

Report On
“Market Visit in Rangpur for Market Survey”

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An internship report submitted to BRAC Business School in fulfillment of the
requirements of the degree of
Bachelors on Business Administration

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BRAC University
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Declaration

It is hereby declared that:

1. The internship report submitted is my own original work while completing my 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/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Mohammad Shaharyar Alam
16204027

Supervisor's Full Name & Signature:

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Letter of Transmittal

Ms. Raisa Tasnim Zaman
Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka 1212

Subject: Submission of internship report on “Market Survey on Poultry, Dairy and Aqua products for Farmers, Doctors and Dealers.”

Dear Madam,

This is to tell you that I am presenting my internship report, on the topic, “Market Survey on Poultry, Dairy and Aqua products for Farmers, Doctors and Dealers”

I have tried my level best to complete the report in a proper manner and as per the ruling of internship report.

I sincerely hope that the report will be as per your expectations and will also follow the policy of BRAC University.

Sincerely Yours,

Mohammad Shaharyar Alam
16204027
BRAC Business School
BRAC University
Date:

Acknowledgement:

First and foremost I would like to thank all the people who had helped me complete this three months period internship. It was a great experience on working on a real life situation. All the theories and marketing strategies which was learned during my undergraduate degree was used in a practical basis.

I would like to thank Ms. Raisa Tasnim Zaman, Lecturer at BRAC Business School for her patience and suggestions during my internship. She gave me proper guidance and ideas on how I can properly make my report.

After that, I would like to thank Mr. Md. Jahangir Khan, Deputy General Manager at Impex Marketing Limited, and my field supervisor who guided me throughout the entire internship process and helped me face the real world situation. It was a great moment for me when after a few weeks I could see myself facing those challenges and solving them in a proper manner.

All of their support has aided me to complete the report in a proper manner and learn new skills.

Executive Summary:

Bangladesh as a developing country has been growing at a faster especially in the recent times. One of the major role in this growing stage is played by the agricultural sector. There is a tendency that most people from the beginning always think about investing in farming, which can be dairy, poultry or aqua. If the investment is any one of the category still there are a lot complications in this business, since it is dealing with live animals. For example, for dairy the final products would be milk, for poultry it would be broiler or layer farm. All these categories have their complications and it is important to take care of those animals in a proper manner to have proper output. So in order to do that proper nutrition needs to be provided for a greater output.

Impex Marketing Limited has been providing quality medicines to all sorts of farms and it has been consistent with time. There are other import based companies who do maintain the consistency of quality but most of them lose it. In case of local there are many companies who also maintain proper quality but still lack in consistency. Providing a quality medicine requires proper management and ethics. If for any reason a medicine does not work properly then this becomes a big liability for the farmers, this is because the first cost incurred is the price of medicine then after using it when there is no result this also adds a liability for the farmer.

For this report a survey questionnaire was made for 20 respondents who are the customers of Rangpur territory and constantly purchase from Impex. The survey result overall portrays the current situation of Impex as from the view of the customers. It is very important to know what the customers overall think and review about a company's overall performance. It was done only in one territory if a number of territories are taken and if they are compared than this would be a proper representation. I have taken all the information carefully and looked up all the information necessary for the report as per my abilities.

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Chapter 1

Overview of internship

1.1 Student Information: Name, ID, Program and Major/Specialization

I Mohammad Shaharyar Alam is a final year student of BRAC Business School. I have completed all the required courses in order to complete the Bachelors of Business Administration and I have double major on Marketing and E-Commerce.

1.2 Internship Information

1.2.1. Period, Company Name, Department/Division, Address

I have completed my internship in Impex Marketing Limited which is in Sultana Tower (Flat # 9-A), 2 Mirpur Road, Kalabagan, Dhaka-1205, Bangladesh. In Impex Marketing Limited I was under the marketing department as a marketing intern from October 1st to December 31st 2021.

1.2.2. Internship Company Supervisor's Information: Name and Position

My internship company's supervisor was Mr. Md. Jahangir Khan who is the Deputy General Manager of Impex Marketing Limited. Under his supervision I got to learn a lot of new marketing strategies and opportunities.

1.2.3. Job Scope – Job Description/Duties/Responsibilities

In Impex Marketing Limited I started as a marketing intern, my company's supervisor provided me with all the trainings. First I had a training on what types of products the company has for poultry, dairy and aqua. Then there was a briefing about how I should communicate with all the customers, for example, farmers, dealers and doctors. With time I got involved in communicating with maximum customers and I was designated for a market which was Rangpur. The Deputy General Manager had to look over all markets in Bangladesh and was solely responsibilities for the national sales of Impex Marketing Limited. In case of communication, along with customers it was important to communicate with the respective sales officer of the territory also, in order to get more information about both the customers and market.

1.3 Internship Outcomes

1.3.1. Student's contribution to the company

Being an intern I had to start all the communication and manage all sorts of problems, for Rangpur territory as directed by my company's supervisor. Although it was quite difficult for me to continually communicate with all customers but it was manageable. The main difficulty was to make relationship with them via phone, so after a few weeks I had the opportunity to visit the market in order to meet everyone physically.

This gave me a golden opportunity to understand the market in a proper manner and make the relationship with every stakeholders more deeply. Along with communications there were sales targets which I had to achieve via proper communication with marketing officer and customers.

1.3.2. Benefits to the student

Working for a specific market and competing in the real world situation has been a challenging experience for me. Dealing with all customers in the Rangpur region had been challenging but it has taught me a lot of lessons that I can later use in the future career. It was not only dealing with customers, but also to take proper reviews and ideas to boost the sales.

Along with these synchronizing the ideas through customer feedback and following up with them has given me proper knowledge and practical experience.

1.3.3. Problems/Difficulties (if any faced during the internship period)

There are not many problems that I had faced during my internship period in Impex Marketing Ltd. It has been a great experience working at Impex but I did have issues especially during the first few weeks, in adapting to the new environment and practically dealing with customers and sales officer. Other than that the whole period went well.

1.3.4. Recommendations (for and suggestions to the company on future internships)

One recommendation I would like to provide to the company is that it should send its intern to the selected market as soon as possible, for example, in the third or fourth week. As this would allow the interns to communicate with them more effectively and gaining more positive output.

Chapter 2 Organization Part: Overview, Operations and a Strategic Audit

2.1. Introduction

The whole poultry, dairy and aqua industry has been growing through the years, people has been investing a lot in this industry. Along with investing directly in this industry there are other factors to consider also. For example, in case of farming there are extra precautions which needs to be maintained, such as, providing them with proper medicine. If the animals are provided with high quality and result oriented medicine then there would be a great output in the long run.

Impex Marketing Limited is the sole distributor of Virbac and Cenavisa S.A. It has been solely marketing both of the companies products all over Bangladesh and is quite renowned for its proper marketing strategies. Through many seminars, public relations, communication channels Impex has made an effective way to make a way to convey proper messages to the farmers, their tagline is “Excellence in Animal Health.”

2.2 Overview of the company

On August 28, 1996 Impex Marketing Limited was formed and during that time it used to import veterinary products directly from France through its suppliers Virbac S.A. in addition to that it also used to import products from Spain through its another supplier Cenavisa S.A. With time Impex has changed its strategy and now has reached into a proper marketing agency. Even though Impex previously was offered with several distributors from various companies but it has kept itself limited to only two of its suppliers. This is because Impex has only kept a motto of dealing with companies who provide quality products only. Currently, it is importing unique dairy products from Virbac India Private Limited which is a subsidiary of Virbac S.A. In case of Cenavisa it is only importing poultry products from Spain.

2.3 Management Practices

In case of management practices Impex has a laissez faire type of management, this is one of the most positive aspect in management of Impex. In Impex there is a freedom of work, the higher authority tends to appreciate new ideas and strategies but still has limitations. Those limitation has to be maintained, as too much freedom can lead to a wrong strategy finally leading to a disruption.

Impex has a set system by which any new person can easily adopt to the environment and there is also a set training system, by which, employees also gets detailed ideas about products.

In addition, employees are mainly taken for field job and they tend work in specific territories, for example, Savar, Tangail, Narshingdi or Sylhet etc. The remuneration of this job for fresher is Tk. 8000 and for experienced Tk. 12000. At first, they are given with achievable target once they reach the target they achieve incentives. With time as the target increases and if they fulfill it then they get increment.

2.4 Marketing Practices

During the starting of the company it was a B2B company and it used to sale in bulk to different hatcheries and large scale farms. With time there was a change in marketing policy, it was found in the year 2000 that the products can be used in small or medium scale farms also. After this change in policy, there were marketing officers appointed in different districts and slowly the sales tend to grow at a much faster rate.

The distribution channel is the products come from the supplier to the distributor which is Impex Marketing Limited then from the distributor it moved to wholesalers and direct farmers. In case of direct farmers, if the farm is of large scale then they are distributed directly from the company.

In case of branding all products are manufactured and packed from the respective country, in case of Virbac they are branded as Virbac, same policy applies to Cenvisa. No product is manufactured or packed in Bangladesh by Impex Marketing Limited.

2.5 Financial Performance and Accounting Practices

Since Impex Marketing Limited is a marketing agency it is quite a small scale organization, so they do not have much data like other industries. In addition, Impex Marketing Limited was unwilling in sharing their financial performance and accounting practices.

2.6 Operations Management and Information System Practices

The operations management of Impex is quite direct, the products tend to reach Chottogram port every 2-3 months as per purchase from Impex. Once all the assessment is completed the products tend to be distributed from Chottogram to Dhaka in different warehouses of Impex Marketing Limited. Once it is loaded to the warehouses, all products are added into the billing software to the current date.

After that when orders are taken from different territories the products are distributed through different courier services such as, Sundarban, Janani or Goodluck Transport. All distribution costs, starting from Chottogram port till it reaches the customer all expenses are bared by Impex. This is how their operations management is carried out.

2.7 Industry and Competitive Analysis

SWOT Analysis

Strengths:

- Having the best quality products as Virbac, is one of the ten best veterinary companies in Europe.
- Proper branding, due to its long term business with Virbac and Cenavisa the consumers tend to know that Impex Marketing Limited only provide premium products.

Weakness:

- Since all products are imported and packaged from the respective country so the prices are comparatively high.
- Expenditure on promotion is quite less compared to other local companies since range of products are low.

Opportunities

- If range of products can be increased then higher sales can be reached easily, especially vaccine or antibiotic.
- Proper setting of budget on promotion can lead to more popularity and consumers will be able to know more about Impex.

Threats

- If for any reason the government imposes a ban on importing nutritional products this would lead to a disruption.

2.8 Summary and Conclusions

For the poultry, dairy and aqua industry Impex has been a top company from the beginning till now especially in terms of quality products. There were many opportunities for Impex to take more number of suppliers other than Virbac and Cenavisa, but this would not lead to a good result. So with time they have developed a positive image from all sorts of clients and they are also taking innovative steps in order to increase their market share.

2.9 Recommendations

There are few aspects to oversee especially in terms of internship which is on a three months duration. Field supervisors do not clearly specify or give information about the organization by which a proper analysis cannot be made. It takes a long time to know and analyze the inside of an organization and it is very difficult to get those information in such a small amount of time.

Chapter 3

“Market Visit in Rangpur for Market Survey”

3.1 Introduction

The report is based on a survey which was taken from the customers of Rangpur territory. The customers include doctors, dealers and farmers who used the products of Impex on a regular basis. In Bangladesh there are plenty of companies marketing veterinary products but amongst them, there are few companies which provide quality products. So, in order to find out whether Impex is performing as per the standard, we carried out a survey. The survey contained different types of questions as per need.

3.1.1 Background/Literature Review

According to “Evaluation of Veterinary Production and Services in Bangladesh (2021)” Bangladesh is a developing country which heavily depends on the agricultural sector. Veterinary science has major impact on the agro sector. It is very important to provide quality products all over Bangladesh to ensure smooth operation.

This would not only ensure proper production for farmers but also would act on reducing poverty in this sector. The involvement of the government also played a critical role in terms of increasing sustainability, expanding possibilities and reducing risks.

“Even though the veterinary market is straightforwardly identified and linked with a meat protein source of the country, simultaneously, this area is the most susceptible because of a continuous flare-up of avian influenza and the number of homesteads for the reason of periodical outbreaks leading to a decrease in the production. According to the data available in the poultry sites, the veterinary market size of Bangladesh is around 30,000 cores BDT (MoFLbd, 2019).” As we all know along with Avian influenza there is another disease which creates a great impact on the poultry sector which is bird flu. During bird flu many poultry farms are shut down, especially small and medium scale farms. This is because during that time the mortality rate of poultry is so high that farmers themselves cannot provide proper feed. Along with not providing proper feed farmers do not buy medicines also since this would increase their expenses even more.

3.1.2 Objective

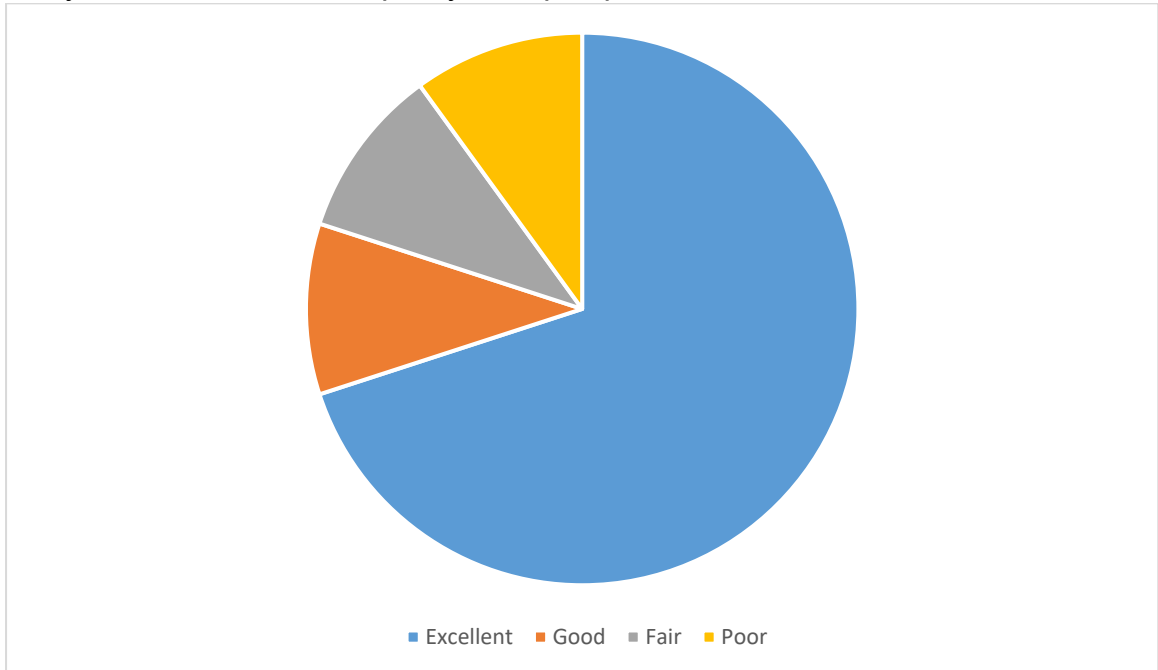
The research objective is to find out whether Impex is performing as per the proper standard in Bangladesh market. After finding that we can focus on the disadvantages and make strategies in order to change few policies.

3.2 Methodology

The survey is a quantitative study which has been taken upon 20 respondents, the survey was taken physically by going to the market.

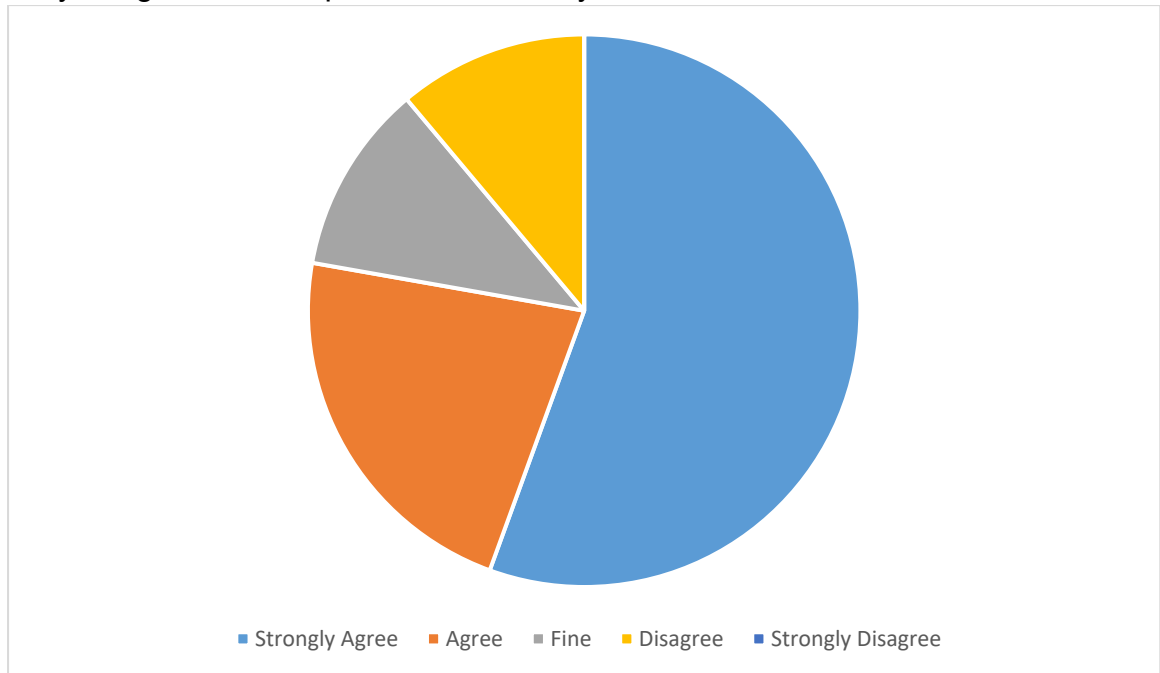
3.3 Findings & Analysis

1. Are you satisfied with the quality of Impex products?



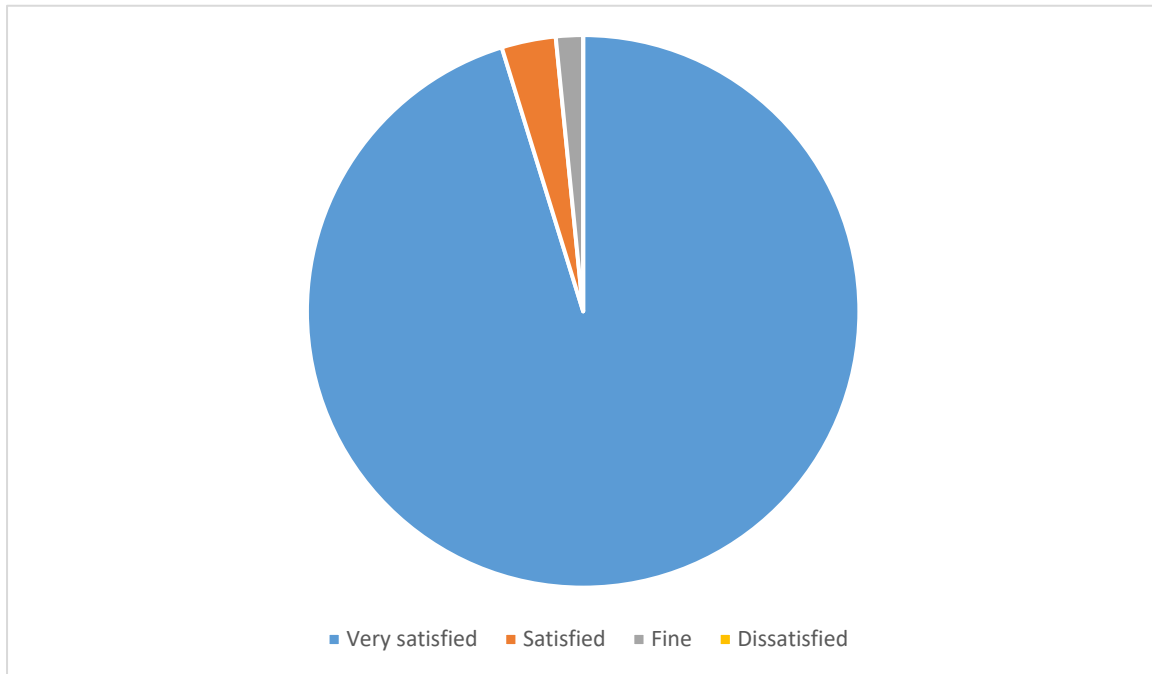
This question was asked to doctors, dealers and farmers, maximum seem to be positive on reviewing the quality of the products. Amongst all 70% of the customers seem to agree with the fact and mark it as excellent.

2. Do you agree that the products are costly?



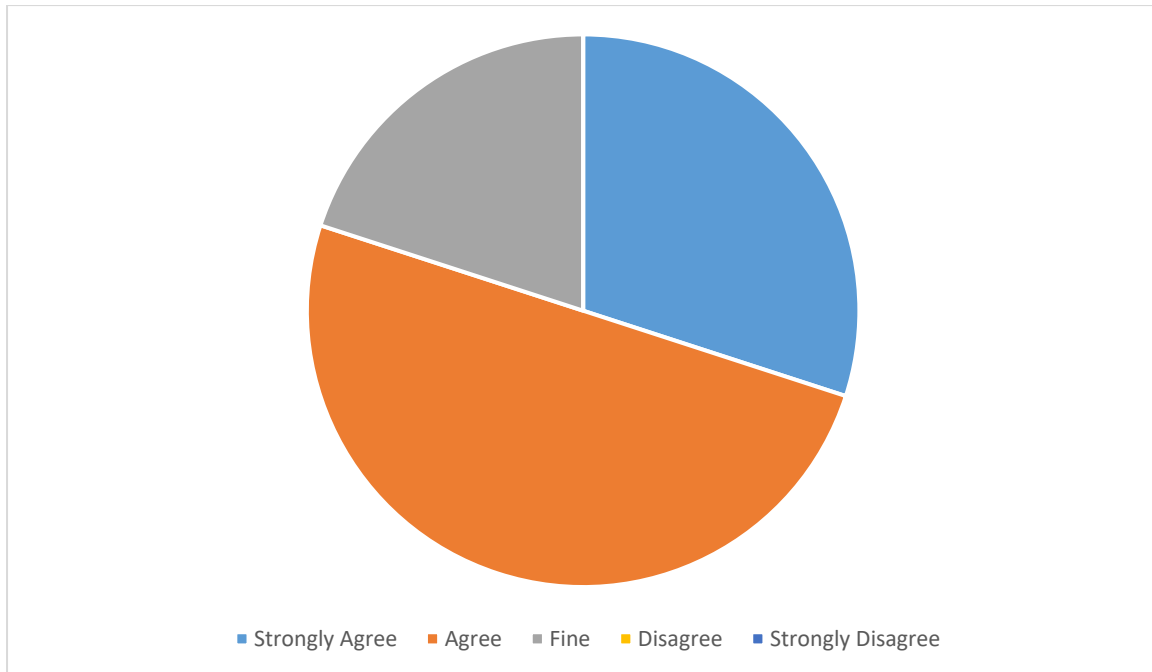
In this case it seemed that maximum customers tend to strongly agree with the fact that the products are costly. This is for obvious reasons as the products are in top three expensive brands in Bangladesh.

3. Are you satisfied with their distribution system?



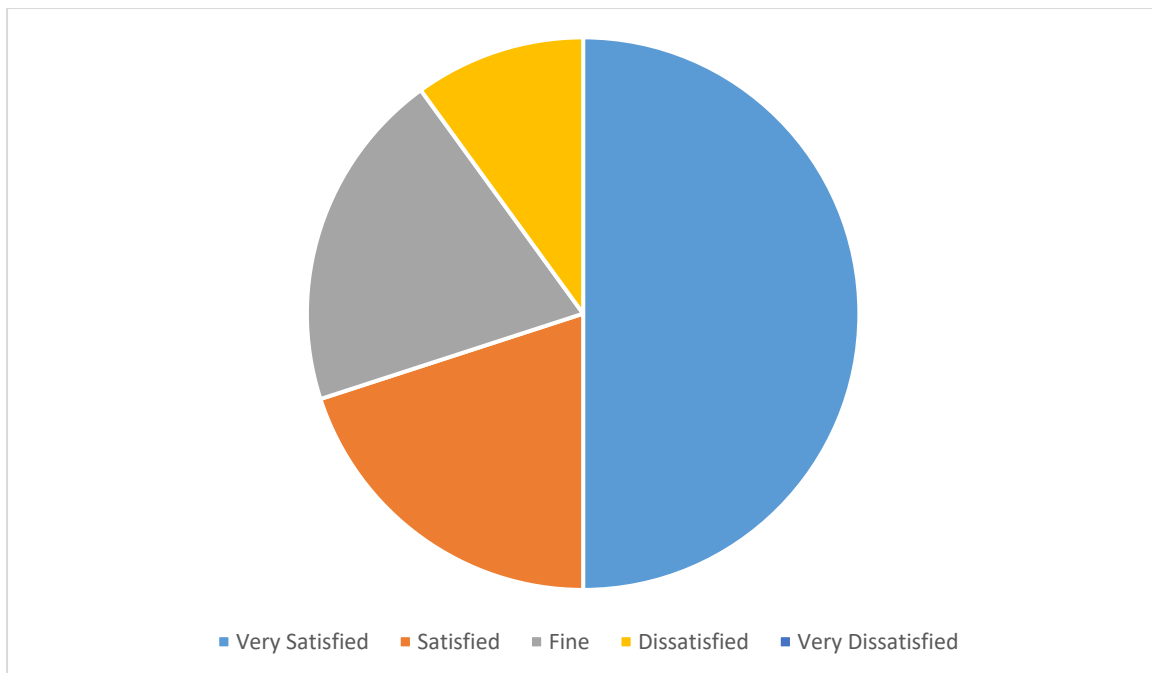
In case of distribution system Impex is very efficient in all aspects. First of all, it bears all the cost of distribution even if it is a farmer or a dealer. Even the extra expense incurred by a sales officer while delivering goods is bared by the company as Travelling Allowance.

4. Can Impex be relied as a committed company?



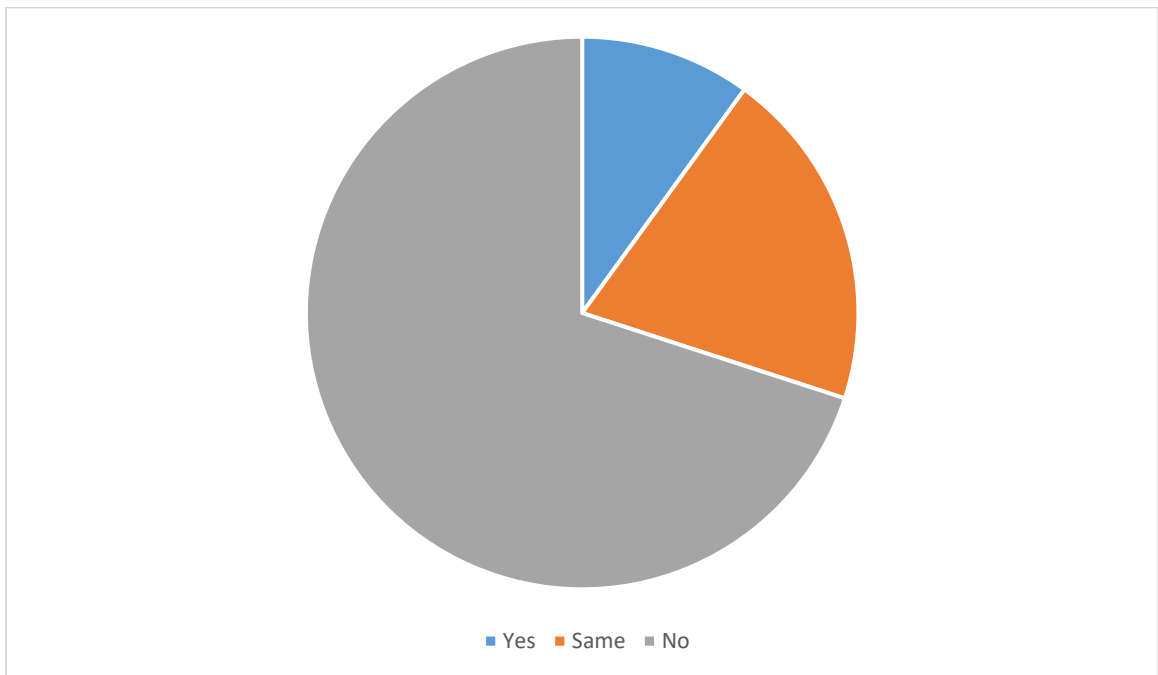
In case of reliability we can see that maximum customers see it as a committed company. It has been marketing and communicating since 1996 and another positive side is that there was no disagreement.

5. Are you satisfied with their marketing policy?



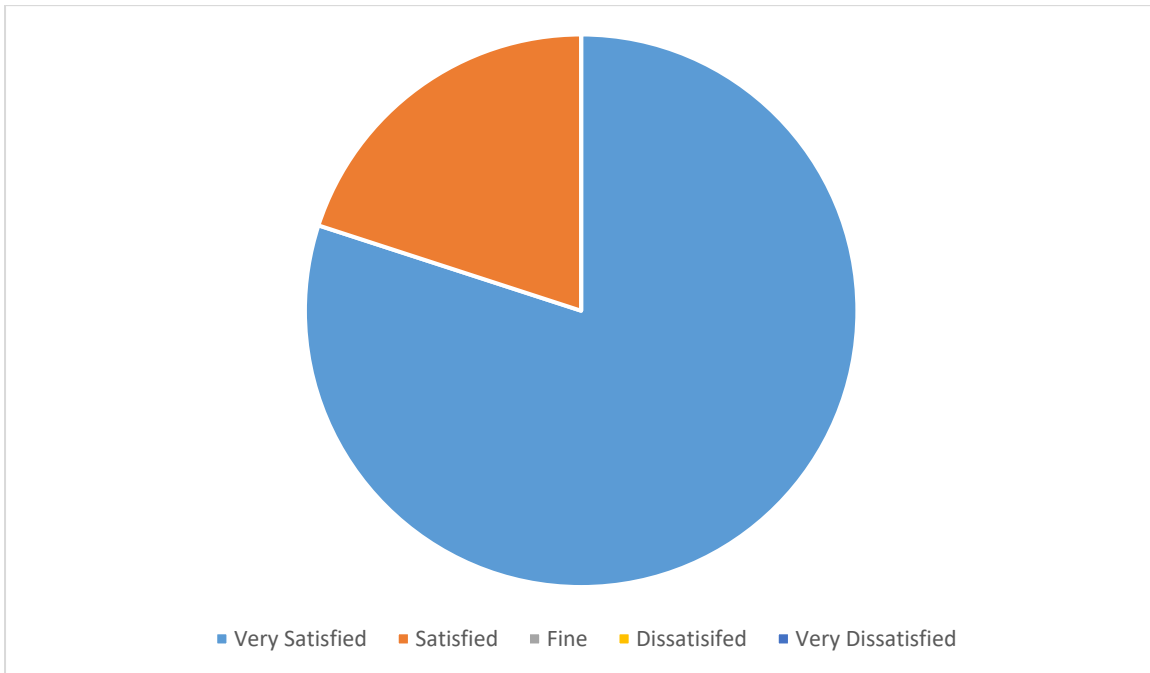
As we can see that in this case there was a change in the review. The dissatisfaction was due to the ongoing pandemic Impex was not able to supply a few products which lead to a negative review. Being an import based company does have its flaws, such as, it takes two to three months for a product to reach Bangladesh after an order has been placed.

6. Does local companies provide same quality as imported products?



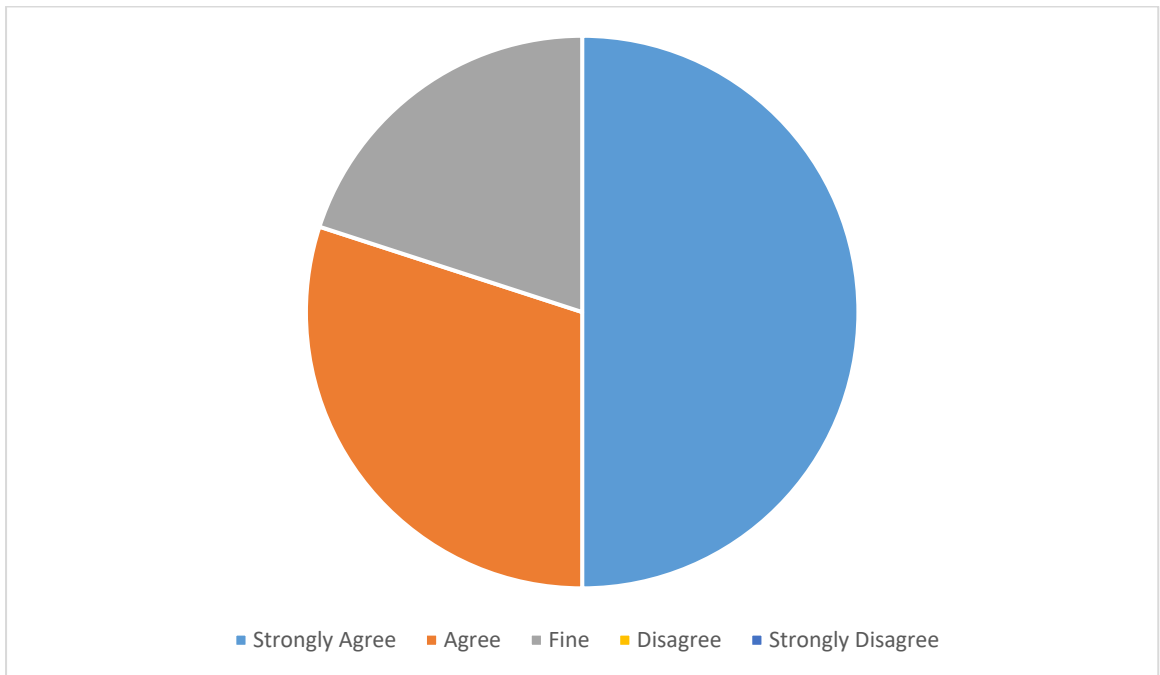
As we had discussed earlier veterinary industry mostly depends on the quality of the product which can be seen on the end result. This question was based on nutritional products. In case of nutritional products local companies cannot provide the positive result that farmers expect. However, in case of treatment products local companies do dominate on a larger scale.

7. Are the farmers satisfied with the products of Impex?



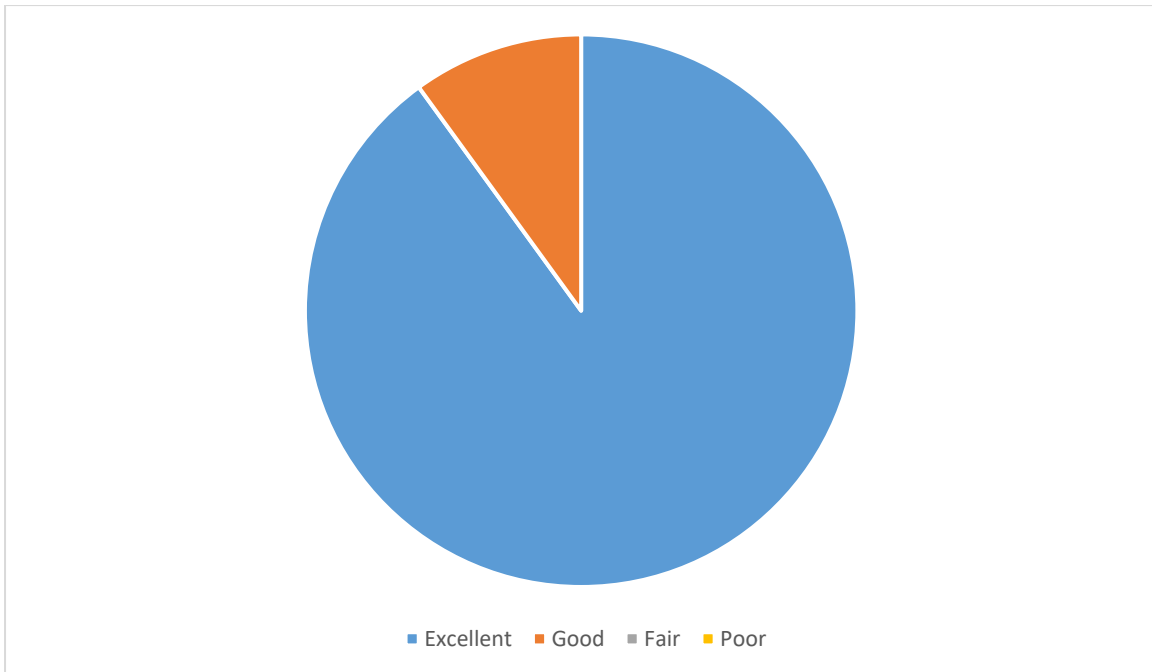
Farmers are the final consumers and key people on reviewing whether products are of good quality or not. Farmers' satisfaction means the brand can stand out and there would be repeat purchases. In this case Impex has always been leading from the beginning.

8. Does farmers tend to buy Impex products on their own?



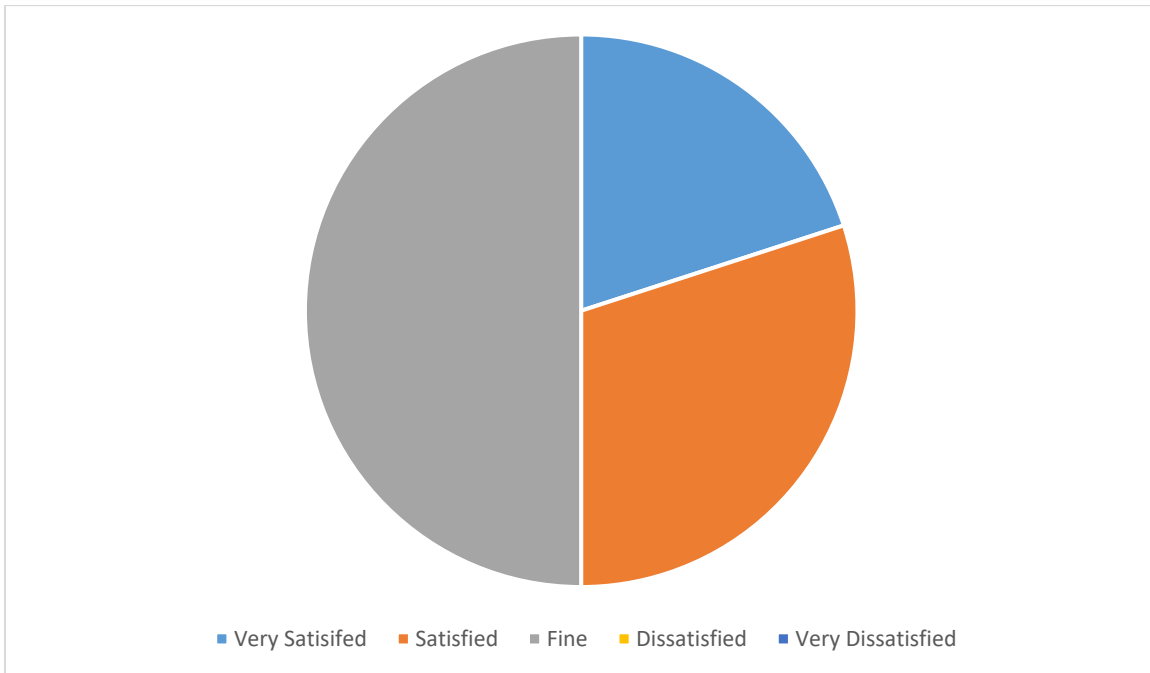
This question is mainly intended for the dealers since most farmers buy products from their nearest outlet. Dealers do agree, that farmers themselves would like to purchase Impex products from them but there are other factors to consider also. For example, if the doctor's visit those farms and prescribe Impex products then the possibility increases.

9. Are the Marketing Officer of Impex professional and well trained?



The main reason why Marketing officers are mainly said excellent is because of their training module. If a candidate joins Impex then he/she has to do the basic training for two weeks. In addition, after that session, on the job training is provided for one week. This is how a candidate is trained and finally starts the job in the appointed territory.

10. Are the offers and bonuses of Impex satisfactory?



In this case dealers particularly, are not much satisfied with the bonuses or offers provided by Impex. There are various reasons that dealers are not satisfied this is because local companies can offer huge bonuses compared to import based companies. For import based companies there are several costs to consider by which they cannot provide such huge bonuses.

3.4 Summary and Conclusions

It is very important for the government and the general public (those who are related) to get involved more in the agricultural sector, farming industry. This is one of the necessary sector as it involves food and nutrition for the people in Bangladesh. The feed and medicine they are consuming are literally consumed by us indirectly. If there are any unethical practices then it should be taken as a major concern and strict actions should be taken against them.

This report has given me a grasp about Impex and how the major problems can be handled. My objective was to know what the customers has to say about the overall performance of Impex. It appears that this survey has helped me to get all the information I needed. Along with Impex, I also got to know about the sector and how it works. Even though farming is taken as an easy investment but there are a lot of factors that needs to be considered. If proper maintenance and proper nutrition is not provided for the animals then this can have serious consequence.

On the other hand, from the perspective of Impex they should do business with dealers who are willing to keep best quality medicines on their outlets, along with dealers, they also should keep contracts with only those doctors who are dedicated towards quality products. By doing this Impex can get more grasp of the market and can have proper image in the long run.

To sum up, this report has given a broad idea about this sector and the opportunities it has. Impex alone is a marketing agency where new ideas and opportunities can be discovered with proper time. Hopefully, there will be big change in the industry as with time people are gaining more knowledge about these products and how useful they can be in the near future.

3.5 Recommendations

Firstly I would like to say that it was an amazing time at Impex, the three months internship period was quite well especially due to its positive environment. A transition to a new environment is always different and either it brings positive or negative impact on an individual. My findings on the survey is that overall the performance of Impex is above average and that if it focuses on few key issues then those can be solved quite easily. For example, if we see in terms of bonus or offer fifty percent of the customers are only “fine” with them, which means they are not totally happy with the offers.

So in this case I would like to say that Impex can rather focus more on giving offers but by not incurring extra cost. This can be done by creating contract between the dealers and Impex with a set amount of turnover for one year. For example, if a particular dealer can achieve a sale of Tk. 20 Lacks (in one year) then only Impex will offer the customer with few quantity of free goods or provide more percentage of commission. This is one way Impex can resolve this issue.

Another issue is that Impex can resolve in order to increase sales, they should have a set system that every month an officer from the head office should pay a visit to every market, in order to oversee the performance and review the situation from the customers. These are the ways Impex can improve itself in order to increase their sales and market share all over Bangladesh.

References

1. Even though the veterinary market is straightforwardly identified and linked with a meat protein source of the country, simultaneously, this area is the most susceptible because of a continuous flare-up of avian influenza and the number of homesteads for the reason of periodical outbreaks leading to a decrease in the production. According to the data available in the poultry sites, the veterinary market size of Bangladesh is around 30,000 cores BDT (MoFLbd, 2019).
2. Prova, T. T. & Rahman, M. H. (2021). An Evaluation of Veterinary Production and Services in Bangladesh, *Society & Sustainability*, 3(1), 52-66. Doi: https://doi.org/10.38157/society_sustainability.v3i1.288
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Appendix A
Survey Questionnaire

1. Are you satisfied with the quality of Impex products?
Excellent/Good/Fair/Poor

2. Do you agree that the products are costly?
Strongly agree/Agree/Fine/Disagree/Strongly Disagree

3. Are you satisfied with their distribution system?
Very Satisfied/Satisfied/Fine/Dissatisfied/ Very Dissatisfied

4. Can Impex be relied as a committed company?
Strongly agree/Agree/Fine/Disagree/Strongly Disagree

5. Are you satisfied with their marketing policy?
Very Satisfied/Satisfied/Fine/Dissatisfied/ Very Dissatisfied

6. Does local companies provide same quality as imported products?
Yes/Same/No

7. Are the farmers satisfied with the products of Impex?
Very Satisfied/Satisfied/Fine/Dissatisfied/ Very Dissatisfied

8. Does farmers tend to buy Impex products on their own?
Strongly agree/Agree/Fine/Disagree/Strongly Disagree

9. Are the Marketing Officer of Impex professional and well trained?
Excellent/Good/Fair/Poor

10. Are the offers and bonuses of Impex satisfactory?
Very Satisfied/Satisfied/Fine/Dissatisfied/ Very Dissatisfied