



Inspiring Excellence

Internship Report



## “Consumer Satisfaction on Biscuit in Bangladesh Market”

Internship Duration

January 6<sup>th</sup> 2019 to April 6<sup>th</sup> 2019

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Internship Report on

**“Consumer Satisfaction on Biscuit in Bangladesh Market”**

## **Letter of Transmittal**

April 30, 2019

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Subject: Submission of intern Report on “Market Opportunity of Biscuit in Bangladesh Market”

Dear Sir,

This is a matter of pleasure to me to submit you an internship report titled “Market Opportunity of Biscuit in Bangladesh Market”. I was assigned to work in the Head office of FMCG department in “Meghna Group of Industries”. While preparing this report, I put my best effort to prepare it perfectly and I followed my supervisor’s instruction and guidance to make the report more presentable. It provided me with an opportunity to relate theoretical knowledge with the practical one which will help me in near future.

It will be a great joy for me if this report can serve its purpose. I will be available any time if something or any queries need to be explained.

Thanking You

Sincerely Yours

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### **Acknowledgement**

Firstly, I would like to thank to my honorable faculty Mr. Imtiaz Alam Nayeem for guiding me toward establishing this research paper. It is an absolute pleasure for me to submit this paper. Without his help and coordination it would not be possible for me to establish this paper. Therefore I like to thank him for your time and support. I found all the helps necessary every time and gain confidence to establish this paper. I like to thank him again for helping me to understand how the theoretical knowledge can help me to establish a good paper. Being a recent graduate I did not had enough knowledge about all the parts and aspects of a research paper. He guided me with His kind knowledge and care so that can build this paper smooth. All the help and your patience were really very sound and helpful for me.

Secondly, I would like to remember my on-site supervisor Mr. Sadman Shariar Biswas who was really a blessing for me. He took all my responsibility regarding anything and everything. I had so many hard times during my tasks but I got him by my side each time. He considered me with great importance beside his own work. Being a very busy person helped me along his own project.

Thirdly, I would like to remind about my colleagues in the office who helped me always to understand my office works and environment. They guided me as their younger brother and took care about what I had to do as office task. Often I went to them for various help and they broaden their hands toward me. I am very grateful to them. I like to thank my fellow mates who were intern here like me. Being a new employee in the office environment it was a bit tough for me to cope with. Thanks to my fellow interns who made the environment more comfortable for me.

Finally I would like to remember my parents without whom nothing would have been possible. I am very proud and thankful to them for my brought up.

## **Executive Summery**

This report is based on internship activities and works in brand marketing in “Meghna Group of Industries”. During the time period the works performed here is linked with some analysis parts. All the analysis’s help to understand market condition on Consumer Perspective of Biscuit Industry of Bangladesh. It was a report to identify customers need and demand. It varies from person to person. So it was taken a wide variety of consumers from different gender, age, occupation, income group based on some important asking. SWOT, Porter’s five forces, Pestle these were used to identify understands the internal market and external market opportunity. Then in analysis part, a research model is used. The model is consists of three independent and one dependent variable. Independent variables are Price, Quantity, Taste and the dependent variable is Intention to purchase biscuits. Here is tried to know the change in the independent variables, how much changes make for the dependent variable. On the next part SPSS analysis is done for proper research understanding and scientific numeric presentation. Where it was found, there were some impacts on the dependent variable depending on the independent variable. The later part it contains the tasks and works were performed during the internship period. The next part is conclusion, Recommendation and reference.

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## **Organizational Overview**

*Meghna Group* is one of the largest business organizations in Bangladesh. Whenever it comes to talk about leading business organization, *Meghna Group* would be in the list. The organization has a huge variety of businesses. It is just growing more and more every year. There are many organizations in the field as we talk about competitors but *Meghna Group* is one of those who is experiencing growth in various industries. It has different strategies for different industry. *Meghna group* focuses on different industry having different goals. In some industries Meghna Group is the Market Leader. But it can get growth by focusing in particular field. *Meghna group* started its journey back in 1976. The Organization is 43 years old and growing more every year.

*Meghna Group of Industries* (MGI) is one among the most important and leading conglomerates of Bangladesh. With a turnover of USD three billion, MGI is presently operational in regarding forty five factories. These are different type of businesses. The total manpower is thirty thousand. Including all the employees working here is thirty thousand. This is a huge number in Bangladesh. Total distributors are three thousand also one thousand suppliers who are in deal with this organization.

*Meghna Group of Industries* started their journey in 1976 once they found Kamal Trading Company. The group's humble debut occurred with the beginning of *Meghna Vegetable OilIndustriesLtd* in 1989 on a little chunk of land at Meghnaghat in Narayanganj. Meghna Group of Industries has been manufacturing and selling various fast moving consumer goods (FMCG), Commodities possibly Tissue, Paper, Seed Crushing, Fish and Poultry feed, Chemical, Cement, power station, different bulk and industrial product below the name of 'Fresh', 'No.1' and 'Pure'. Moreover, the group has Ship Building waterfront, Shipping, Securities, General Insurance, Media, Aviation and lots of different businesses.

The group has over forty years of national and world expertise. In Bangladesh one in each three households uses MGI brands and product. MGI has begun to unfold its footprints outside



Bangladesh, particularly within the Mideast, Southeast Asia, Europe, North and South America through exportation its varied product.

MGI has been incessantly increasing and has emerged because the largest capitalist in industrial development of Bangladesh for three consecutive years.

MGI is additionally the primary Bangladeshi company to line up a personal economic zone and recently it's opened eight new industrial units in it is a pair of economic zones with investment of over BDT 3000 crores. Moreover, ten totally different industries are below construction, erection and negotiation section with foreign principal together with twitching – Australia wherever another 12000 – 15000 employment opportunities are going to be created.

Meghna Group's bold business growth is intended and driven by a visionary however terribly humble person mister. Mostafa Kamal. Mr. Mostafa Kamal isn't solely a so much sharp-eyed enterpriser however conjointly familiar for his loyalty, contribution towards development of business, health, education, sports, financial aid and varied different sectors. His philanthropic gift, honesty, sincerity and dedication fetched the cluster to today's lofty achievements.

Meghna group has contributed virtually 250 million North American country dollars as Tax to the state exchequers in year 2017-2018.

This is doubtless evident example of fanatic initiative and a pioneering leadership role by a personal sector capitalist in country's economic and industrial development.

In the following part, a brief estimation is showed for better understanding of the company.

**Companies:** 45

**Yearly Turn Over:** 3 Billion

**Business Partners:** More Than 3000

**Suppliers:** More than 1000

**Employees:** 30000+

**Brands:** Actifit, Fresh, No1, pure, Meghnacem Deluxe, Super Fresh.

**Export Market:** Vietnam, Sri Lanka, Bhutan, UAE, Kuwait, Nepal Singapore, Malaysia, United Kingdom, Hong Kong.

**Operational Sectors:** FMCG, Building Materials, Printing and Packaging, Shipping, Logistics, Financial Institution, Aviation, Media, Energy and Power, Chemicals, Feeds, Pulp and Paper, Economic Zone, Real Estate.

**Logistics and Services:**

Ocean going vessel: 10

Lighter: 60

Covered Van, Pick Up, Truck Bus, Private Car, Micro Bus, Readymix career, Ambulance 1308

Air Craft: Helicopter 04

**Vision:**

Be Bangladesh's most admired & progressive global organization.

**Mission:**

Creating innovative products and new line of products so that consumers can get the best products, best experience and live a good life.

**Values**

Respect and Honor: Mutual respect will bring good outcome

Full Effort: Work with full concentration

Consumer focus: Always identify customer's need

Team Work: The more united we are, the strongest we are.

Make the Dream in Real: Dream to establish in reality

**Note from Chairman:**

To our prestigious friends, patrons and business associates,

Since its origin, *Meghna Group of Industries* has worked towards delivering varied merchandise within the market, keeping in line with the growing economy. Our strategy is to form associate degree industrial group that is active within the production sector and acts as a catalyst for modification within the country's growth.

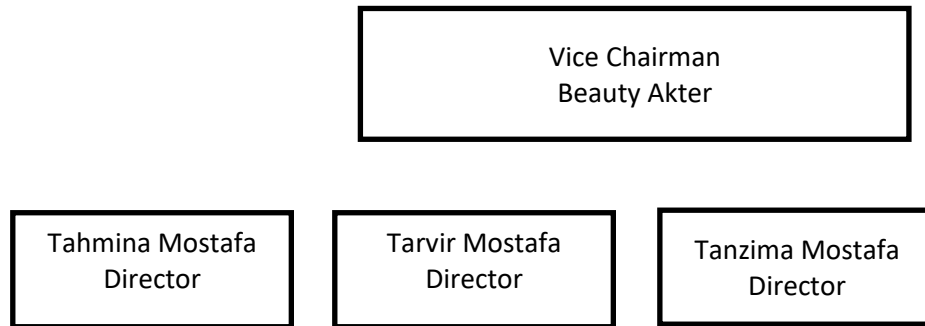
After twenty five years, the brand contemporary, underneath that most of its merchandise is marketed, has been recognized as an emblem of trust and quality. We attempt to contour our operations in line therewith promise. By having the consultants within the field as our colleagues and deploying the foremost advanced machineries, we wish to harness the potential of the individuals, raw materials and technology to support the longer term would like of the country additionally as expand within the international market.

Bangladesh could be a country with sturdy growth fuelled by its personal sector. Meghna cluster of Industries takes large pride in enjoying its role within the style of making employment for concerning 15000 workers in its business with some thousands a lot of within the adjuvant businesses. Also, we tend to are honored to place the country within the international business forum through our achievements of assorted international quality and trade awards.

I would prefer to take this chance to give thanks my colleagues, loyal patrons and business partners for his or her support throughout and pray that this extends within the future additionally. We tend to hope to continue our enlargement and diversification, honing on our data and experience. It is the people that deliver these that modify United States to evolve and grow sustainably confidently.

**Board of Directors:**

Chairman Mostafa Kamal
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### **Company**

Meghna Group of Industries has big selection of trade goods below the umbrella complete recent. It symbolizes freshness, purity, quality and trust. The organization is committed to quality compliance and serving customers at cheap value.

Products below the 'Fresh' complete are - Full Cream powdered milk, soybean oil, drinking water, Sugar, Flour, Spices (Chili, Turmeric, Coriander and Cumin Powder), tea, halogen Salt, Palm Oil, Mustard Oil, Cement and Feeds.

The companies of Meghna group of Industries are as follows:

Sugar- United Sugar Mills Ltd.

Established in 2005. Production Capacity is 2500 Mt per day. Around 10 Million household served by the production. Total employee involved 955. The brands come under this is Fresh and No1.

Established in 2011. Production Capacity is 2500 Mt per day. Total employee involved 955. It produces Soybean oil and sunflower oil.

Seeds Crushing- Meghna Seeds Crushing Mills Ltd

Established in 2011. Production Capacity is 2500 Mt per day. Total employee involved 955. It produces Soybean oil and sunflower oil.

Edible Oil- United Edible Oil Mills Ltd

Tanveer Oil Mills Ltd

#### Surma Mastered Oil Mills Ltd

Production capacity is 360000 MT per year. Total manpower involved is 955. The factories were established in 2000-2005.

#### Cement- United Cement Mills Ltd

It was established in 2001. Total Production capacity is 12000 TPD. Around 700 people work in the plant.

#### Flour and Lentils- Janata flour mills ltd

Janata lentils mill ltd

Sonargaon Dal meal ltd.

Total production capacity is 430 MT per day. The factories were installed in 2001-2003. Total manpower is 360.

#### Chemical- Tasnim Chemical Complex Ltd

Production capacity is 4800 MT per month. Total people working here are 360. The factory was installed in 2004.

#### Fiber- United Fiber ltd

Tanveer polymer industry ltd

Production 200000 pieces bags per day. Around 1075 people work here. The raw materials come from UAE, Saudi Arabia, India, Australia and Thailand. The product goes both in local and international market. There is good market available in the middle-east and USA.

#### Energy and Power- Unique power plant ltd (Unit1)

Unique power plant ltd (Unit2)

Everest Power Plant ltd.

Total manpower involved in 125. Total production is 30 MW. It was established in 2001.

Milk- Tasnim condensed milk

Tanveer food products ltd

Plant production capacity is 3500 MT per month. Raw product comes from both local and foreign market. Total working people 2255. Brands are Fresh Full Cream Milk Powder, Fresh Super Fresh Milk Powder.

Salt- Sonargaon salt industry ltd.

It was established in 2009. Production capacity is 4800 MT per month. Raw materials collected from local source Cox's Bazar. Directly 678 people involved in the job.

Beverage- Meghna Beverage Ltd

Meghna bottle industry ltd

Tasneem beverage co ltd.

Total land area here is 4.72 acres. This is quite big in terms of land area. Manpower involved is 550. Per hour production capacity is 36000 drinking water and 36000 other types in total of beverages.

Tea- Meghna Tea Company Ltd

It was established in 2004. It has different brand under it. Fresh crush tea, Fresh premium tea, Green tea etc. Total manpower involved is 175.

Spices- Tanveer Foods Ltd (Spices)

It was established in 2002. Total production capacity is 150 MT per month. Total manpower involved is 460. The raw materials are collected from various villages on Bangladesh.

Printing and Packaging- Tanveer printing and packaging industry ltd.

It was established in 2010. It can produce 10000 MT in automated machine and 2500 MT more per month in manual machines. Total manpower involved here is 210.

Pulp and Paper- Tanveer pulp industry ltd

### Meghna pulp and packaging ltd

Production capacity is 450 MT per day. The product goes both in local and foreign market. Total manpower involved in 550. It is in Comilla.

### Shipping and Logistics- Meghna ship builders ltd

Mercantile shipping line ltd

United shipping line ltd

This is situated in a huge land area covering in Chittagong and Narayongonj. Total 320 people are working here. Ship building, container building is the core activity.

### Aviation- Meghna aviation ltd

There are four helicopters available here. These are used in rent during vacation, emergency or any type of leisure activity.

### Poultry and feed- United feed ltd

Unique hatchery and feed ltd.

It was established during 2001-2003. Manpower involved is around 320. The buyers are mainly B2B. It is going well in the industry.

### Steel- Tanveer Steel Mills Ltd

It was established in 2009. Capacity 500 pieces steel drums per day. Total employees are 50. Mainly produces for the industry itself and for local market.

### Real Estate- Meghna Properties Ltd

The industry was established in 2007. It is growing at a very fast pace. Mainly it works for the organizational buildings. There are about 129 people involved in the industry.

### Insurance- Bangladesh National Insurance ltd.

It was established in 1996. It works for the organizational works and support. For the time being it is being very helpful and supportive for the organizations. Total people involved are 67.

Securities- Dhaka Securities Ltd

This security service was born in 2002. It works for Meghna Group. It puts its trust on this security service organization.

CNG- Everest CNG filling Station Ltd

Capacity 90M3/hour, Total Manpower involved in 15. It is working for the factories of other portfolio.

### **Rationale of the Study:**

The study was done to understand certain topics and things. The very first thing we tried to know is the understanding about the market. With some tools we tried to know about it. How the market opportunity is available and the company can extend business using it. Then we tried to know the customer review. What they think about the market, the opportunity available, what they are looking forward. Keeping these suggestions in mind these we looked for some opportunities. We tried to relate with some business models with our response. With proper response we could come to a point what customers are looking for. Then we could come to a suggestion where, we could develop some suggestions for the organization. This is the significance or rationale of the study.

### **Statement of the Problem:**

In the very starting part, we were looking for an entry in the biscuit market. As biscuit industry of Bangladesh is a huge market of around 7000 crore taka and it is growing at a rate of 18%. So there are much opportunities in the market. Being a Group of Industries, *Meghna Group* has much opportunity to enter in the market. So, we were looking for some good options. This is all about the problem which is stated as “Consumer satisfaction toward biscuit industry of Bangladesh”.



### **Scope and Limitations of the problem:**

There is a positive response in the end but there were some negative responses as well. We need to look deep into it and take necessary actions.

1. The time limitation was very short. In order to prepare a good report we need more time to understand and study.
2. Lack of available data. The data was not much in number. We could not go for a vast survey. We took somehow manageable respondents in number.
3. As an intern I could not get access to all the problems thus I had some lack in internal data or facility usage.

### **Objective of the Report:**

The report is prepared to understand consumer response toward biscuit market in Bangladesh. This report can be used as further research for better understanding. What we prepared is on our own findings and understanding. After next few researches or a deep analysis a solution would arise. Thus it can be used in the present and next purpose as well.

### **Learning:**

### **Market Evaluation**

During the internship period we used to analyze market very often. To understand about the market in depth and have more knowledge about our targeted product we used to visit different types of market. Every market has is different from the other. For example, a market in the “Korail Bosti area” is way different than a market in “Gulshan DCC Market”. Again the market of “Swapno”, “Agora” is different from “Gulshan 1 or Gulshan 2”. Having these in mind we

needed to understand which type of products is available where. This market difference is available in the whole country. We worked for a very short period of time. Due to lack of time in hand we could not visit market outside Dhaka. But we visited different Ares in Dhaka. Like “Uttara, Uttar Khan, Dakxshin Khan, Kawran bazaar, Farmgate, Mirpur, Badda” etc. We had to identify the potential products available in the market. Again we had to go for regular visit to understand which new product is available, products origin, details etc. These were all about understanding market. Based on visit or market evaluation we prepared a formal report to our supervisor.

### **Online Research**

Online research was another most used action to understand market. We used to visit online to understand what products are available of one company or what are going to be available in the next. Here we often did international research to identify new product innovation idea. We analyzed the market of India, Pakistan, Malaysia, Singapore, Thailand, UK, USA, Australia, and Europe. We looked to identify new product innovation idea or take reference from the international market. Then we used to prepare a formal report and submit it to our supervisor. If that was enough for a particular task then it is done otherwise we did again same research for the particular thing identification. Online was definitely easier and convenient than physical market visit. But the biggest challenge was we could not communicate with a buyer or seller. So self understanding was very important to do an online market research.

### **Competitor Analysis**

Competitor analysis was the hardest task of all. Here we had to find out which product is our sole competitor. Biscuit industry in Bangladesh is very competitive. There were a lot of products available in the market. All the available products in the market were not our head to head competitor. Due to brand value and other strength we had to find carefully that particular product which can be our competition in the market. Again taste and indulgence of that product was important. The variables for competitor analysis are net weight; packaging mode, product presentation etc. After analyzing the competitors we used to submit a report for our assignment.

### **Market Visit and Sample Collection**

Market visit was a regular task for us. We used to go to different areas in Dhaka city to identify the market. We had to understand the market in depth. Most of the time we had an assignment to collect a particular type of product. Depending on the need we used to purchase amount of packs. It was sometimes hard because that particular product is not available in that market. Then we had to visit somewhere else to get that product. This work we used to do very often. During product development stage we had to get samples very often. So it was a good time collecting the samples.

### **Sample Analysis**

After collecting the sample we had to classify the samples in different points. The tasks were to identify the biscuit size, shape, weight, net weight, gross weight, coded weight, tray weight, length, width, height, Wrapper weight, size measurement, taking picture of everything, then filing it. After making the file we used to submit it to the supervisor. There were saved files to compare them with other products to know something. After knowing this thing we could decide how products should look like. Then it was the research and development departments work to work in depth

### **Name Suggestions:**

Name suggestions were a very interesting thing. We had to work really hard to find the suitable name. We had selected some products to launch in the market. So it was time to propose name for the particular name. That name was supposed to be approved by the higher authority and management. During this period every day we used to think and think, competitor reference name and internet search was out tool to think. We proposed names and some of them were selected to launch the products. It was a great pleasure.

### **Flavor Suggestion**

Biscuits come in different flavors. Every biscuit can have different taste due to flavor. We had some identification and suggestions for biscuit. We had to think deep which flavors are mostly important to launch the product in the market.

### **Biscuit Design Suggestion**

Biscuit palates are of different types. We suggested different shapes and designs of biscuits for that particular product. Shape is always important because it is the first impression. The shapes were according to the target group and segmented market. Different markets have different tastes. So, holding the factors in mind we used to suggest designs.

### **Trial Production and Testing**

In this phase we had products developed in our own lab. After getting the idea about making the product, the research and development team prepared the products. Then we used to taste that product and try to identify how good that is. Depending on that we used to suggest further actions r development of the product.

### **Meeting Participation**

Meeting participation was a great treatment. Different parties used to come from different countries or from Bangladesh. We used to b in the meeting to understand how a formal meeting goes on what are the things coming in our help and so on. Sometimes the meetings were quite long. We had to seat for 3-4 hours in a meeting. The internal meeting was also very interesting. Where the top management and the mid management used to sit and talked about necessary actions. After being in the meeting , we had to present a formal report to the supervisor.

## **Advertisement Identification and Filing**

This was a good task to enjoy as well. We had to collect different promotional activities and television advertisements of different brand. We collected it both for local and international promotion and television advertisements. These were important to understand how the activities are changing and what should be our action for the next launch of product.

These are the main tasks we used to do in the company. However, understanding corporate culture and ethics were very important which we learned from here. It was a great journey we must say.

## **Industrial Overview**

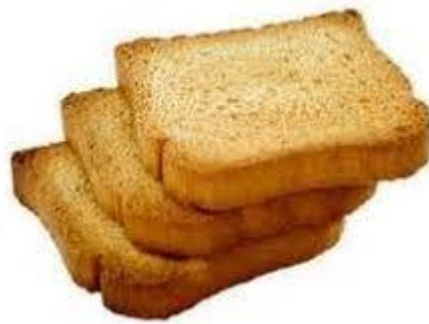
Biscuit Industry is one of the leading industries in terms of food industry and FMCG in Bangladesh. This is one of those items what people consume anytime, anywhere with anyone. So Biscuit Industry has a very high opportunity to grow more in a consistent process. Always companies launch new products. Being a very fast product companies need to develop new products every day and reach to customers. The key players are very strong in the field. All the companies are growing fast and making more profit. People are being habituated to consume biscuit more. Biscuits have lots of types and variations. Same goes for the customers and consumers. In the next paragraph we will be looking at these factors.

There are different types of biscuits each biscuit has its own characteristics. The cooking or baking is different, ingredients are different. That's how they are different. Sometimes different flavors can make some changes.



### Object: Cookies

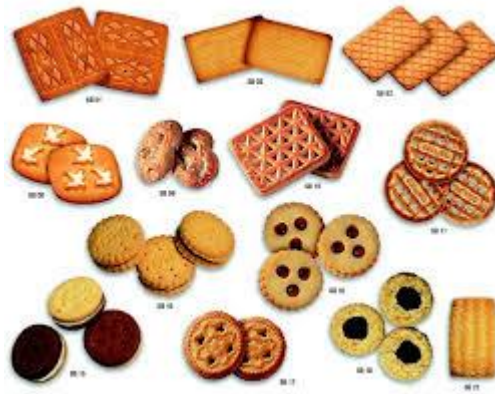
The first one is “Cookie”. Cookie is a small, sweet medium hard biscuit. It is sometimes coated with chocolate, coco powder. Sometimes nuts, chocolate chips are added to make it more tasty and better. People often use to eat with Tea or regular snacks. Some advanced health friendly. Cookies are made with less sugar for even diabetic patients. Again some are made from oats. This is very hygienic as well. Different age group eats cookies though the majority is aged around thirty plus section. Again being coated with chocolate or chocolate chips, kids love it as well. For example, Reedesha chocolate chips cookies is a very good selling product in the Bangladesh biscuit market.



### Object: Toast Biscuit

Toast biscuit is a very traditional biscuit in Bangladesh. Each and every family is a consumer of toast biscuit. Toast biscuit is very famous to the elder populations. It is a piece of hard dry bread. It is made of wheat with a very low amount of sugar and east. Therefore it is very health conscious for anyone. So people of different age group consume it different time. Majority

consume it pouring it in the tea. It is a very popular snack in the morning as breakfast and snack in the evening. In Bangladesh Pran Toast is a very familiar example to identify the product.



Object: Soft Biscuit

Soft biscuits are very familiar to be sold in a jar or in a container. It is a very well going product in the market as people love it to consume it with tea or without tea. These are molded dough. It contains more fat in comparison to other type of biscuits. There are many local and foreign soft biscuits in the market. These are being sold in different superstores or in local stores. These biscuits are produced in local bakery also in number. The products have a very regular and good market.



### Object: Hard Biscuit

Hard biscuit is another half to say about the market. There are a lot of people who loves to consume hard biscuits. It is made with flour, water and sometimes with salt. Hard biscuits hold less fat in it and good for health. Young adults are a big fan of hard biscuits, sandwich crème biscuits or cracker biscuits. It is very good for health in comparison to other segments. Easy to make the biscuit and it lasts a long time.

Biscuit industry in Bangladesh has a very huge market. According to a report by the daily Star says that it is around a 5000-6000 crore taka market. It is growing more and more every day. The market is growing at a 15% annual growth. There is always a good opportunity to grab the market and target new consumers or existing consumers. In this huge market it is fifty-fifty shared by the marketers. Fifty percent is covered by the non-branded producers and other fifty percent is covered by the branded producers. SO in this sense here is again a very good opportunity to grab and gain profit. Domestic products cover around 90-95% of the market. In terms of imported products Majority come from India, Malaysia and Indonesia.

According to the Independent's report, The Biscuit Industry is contributing average 1.66% of total GDP. It is undoubtedly a huge contribution in the GDP. Around 500 factories exist in the market where 100 are fully automated and other is partially automated. In terms of capability if all these factories work to its full, we can go for export at a big quantity.

In the industry, a very important thing is 56% employees are female. It is working for women empowerment and social benefit too. They are contributing to the national GDP and helping their family.

There are a lot of big players but the major market is hold by a few big giants.

Olympic holding 16% market share

Al-Amin holding 10% market share



Pran holding 6% market share.

In recent times, Keshwan, Redesha, Pran Bisk Club is doing well in the market too. They are all creating the market more competitive and it is making some new innovations in the market. As a benefit new quality products are coming in the markets

The proposed research model is given below

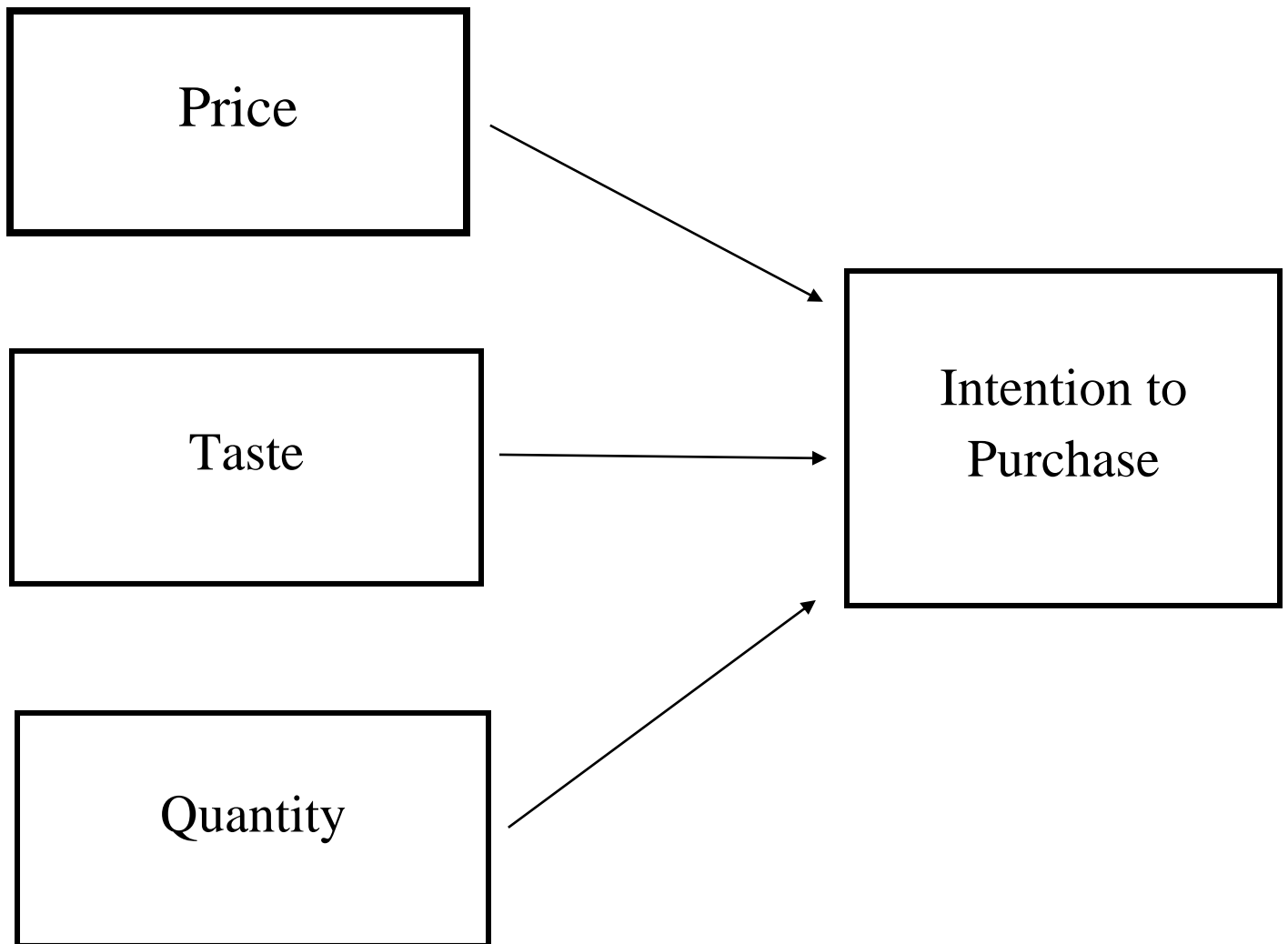


Figure 1: Research Model

### **Price as a factor**

According to Conover, on his research paper titled ‘Price effects on consumer behavior’ said that Price is a major factor while consumer behaving toward something. Whether it is a product or service, the very first factors plays in a consumer mind is Price. This is quite easy to understand that whenever someone going to purchase something the person might have a budget. Being in the budget the person plans for purchasing something. Mr. Conover again says that price is a major factor about product’s existence or performance in the market, Consumer every time compares with a company’s product with another one. The next possible upper or the lower option plays a check here to perform for the product. Now while it comes in comparers it is always a thing to be the perfect against others. Otherwise the better competitor will win.

Mr. Conover again says that price makes a very vital role in terms of a product to stay in the market or exit. This can be explained as when an over price is settled in the market and it is doing well but the factor is how long would it work for the particular product. Because within a few days consumer will understand that it is over prized, then the consumer will switch otherwise company have to take the price down. It may cause the ending of a product as well.

Now if we talk about our consumer market for biscuit, it is always tough to compete in a market where there are lot of competitor present. Now if the price is wrong then it will not work for the company and consumers will most likely move to other options. Now if it is a good pricing or it is below the price line it will be very good for the company and will probably work in favor for the company.

In this era business has become very competitive. Consumers are exposed to many options and there things are not necessarily consumer search, with internet all these things come to people’s attention.

Therefore we can say that price is a big and vital factor while competing in the market.

From these above features and discussion it can be hypothesizing that:

### **H1. Pricing positively effects consumer's biscuit purchasing behavior.**

#### **Taste as a factor**

According to enotes.com taste can vary for customers depending on some issues. These issues are stated below to understand how it can be a factor while consumer purchasing products. The first issue is marketing. Every time a new marketing program comes it gets s attention. It's a way to hold customer attention therefore. Customer get influenced by various marketing programs Different kind of programs create a new drive in the mind of the consumers. So, in term of customer's decision making taste can be a very vital factor.

From the same writer another very important point comes is "Culture". "Culture" is a originated brought up system. It can be told a built in process. People subconsciously hold these functions in his mind. In terms of decision making these factors come in front and influence the decision making. For example a person from western background and a person from middle-east definitely have different values. Often they purchase a dress for a female person they think from different perspectives. Now in terms of biscuit it is not that critical but it may matter a whether a person needs to buy a cookie, a biscuit or a sandwich biscuit. These decisions are influenced from socio cultural background.

Following the discussion, another very important point comes in front is "Wealth and income". A person with 50\$ per day income and a person with \$500 income will definitely have difference in behavior in terms of purchasing products. Same thing goes for their decision making in every aspect or purchasing time. This is related with purchasing of biscuit. Some people may go for premium products and some people can ask for economic products. It is not the fact of purchasing good or bad products, rather it is important to understand they just have difference in decision making. This can be more easily identified, a person quite happy and proud with a

Toyota Axio car may not be happy with the same product when his income goes high. Then he can look forward to have a BMW 7 series car.

From the discussion the following hypothesis can come

**H2: Taste positively effects consumer's biscuit purchasing behavior.**

### **Quantity as a factor**

Kim in her journal named "Effect of product presentation order and purchase quantity on consumers' additional purchase behavior" says that, they had e research on different people of different background and geographical area. Basically they were the students of different universities on whom they conduct the research. During the research they found people's purchase decision depends on quantity. When people purchase a big amount of products they have one kind of behavior and the vice-versa when they purchase little amount of products. People found to be more careful when they purchase comparatively less amount of things. It may because a psychological fact effects then on people's mind. People search more or make more research when they purchase little amount of things. But when they purchase a big amount of things it creates pressure on people's mind and it becomes difficult to make a research for everything as a result they don't go for much. In this discussion we found the quantity relationship. So, in terms of purchasing biscuit those who come to purchase a good amount of biscuit they would not look much on the brands or types. Rather, they will be more careful about picking some biscuits in their bucket.

In the same research again it is explained that, People often thinks about quantity in a pack, package size and shape color etc. It is always important the amount of products it is in a packet. It is a fact of need which is first. The amount of products versus the price. Subconsciously it plays in mind of a consumer. It goes more with other factors like an economic or a premium product it is. The amount matters if the pricing range is in an economic range. Being a premium

product the quantity may not matter as much. The problem can arise when people expect an amount of things but they do not get the same amount of things. It may create a crisis for the product even for the company. If a customer is dissatisfied with a product they will not purchase the same company product. So. Keeping all these factors in front we have a clear understanding that quantity in various term can create a good factor.

From the understanding we can form a hypothesis

**H3: Quantity positively effects consumer's biscuit purchasing behavior.**

### SWOT Analysis

SWOT analysis is a tool for understanding own business standings. It helps to identify new opportunities and manage, eliminate threats. SWOT analysis is a very popular and highly used tool in any organization. Whether it is small or big, SWOT analysis can help the organization to understand its position before it goes to operation. It can also help a running organization to understand the present situation. S stands for Strength, W stands for Weaknesses and O, T for Opportunity and Threat. This is how in four dimension we can understand the business condition.



For our Organization, we will be analyzing “*Meghna Group of Industries*”. We will analyze the organization in four different dimensions to identify, observe and learn about the condition of our organization.

### **Strength**

To understand about strength we need to learn know about certain things. Some questions will help us to know about the strengths. Lest move forward,

The advantage our organization has is good production facility, skilled manpower, experience and good distribution line to the tail customers.

We do better than others is product development. The organization history says that our products are developed well than the competitors.

We have unique distinction to good production power. We have partnership and so many production plants that will add some benefits and minimize the cost.

People in the market see us as a strong brand. A good brand reputation will have a good advantage in the market.

The unique selling proposition that we have is good quality product in same price range.

### **Weaknesses**

After the strength it's time to know about the weaknesses. It will help to know about our lacking. What things we need to learn and understand we will be able to get from here.

Again some points will help us to understand the answer.

Let's think here what could we improve to our organization, we can have more unique values to our products that will help to make more loyal consumers. As there is no end for best so we can work on it.

What we can avoid is, we can go direct to the customers, avoiding the intermediate businessmen. That will add extra value and a chance to reduce costs.

If we talk about people think about our weakness is, we are new in this Biscuit market. So lack of company experience can be seen as a weakness.

## **Opportunities**

Opportunity is an option. It can make a bridge to a new area. Thus the business can be broaden. Opportunity can come from strengths. Any strength can add an opportunity again any threat can be eliminated and thus add an opportunity.

We can see a good opportunity as there are many brands in the market. Different products have very good demands. So we can add new products in the market.

Few interesting dimensions can take the company forward. For example, we have an opportunity to follow the going trend. Following these we can reach many new customers.

Changing in government policy can help too. New policy can have advantage in the similar industry.

Changes in the local patterns can add a high curve in the opportunity too. Therefore it can be considered as a good opportunity.

Changes in demographical things, such as lifestyle and so on can add extra opportunity.

## **Threats**

Threats are the most important feature in the analysis. An established business can lose market share due to some threats. So, threats should be taken seriously and a very importantly.

The first thing comes what obstacles we face. We have some obstacles in the market, it could be reaching to customers, delivery product to retailers and so on.

Reading the competitors is again very important. To know about competitor is very important. It is important to know develop same quality as competitor even if it is not better than them.

The quality of our product, the company service environment, factory setting is everything well enough or not. If not, it should be improved to reduce the threats.

Handing technology is helping me or not, If not then what can we do to add some improvements. Proper use of technology can take us front, or else it could be vice versa.

Any kind of bad debt or cash flow problem can be a major concern too. Bad money management can add some bad threats for the organization.

After ensuring all these, we need to go through the weaknesses whether it can add some threats to the organization or not.

These are things we need to understand in the SWOT analysis process.

## **PESTEL Analysis**

PESTEL analysis is used to understand the uncontrollable factors. There are so many things to consider when operating or planning to operate a business. The work is never easy to understand without proper analysis. PESTEL is such a tool to understand the external environmental factors. These are called the macro environmental factors. To understand these factors PESTEL analysis is used.

PESTEL stands for,





**Political Environment:**

Political environment is about how the government responds toward it. Government actions toward some items are known as political action. Sometimes government controls some factors when sometimes they make the law a bit free. Now these things depend on the government and other responses from them. It includes political stability or instability in the foreign markets, government's relation with other governments, trade restrictions, labor law, and environmental law.

Organizations think on these factors how they should behave in the present situation and think for the future for better or worst opportunity.

Now, the biscuit industry business will be initially operated in the country. So, there is not much chance for going outside or overseas market in the very first phase. So, it is important to analyze the Bangladesh government's factors as they are up stated.

**Economic Environment:**

Economic environment has a significant impact on any business. An organization operates its businesses remaining in the economic environment. Economic environment considers economic rate, growth rate, tax rate, interest rate all these factors. Organizations need to be careful while analyzing the economic factors.

Now, economic environment can be classified in two parts. One is macro environment, other is micro environment. Macro environment includes interest rate, tax rate and growth rate. Keeping these things under control, government controls the economic environment.

The micro environment is about the people and their income. This is very important to understand for the B2C businesses.

For biscuit industry we need to understand the same factors and thus should go ahead.

**Social Factors:**

Social Factors directly influence purchase behavior of consumers. It is very important to understand the factors to know about consumer behavior. The factors are known as socio-cultural factors. Socio Cultural factors include, age distribution, population growth, health consciousness etc. Now for every market, these products will affect the purchase behavior and thus affect the business profit for the organization.

In terms of biscuit industry it is important to understand the factors and thus bring our products for the right target group of consumers.

**Technological factors:**

Technological factors are the most diversified and strong points to look at properly. Technology has straight impacts on any business. Now a day any single day a business can lag behind from the others for technology. So technology is very important.

Now these factors could be new way to production. Any new production mode can turn to a better opportunity for business. Secondly, new way of purchasing products can affect the business, thirdly new way of communication can make a difference in the business.

When the organization is going for biscuit industry, they need to understand and thus take action for better opportunity.

**Environmental Factors:**

Environmental factors are a very vital issue in the last few years. To be more specific, since last 20 years these factors has become a buzz for the world. Especially for the established, big brands are more prone to these sort of things. They get more focus when they do something wrong which is harmful for the environment. Scarcity of raw materials, Pollution these are the core factors behind the environmental factors. Sometimes, government sets some targets which are need to be achieved by the organization before they go for production.

Bangladesh government has certain rules and regulations to work on. So when Meghna Group is going for this business they have to have the preparation as well.

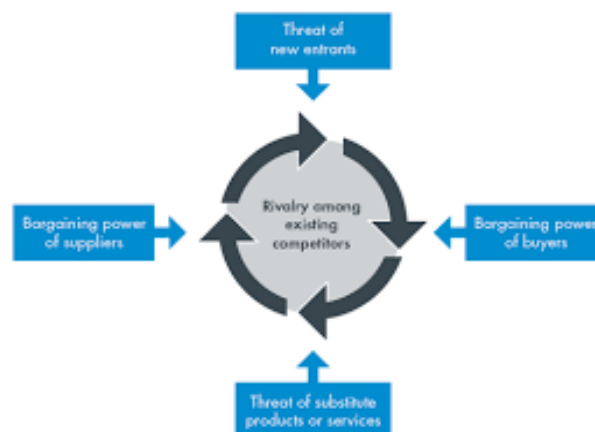
### **Legal Environment:**

Legal environment considers some of the things which are very important to understand legal opportunities. Every company needs to know what is legal and what is illegal. If an organization can understand such factors they can move forward. Now in terms of overseas business it becomes tough and tricky as the sets are different from each other in different countries. Legal factors include, consumer right, packaging mode, advertising mode etc.

For biscuit industry business, *Meghna Group* need to fulfill these standards thus they can move forward to production.

## **Porter's Five Forces**

Porter's five forces is a simple but very useful tool to analyze business. It helps to identify profitability in the market. It helps to understand the market and thus develop strategies to sustain the market. In detail we are looking below:



**Competitive Rivalry:**

Competitive rivalry is very important to know. It asks about who are the competitors, how they are operating their business, How they are offering, what they are offering etc. Now if one organization can take over the other organization providing better product or service in quality or better price point. If it is a positive manner then an organization can gather customer and make more profit. Or the other way, the consumer can move to the consumer products, services and thus a company can fall in trouble.

Competitive rivalry is about knowing who are the potential competitors in a business, how to measure things to offer better etc. Now these are the things we need to keep in mind when analyzing competitors.

Now for this biscuit industry *Meghna Group* needs to analyze the competitors like, Olympic, Pran, Rideesha, Bisk Club, Kishwan, Bengal etc brands to know about competitors..

**Bargaining Power of Suppliers:**

Suppliers are the group of people from whom a company purchase raw materials or materials for production.

It is about to know about them in more. How they supply things, is it that critical or not, how many suppliers are there is the market. If the number of suppliers is high then the organization has a better opportunity to bargain. On the other hand, the number of suppliers is low then organizations gets dependent on the suppliers and suppliers can get advantage.

This is all about the bargaining power of suppliers. Now it is all about understanding from where *Meghna Group* will purchase their raw materials. Then they will understand the bargaining

power they have. As it would be a good no of sources available so, the bargaining power of supplier is low.

### **Bargaining Power of Buyer:**

Before moving in details, an organization needs to understand the power of buyers. Buyers are the consumers, all profitability depends on them. Now who are the customers, how their behavior is how the age, social group all these factors comes under here.

If the number of companies is more with similar kind of products then the power of buyer is high. On the Other hand, if there are not much alternatives present in the market it would be an advantage for the organizations to influence the market.

In the biscuit industry, there are lot of products present in the market and companies got similar type of skills and technologies present. So the buyers will have advantage in bargaining power.

### **Threat of Substitution:**

Substitution is the alternative products present in the market. It is very important to understand the group of competitors that can be a threat in the market. For example some people prefer biscuits some people chips, some people fast foods. Now these are the threat of substitution. If the products are perfect then it is very good or else it could cause a trouble. Cause it can be substituted by other things. Now, it is the time to know about the consumers, reaction toward the product type. If it is not very core or vital product, it could be substituted. There is a possibility to get substituted any time.

For our product the substitute power is high. There are lots of products present in the market.

### **Threat of New Entry:**

New entry means coming new product or companies in the market. It is always important to know about the market. The estimation or count should be in hand that who are coming in the next few days, months or years. Anew entry can cause trouble for a established brand even. So it is a very crucial part to analyze.

Now, there are a numbers of group of companies present in the market. So they can come anytime in biscuit industry. So the threat of new entry is high.

### **Analysis and interpretation of data**

Analysis and interpretation is very crucial part while making decision. A reports main body part is analysis. After analysis, we can come to a decision about the report. Now it is very important about doing a proper analysis. We did our analysis part on SPSS (Statistical package for the social sciences). SPSS is vastly used software in terms of analysis. We had our survey on 107 people. He survey was on Google dock. We send the survey form to people by using email and social sites. After getting the survey result we made SPSS analysis.

On SPSS analysis we had to go through some major steps it represents the SPSS analysis perfectly in decision making.

Firstly we found out the descriptive statistics. Here a summery is made about the total survey and their description.

Secondly we found out the relation between the dependent variable and independent variables in correlation analysis.

Thirdly we found out the regression analysis to understand the ANOVAs table, Model summery and coefficients.

In the following part we will be describing about the analysis part in details.

Descriptive Statistics:

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
The age group that you belong to:	107	1.00	3.00	1.3364	.56542
What is your Gender	107	1.00	2.00	1.3925	.49061

What is your occupation	107	1.00	4.00	1.9720	.80632
What is your income	107	1.00	4.00	2.0000	1.08158
Marital Status	107	1.00	2.00	1.3832	.48845
1) I love to buy the product from unique bakery rather than famous brands whether price is high or low.	107	1.00	5.00	3.2150	.93191
2) I believe that my personal choice influences over price.	107	1.00	5.00	2.6729	1.07962
3) I purchase biscuits depending on my budget.	107	1.00	5.00	3.2336	1.06025
4) Price influences the packaging system and purchasing decision.	107	1.00	5.00	2.8037	1.11117
5) I expect standard or well established brands take health protection keeping the price in consideration.	107	1.00	5.00	3.2897	1.07290
6) I buy products most of the time for self-consumption.	107	1.00	5.00	3.0748	1.09631
1) I decide product depending on taste.	107	1.00	5.00	3.1121	1.09309
2) I think different taste/ flavored biscuits are prepared for different age group.	107	1.00	5.00	3.0841	1.14201

3) Do you get all the flavored biscuits of different companies in one area?	107	1.00	5.00	3.1776	1.12278
4) Chocolate coated biscuits are more likely for children, young adults?	107	1.00	5.00	2.9907	1.13682
5) Toast biscuit is suitable for all the customers in terms of taste?	107	1.00	5.00	3.2336	1.02405
1) I always buy biscuits depending on quantity.	107	1.00	5.00	3.0841	1.09132
2) I look for quantity on the pack before I purchase biscuits.	107	1.00	5.00	3.0000	1.06399
3) I think price and quantity should be balanced.	107	1.00	5.00	3.2430	1.06258
4) Quantity is not important for premium segment as it focuses more on quality.	107	1.00	5.00	3.1495	1.07109
1) I intend to refuse local product purchase because of health issues.	107	1.00	5.00	3.1215	1.08776
2) I have a great intent to continue purchasing the favorite biscuit products in the future.	107	1.00	5.00	3.0374	1.07216



3) I will intend to recommend to consume my favorite biscuits to others who do not consume one.	107	1.00	5.00	3.0935	1.14540
4) Intention of purchasing online shopping sites is growing as I am more contented with the usefulness of it so purchasing from online can be a good option.	107	1.00	5.00	2.9159	1.13372
5)I intend to spend a good amount of time when I buy biscuits for the whole month and for my children.	106	1.00	5.00	3.2264	1.08919
6)I have intentionally been using my favorite brands in a continuous manner, for a long period of time.	107	1.00	5.00	3.3738	1.08613
Valid N (listwise)	106				

In the above table, N is the number of respondents which is 107. Minimum means the minimum no of options in terms of choice, maximum is the same thing as well where it talks about the maximum choice. Here maximum options were 5 point liker scale so minimum value was 1 and maximum was 5. The personal information was a little different in terms of options. Mean and standard deviation follows the normal statistical mean and standard deviation option. For example, I have intentionally been using my favorite brands in a continuous manner for a long

period of time, here total respondents were 107, minimum option 1. Maximum option 5, mean 3.37 and standard deviation is 1.09.

Correlation Analysis:

#### Descriptive Statistics

	Mean	Std. Deviation	N
IPB	3.1305	.49388	106
Price	3.0483	.44862	107
Taste	3.1196	.47730	107
Quantity	3.1192	.48606	107

#### Correlations

		IPB	Price	Taste	Quantity
IPB	Pearson Correlation	1	.452**	.569**	.441**
	Sig. (2-tailed)		.000	.000	.000
	N	106	106	106	106
Price	Pearson Correlation	.452**	1	.493**	.429**
	Sig. (2-tailed)	.000		.000	.000
	N	106	107	107	107
Taste	Pearson Correlation	.569**	.493**	1	.339**
	Sig. (2-tailed)	.000	.000		.000
	N	106	107	107	107
Quantity	Pearson Correlation	.441**	.429**	.339**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	106	107	107	107

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Correlation analysis relates between the independent variable and the dependent variable. It shows the relationship between independent variable and dependent variable. A significant correlation is at 0.01 levels. Here, the dependent variable is Intention to purchase biscuit and the independent variables are Price, Taste and Quantity. Here dependent variable, intention to purchase biscuit is positively correlated at .452 level, positively correlated with taste at .469 level and positively correlated at .441 with quantity. Here the levels does not exit 0.01 so they are all significant.

Regression Analysis:

#### Descriptive Statistics

	Mean	Std. Deviation	N
IPB	3.1305	.49388	106
Price	3.0487	.45073	106
Taste	3.1189	.47951	106
Quantity	3.1203	.48823	106

#### Correlations

		IPB	Price	Taste	Quantity
Pearson Correlation	IPB	1.000	.452	.569	.441
	Price	.452	1.000	.493	.429
	Taste	.569	.493	1.000	.339
	Quantity	.441	.429	.339	1.000
Sig. (1-tailed)	IPB	.	.000	.000	.000
	Price	.000	.	.000	.000
	Taste	.000	.000	.	.000
	Quantity	.000	.000	.000	.
N	IPB	106	106	106	106
	Price	106	106	106	106

Taste	106	106	106	106
Quantity	106	106	106	106

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.639 <sup>a</sup>	.408	.390	.38558	.408	23.421	3	102	.000

a. Predictors: (Constant), Quantity, Taste, Price

Here, the model summary stated above it shows the change of adjusted R square for the change of R square. Here, adjusted R square I changed .390 for the change of R square at .408. Significant F change is .000. The dependent variable is intention to purchase biscuits and independent variable is price, quantity and taste. It shows the relationship in the above table.

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.447	3	3.482	23.421	.000 <sup>a</sup>
	Residual	15.165	102	.149		

Total	25.611	105		
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a. Predictors: (Constant), Quantity, Taste, Price

b. Dependent Variable: IPB

Here the dependent variable is as previous intention to purchase biscuits and dependent variable is price, quantity and taste. In the above table, “F “ is the “P” value. If “F” is greater than significance then the hypothesis is rejected. Here it is greater so hypothesis is rejected.

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.556	.317		1.755	.082
	Price	.159	.101	.145	1.566	.120
	Taste	.430	.091	.417	4.704	.000
	Quantity	.240	.086	.237	2.778	.007

a. Dependent Variable: IPB

In the coefficient table, we look for the change between “t” value and significance level. Here Dependent variable is Intention to purchase biscuits and independent variable is price, taste quantity. Here the constant value t is 1.755 and significance is 0.082. Standard significance level is 0.05 so here we find a strong relation with taste, quantity. Price is not actually standard for the coefficient table.

**Findings of the study:**

After going through the whole report and analysis, some findings are stated below:

We used different models to identify the market in both macro and micro perspective. After going through that we found we had a very good market in terms of our biscuit industry. The main challenge would be the competitive market. As we all know FMCG market is always very competitive and rapidly changing. Other than that, Meghna group has a very strong and rapid support behind the industry. The biggest advantage is the supply chain. They have very strong supply chain. They can supply product to the remote.

In the above numeric analysis part we did all our analysis in SPSS software. It is a very reliable software to perform analysis, so we did our analysis here. Firstly we had some independent variables and one dependent variable. We had our analysis on all these factors. We tried to find out, if any independent variable changes how it affects the dependent variable. Our independent variable was price, quantity and taste. Dependent variable was intention to purchase biscuit. Here we had descriptive statistics, which helps to understand the survey very clearly and we can get mean and standard deviation. . Next part was, Finding co relation among the dependent variable and the independent variable. Here we found positive correlation among the dependent and independent variables. Very next part we moved to the regression analysis. Model summery table, ANOVAs table and coefficients. All these parts help to relate and understand the relation between independent and dependent variables. In the coefficient table we found a mismatch with the factor price. Other than that, the independent and dependent variables are well elated with each other.

## **Recommendations**

The following recommendations are made based on the topics covered in the report. After thorough analysis and study of the report, we can come with some recommendations.

- FMCG (Biscuit) market is a very competitive one. Therefore it is important always to be updated with market studies.
- Customers put enough importance on price. As it is a mass market segmented product, price would be very a key player in segmentation.
- Taste is very important because people of Bangladesh are fond of good taste. A good taste and indulgence can take a product to a very high position. So focusing on taste is highly recommended
- Next important thing is quantity. It is a mass market product. This product would fight with other big players in the market. So it is very important to have a good quantity with relevant price.
- Products should be available all over the country. Many companies can produce good product but cannot make it reach to every corner of the country.
- New product development is a very key chance to get a good market share. We found it is very important while we had our interview with the selling group. They said a new good innovation may have a good market for the next few years. So research and development team along with brand developing team need to work on a continuous manner.
- Indulgence is again a very important factor apart from taste. So for premium category it is a very important factor to work on. Therefore it is recommended to work on it.

These are the major recommendations for Meghna Group of Industries. From the study we can say that if they work on these factors they will definitely be able to reach a good market share in the biscuit industry.

## **Conclusion**

Marketing and Branding is the heart of a company. If the department works well in the field it will help the organization to move forward. Again a good marketing team will take the organization ahead from the competitors. Being a brand manager I like to focus on product development. A strong product will cover up with reasonable price, good quantity and a mouth melting taste. Therefore a good team is very important so that it can take the organization up to the top. To be a market leader, marketing department needs to work hard on the field and off the fields.

This report is prepared on based the internship experience. As it was a very short time there could be some constraints. Again being an intern all the sources and information's were not open enough. However using all the sources and web we tried to form a decent report. However no reports ending is an ending, it's a new starting for future research. We hope this research will be used in further research and thus it will serve its purpose.

From our analysis we can say that the factors we considered are proved well. We can hope, Working on these factors will bring success for the organization.



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Sohel Parvez

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## **Appendix**

### **Questionnaire**

#### **Price:**

- 1) I love to buy the product from unique bakery rather than famous brands whether price is high or low.
  - a) Strongly disagree
  - b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly agree
- 2) I believe that my personal choice influences over price.
  - a) Strongly disagree
  - b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly agree
- 3) I purchase biscuits depending on my budget.
  - a) Strongly disagree
  - b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly agree
- 4) Price influences the packaging system and purchasing decision.
  - a) Strongly disagree
  - b) Disagree
  - c) Neutral

- d) Agree
  - e) Strongly agree
- 5) I expect standard or well established brands take health protection keeping the price in consideration.
- a) Strongly disagree
  - b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly agree
- 6) I buy products most of the time for self-consumption.
- a) Strongly disagree
  - b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly agree

**Taste:**

- 1) I decide product depending on taste.
- a) Strongly disagree
  - b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly agree
- 2) I think different taste/ flavored biscuits are prepared for different age group.
- a) Strongly disagree
  - b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly agree

- 3) Do you get all the flavored biscuits of different companies in one area?
  - a) Strongly disagree
  - b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly agree
- 4) Chocolate coated biscuits are more likely for children, young adults?
  - a) Strongly disagree
  - b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly agree
- 5) Toasts are suitable for all the customers in terms of taste?
  - a) Strongly disagree
  - b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly agree

Quantity:

- 1) I always buy biscuits depending on quantity.
  - a) Strongly disagree
  - b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly agree
- 2) I look for quantity on the pack before I purchase biscuits.
  - a) Strongly disagree

- b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly agree
- 3) I think price and quantity should be balanced.
- a) Strongly disagree
  - b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly agree
- 4) Quantity is not important for premium segment as it focuses more on quality.
- a) Strongly disagree
  - b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly agree

Intention to purchase biscuits:

- 1) I intend to refuse local product purchase because of health issues.
- a) Strongly disagree
  - b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly agree
- 2) I have a great intent to continue purchasing the favorite biscuit products in the future.
- a) Strongly disagree
  - b) Disagree
  - c) Neutral

- d) Agree
  - e) Strongly agree
- 3) I will intend to recommend consuming my favorite biscuits to others who do not consume one.
- a) Strongly disagree
  - b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly agree
- 4) Intention of purchasing online shopping sites is growing as I am more contented with the usefulness of it so purchasing from online can be a good option.
- a) Strongly disagree
  - b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly agree
- 5) I intend to spend a good amount of time when I buy biscuits for the whole month and for my children.
- a) Strongly disagree
  - b) Disagree
  - c) Neutral
  - d) Agree
  - e) Strongly agree
- 6) I have intentionally been using my favorite brands in a continuous manner, for a long period of time.
- a) Strongly disagree
  - b) Disagree
  - c) Neutral
  - d) Agree

e) Strongly agree

Demographic information:

1) The age group that you belong to:

- a) 18-25 years
- b) 26-45 years
- c) 46 years and above

2) Gender:

- a) Female
- b) Male

3) Occupation:

- a) Student
- b) Service
- c) Business
- d) Other:\_\_\_\_\_

4) Income:

- a) No income
- b) 15,000-25,000 taka
- c) 25,001-50,000 taka
- d) 50,001 taka and above