

Report On
Report on “Qualitative Analysis of City Group’s Marketing Strategies and CSR
Activity for TEER”.

By

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An internship report submitted to the **BRAC Business School** in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

BRAC Business School
Brac University
January 2020

Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Letter of Transmittal

Mahmudul Haq
Associate Professor,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212.

Subject: Submission of internship report on City Group Ltd.

Dear Sir,

This is my great pleasure to display my internship report for your kind approval.

My internship report is on **“Qualitative Analysis of City Group’s Marketing Strategies and CSR Activity for TEER”**. City Group is one of Bangladesh's leading conglomerates and trusted consumer goods manufacturers. Due to limited resources and some company policies in-depth research was not possible and I could not do my internship report on my majors’ (Finance).

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Sakib Al Nayeem
15104198
BRAC Business School
BRAC University
Date: January 6th, 2020

Non-Disclosure Agreement

This agreement is made and entered into by and between City Group Ltd. and the undersigned student at BRAC University

I, Sakib Al Nayeem, pledge that all confidential information delivered by company to me will be and remain property of company to me will be and remain property of company. All confidential information, and any copies thereof, will be promptly returned to company or destroyed by me upon company's request.

The information provided in this report will be used strictly for study purpose.

Mohammad Shanewyaz Munshe (Shahin)

Assistant General Manager (Finance & Accounts)

City Group.

Acknowledgement:

First of all, I would like to thank Mr. M Sabbir Ali, Director of HR City Group, for giving me the opportunity to do my internship in the City Group. For me it was a very unique and life changing experiences. My whole life I have learned about the basics of accounting and finance but to finally see the bigger picture and learn about the practical complications of corporate life was really interesting. It also helped me to get back my interest in Accounting.

Due to company policies I could not do my internship report on accounts and thus had to do a report on Branding and CSR activities. In doing so I learned a lot about Marketing and Branding. I would like to thank Mr. Tanjim Jahan and Rubaiyat Ahmed for teaching me a lot about branding.

Furthermore, I would like to thank all the people I have worked with in the office. With their patience and openness they created an enjoyable working environment.

At last, I would like to specially thank my line-manager Mr. Shanewyaz Munshe (Assistant General Manager) and Abu Arafat Bin Syed (Senior Manager) for guiding me about accounts work and sharing their words of wisdom to quench my curiosity about various topics.

Executive Summary:

City Group was established by Fazlur Rahman, a business magnate in the private sector of Bangladesh. City Group began on 6 February 1972 as a mustard oil company venture. After its first successful project, City Group invested in new fields, including manufacturing, industry and trading. More enterprises were established in the early 1990s; these included consumer goods, foods, steel, printing & packaging, shipping, power and energy, shares and securities, insurance, media, and healthcare.

TEER is City Groups biggest success story. It was awarded Worlds Prestigious UK based Superbrand Award 2009. TEERs' Atta, Maida (flour), Suji (semolina) has won 13 awards from 2009 to 2014 under Bangladesh Brand Forum for being the best brand.

In this report we will see the things TEER does to keep its branding image and marketing strategies fresh and innovative. City Group is a very traditional organization who admires the traditional ways of marketing and advertisement which is actually not bad. There is a saying "if it's not broken then do not fix it". TEER is such an old brand that people in our country as grown up by seeing its advertisement from a very early time and it has created a positive image for years and will continue for years to come. TEER excess on a couple of major sectors in FMCG (Fast-Moving Consumer Goods) market in our country these are – production, distribution, import, innovation and technology. Factories ensure superior product quality using the finest Buhler machines of Switzerland. Furthermore, one of City Groups main concern is City Navigation Ltd. which holds 37 maritime vessels and 2 mother vessels to import food grains from other countries to Bangladesh.

TEER is not only focused on building company growth but also does a lot for the society. A very high budget Corporate Social Activity of TEER is "TEER Go for Gold" whose main objective is to earn Gold medal for our countries archers in the Tokyo Olympic 2020. This 5 year project started in 2017 and since then Bangladesh Archery Federation has achieved a lot of medals and qualified for "Tokyo Olympic 2020". The only thing left is to win the gold medal in Tokyo.

In this report, we will learn what products TEER is excelling and which needs re-innovation. Also, we will see the SWOT analysis of TEER which will show the dynamic problems and threats. Due to City Group being a private limited company the report will mainly focus on qualitative rather than quantitative analysis for strict company policies.

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Background:

The date 6th February, 1972 marks the journey of a valiant effort in Gandaria, Dhaka, when there was the beginning of the company known as "CITY OIL MILLS". The founder Chairman; Mr. Fazlur Rahman started the group from scraps virtually. The initial period was marked with a lot of hardships due to the post war era when the country faced economic fallout. Initially the mission of the company was to produce mustard oil for the local market consumption. The demand of the product showed the way to a new arena of business.

For the next 18 years, the company operated within the vicinity of the Dhaka city and met the demands of the local market. The revenue generated from this soon gave away for the entrepreneur to evolve the company, which was by now one of the largest mustard oil producing plants in the country.

A vision - to transform the company to a 21st century conglomerate of the country started. "City Vegetable Oil Mills" was established at Rupshi, on the outskirts of Dhaka city. This effort evidenced an accelerated growth of City Group and the company was soon found to open two more sister concerns by the year 1994 - "Hasan Vegetable Oil Mills Limited" and "City Fibres Limited".

Within this period the founder also devised new production units and soon brand was born - "TEER", the name itself captivating the hearts and minds of the people. Appearing in this banner was the flagship product, "TEER SOYABEAN OIL", which soon found a good market share.

The overwhelming revenue generated and the unprecedented popularity of the products of City Group soon found its way into the hearts of the people. City Group was by now one of the emerging industries of the country with an ever-expanding business, which led to 21 sister concerns by the end of the year 2006.

Presently, the company focuses on meeting and responding to the ever-changing needs of the consumers both home and abroad. City Group is one of Bangladesh's leading conglomerates and trusted consumer goods manufacturers. With 46 years of business legacy, the group has grown substantially over the period in value creation and production. At present there are 40 sister concerns, each specializing in different products and services. The group's strength lies in devotion to meet our promises of delivery, uncompromising attitude for quality, and cherished relationship with customers, employees and all social groups.

Our journey till now remains an epic adventure with more yet to come and we strive with a quest - "A Quest for Excellence!"

Mission:

Our Mission is: "Blending world class technology, innovation and local entrepreneurship to provide hygiene, health and excellence to consumers."

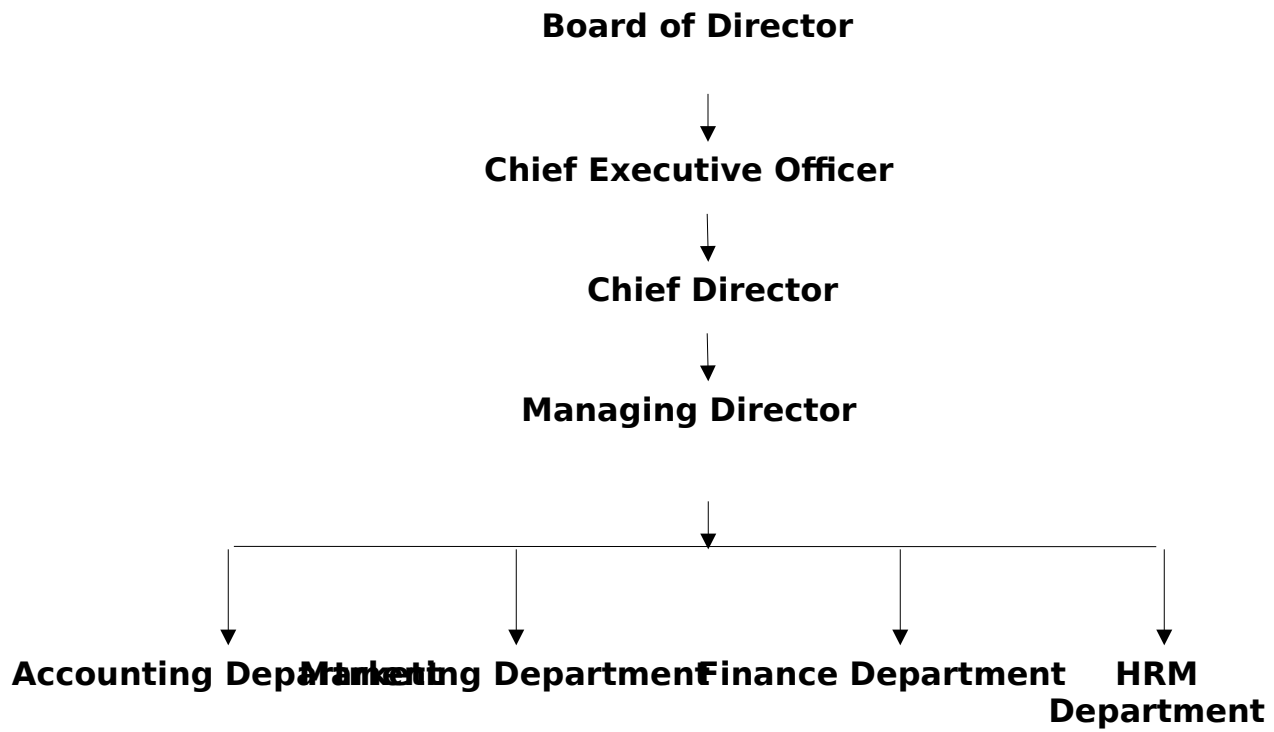
Vision:

"To become leading Bangladeshi conglomerate in global arena operating responsibly and sustainably for making a better society."

Our Core Values:

- Innovation.
- Quality.
- Productivity.
- Accountability.
- Integrity.
- Teamwork.

Organization Hierarchy:



Brand Logo & Message:



TEER is the most acclaimed brand of City Group with footprint in edible oil, atta, flour, semolina, rice, lentil, sugar and animal feed products. The brand is synonymous to health, hygiene and excellence.

Products of TEER:

Edible Oil:

TEER Advanced Soyabean Oil :

TEER Advanced Soyabean Oil is one of the largest brands in the premium segment of refined oil consumer packs. The top graded imported crude oil goes thorough world class refining process to ensure healthy cooking without cutting back on flavor and taste. TEER offers the goodness of vitamin A, D, E and essential nutrients which makes it the ideal choice for people looking for a healthy lifestyle.

Country's first edible oil brand to be fortified with Vitamin A, D and E.

TEER Canola Oil :

Because of its light flavor, high smoke point, and smooth texture, TEER Canola Oil is one of the most versatile and best tasting cooking oils. The oil is derived from imported hi-grade rapeseed that is low in erucic acid and saturated fats but high in healthier unsaturated fats, Omega- 3 and 6. Canola oil is made at a processing facility by slightly heating and then crushing the seed. The hi-tech and healthy refining process ensures all the necessary nutrition facts to be intact. The packed TEER Canola Oil provides the best nutritional balance of all popular

cooking oils. It's light, delicate taste makes it the perfect oil to be used in every recipe that calls for vegetable oil.

The oil is derived from imported hi-grade rapeseed that is low in erucic acid and saturated fats but high in healthier unsaturated fats, Omega- 3.

TEER Sunflower Oil :

Imported from Europe and refined with highly specialized refining mercenaries from Desmet, Belgium, TEER Sunflower Oil is light, healthy, nutritious and high in essential vitamin E and K and low in saturated fat. Its high smoke point makes cooking easy and makes the food easy to digest.

TEER sunflower oil provides nutrients in every drop and ensures taste and lightness of the food.

TEER Mustard Oil :

TEER is the first branded mustard oil in Bangladesh. This oil is usually extracted from the first press of finest quality mustard seeds using GHANI, a traditional cold press system. In this process, seeds are crushed at low temperature so natural properties, antioxidants and essential micro nutrients are retained in the oil. The natural pungency and aroma spice up pickle making and cooking.

Processing with GHANI ensures natural pungency and aroma of TEER Mustard Oil.



Figure : Sunflower oil, Canola Oil, Advance Oil, Mustard Oil (From Left to Right)

Flour :

TEER Semolina :

TEER Semolina is milled from selected high protein wheat from America, Australia and Russia using top-notch Swiss technologies from Buhler. TEER Semolina is the result of attention to detail, consistency in milling, and desire to ensure the very best baking

experience possible, every time. Only selected fine semolina is packed for the consumers to ensure taste as well as nutrition.

Consumers can't think of anything other than TEER for Semolina (Suji).

TEER Flour :

TEER Flour is milled from selected high protein wheat from America, Australia and Russia using top-notch Swiss technologies from Buhler. TEER Flour is the result of attention to detail, consistency in milling, and desire to ensure the very best baking experience possible, every time. Only selected fine flour is packed for the consumers to ensure taste as well as nutrition.

Consumers can't think of anything other than TEER for Flour.

TEER Atta :

TEER Atta is milled from selected high protein wheat from America, Australia and Russia using top-notch Swiss technologies from Buhler. TEER Atta is the result of attention to detail, consistency in milling, and desire to ensure the very best baking experience possible, every time. Only selected fine Atta is packed for the consumers to ensure taste as well as nutrition.

Consumers can't think of anything other than TEER for Atta.

TEER Whole Wheat Atta :

All the nutrients of Bran, Endosperm and Wheat Germ stay intact and protected, TEER Whole Wheat Atta Provides the wholesome goodness of fine, fiber-rich, vitamin-and-mineral-loaded atta for healthier foods. TEER is the first brand to introduce Whole Wheat Atta in Bangladesh. This top selling whole wheat atta is pantry all-star, rich in flavor and healthy to boot.

TEER Whole Wheat Atta keeps all the nutrients of wheat intact and contributes to daily requirements of dietary fiber.



Figure : TEER Atta , Flour, Semolina and Whole Wheat Atta. (From Left to Right).

Sugar :

TEER Sugar :

TEER Sugar is extra fine granulated, free-flowing and of the highest quality. TEER Sugar retains its original flavor & properties of cane sugar due to optimum degree of refining by European technology under hygienic conditions. Its uniform size of the sugar crystals gives a regular texture and consistency, making it the perfect ingredient for table use, baking, preserving, canning, and for sweetening beverages.

TEER gives the best refined sugar that simply makes the life sweet.



Figure : TEER Sugar

Rice :

TEER Miniket Rice :

TEER Miniket Rice is the best choice for everyday dishes. This product prided itself in sourcing the best and the finest quality rice grain. Only the best grains are packed for excellent non-sticky rice that cook perfectly every time.

TEER Miniket Rice is the best option for everyday dishes.

TEER Chinigura Rice :

TEER Chinigura rice stands for its pristine, white grains and rich aroma. The rice is sorted from the finest locally produced paddy. The top-notch technology of Buhler machines from Switzerland ensures the best processing of this Rice. The world's latest Crosshair Targeting Technology of Sortex machine removes even the smallest defected rice and other foreign particles by using multi-chromatic optical lenses.

For excellent non-sticky rice and unforgettable aroma, TEER Chinigura Rice is the only option.



Figure : TEER Chinigura Rice & TEER Miniket Rice (Left to Right).

Lentils :

TEER Red Lentil :

The selected best breed lentil that is collected from local and international market is packed for TEER Red Lentil. TEER Red lentil is low in Glycemic index and high in fiber, iron and protein that is excellent for soup, Dal and spicy curries.

TEER Red Lentil is excellent source of protein and fiber that makes a healthy and nutritious meal.

TEER Split Red Lentil :

TEER Split red lentil is made from splitting the whole red lentil. The skin is removed and the remaining reddish-orange seed is then split into two halves resulting in a product that can be boiled faster than any other lentil category. The top-notch technology of

Buhler machines from Switzerland ensures the best quality in processing of TEER Split Red Lentil. TEER Split Red lentil is low in Glycemic index and high in fiber, iron and protein that is excellent for soup, Dal and spicy curries.

The world's latest Crosshair Targeting Technology™ of Sortex machine removes even the subtlest defected lentil and other foreign particles by using multi-chromatic optical lenses.



Figure : TEER Red Lentil & Split Red Lentil (Left to Right).

Other :

- TEER also specializes in making various types of feed for different category of animals. They make –
 - ✓ Poultry Feed (Broiler, Layer and Sonali feed)
 - ✓ Cattle Feed (Cow and Ox feed)
 - ✓ Fish Feed (Rui, Katla, Carp)



Figure : TEER Cattle feed, Poultry feed & Fish Feed (Left to Right).

Levels Of Product:

We can say TEER creates a lot of levels of product for consumer flexibility. Below “TEER Soyabean oil” is broken down as an example into the different product levels -

- Core Level: To Cook Food
- Basic Level: Cholesterol Free
- Augmented Level: Super Refined

Segmentation for TEER:

Market segmentation is one of the steps that goes into defining and targeting specific markets. It is the process of dividing a market into a distinct group of buyers that require different products or marketing mixes.

TEER have always created diversity in their products to appeal to all kinds of customer. TEER have also launched some products to capture the premium market. One of its premium products is “TEER Whole Wheat Flour” which ensures that all the nutrients of Bran, Endosperm and Wheat Germ stay intact and protected.

Opportunities in marketing increase when segmented groups of clients and customers with varying needs and wants are recognized. Markets can be segmented or targeted using a variety of factor. The bases for segmenting consumer markets include:

- Psychographic: Upper And Middle Class, Personality

- Behavioral: Occasions

The City group's marketing department does not work only segmentation of TEER products but also focuses on consumer market of JIBON and BENGAL; thus, creating a diversified consumer segmentation. It works with same kinds of product altogether. It does mass marketing where differentiation is less than cost.

Positioning for TEER:

Positioning the name of the brand in consumer perception is one of the hardest things in FMCG industry. As the industry is dominated by a handful of competitors whole has a strong grip on the market and new entry in this market is very difficult and expensive. TEER does the following things very well to keep their position on the market -

- Maintain proper quantity.
- We import all the raw material from reputed country and check product quality thoroughly
- Our price is also affordable than our competitors.
- We use all the modern machines needed to process the foods. We have a lot of mills (Sugar, flour, oil) and all of them use the latest machineries imported from Germany so that production is never slowed or delayed.
- We believe in providing timely goods.

Targeting:

After segmentation marketer concentrate on targeting. This is the second step of marketing strategy, where marketers select a specific segment. City Group is one of the biggest conglomerates in Bangladesh and their business revolves around the FMCG industry. Thus,

their target market is basically everyone who cooks and consumes food product. TEER core products are flour, oil, sugar, rice, dal and we know that these are the daily necessity of more or less everyone in our country. City Group is also known as holding the strongest distribution channel in FMCG industry and this is one of the main reasons for their success in this industry as their target market is so huge and they are able to meet the demand of consumers.

Marketing Mix Strategy:

Marketing mix strategy is the set of controllable, tactical marketing tools through which the company influence the demand of their product and wants to get the response from the target market. TEER has four groups of variables which known as 4Ps in their marketing mix strategy.

Product:

Product is the goods and services that companies offers to the target market. City Group offers various kinds of products of TEER to diversify their consumer taste and give them a premium feeling. For Example, recently TEER has started retailing Whole Wheat Flour (which is a bit pricy) to give a more enriched taste and health benefit for their consumer.

Price:

TEER products are priced as any other FMCG goods in the market. They try to give the best quality goods at the market retail price assigned by the government. This in some places have created a bit of problem for TEER. Vendors in some locality said that TEER products are price at a higher range than other competitors products thus they incur less profit and refuse to keep TEER goods in their store but it is a good sign for the consumers. TEER spends a lot of

resources on quality control and production thus creating a higher priced good. Retailers or vendors may earn less profit but the popularity of TEER products are unmatched.

Place:

City Group has decided to distribute TEER products through their existing distribution channel and for this their objective is to supply the right product in right place in right time.

Promotion:

City Group promoted all kinds of advertisements, which bring about uplift into the brand scenario for the company. We promote various aspects of our products starting from Paper to TV Commercials and various other forms of advertisements to promote our products.

A product is embarked on the market through effective advertisements and can additionally give birth to a satisfactory outcome.

Distribution:

“Good product marketing depends on a good and effective distribution network.”

We believe in these words and this is what inspires us to drive further and further strengthen our network.

City Group has an extensive array of distribution network and with the help of this network it has been able to extend its products into all the districts of Bangladesh. It looks further into the prospects of extending its distribution network to all the “Thana” level and welcomes all prospective Distributors / Dealers.

Each individual territory is taken care of well in advance by our territory managers and our sales staffs are always there to assist our distributors with the demands.

Our products have been popular with the people of the country and with the overwhelming demand; we are furnishing ourselves to meet the new consumer.

We hope to meet the consumers through our distributors and look forward with effective planning and strategic campaigning to support our sales.

Branding Strategy:

Branding strategies are the action plans that organizations use to differentiate their products, services, and identities from their competitors. Essentially, a brand strategy is your long-term brand, which helps to identify what kind of image you want to build for your customers. This means thinking about what kind of feelings and expectations you want your audience to associate with your company.

“TEER” has been a very successful brand and keeping up with its competitors by working on some core branding elements. They are –

- Company Purpose.
- Consistency.
- Emotional Connection.
- Employee Empowerment.

Company Purpose:

“TEER” has always been a very huge player in the industry of soyabean oil in Bangladesh. One of their key branding strategies is always keeping in mind their company purpose. They strive

to be the best in the business and deliver good and service of utmost quality. The company's resolution is as strong as it was in the beginning of their journey in 1972.

Consistency:

"TEER" is consistently creating a positive brand image around their product. Consistency basically talks about portraying brands image inside the mind of consumers and customers. Below is one of the task the company did to create this consistency in their brand image –

Re-Branding of TEER Logo and TEER Advanced Soyabean Oil:

To emphasize the changing life style of consumers, City Group revamped the logo of its flagship brand TEER in 2017 with a commitment to satisfy the needs of modern consumers with the value and assurance remaining intact. With the launch of TEER Advanced Soyabean Oil City Group became the first company in Bangladesh to fortify soyabean oil with Vitamin A, D and E.

Employee Empowerment:

Finally, while your customers are an important factor when it comes to helping company thrive, there's another group of people who are frequently overlooked in the business space, and that's the employees. Whether we're investing in a new type of social media branding, or we're building a brand from scratch, we need the insights and buy-in of the employees to be successful.

Emotional Connections:

Customers are more "emotional" in their buying choices than you might think. In fact, even B2B brands get more sales when they use "emotional" rather than logical marketing messages. Emotion is the component that makes good branding strategies,

great. If you can find a way to connect with your customers on a deeper level, you can enhance engagement and develop a more sustainable relationship for the long term.

TEER Advanced Kitchen:

The first ever kitchen renovation-based TV reality show in Bangladesh. TEER Advanced kitchen aims at recognizing effort of the home maker, usually overlooked in our society. First season will cover transformations of 10 ordinary kitchen into Advanced Kitchen. Channel-I will telecast the reality show.

TEER- the Most Chosen Consumer Brand:

World renowned marketing research organization Kantar Worldpanel's recent report "Kantar Worldpanel Brand Footprint 2018" has recognized TEER as the most chosen food product brand in Bangladesh. TEER gains the first position in ranking with Consumer Reach Point (CRP) of 57.

TEER Prothom Alo Krishi Award:

TEER and Prothom Alo awarded farmers, agricultural researchers, innovators and scientists for their vital contributions and effort to promote the best practices and assisting agricultural sector with knowledge and information for future development. Dr. Kazi M. Badruddoza has been awarded with Lifetime Achievement Award in the same event.

Kids Cooking Competition:

TEER Little Chef For the first time, TEER is organizing kids cooking competition based reality show "TEER Little Chef". Anyone within age limit 12-16 can participate in this competition.

Jui- First TEER Little Chef:

After immense competition among 12-16 years children at “TEER Little Chef’s” kitchen, Jui from Bogura won the first ever title of TEER Little Chef and received certificate, crest and prize money of BDT 5, 00,000 by defeating Abdullah from Chattogram in the Grand Finale.

TV Commercials:

“TEER” for the past 2 year made television commercials intended for the mother’s day. These advertisements were very heart warming and appealing toward the consumers and created a very positive and emotional energy. The commercials portrays a kind of family feel and “TEER” wants to project the feeling to being a part of family of every consumers and tell consumers all around the country that they care for their well-being.

We can see that TEER has constantly sponsored all these events and earn high amount of media exposure and brand awareness by the consumers and it led to a successful build-up of the image and got a lot of emotional support of the consumers as a result of this.

Entry barriers and Exit barriers**Entry Barriers:**Capital:

To enter in FMCG market owners need huge capital. For large factory one should collect huge capital. One also need large amount of money to import raw material and the manufacturing machinery. As none of the machinery for seed crushing and production of oil, flour, sugar is available in our country they have to import too. Thus, initial investments are very high.

Vertical integration:

A firm's coverage of over one level of production, whereas following practices that favor its own operations at every level, is commonly cited as associate degree entry barrier.

Customer loyalty:

If the customers of a particular brand are loyal, then it will be hard for new company for enter.

Government regulations:

It may build entry tougher or not possible. Within the extreme case, a government could build competition illegal and establish a statutory monopoly. Necessities for licenses and permits could raise the investment required to enter a market, making a good barrier to entry.

Switching barriers:

FMCG products are basically daily necessities. So, consumers are prone to stick to one good for a long period of time. Thus, at times, it may be difficult to change consumers' perspective for switching to other product.

Exit barriers:

The factors that may form a barrier to exit include:

Large stake:

We have a big amount of stake holder, such as, creditors, consumers, and shareholder. TEER alone provides corporate jobs for more than 10,000 people. So, if we want to dissolve then it will create some problem for our stake holders.

Legal restriction:

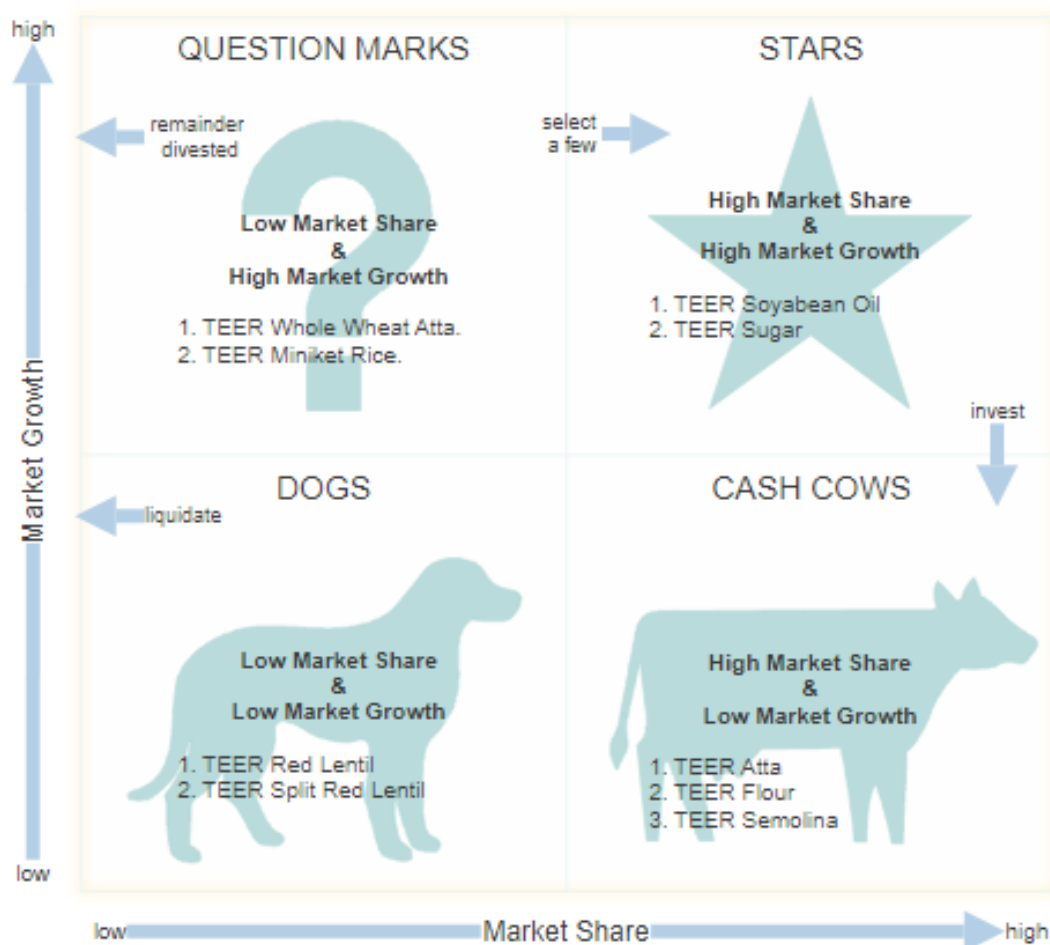
Company has to face different types of restriction such as, government restrictions.

By considering above situation, we can say that TEER is in high entry barrier and low exit barrier segment. Thus, it's safe to say, we get high stable return.

BCG Matrix:

BCG matrix is a framework created by Boston Consulting Group to evaluate the strategic position of the business brand portfolio and its potential. It classifies business portfolio into four categories based on industry attractiveness (growth rate of that industry) and competitive position (relative market share).

The BCG Matrix for TEER is shown below :-



STAR:

Stars operate in high growth industries and maintain high market share. Stars are both cash generators and cash users. Star product of TEER is undoubtedly TEER Advance Soyabean Oil (TASO). The market growth rate of TASO is very high and still rising. Due to the immense amount of production and great distribution channel TASO is reaching to consumers very fast a gaining huge amount of market share. TEER Sugar holds a very large share in the sugar market of Bangladesh and still gaining popularity till today. Recently, TEER improved the packaging and quality as manufacturing machinery improved.

- ❖ *Strategic Choice: TEER is constantly reviewing this two products in order to make them a stable cash cow in the future. Through product development and effective digital TASO and TEER Sugar can easily become the next cash cow.*

CASH COW:

Cash cows are the most profitable brands and should be “milked” to provide as much cash as possible. TEER has done this exceptionally well. When consumers think of Atta, Maida and Suji (Semolina); people generally think about TEER. TEER Atta, Maida and Suji was one of the most popular products in the industry since early 1990’s and there are a few reasons for that. At that time TV commercials and Ads were highly followed and TEER took this opportunity and made the market aware of their presence. One of the most watched advertisement by consumers that time was of TEER. Not much improvement has been done till that time. TEER has constantly supplied good quality product and now very little marketing is needed for Atta, Maida and Suji.

- ❖ *Strategic Choice: I believe with some product diversification, development and retrenchment TEER Atta, Maida and Suji will continue to be the cash cows of TEER.*

Question Mark:

- Question marks are the brands that require much closer consideration. They hold low market share in fast growing markets consuming large amount of cash and incurring losses. TEER Whole Wheat Atta and Miniket Rice fits the description quite well. Whole Wheat Atta and Miniket Rice was produced with a premium mindset; meaning it was to be marketed to the consumers as a premium quality product thus the price is a bit high. Now-a-days, consumers are very aware of what they consume and product information and market research is easier to do because of technological improvement and fast digital communication. This is a pro and a con; pro as in active digital marketing can make Whole Wheat Atta and Miniket Rice a star product and con because competitors are high in the digital scene of the business world of competition will be severe.

- ❖ *Strategic Choice: For WHOLE WHEAT ATTA and MINIKET RICE market penetration strategy should be imposed to capture a specific market and aim for a sustainable growth*

Dogs:

Dogs hold low market share compared to competitors and operate in a slowly growing market. TEER Red lentils and Split Lentils did not meet the consumers eye and has the lowest market share and growth. Not much awareness and marketing was done for lentils and TEER lentils was overshadowed by the success of their other products. TEER lentils is available to just some specific regions in our country. Popularity of the product is very low and to make this product a success much resources need to be used in advertisement and promotion. Sooner or later, this product maybe completely out of market and discontinued.

- ❖ *Strategic Choice: The best course of action should to divestiture and liquidation of assets of this product. _*

SWOT Analysis:

Strength:

Strong Market Presence:

The core strength of TEER lies in the market presence. They have incredible amount of sale and may as well be the biggest consumer goods seller in Bangladesh. The reason behind this huge volume of sale is basically strong relationship buildup with middle-man i.e. wholesalers, distributors, retailers. Customer loyalty is very strong for maximum TEER products.

Supply Chain:

Supply chain of products is very organized and reaches to every corner of the country. City Group has the largest inter-connected water transport system in the country which is used to distribute good to consumers and handle inter-company transaction. City Navigation Ltd started its operation in the year 2000. It has 37 maritime vessels which are engaged in carrying raw materials from Chittagong port and other places. Also there are 2 mother ship which transport the food grains from other countries to Bangladesh.

Price:

Because of the huge capacity of production TEER products benefit hugely from economics of scale thus give an advantage to TEER to produce at a low cost. Also, there are some other factors that reduces the cost. City Economic Zone is one of this. Economic zone is assigned by the government and it decreases the cost of running factories and its utilities. Furthermore, to some extent the tax rate and other government related costs are excused if companies establish economic zone under government imposed location.

Ship Building Plant:

One of the sister concern of City Group is Khan Brother's Ship building which started its operation in 2015. This unit is located in Munshigonj and covers a total area of 100 acres wholly used for making sea going vessels. These vessels are used for raw material and finished goods transportation. Freight capacity is very high and ensures easy availability of goods across the country.

Innovation & Technology:

City Group refuses to spare any kind of quality in their production thus uses world renowned Buhler machines of Switzerland, this state-of-the art technology is used to cater the ever-increasing quality food products TEER.

Suppliers:

Suppliers are one of the main stakeholders of the business and play a vital role in the success of the company. City Group has a lot of suppliers in various countries of the world. Brazil, Malaysia, USA, Ukraine, Russia, USA, Australia are the most notable countries. Raw products like crude oil, sugar cubes, and wheat are imported then refined in the factory to make the finished goods.

Exceptionally Talented Chairman:

City Group's Chairman Mr. Fazlur Rahman is one of the most successful businessman in Bangladesh. He is one of the main reasons for City Group's immense customer success in FMCG. He was awarded Business Person of the year in 2005 and Best Saskatchewan Pulse Importer 2009 (Canada). In 2017, He along with his brand TEER have been recognized as one of the world's greatest leaders and brands by United Research Service and PricewaterhouseCoopers P.L. for his sharp business acumen in the trade and industrial enterprise in Bangladesh.

Weakness:

Digital Presence:

TEER has always given traditional means of marketing (TVC, Billboard, Banners, Posters, TV shows) the highest level of priority and it brought them huge success. But as the business world is becoming digital; TEER has not started putting emphasis on digital marketing and sooner or later it is going to be problem for TEER as consumers are getting more and more into digital media of communication.

Inventory Management:

Inventory management for a company that deal with FMCG is very hard. Since, the products have to be marketed to the consumers very fast and even a slight delay of any kind can cost the company millions. City Group is constantly improving its inventory management system to predict future demand and accurately calculate the amount of inventory needed but still there is a lot of room for improvement.

Overburdened Management Team:

TEER is a huge and a successful brand. But its marketing and management team is very small and most of the time they are overburdened with work. Due to lack of time and man power, ideas and work generated are good but not great. Enlisting more specialist and diversified employees can really bring some breathing room for current employees and thus ensuring greater quality of work. Financing City Group is very strong and they have a lot to invest in and thus more visionary employees are needed to make the most out of the investment._

Opportunity:

Digital Marketing:

Currently, it is a weakness but with the help of a dedicated digital marketing team and some help from digital marketing agencies TEER can build a very long-lasting digital footprint and can create a very positive customer awareness. TEER is a brand that is recognized world-wide and before everything is digitalized TEER should act as an early innovator and build their digital image. Now-a-days, consumers are a lot aware of what they consume and what they watch. Through digital media TEER may reach new customer base.

Premium Product:

TEER is currently trying to create a premium customer base. TEER Whole Wheat Atta was the first premium product they launched. The goal is to make a niche premium consumer market. TEER Whole Wheat Atta is healthier and better than their regular Atta and consist of many fibers which is good for the body.

Expansion of Market:

TEER has a very big channel of distribution but still they have not reach to every consumers in the country. TEER's goal is to provide their product to each and every consumers. So, there is many markets to grab. TEER products has the largest share of the market in Dhaka region and slowly they are trying to expand to even the most remote locations.

Build Strong Customer Awareness:

TEER has a lot of products but not all of them are equally popular or have high market share. But putting some effort on the “question mark” products can open TEER to new and diverse customer and generate more sales in the long-run.

Threat:

New Emerging Market:

New emerging markets are always a threat for existing market share holders but in FMCG industry it's a bit hard to compete; still it is not impossible to get into this market. There are various organizations that are penetrating the market every year. Now, most of this companies are not entirely new they are simply expanding their product line. For example – BEOL (manufacturer of Rupchanda soyabean oil) are now selling mustard oil and chinigura rice which can be a threat to TEER chinigura rice and TEER mustard oil.

Diversified Level of Competitors:

A brand is built by its products and services. Now there can be only one product or multiple products. TEER deals with a varieties of product because of this large production capacity and diversified market dominance. On the other hand, there are companies that specialize in specific products i.e. ACI Pure Salt, BEOL Rupchanda Soyabean oil, Ispahani Tea etc. These brands are so successful in a specific product line that it becomes very hard for others to sustain in that market. TEER has a lot of products but not all of them are equally successful. This diversified level of competitors pose a genuine threat when expanding product line and services.

Regulatory Threat:

Regulatory risk is the risk of a change in regulations and law that might affect an industry or a business. Such changes in regulations can make significant changes in the framework of an industry, changes in cost-structure, etc. City Group imports the raw sugar and crude oil for processing and these type of food products has to be constantly imported because warehousing or storing of this products will decrease the quality and even make them go bad. So, because of this the slightest increase or decrease in interest rate, tax rate, import duty can cause huge loss and hamper company activities. Bangladesh Standards & Testing Institution (BSTI) requires all companies to follow some strict policies and sometimes the slightest miss understanding can of product ingredients and can ban their product license. Example – TEER was harassed by BSTI for some accusations about the quality of the mustard oil which was totally fine. Although TEER won the case and the product was continued in the market they had to go through a few month ban on the production of mustard oil; which incurred huge loss for City Group and created a negative image of TEER. ____

Corporate Social Responsibility

COMPANY, CUSTOMERS and SOCIETY are the 3 prime considerations of City Group's activities. Serving the country for over four decades and being proactive in social arena to enhance the standard of life in our country. It's concerning company responsibilities through positive contributions to environmental quality and to the communities during which we tend to live and operate our businesses.

Few samples of City Group's charity work embody providing backing for poor students to continue his/her education in Dhaka University and medical support to people who required it most.

TEER Go for Gold:

TEER is currently engaged in a very huge social project of its own. The project is called “TEER Go for Gold 2020”. The main objective of this project is earn the gold medal at Tokyo Olympics’ 2020.

City Group, in collaboration with the Bangladesh Archery Federation (BAF), is training the archers to fulfill unseen hopes for a gold medal in' Tokyo Olympic 2020.' The five-year performance-based support program includes a wide range of activities ranging from talent hunting, archery training center development to international coach recruitment.

The journey of this project started 23rd October, 2017 by an agreement signing ceremony between BAF and City Group. Soon after, German Coach Mr. Fredrick Martin was introduced to the archery team in February 2018 and the training started.

Everything needed by the archery team such as nutrient diets, practice kits, access to premium fitness center, allowances and even performances bonuses is provided by TEER.

2018-2019 Achievement in International Tournaments:

Date	Tournament	Location	Gold	Silver	Bronze
March, 2018	3 rd South Asian Archery Championship	BKSP	6	5	1
March, 2018	2 nd ISSF International Solidity Championship	Dhaka	5	5	1
November, 2018	7 th South East Asian Archery Championship	Myanmar	1	1	
February, 2019	3 rd ISSF International Solidity Championship	Dhaka	2	3	4
March, 2019	Asia Cup Stage 1	Thailand		1	1
June, 2019	World Archery Championship	Netherlands			1
September, 2019	2 nd International Archery Tournament	Kyrgyzstan		2	1
September, 2019	Asia Cup	Philippines	1	1	1
Total =			15	18	10

In June, 2019 Mohammad Ruman Shana won Bangladesh’s first-ever bronze medal in the World Archery Championship. Furthermore, he also qualified for the Tokyo Olympics 2020 as the first Bangladeshi archer on merit. Shana said “My main target was to qualify

for the Olympics and I achieved the target, now, my next target is to win Olympics medal.”

In a press conference November 9, Saturday at the Bangladesh Olympic Association auditorium in Dhaka, Executive Director of City Group (marketing and sales) Zafar Uddin Siddiqui praised the performances of the Bangladesh archers, especially Mohammad Ruman Shana, and pledged further support in future.

City Group would provide Bangladesh Archery Federation Tk2.41 crores for the 2019-20 season, which will be the sponsor’s third year of the five-year deal with the federation. In the last two years, Bangladesh garnered 15 gold, 18 silver and 10 bronze medals in international tournaments and City Group has played a pivotal role behind the successes.

Budget & Activation Plan for 2019-2020

Particulars	Amount (BDT Lacs)
Event, Activation Cost	78.00
Archery Training Centre (ATC) Development Cost	161.00
Total	241.00

Conclusion:

On the whole, this internship was a very useful experience. I have attained new skills, met new people and faced new challenges. I have achieved several of my learning goals.

I got some insights on Marketing and Branding of an organization, learned how important it is and how it shapes the image of the company. Related to my studies, I learned about ERP software that helps to record the accounts of the company. Furthermore, I learned about why inter-company transactions and bank reconciliation statements play a huge role in the future of the company and should be carefully maintained.

The internship was also good to find out what my strengths and weaknesses are. This helped me to define what skills and knowledge I have to improve in the coming time. It taught me to be more punctual and attentive. I feel I can represent myself more confidently from now on.

Lastly, this internship has given me new insight and motivation to pursue my career in Accounting and Finance.

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