSOs for training in order to increase productivity.
- ❖ Finally, they should organize CSR activities which will certainly increase their brand image.

7. CONCLUSION:

Completing this research really helped me to discover and comprehend the shortcomings that could help Haque in making better marketing decisions in order to resolve it. In spite of the fact that this research had been done with 100 samples gave little idea about the customer's awareness and perception level, it would have been better if the sample size was more. Then it would have helped in generating more accurate result.

By and large, 'Mr. Cookie' is much known to the general people of Bangladesh as it a heritage brand with great brand recognition. But they should concentrate on making people aware of their other products with effective promotional activities to match with competitors. However, new entrants will keep on entering the market but Haque should never lose grip of their market position.

To conclude, A.T Haque Ltd must help to satisfy the needs and wants of customers in order to sustain and grow in the long run by winning their hearts and minds.

REFERENCES

- ❖ Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring & Managing Brand Equity*. 4th Ed. United States of America: Prentice Hall.
- ❖ Kotler, P. & Keller, K. L. (2012). *Marketing Management*. 14th Ed. New Jersey: Prentice Hall
- ❖ Whelan, R. (2018, August 27). Three Ways to Enhance Brand Perception in 2018. Retrieved from <https://www.entrepreneur.com/article/319059>
- ❖ Balkhi, S. (2018, May 04). Why the Best Storytellers Achieve the Most Brand Awareness. Retrieved from <https://www.entrepreneur.com/article/312273>
- ❖ Retrieved from <http://www.athaque.com/company-profile/>

APPENDIX

Survey Questionnaire

1. Gender
 - a) Male b) Female
2. Age
 - a) Under 18 years b) 18-25 years c) 26-35 years d) Above 35 years
3. Occupation
 - a) Service-holder b) Business c) Student d) Unemployed f) Others
4. Which company comes to your mind when you think of biscuits?
 - a) Olympic b) Haque c) Nabisco d) Danish e) Romania f) Others
5. When did you first hear about 'Mr. Cookie'?
 - a) Last week b) In last 6 months c) In last 12 months d) More than 12 months e) Never
6. When was the last time you bought 'Mr. Cookie'?
 - a) Last week b) Last month c) In last 3 months d) in last 6 months e) In last 12 months f) More than 12 months g) Never
7. How did you come to know about Mr. Cookie?
 - a) Television b) Newspaper c) Internet d) Social Media e) Market f) Billboards g) Family/Friends h) Never i) Other _____
8. How do you rate the quality of 'Mr. Cookie'?
 - a) Very low b) Low c) Average d) High e) Very High
9. Will you accept 'Mr. Cookie' if they launch a new variety like 'Sugar Free'?
 - a) Definitely b) Probably c) Probably Not d) Never
10. 'Mr. Cookies' is owned by which company?
 - a) Olympic b) Haque c) Nabisco d) Danish e) Others f) Do not know
11. Which is your first choice or preference while buying biscuits?
 - a) Olympic b) Haque c) Nabisco d) Romania e) Cocola f) Al-Amin g) Danish h) Others
12. Why is it your first choice? A single characteristic can be used for answer.

13. What comes to your mind first when you think of 'Mr. Cookie'?

14. Do you know any products of Haque Ltd., if you do please mention?
 - a) Yes _____ b) No
15. Who influences you the most while purchasing biscuits?
 - a) Friends b) Family c) Commercial d) Yourself
16. What is the possibility that your next purchase will be Mr. Cookie?
 - a) Definitely b) Probably c) Probably not d) Never
17. Will you recommend 'Mr. Cookie' to your friends and family?
 - a) Definitely b) Probably c) Probably not d) Never