

Report on
“Analysis on launching of the new product of Olympic, “FrostDelight”
focused on the branding and communication”

Submitted to

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20th May 2019

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Founded in 1979, Olympic Industries is the largest manufacturer, distributor and marketer of biscuits in Bangladesh. What makes Olympic so popular is the quality of our products. Lamb Weston is also working with Olympic Industries Ltd, to marketing its products. And Olympic Industries is now coming up with the new frozen Foods brand ‘FrostDelight’. And this report contains the Branding and communication Strategies of FrostDelight while launching the product.

1.1 Statement of the Problem

This report is focused on the branding and communication of the lunching of the new product of Olympic, “FrostDelight”. Working experience with the branding and communication team at their launching section for internship period definitely added values to expose myself in more competitive environment. And it adds value with that; I have experience with the new product launching and its development. This professional and practical knowledge will help me to perform well in my near future.

1.2 Significance of the report

Practical experience as a part of academic requirement helps student to understand the real life landscape and helps to gain how things actually works in real world. While I was doing our MBA program I had to do some report for my academic purpose. Sometimes individually or some times by group assigned by the faculties. Those times I gathered information from the market by just visiting or some other secondary sources. But for this time, I had to work in an official experience with an official environment. And this report includes more information about Branding and Communication of new product launching from an established brand. Olympic Industries is a local brand and in this report there will be described how this brand launches a new product by branding and communicating, while some competitors are there.

1.3 Objective of the Report

The primary objective of this report is to fulfill the requirement of MBA program.

The main objectives of the study are to,

1. To identify the market leaders and then try to understand and know their strategies for capturing the market.
2. To know how the competitors and leaders branded their products.

3. To understand the market and to know which market positioning tool will be helpful for the new brand.
4. To overview which way will be better to communicate new brand to the target customers.
5. To know how FrostDelight will build and communicate the brand image.

1.4 Limitations

As FrostDelight is totally a new brand, for making or preparing this report on branding and communication strategy were very difficult. The main limitations of this report are,

1. There is less information about branding and communication strategy of FrostDelight as is has not yet started its journey. .
2. The market leaders of frozen food are not willing to disclose their strategies.
3. As a new product there was less available information.
4. While doing the competitors study there was many sophisticated information those were not disclosed by the competitors.
5. As FrostDelight is launching its product, they could not give enough information for some organizational issues.
6. While doing the market survey the consumers were not willing to give information to a new brand they did not even know the name.

Key words: Brand, Communication, Brand Loyalty, Brand equity model, Emotional connection, Integrated marketing, brand awareness.

Branding is a term, is a symbol or other features that distinguishes one sellers' product from those of others. Branding is a set of marketing and communication methods that help to distinguishes a company from competitors and create a lasting impression in the minds of customers. Or a brand defined as an intangible asset is often the most valuable asset on a corporation's balance sheet.

According to Kevin Lane Keller (2009), Branding is to help the marketers to build and manage their brands is a dramatically changing marketing communications environment, the customer-based brand equity model that emphasizes the importance of understanding customer brand knowledge structures in put forth. And he specified that, the brand resonance pyramid is reviewed as a means to track how marketing communications can create intense, active loyalty relationships and affect brand equity.

According to Kally A. Lavoie, (Fall 2015), he said in this article that, the goal of branding is to create an emotional connection between a company and its customers. He also said that, branding results from the sum of many different parts, including the brand name, logo. Colors, and more. So that, for any company the name and logo is more important than anything. It also helps to create the product positioning. Research on building or maintaining strong brands available to communicators is considerable. Keller (2009), for example, studied new challenges for marketers when it comes to building and maintaining brands. The author proposes a customer-based brand equity model in order to address how brands can be built and maintained through consumer knowledge structures. The model discusses a rational and emotional pathway that consumers may feel when becoming connected to brands.

By John Williams (2015), he said that, Branding is one of the most important aspects of any business, large or small, retail or B2B. An effective brand strategy gives a company a major edge in increasingly competitive markets. He also said, any company or brand is that brand's promise to their customers.

In the article of 7th international strategic management conference, Schultz (1998) has argued that the brand is the very key to integrated marketing. The brand, in increasingly, is the

central core or hub of what consumers want, need, and consider to be value. And, it is the brand with which customers and consumers have on-going relationships. The objective of brand communication has been to expose the audience to a brand, whereby the effect can be maximized in terms of increased awareness and higher recall, so that the customer will buy the brand which has the highest recall; and to satisfy the customer to the optimum level. Any exposure to the brand communication affects consumer response, which can be measured by analysing variables like brand awareness in terms of recall and recognition, favourability, strength and uniqueness of the brand associations in the consumer memory. These dimensions affect other characteristics of brand congruity and relationships among the brand associations in consumer memory for building a positive image. (Panda, 2004, p.9).

While talking about brand loyalty scholars said, Brand loyalty is a prerequisite for a firm's competitiveness and profitability (Aaker, 1995, 1997; Reichheld, Markey, and Hopton, 2000). Every firm desires to have its brands with high customer loyalty. Unfortunately, all brands cannot attract high loyalty. (Fournier and Yao, 1997, p.90) The development and maintenance of consumer brand loyalty is placed at the heart of companies' marketing plans, especially in the face of highly competitive markets with increasing unpredictability and reducing product differentiation While branding creating brand awareness toward the customers is important, For this purpose organizations try to encourage people towards its products and services for purchase and customer lifetime value means steam of purchases over the life time period.

(Gustafson & Chabot, 2007) Brand awareness passes on that how to aware current and potential customers towards your product and service

While doing this report, these articles were followed. But other information from some text book were also followed. Because branding is not just the articles are saying, branding varies country to country and locality to locality.

My placement was in the corporate office of Olympic Industries Ltd. And there I had to work in an official environment. And for this report purpose I had to work with the banding and communication site of FrostDelight. And for collecting required information I had to communicate different officials and communicate with customers about their interest about frozen food.

2.1 Population

The term population means people, event and objective covered by the report topic. On this report the population is the customers of frozen foods from different super shops. Attributes of target population are, age (20-35), area (Dhaka city), Occupation (student, working class women, house wives).

2.2 Sample size

50 persons who are customers of different super shops are the sample size. And the data was collected from giving the customers the questionnaire and ask them to filling it up.

2.3 Methods of collecting data

The methods of collecting data can be divided into two parts,

1. Primary sources data collection
2. Secondary sources data collection

These are described below,

1. Primary sources data collection

For this report the primary sources of data collection were in a questionnaire method. I collected the primary data from the probable customer of frozen foods by a questionnaire method, focused group discussion was also done for primary data collection with the media buying agency Jarvis Digital Ltd, and I also used observation method of data collection by market visiting.

2. Secondary sources of data collection

The secondary sources of data were collected by different journals, articles and books published on branding and communication. I also used some web pages to gather some secondary knowledge.

2.4 Analytical Tools used

For proper representation and analysis of data and show those data properly I had to use the pie charts and some graphs for analytical tools.

2.5 Software used

For reporting and analysis purpose I had to use some software. Those are, Microsoft Word, Microsoft Excel, Google Docs etc. As there are some calculations of data for questionnaire purpose with the descriptive term I had to work with Microsoft Word and Excel the most.

3.1 Historical Background

Olympic Industries Limited was founded in June 1979 as Bengal Carbide Limited, a battery manufacturer. As they gained the trust of the consumers and witnessed changes in the battery industry, they decided to diversify into products that could be a part of their consumers' daily lives. They saw significant opportunities in the biscuit and confectionery industries and imported our first lines in 1996. Today, they are the largest manufacturer of biscuits in Bangladesh and biscuits and confectionery products represent 95%+ of our annual revenue.

Over the last 30 years, Olympic has grown to be the one largest manufacturers, distributors and marketers of fast moving consumer goods in Bangladesh. What makes Olympic so popular is the quality of our products. They understand that customers have high expectations, and that their loyalty depends on it. As the market leader in the biscuits industry, they have only been able to achieve what they have by staying true to their core values and by focusing on the consumer.

3.2 VALUES

QUALITY	We are dedicated to making products that are healthy, safe and hygienic.
INTEGRITY	We believe that the best way to succeed is by staying true to our core values
COMMITMENT	We work hard, and we work with passion.
PROFESSIONALISM	We are always learning and adapting, as we are keen to follow best practices.
VISION	Sustainability, innovation, and strategic planning play key roles in our business processes. The future is here, and we want to be part of it.

3.3 Nature of Business

Olympic Industries Limited is a manufacturer and marketer of high- quality, brand name food and potato products for consumers throughout Bangladesh.

Olympic Industries is built on the principle to mileage the existing reputation for delivering quality products. The company has a strong logistical fleet and manpower to ensure the distribution of the product across the marketplace. There are regional offices, were houses and depots strategic points accompanied by a large transport pool to facilitate the trade. Olympic Industries consistently makes significant investment to support out the brands. Marketing investment enhances the customer awareness and enhances the brand preference, leading to long term growth in volume. They heighten product appeal using integrated marketing program through our relationships with distributors and retailers on a sustainable basis. Olympic Industries products are sold through retailers, foods service and corporate clients.

Olympic Industries Limited operates with 3 categories Manufacturing and Distribution. They are,

1. Biscuit and Bakery
2. Confectionery
3. Snacks
4. Battery

3.4 Organizational Overview

Name of the company: Olympic Industries Limited

Year of Establishment: 1979

Status of the Company: Private Limited Company

Country of Registration: Registered under registrar of joint stock companies, Dhaka, Bangladesh

Number of Employee: 5000

Corporate Head Quarters: 62-63 Amin Court, Motijheel C/A, Dhaka 1000.

3.5 Vision

The vision is to materialize its roadmap. They are aimed at contributing to the economic, social and environmental progress and prosperity of Bangladesh through using of its resources applied in constant development of its value-added products and services.

3.6 Mission

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

3.7 Products

The products of FrostDelight are listed below,

SKU MIX			
SL	Production Line	Product	SKU
1	Meat Ball, Strips, Pop Chicken Line	Chicken Ball	Chicken Ball
		Spicy Chicken Ball	Spicy Chicken Ball
2	Tortilla & Chapati Line	Wheat Flour Tortilla	Wheat Flour Tortilla Regular
			Wheat Flour Tortilla Family
			Wheat Flour Tortilla FS
		Whole Wheat Tortilla	Whole Wheat Flour Tortilla Family
		Corn Tortilla	Corn Tortilla Family
Chapati	Chapati Family		
3	Spring Roll & Samusa Line	Spring Roll Mini	Spring Roll Vegetable Mini
			Spring Roll Chicken Mini
			Spring Roll Beef Mini
		Samusa Mini	Samusa Vegetable Mini
			Samusa Chicken Mini
			Samusa Beef Mini
4	Singara & Puri Line	Singara Mini	Singara Vegetable Mini
			Singara Liver Mini
		Puri	Puri Aloo
			Puri Daal

			PuriKima
5	Paratha Line	Paratha Plain	Paratha Laccha
			Paratha Plain
			Paratha Plain
6	Rice Frice Line	Frice	Frice 900
			Frice FS 2500
7	Chola and Pakora Line	Chola	Chickpeas Curry
		Pakora	Pakora Red Lentil
			Pakora Vegetable
8	Crimping & Dumpling Line	Momo	Momo/Dumpling Chicken
			Momo/Dumpling Chicken FS
			Momo/Dumpling Beef
			Momo/Dumpling Beef FS
			Momo/Dumpling Mutton FS
			Momo/Dumpling Vegetable
			Momo/Dumpling Vegetable FS
			Momo/Dumpling Chocolate
			Momo/Dumpling Chocolate FS
9	Onion Rings Line	Sweet Rings	Sweet Rings 30403 FS

4.1 Competitors

As FrostDelight is new in the market and Olympic Industries is trying to capture the already existed market and there are already some market leaders so the competitors study before doing the branding is a must. FrostDelight had to do some competitors study because the branding strategy they already worked with is very important for FrostDelight to brand itself in a different way than them. The main competitors of FrostDelight and their communication and branding sites are given below,

Golden Harvest:

Golden harvest is said to be the main market leader of frozen food of Bangladesh. And they are mainly concerning with promoting their product and they already have many loyal customers.

- Digital platform: Face book, LinkedIn (for employment purpose)
- Focuses on taste
- Has an old TVC on French fry: focus on taste

- Activation on ATL & BTL

Kazi Farms Kitchen:

Kazi Farms is new brand in this sector but they has come up with a new type of branding and they have already created a loyal customer group by their outlets.

- Tagline: Bhalo Khan, Nishchente
- Digital Platforms: Facebook, Youtube
- Over 97000 page like
- Has both ATL and BTL promotions such as TVCs

Lamisa

- Tagline: Better Food, Better Health
- Digital Platforms: Facebook
- Mostly BTL Promotions. Only one information video.

Jhatpot

- Tagline: Magical Taste
- Digital platforms: Facebook
- No ATL or BTL

BRAC Chicken

- Tagline: Healthy Choice
- Digital Platforms: Facebook, Features DIY videos and corporate videos on special occasions.
- Active in ATL

Paragone

- Tagline: Nastar Pera Gone
- Digital Platforms: Facebook (New on Facebook)
- Focuses on health

- No ATL or BTL activities.

4.2 Market Share covered by the Competitors

As there are many competitors, FrostDelight wanted to know how much market share is covered by the competitors. And the market share of the competitor's product are,

SL No	Company	Frozen			Chilled	
		Total Sales	Meat based	Wheat Based	Packed Meat Based	Marinated Products
1	Golden Harvest	8.71%	14.74%	22.47%	0.00%	1.01%
2	Kazi Farms Kitchen	10.60%	15.02%	15.94%	0.00%	10.22%
3	PRAN Jhotpot	6.05%	10.43%	16.55%	0.00%	0.00%
4	Paragon	2.09%	4.98%	3.77%	0.00%	0.00%
5	BRAC	2.90%	10.65%	0.00%	0.00%	0.00%
6	Aftab-Ready Chef	3.11%	11.42%	0.00%	0.00%	0.00%
7	CP Bangladesh	50.01%	8.28%	0.00%	100.00%	83.22%
8	Euro-Crown	0.32%	0.00%	1.63%	0.00%	0.00%
9	Meena	0.14%	0.00%	0.71%	0.00%	0.00%
10	CRB-Bellycious	0.32%	0.00%	1.65%	0.00%	0.00%
11	Bombay	0.50%	0.00%	2.60%	0.00%	0.00%
12	Harvest rich	2.33%	6.59%	2.77%	0.00%	0.00%
13	Lamissa	2.28%	3.34%	7.06%	0.00%	0.00%
14	AG Agro	4.565	5.96%	5.59%	0.00%	0.00%
15	BD Foods	1.34%	0.00%	6.94%	0.00%	0.00%
16	ATR	0.75%	2.76%	0.00%	0.00%	0.00%
17	Essentials	0.41%	0.59%	1.25%	0.00%	0.00%
18	Others	3.57%	5.24%	11.06%	0.00%	0.00%
	Total	100%	100%	100%	100%	100%

4.3 Marketing Mix of FrostDelight

Marketing mix are the ingredients or components that combine or mix to capture and promote a brand or product's unique selling points, those that differentiate that product from its competitors. The marketing mix of FrostDelight are given below,

1. Product: FrostDelight will be introduced with 18 different frozen food products. FrostDelight is trying to differentiate its product by test and texture. And the main concern for FrostDelight product is healthy. They are mainly based on the idea of health security.

2. Price: As there are some competitors already existed, so the pricing is a complicated thing for FrostDelight because all the competitors are providing with same categories of pricing mix. That's why FrostDelight also wants to deliver its product with same category of pricing, as they don't want to reduce its price drastically, because it can cause a negative impact on customers mind.
3. Place: Now come up with place. FrostDelight is a frozen food brand. And for preserving its product the customers need refrigerators at their home. But in rural area it is not possible. So that, FrostDelight's main concerning area is urban area. And those area where the super shops are mainly available. FrostDelight is targeting the upper and mid level economic class people. And for this reason, FrostDelight will also place their refrigerators in the urban local shops with its own logo and design, where FrostDelight will be differentiated from others brand.
4. Promotion: As being the new brand, FrostDelight is concerning about its promotion strategy. As there are already competitors existed, so it will go for a mass promotion. And for its promotion FrostDelight will get help from advertising and social media promotion advertising agency and media buying. FrostDelight is mainly getting get from the advertising agency Jarvis Digital Ltd.

These are the 4 Ps that are following FrostDelight. But with these 4 there are also some other marketing mix which are been followed,

5. People: The employees are working with FrostDelight are the people of FrostDelight. Those people are mainly concerning with FrostDelight are the main strength of this brand. Because branding starts from home. FrostDelight will start its branding by internal branding. If the people are satisfied with it then it will be accepted by the other customers. And the people or employee satisfaction is a must for come up with a new brand.
6. Process: The process is referred to how the service is delivered. It also referred to the ability to offer a service, handle complaints, and foresee any issues before they actually happen. and FrostDelight is trying to work on its process.

7. Physical Layout: The physical layout is very important for any kind of product. And for differentiating its product from others FrostDelight is designing its packaging style. The logo and they layout of its packet is being designed by Jarvis and beatnik.

4.4 Branding Strategies

FrostDelight is coming up with new ideas. So right now it is trying to boost its name to the urban market. For this reason the FrostDelight is trying to capture its customers by its logo. And they want to introduce itself with a eye catchy logo and pay offline. The payoff line is, “Home Style Goodness”.

ATL marketing

ATL marketing stands for ‘Above the Line Marketing’. This kind of marketing is the kind of marketing that has a very broad reach and is largely untargeted. As it is a broad category, a totally new brand like FrostDelight is using it to create brand awareness. And it’s ATL will be providing a national TV campaign, were viewers across Bangladesh see the same advertisement aired the various networks. And for ATL marketing FrostDelight will get help from “Jarvis Digital Ltd” for idea generation and advertising promotion, as Jarvis is already a reputed company for this sector and they are working with the largest telecommunication brand GP.

BTL Marketing

BTL marketing stands for “Below the Line Marketing”. This kind of marketing is the kind of marketing that targets specific groups of people with focus. Or it can be said that it goes for a niche market segment to attract the buyer and try to attract them. As this kind of marketing is best for conversiona and direct response FrostDelight is going to attract their customers with BTL marketing. And this time they are also going to take help from Jarvis Digital Ltd. Jarvis came up with the idea of BTL by sample Product giving in Super shops, food testing, and arranging or attending some food fair with stalls of FrostDelight for creating a brand awareness.

TTL marketing

TTL marketing stands for” Through the Line Marketing”. This kind of marketing is really an integrated approach, where a company use both BTL and ATL marketing method to reach their

customer base and generate conversions. FrostDelight will be using TTL marketing by using Facebook promotions by giving advertisement on facebook. And FrostDelight is also thinking about creating a Youtube channel and uploading different recipes and boost those through facebook and social media sites. And by those things they will create a TTL marketing.

Trade Marketing

Trade marketing is a discipline of marketing that relates to increasing the demand at wholesaler, retailer or distributor level rather than at the consumer level. However, there is a need to continue with Brand management strategies to sustain the need at the consumer end. Olympic Industries Ltd is already doing a B2B business with its frozen foods and the imported products of Lamb Weston. But while FrostDelight will be introduced there will be 3 business unit.

1. B2C for FrostDelight frozen Food Unit
2. B2B for FrostDelight frozen Food Unit
3. B2B for imported Lab Weston Frozen Food Unit.

And as FrostDelight will have a B2B frozen food unit, it will also focus on trade marketing. By which FrostDelight will attract the business customers. FrostDelight will market 37 types of frozen food products. Among which 26 will go for the retail consumers, for direct consumption. And with the 26 and other total 37 product will go for the B2B consumption. And that's why the present B2B frozen food service will be named after FrostDelight.

4.5 Strategic Roadmap

Stage 1: Awareness

At first FrostDelight wants to create an awareness program. By,

1. Inform customers about the new product and positioning
2. Help consumers to recognise the product's range

Stage 02: Convince

1. Create a good feeling in the mind of the customers
2. Install at the target, an image in accordance with an advertising positioning.

Stage 03: Act

1. Attract the target on the point of purchase.

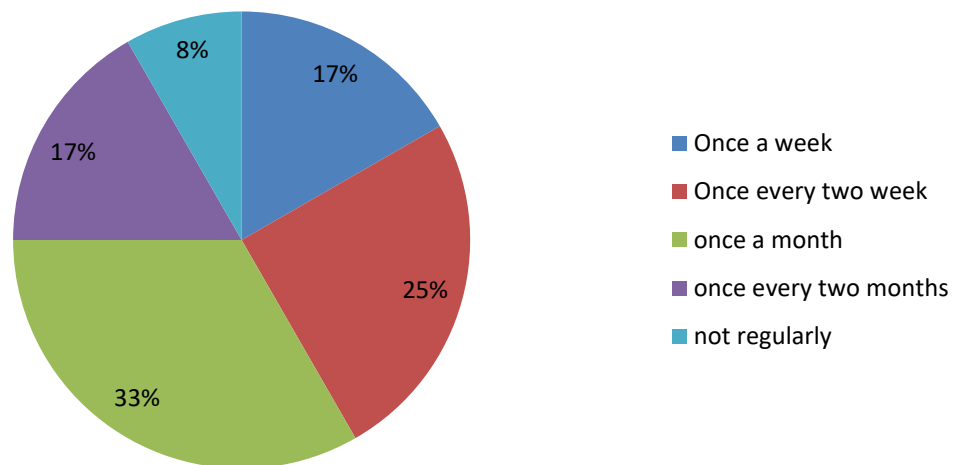
5.1 Analysis

While doing this report on Branding and communication strategy of Launching a new frozen food brand: FrostDelight, a questionnaire survey was conducted for knowing what actually consumers are thinking about the frozen foods and their experience of using and choosing the product. And the questionnaire survey was conducted among 50 frozen food consumers and customers with different age level and occupation. To know how their choosing their frozen food brands for consumption. And what variables are causing them to choose a brand.

The questions and analysis are given below:

1. How regularly do you buy frozen foods products?

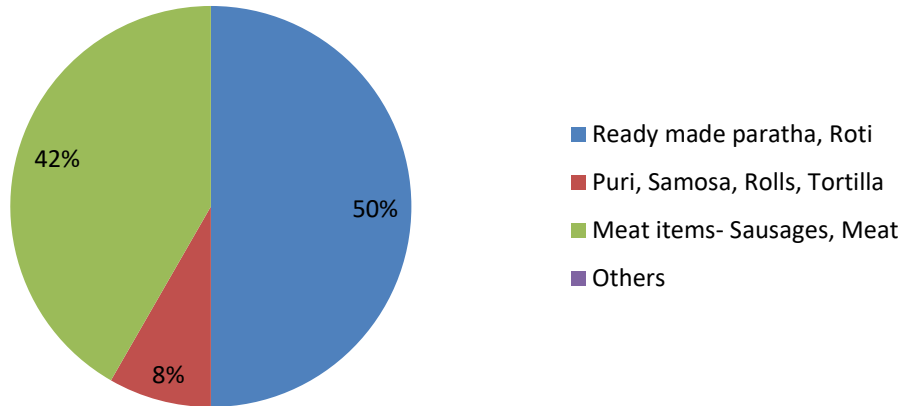
Question 1



Analysis: from this analysis they it can be seen that, 33.3% people from the respondent are buying frozen food once a month. So the buyers are increasing radically. And 25% people are using buying it once every two week. And 16.7% people are buying it once a week. And that is impressive.

2. Which of the mentioned product do you buy most frequently?

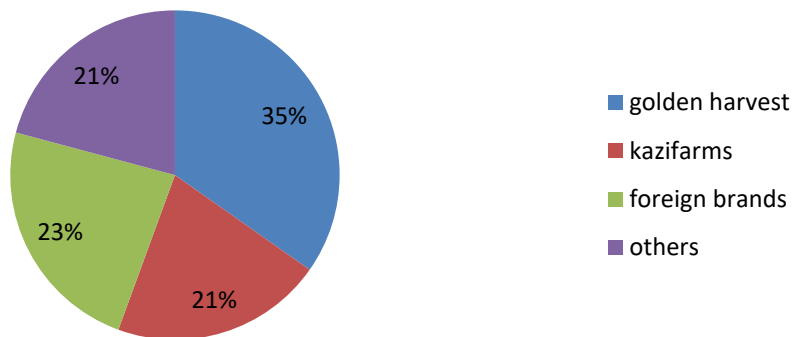
Question 2



Analysis: By this it can be seen that, people are mainly interested in buying frozen paratha and roti by 50%. Means they are not willing to prepare those in their home but they want readymade. And then 41.7% people are buying meet based items for better test and they are willing to buy them.

3. Which brand do you prefer?

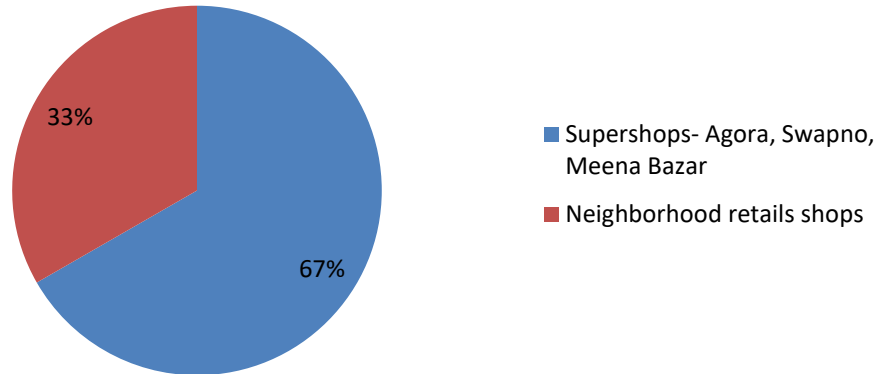
Question 3



Analysis: It can be seen that, the golden harvest is having a huge number of loyal customer. And that's why they are the main competitors of us. And the second position goes to Kazi Farms.

4. From where do you buy these products?

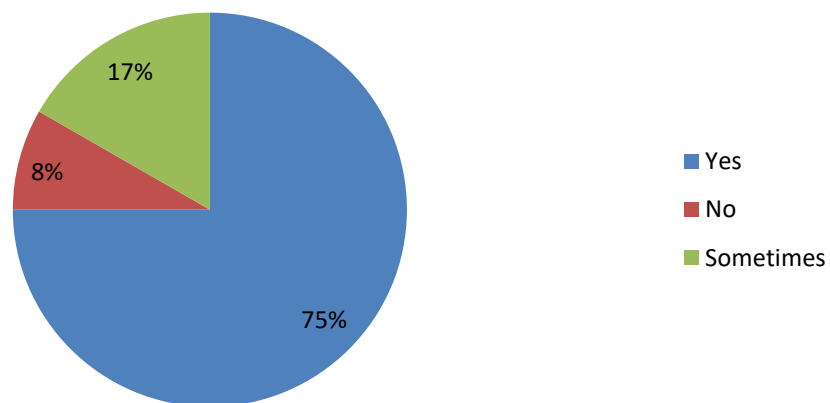
Question 4



Analysis: From this it can be said that, in super shops the frozen items are available and they are attracting people to buy these products. And people finds it comfortable to buy them from these super shops. And then they go for the local retail shops.

5. Do you buy these products by yourself?

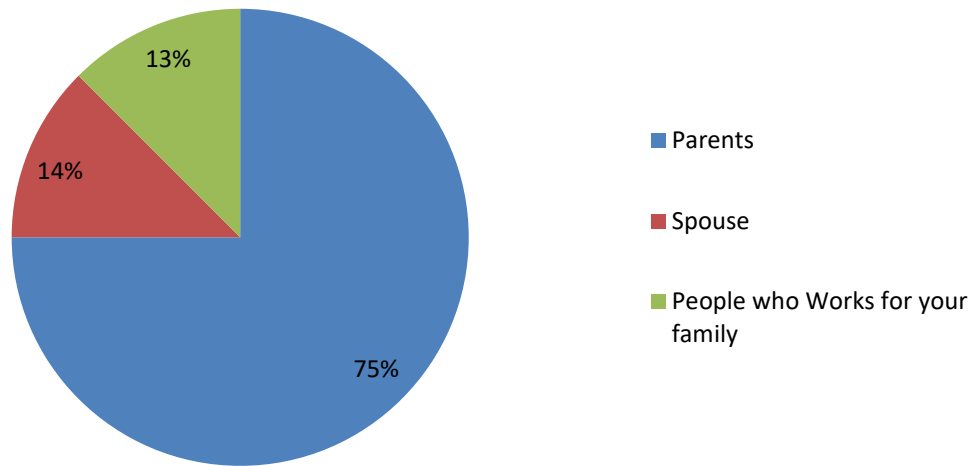
Question 5



Analysis: From the findings they can see that, 75% people are buying these products by them. And they are buying these products for their family. And 12.5% people are saying they are having these products peoples who work for them.

6. If no, who buys these for your family?

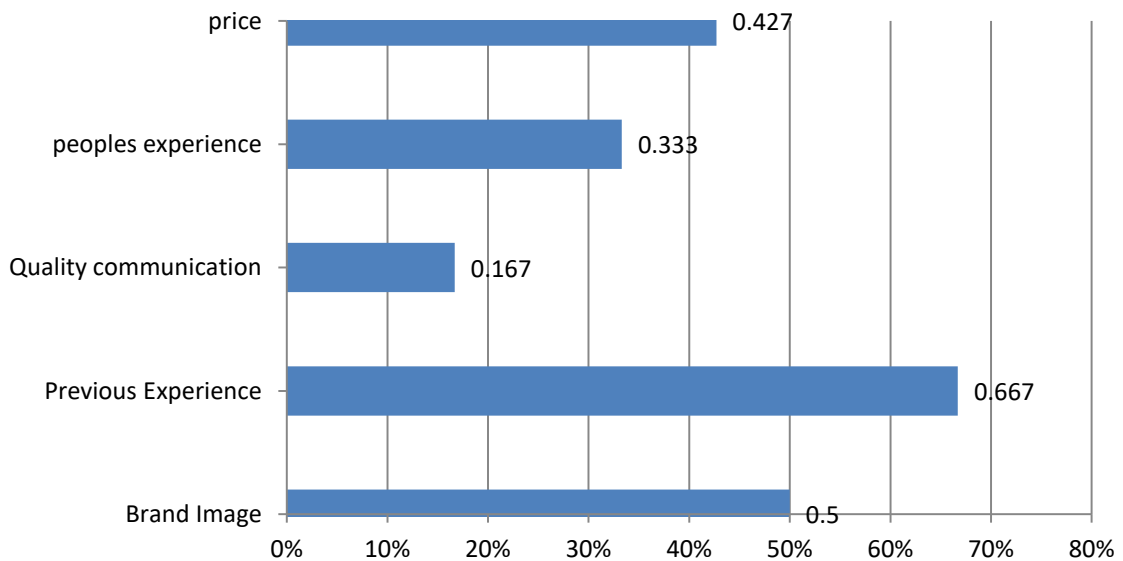
Question 6



Analysis: And for those who don't buy these products by themselves are saying their parents are buying those for them and the housewives are buying those for their family.

7. When buying these products, on what basis do you make the purchasing decision?

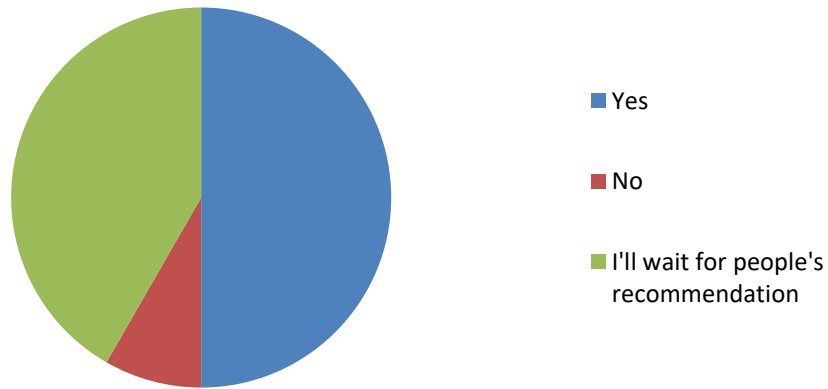
question 7



Analysis: While buying these products people are saying previous experience of these products are pushing them to buying decision. As they become a loyal customers. And the number is 66.7% and 50% people are saying that they are buying these product for brand image only. It is very important for FrostDelight. And 41.7% people are buying these products on the basis of price.

8. Are you willing to buy a costlier brand, if it promises a better product?

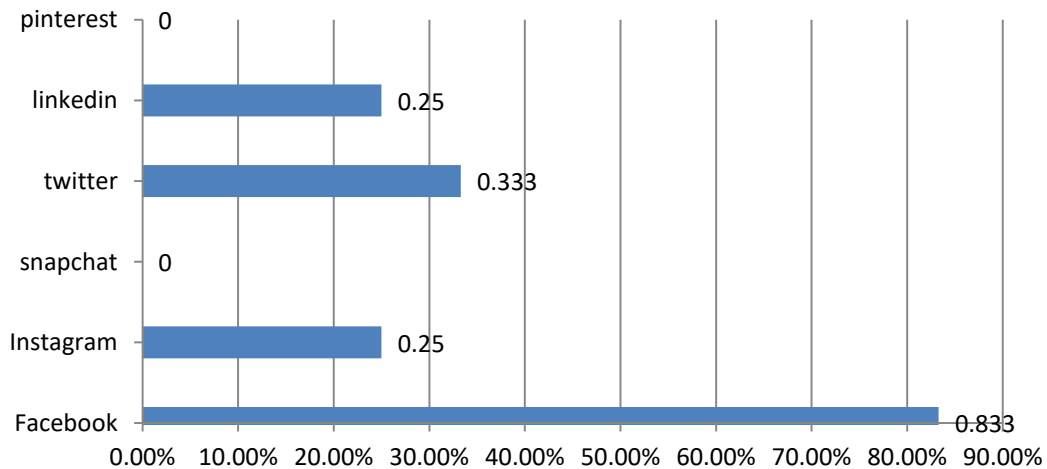
question 8



Analysis: There is a very important information from the customers group that they are not compromising their health by price. They will take costlier brand for them and the response was 50% and from recommendation was 41.7%.

9. Which of the below social media are you regularly using?

question 9



Analysis: From this analysis they can see that, people are using facebook for their communication purpose from other social media sites. And FrostDelight can use facebook (83.3%) and youtube(33.3%) for communicating FrostDelight's product.

5.2 Findings

The findings regarding this analysis are given below:

1. The present customers do don't buy the frozen foods products regularly. Most buyers or consumers actually buy the frozen food product once in a month.
2. But the service holders usually buy the frozen foods products most. They buy the frozen foods products once a week which is increasing day by day.
3. The consumers of frozen foods products are mainly buying Roti and Paratha for their breakfast. Because there is a rush in preparing breakfast in the morning in urban area and so that these items are more popular.
4. After roti and paratha the meat based items like, Sausages and meat balls are populars. And people are mainly buying them for their family. And basically for their children. And when they can see the competitors, they are also pushing the customers to buy the meat based items.
5. From the analysis and market condition, FrostDelight's main competitor is Golden Harvest. They are occupying 41.7% of the customers mind. As this brand is right now the market leader of frozen foods industry of Dhaka.
6. After Golden Harvest, Kazi Farms is the main competitors. And they are mainly competing with their retail outlets in different areas. And they are mainly providing with the meat based items.
7. The urban peoples are mainly buying the frozen foods items from the super shops and they are really comfortable with buying the frozen foods from there. Because there are a lots of variety of frozen foods.
8. The consumers are mainly buying the products by themselves.
9. When they are not buying those by themselves, they are providing by their parents. That means, parents these days are aware with the frozen foods.
10. The previous experience of frozen foods is mainly pushing the consumers to buy the products. And if the experience is good, then they are going them to shop again.

11. Brand image is also a factor for buying decision. 50% people are saying they are focused on the brand image of any buying decision.
12. Price also dose matter on buying decision. But most people are saying that they can not compromise their health to price. They will take the costlier band.
13. While market analysis, if FrostDelight go to a BTL marketing, the main focus will be on facebook. Because most people are connected by Facebook. And youtube channel will also work for further advertisement.

6.1 Conclusion

Before coming out the idea of FrostDelight Olympic Industries was a brand which offered Battery, Biscuit, Bakery, Confectionery and Snacks items to the B2B and B2C customers. But FrostDelight is coming with a new face of Olympic Industries. Olympic is well known brand for Battery, Biscuit and confectionery manufacturing. And Olympic Biscuits is the market leader in the sector of producing and distributing biscuit. Olympic Industries is comparatively new brand than Olympic Biscuits unit. For this reason Olympic Industries already have a competitive advantage in the market for the name Igloo. But as it is going with the name of FrostDelight so it is trying to attract the customers by branding and communication. But in the market of urban area frozen food is now available. And there are some market leaders. Like, Kazi Farms, Golden Harvest. And FrostDelight have to compete with them in terms of branding and communication to gain and retain the market. For this reason FrostDelight came up with competitor analysis. And they find out what the competitors are providing with and what they actually lack that FrostDelight can provide. FrostDelight is doing it in terms of branding and packaging and product development. The main term of Délifrot's' product is to food security, and home style goodness. So in their branding term in ATL, BTL, TTL, Tread marketing Holistic Marketing they are using this health and food safety related terms. While doing market analysis and customer's choice analysis, they actually wanted to find out whether the customers are health conscious and how to communicate them effectively. For better communication and branding purpose FrostDelight is taking help from some media buying agencies. Like, Beatnik, Jarvis. They are helping with the packaging and advertising and communication idea of FrostDelight and they are trying to come up with some campaign for gathering mass acceptance.

6.2 Recommendation

Olympic Industries Ltd is very concerned with their new frozen foods brand. And Olympic Industries Ltd is really trying to establish FrostDelight as a common brand by which people will know the frozen food by proper market positioning. For doing this Olympic Industries, Frozen Foods unit is working over last few months and they are examining their product and they are delaying their product launching date for better product introduction. And they are trying to introduce their product to their probable customer as a health concerned item that they can eat in their daily life without any tension and easily. Actually they want to assure their product with food security in a healthy way and an easy solution to their busy life.

But there are some recommendation for its branding and communication that can be given while I was doing the internship in Olympic Industries Ltd, on the product launching of FrostDelight. Those are given below,

Distributor policy:

For reaching the customers FrostDelight will be in need of perfect distributor across the city, though the target of FrostDelight is reaching the urban people. so there must be a perfect distributor line. And that should be maintained thoroughly. FrostDelight should also come up with the idea of giving those distributors some gifts and some other opportunities to motivated to buying FrostDelight.

Emotional aspect:

FrostDelight is a frozen food brand. And this type of frozen food is naturally bought by the family people. so that while advertising and packaging, FrostDelight should come up with the idea of attracting the buyers emotionally. Like, it it good for your family, or they care for your family.

Consumer perception:

After launching, FrostDelight should come up with the idea of taking consumers' perception about the product. And FrostDelight should change its product with customers demand or the market demand. Because with a same or constant product with same taste can bore the customer.

Packaging:

As FrostDelight already doing its competitors analysis regarding the packaging, but FrostDelight should be more careful to its packaging. Because other competitor's packaging are already accepted by the buyers and they are buying those. For this reason, FrostDelight should be very careful for easy understandable and eye catchy packaging.

Educate:

The potential customers of frozen foods means, those who are not yet tried frozen food yet, they are not aware of how to use and prepare frozen food. FrostDelight should first educate their customers and then sell it to the customers.

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Appendix

Questionnaire on Frozen Food Communication

FrostDelight

Olympic Frozen Foods Ltd.

Age Group: 20-25 26-30 31-35 36-upwards

Occupation: Student Housewife Service holder

1. How regularly do you buy frozen foods products?
 Once a week once every two week
 Once a month Once every two months
 Not regularly
2. Which of the mentioned product do you buy most frequently?
 Readymade Paratha, Roti
 Puri, Samosa, Rolls, Tortilla
 Meat Items- Sausages, Meat Balls
3. Which brand does you prefer?
 Golden Harvest Kazi Farms
 Foreign Brands Other
4. From where do you buy frozen foods products?
 Super shops
 Neighbourhood retails shop
5. Do you buy these products by yourself?
 Yes No Sometimes
6. If no, who buys these for your family?
 Parents
 Spouse
 People who works for your family

7. When buying these products, on what basis do you make the purchasing decision?

- Brand Image
- previous experience
- Communication
- Recommendation
- Price

8. Are you willing to buy a costlier brand, if it promises a better product?

- Yes
- No
- I'll wait for people's recommendation

9. Which of the below social media are you regularly using?

- Facebook
- Instagram
- Snapchat
- Twitter
- Youtube
- Linkedin
- Pinterest