

Internship Report On

An Analysis on the Sales Management of Dry Food Items of SK Agro Food Processor – A
Case Study

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
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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

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Subject: An Analysis on the Sales Management of Dry Food Items of SK Agro Food Processor
– A Case Study

Dear Sir,

I am glad to inform you that I have secured a position of Operations Officer at SK Agro Food Processor where I have been working since 15 July, 2022. I am grateful to have the opportunity to submit my internship report titled “An Analysis on the Sales Management of Dry Food Items of SK Agro Food Processor – A Case Study”. I tried my best to maintain a standard while writing this report using the information that was available at my disposal.

This report would not be possible without your guidance and cooperation. I hope that this report will be able to meet your expectations.

Sincerely yours,

Masnun Rahman Bhuiyan

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BRAC Business School BRAC University

Date: September 9th, 2022

Non-Disclosure Agreement

This agreement is made and entered into by and between SK AGRO FOOD PROCESSOR and the undersigned student at BRAC University.

Acknowledgement

To begin, I would like to express my gratitude to the Almighty for providing me with the stamina and determination I needed to finish my internship at SK AGRO FOOD PROCESSOR and for making it possible for keep going. Both of these things were necessary for me to be able to keep going despite the severity of the situation. We would not have been able to complete this study if it were not for the unflagging support that we received from a significant number of people.

When it came time for me to write my report, the instructions and directions that Saif Hossain Sir supplied were quite useful, and I would want to take this opportunity to offer my heartfelt gratitude to him for his assistance. I would also like to use this opportunity to show my appreciation to my manager at work, Md. Rakeeb Sattar, because it was with his direction that I was able to triumph over the many obstacles that I've faced up to this point in my life. I owe a debt of thanks to both of them since they have served as outstanding examples for me, encouraged me, and exhibited patience with me during the entirety of my internship period.

Last but not least, I would like to express my gratitude to my family, friends, coworkers, and many others, without whose assistance and motivation I would not have been able to successfully complete my internship.

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List of Acronyms:

BAPA	Bangladesh Agro Processor Association
EPB	Export Promotion Bureau
DAE	Department of Agricultural Extension
SKAFP	SK Agro Food Processor
BSTI	Bangladesh Standard Testing Institute
FDA	Food & Drug Authority

1. Introduction

Bangladesh is one of the countries with the highest population density in the world, and its gross domestic product was 302 billion USD in 2019. The Ready-Made Garments (RMG) industry and the agriculture sector are responsible for the majority of the country's GDP contribution. Both of these segments belong to the manufacturing industry. Management of the sales is an essential component of every firm that deal with selling products. It is concerned with the distribution of resources, such as knowledge and financial resources, within the company. If a company makes good use of and improves its sales chain, it can increase its profits, make sure that day-to-day business runs smoothly, and improve customer satisfaction. The research uses data provided by SK Agro Food Processor, an agro-food processing firm that has been located in Bangladesh since 2006 and has been in business there since that year. SKAFP is a single proprietorship that is involved in the production and export of a variety of food goods. These products include spices, fragrant rice, mustard oil, and other ready-to-eat snacks such as chanachur, biscuits, and other similar items. In the study, there will be an overview of SK Agro Food Processor and how it works throughout its marketing chain. There will also be a discussion of the problems they are facing right now and possible solutions.

1.1 Rationale for the Report

After participating in an internship for a period of at least three months, the criteria for the Bachelor of Business Administration degree at BRAC Business School were partially satisfied by the creation of this report. The internship lasted for the length of at least three months. The knowledge of SK Agro Food Processor's sales management that was gained during the internship is included in the report's content. This was learned at the time that the internship was carried out.

1.2 Objective of the Report

Management of the sales is an area that manufacturing companies should place strategic

emphasis on. Because of the pandemic effects happened back in 2020-2021, ensuring that food items are transported to their final consumers in a risk-free manner and also assuring the quality is more essential than it has ever been. The purpose of this research is to provide an overview of the marketing operations that are currently being carried out by agro-food processing companies, with SK Agro Food Processor serving as the primary focus point.

1.3 Scope and Limitations of Study

With SK Agro Food Processor serving as a point of reference, the study contributes to a better understanding of the complete marketing operations of agro processing companies. This paper will enable future industry practitioners and researchers investigate the sales of the food processing sector, identify loopholes, and further enhance the sales management.

Having said that, it should be noted that this study does include some errors. During the course of my internship and the writing of this report, I came across a number of challenges that needed to be overcome. They are as follows: -

- The pandemic caused by COVID-19 – The epidemic has resulted in the closure of a great number of enterprises, and it has been difficult for many huge corporations. The observations that were obtained during the post epidemic served as the basis for the preparation of this study. There may be some disruptions to regular operations compared to before the outbreak. In addition, there were significant limitations placed on visits to factories because of the epidemic. Even after these years the restriction is still there. Therefore, part of the information was gathered via the use of interviews.
- There were time constraints, and hence not enough time was allotted for the report. Keeping in mind the post pandemic, it would have been useful to allocate extra time to compile a more thorough report from subsequent observations using the data collected.

- The Availability of Information - Due to the limited amount of time that was available, many of the pieces of information that were necessary could not be obtained.
- The company is a sole proprietorship, which means that many of the company's facts are secret and are not subject to publication in the report because of the nature of the business.

2. Methodology

2.1 Sources of Data

This report is collected using primary and secondary sources of data. Primary Sources of **Data**

This report is made from the various observation and experience gathered throughout the internship experience. Furthermore, additional information has been collected or provided by:

Md Abdus Sattar – Proprietor

Md Rakeeb Sattar – Chief Executive Officer (CEO)

Md Sajjad Hossain – Executive, Commercial and Export Abdul Momin – Factory In charge

Secondary Sources of Data

This refers to a work that was created or published by a different party. For this research, more information has been put together from different corporate papers and publications that can be found on the internet.

2.2 Data Collection Process

For the purpose of this study, empirical observation of day-to-day activities and brief interview sessions with different personnel from the organization were used to acquire the information necessary for this study. We were able to get more information from the websites of both public and private organizations in the agricultural processing business.

3. Organizational Overview and Industry Perspective

3.1 Background of the Company

SK Agro Food Processor is a firm that processes food and is involved in the production and export of high-quality food products. Md Abdus Sattar, who is also the company's proprietor, launched the business in the same year. Because of the country's topography, agriculture is one of Bangladesh's most significant economic sectors. The company's goal is to take advantage of all the opportunities in the agricultural industry so that it can offer high-quality products and services to customers at home and abroad and help the economy and the agricultural industry.

Company Profile

Company: SK AGRO FOOD PROCESSOR

Year of Establishment: 2006 Proprietor: Md Abdus Sattar Number of Employees: 56

Office Address: 102, Shantinagar, Paltan, Dhaka-1217 Factory Address: Areab, Rupshi, Rupgonj, Narayanganj. Vision, Mission and Values

Vision: To be the global leader and provider of consistent and quality food product that is preferred by everyone, everywhere and every day.

Mission: SK Agro Food Processor is committed to provide superior customer value by producing food products that are essential, healthy and safe for consumption and generating profit to compete in the market.

3.2 Company Products

SK Agro Food Processor produces various food products under its brand names

SK FOOD and Deshi Food. The food items it produces are as follows:

SL No.	Category	Food Items
1	Spice	Chili Powder, Turmeric Powder, Coriander Powder, Cumin Powder, Pea Powder, Curry Powder, Chicken Curry Masala, Meat Curry Masala, Fish Curry Masala, Biryani Masala, Bay Leaf, Chirata, Dry Chili, Basil Seeds, Isabgol husk.
2	Rice	Puffed Rice, Flattened Rice, Aromatic Rice.
3	Biscuits	Dry Cake, Cookies, Toast, Salted Biscuit.
4	Snacks	Chanachur, Jhal Muri, Fried Lentils, Puffed Rice Ball, Flattened Rice Ball, Chips, Palm Molasses, Sugarcane Molasses.
5	Pickle	Garlic Pickle, Mango Pickle, Olive Pickle, Chili Pickle, Elephant Apple Pickle, Mixed Pickle.
6	Other Foodstuff	Juice, Mustard Oil

Table 1: Company Products

The food products are tested by Bangladesh Standard Testing Institute (BSTI) and approved for export and commercial sale.

3.3 Industry Perspective among export of Agro food products

Agriculture in Bangladesh is both an important industry and a significant contributor to the

country's overall economy. A sizeable fraction of the population is employed in agricultural and food processing jobs. These sectors account for a considerable share of the labor force. The Export Promotion Bureau (EPB) estimates that the overall value of Bangladeshi goods exported during the fiscal years 2019–2020 was USD 33.67 billion. This represents a decrease of 16.93% when compared to the value of goods exported during the previous fiscal year. The entire value of agricultural goods exported for the 2019–2020 fiscal year came to USD 862.06 million, representing a decline of 5.16% compared to the previous year. Agriculture makes up 2.56% of Bangladesh's overall export revenue, making it the single largest contributor. The information shown above does not take into account the fishing industry and solely accounts for food items that originate from agricultural raw materials. PRAN is the food processing company that is responsible for the most exportation (Program for Rural Advancement Nationally). They first started exporting in 1996, and they now service 134 nations throughout the world. In addition, the export industry is home to a large number of significant processing firms, such as Square Food & Beverage Limited (SFBL), ACI Consumer Brands, and others. This reduction in exports is mostly attributable to the epidemic, which is still active today. There is a lot of potential for Bangladesh to grow its exports of food goods by a factor of ten, as stated in an article published by The Business Standard. However, they are unable to do so since there is not a certification agency that is internationally authorized that can certify Bangladeshi food items as being safe for export and consumption by humans. Local regulatory organizations are the ones in charge of the certification process.

There are a number of watchdog groups and organizations that have been established to assist farmers and producers and to make the sale somehow more straightforward. They take steps to guarantee that the products are of high quality and educate farmers and producers on innovative farming and production methods via various training programs. The following are

some of the organizations:

- The Bangladesh Agro-Processors Association (BAPA) is an organization that brings together individuals who operate businesses that deal with food processing. They monitor and help producers export their goods internationally.
- The Ministry of Agriculture (MOA) is a government agency that was established with the goal of elevating agricultural output and productivity.
- Department of Agricultural Extension (DAE) - This is a department that falls under the Ministry of Agriculture, and its responsibility is to carry out operations related to agriculture extension. In addition, it is the responsibility of the Plant and Quarantine Wing of the Department of Agriculture and Environment to issue phytosanitary certifications, which are required for the export of food products.

3.4 Objectives

There are five objectives for conducting this project. These are:

1. To know the traits of potential customers of Agro dry food items.
2. Identify the main competitors and the strengths and weaknesses of their product
3. To figure out the best possible prices of different products of Sk Agro
4. To portray sales trend of Sk products of different locations
5. To explore the marketing strategies to boost sales

Here the first objective will help us to get depth information about the traits or characters of our customers. This will also help us to know about the behaviour of the customer. Moreover, the second one will help us to identify about our core competitors and also the odds and evens of them. We will try to find out our competitors' strengths and weaknesses which will help us to get our lacking and what step we need to take to make our position better and can create a

strong position in the market. It will also help us to be a step ahead by analysing the competitor's strength and weaknesses. Thirdly, we will try to figure out the best possible prices of different products of SK Agro Food Processor LTD. However, after analysing the second objective we can come up with better price range of our products which will help us to be in the strong zone of our market. In addition to that, we will also portray the sales trend of SK Agro Food Processors product of different locations in this paper. It will help us to know the sales trend of different locations. Lastly, after analysing all the four objectives in the fifth and final objective of this report we will explore the marketing strategies of SK Agro Food Processor LTD. We will get more idea about their strategies. Moreover, we can also recommend the strategies to improve their market conditions after analysing their core competitors.

3.5 Methodology

In order to achieve our goals, which are outlined further below, we will need to carry out a number of procedures and adhere to a specific approach.

1. To learn the characteristics of people who might purchase agro-dry food products in Bangladesh and other countries
 - a. The primary study consisted of conducting interviews with the branch managers of SK Agro Food Processor LTD's several regions of Bangladesh, including Barisal, Noakhali, and Lakhimpur branches, in order to determine the target audience based on the historical sales. In addition to this, we extend our services to employees working in overseas markets such as Saudi Arabia, the United Arab Emirates, and Japan.
 - b. In addition, the company's product managers were questioned in order to gain insight on the characteristics of potential customers for SK Agro Food Processor LTD.

These businesses selling Sk agricultural products are located in high-traffic areas, making them convenient for their target clientele. As a consequence of this, the insights from these stores

have the potential to provide us with some insights regarding the existing and potential target clients based on the prior sales. In addition, the product manager has extensive experience dealing with agro food goods and firms over the course of their careers. They have a wealth of experience in working within this industry. As a consequence of this, their recommendation with regard to the ideal customer is reasonable and trustworthy.

2. Identify the main competitors and the strengths and weaknesses of their product

- a) The first step to truly meeting your competitors is learning how to identify them. Keep a lookout for companies offering similar products or services to the same clientele in your specific area. The main competitors who sell similar products like SK Foods are Danish, Pran, Ruchi, Bombay Sweets etc. Moreover, understanding a competitor's strengths and weaknesses might help a business choose which strategies they can successfully implement. It serves as a significant influence when it comes to choosing and defining strategic alternatives. One strategy is to try to take advantage of a rival's weakness in an area where the company already excels or is poised to do so. Creating a plan that pits "our" strength against a rival's weakness is the intended pattern. On the other hand, understanding "their" power is crucial so that it can be avoided or countered.
- b) After conducting a survey with our retailers from different zones, we got certain information about the strengths and weaknesses of our competitors. The strengths and weaknesses of our competitors are given below:

SL	Product Name	Strengths	Weakness
1.	Ruchi	Strong Annual EPS Growth	Decline in Net Profit with falling Profit Margin.

2.	Bombay Sweets'	To consolidate and expand the market position.	Building strategies based on consumer-oriented product development and marketing approaches.
3.	Danish	New and different varieties of cakes or bread have been introduced-benefit of product differentiation.	Not as successful as they thought they would be in some market.
4.	Pran	The Company has an efficient service network and strong distribution channel to reach the product to the consumers quickly.	Maximum products of PRAN are not that quality level which customer wants.

In contrast, if a competitor has a diverse product offering, this could be viewed as a competitive advantage because the competitor is likely to be able to reach a greater range of clients. An entrepreneur should regularly make sure their product line is diverse. Providing excellent customer service is crucial for small businesses.

3. To figure out the best possible prices of different products of Sk Agro

In the lowest price range of the commodities market, small food firms have an extremely difficult time competing with larger companies. Because of this, it is very important to highlight the features of a product that customers like and are willing to pay more for.

When it comes to the field of retail, customers have an established hierarchy of priorities that determines the amount of money they are prepared to spend on a specific food item. Even

before they pick up a product, buyers have a price range in mind for what they are prepared to pay for it. This price range is known as their price tolerance.

The pricing ranges that supermarkets often work within are ones that they believe customers buy within when they are looking to purchase various things. The following is a list of pricing ranges:

- Tk 30- Tk 40
- Tk 40- Tk 50
- Tk 50- Tk 55
- Tk 55-Tk 60

Price list of different companies:

Sl No.	Product Name	Pran (Price)	Danish (Price)	Bombay Sweets'(Price)	Ruchi (Price)	SK Agro (Price)
1.	Dry Cake	45/-	40/-	-	-	25/-
2.	Biscuits	50/-	60/-	-	-	20/-
3.	Chanachur	40/-	50/-	45/-	50/-	35/-

Here, we can see that the price of SK Agro food is more reasonable than other companies.

4. To portray sales trend of Sk products of different locations

a. SK AGRO FOOD PROCESSOR LTD has to research for two different market locations.

Firstly, we will discuss about the local Market. Their market is expanding in different regions of the country.

b. In addition to that, SK AGRO FOOD PROCESSOR LTD exports in different parts of the world. They are expanding their business internationally. They have a huge market in middle east. Countries like United Arab Emirates, Kingdom of Saudi Arabia. Moreover, they export in other countries like Japan, Singapore.

Middle Eastern countries account for a significant proportion of their overall sales. Initially, it

was limited to just the country of Saudi Arabia. In later years, they expand their market to include the UAE and Japan, and in the year 2022, they begin shipping to Singapore. In addition to that, they have a strategy for expanding their business in Malaysia. Nevertheless, the Bengali customers in those locations make up the majority of their clientele. They are relatively new entrants into the regional market. The market in the middle east is their primary objective, but at the moment they are also focusing on expanding their presence in the local market. On the other hand, they are up against some competition and are having trouble breaking into the market and gaining the acceptance of the consumers in Bangladeshi market area.

5. To explore the marketing strategies to boost sales

- a) A structured sales team must select its target market, do market research, analyze trends, and develop price strategies and promotional offers in order to improve sales and marketing strategy. There is a close relationship between marketing and sales. The success of your business will depend on how much time and effort you invest in marketing.
- b) Running an effective marketing plan that boosts sales requires being current with marketing trends and changing customer behavior. Putting that aside, you should utilize cutting-edge marketing techniques that make it simple to interact with and reach your target audience.

Here are some ways to increase sales-

- Create packages, deals, and free trials to convert prospects.
- Conduct a content audit to increase sales.
- Do something noteworthy or unique to increase sales.
- Optimize your social media profiles to increase sales.
- Advertise on social media to increase sales.

3.6 Findings and analysis

1. Analyzing the potential customers of Agro dry food items

After performing research on the industry, speaking with salespeople at a variety of retailers, and consulting with the product manager at SK Agro Food Processor LTD, we have been able to find out the potential target markets for SK AGRO FOOD PROCESSOR LTD. As their products are curry powder, dry cake, jhal muri, salted biscuit, chanachur etc. they have a different age group of customers. Here, we will show an approximate percentage different age customers which we get after interviewing the manager

Age Range	Percentage
6-18	34.0%
19-40	28.0%
40-60	23.0%
60 and above	15.0%

Having said that, the percentage varies depending on the product. This is a summary of their overall average sales, which cover all of their items. The proportion differs depending on specific aspects of certain products. For instance, the typical age range of those who buy salted biscuits is between fifty and one hundred years old. On the other hand, you will be provided with a demographic breakdown of their clients based on age range.

2. Analysis of main competitors and the strengths and weaknesses of their product

The main competitors who sell similar products like SK Foods are Danish, Pran, Ruchi, Bombay Sweets etc.

Danish

Analysis of Danish Biscuits Ltd

<i>Internal factors</i>	Strengths	Weaknesses
Management	Skills and entrepreneurial management are board.	Small size which is restricted for us.
Offerings	Unique, high quality, reasonable price products.	Lower price competitors.
Personnel	Active work force.	Big gap if key employee leaves.
Finance	Sales revenues growth is satisfied.	Limited resources compare to competitor.
Manufacturing	Raw materials supplier unique quality.	Huge competitors create lacking of our economic side.
Research & development	Always ensure exceptional products.	Research is mainly observational and participation.



Ruchi

Strengths:

The major elements of Ruchi Industries' business that provide it a competitive edge in the market are included among the company's strengths. The strength of a brand may be attributed to a variety of things, such as its financial standing, skilled personnel, distinctiveness of its products, and intangible assets like brand value.

Weakness:

Moreover, A brand's weaknesses are specific areas of its business that may be improved to strengthen its position. Some flaws can be described as qualities that the business lacks or in which the competition excels.



Bombay Sweets

Strengths:

- History of experience and knowledge management.
- Compare has strong staff/manpower.
- High quality product that undercuts the competitor's price.
- Strong financial support.
- Availability of capital.
- Bombay sweets Bangladesh ltd has a great company reputation.
- Customer loyalty to the company.
- Use of modern technology.

- Use of local/ domestic ingredients.
- Product has "brand personality."

Weakness:

- It's an old product, even though relaunched.
- No advertising.
- Lack of public awareness for the relaunched product.
- Distribution of the product is poor.
- People don't know that BSCLs product are available at the market.
- Some shops don't stock/sell their product.
- Re-design and re-launched product were poor.



PRAN:

Strength of PRAN Group:

From what we can see, PRAN is one of the most successful food manufacturing and exporting companies in Bangladesh. PRAN Juice, PRAN Mango Bar, PRAN Badam Vaja, confectionery, candy, noodles, snacks, agro goods, biscuits, dairy, sweets, bakery shops, textiles, and beverages are some of the things that they create that are highly recognized and widely eaten in Bangladesh. In addition to this, they have created more than 2,000 different varieties of items. In addition to this, PRAN exports its products to more than 140 nations throughout the world. Their distribution network is much too extensive. PRAN Group possesses a robust distribution channel thanks to its status as the most significant local force in the sector. They

run their own plant in addition to their dairy and manufacturing operations. If they give it a greater amount of attention, they will become the top firm.

Weakness of PRAN Group:

Though PRAN is a leading food company, it is not that much well profitable company now. In 2018 and 2019 their profitability becomes fluctuated. Thus, PRAN is too much fluctuated company. All the activity ratios, liquidity ratios in last 5 years the company performance are jumping. It makes the firm risky for the investors to invest. PRAN prefer short term loan but it increase the interest expenditure. Maximum products of PRAN of Agricultural Marketing Company Limited (PRAN) are not that quality level which customer wants. They should try to maintain the quality. Market research is important to take decision about it. Though in recent years, their profitability is in downward position their food become a brand. Though they have expanded their business in different country they still considered as a local manufacturing company.



3. Analyzing the best possible prices of different products of Sk Agro

Our goal is to provide all of our clients with the best product they require at the most competitive price possible. Because of this, the way that we conceive of quality and really put it into reality is shaped by the consumer. We are committed to providing value to our clients

both in the present and in the future.

SKAFP's pricing approach prioritizes cost savings. They provide a competitive price range for their goods, which is often even lower than the price ranges offered by other companies in the same industry. Because they exclusively handle cargo in large quantities, they are able to accomplish this feat (e.g., 64 cubic meter containers). In addition to this, the government provides them with monetary incentives for the export of certain food-related products. This also plays an important part in maintaining low costs in order to compete with rivals from across the world.

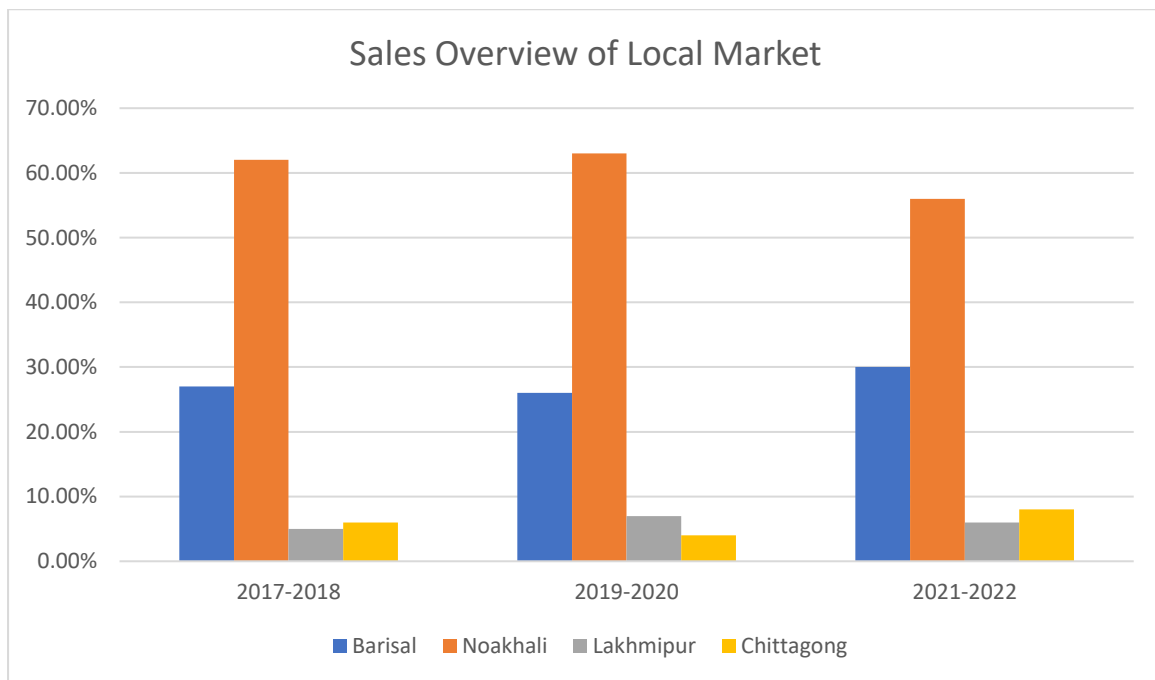
The reason why SKAFP continues to operate under the "SK FOOD" and "DESHI FOOD" brands is so that they may provide a diverse selection of goods on the market. They are always looking for ways to expand their consumer base by incorporating novel tastes and food products into their existing offerings. In addition, the items are packed according to the requirements stated by the customers.

4. Analyzing the portray sales trend of Sk products of different locations

Geographic location is a crucial component that plays a part in creating market positioning as well as the volume of product sales. This location also plays a function in the number of customers that purchase the goods. Before releasing new products or services or introducing improved or newer features, it is essential for a company to first conduct market research. This is the case regardless of the percentage of the market that the company's products currently hold or how successful the company's products have been in the past. Before releasing new products or services or introducing improved or newer features, it is essential for a company to first conduct market research. In this case, SK AGRO FOOD PROCESSOR LTD does conduct some research prior to entering their market in various places. Furthermore, they pay attention to the demands for the items and conduct a study regarding their competition. Their product is currently available in the local markets of Noakhali, Lakshmipur, Barisal, and Chittagong,

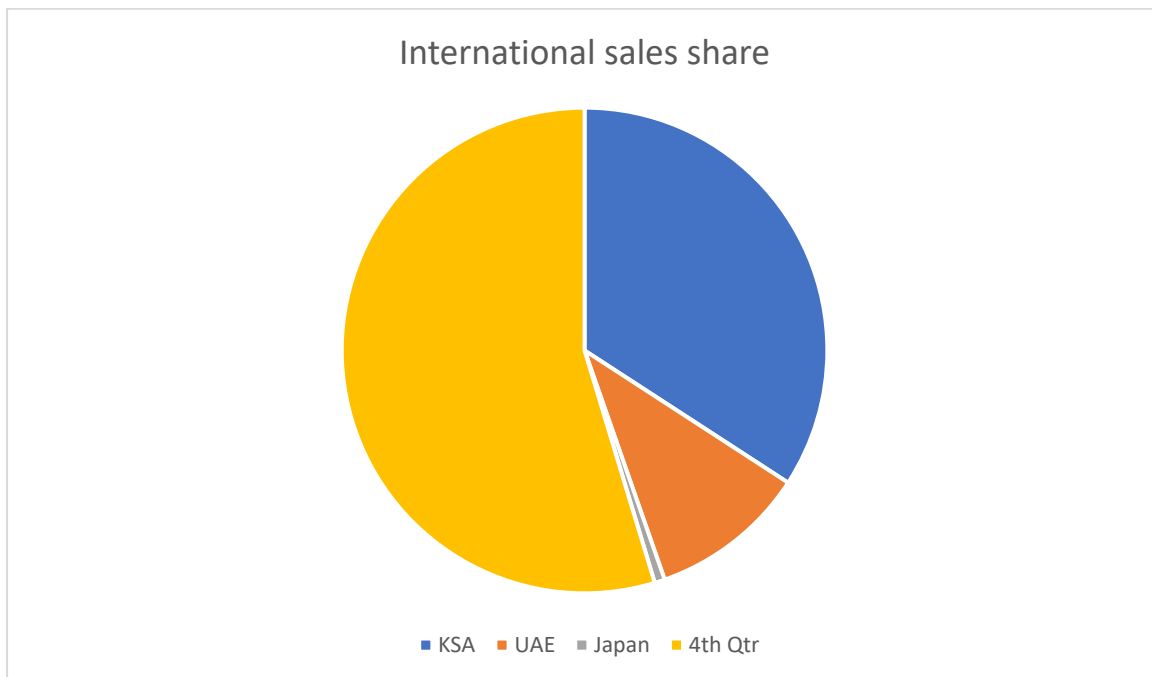
among other places. As a result, they are up against competition in this region. Companies such as Pran and Kishwan have built up a substantial and dedicated customer following over here. During our conversation with the manager, we were able to obtain a general sense of how their sales compared throughout the various regions which is given below,

An overview of of sales percentage different Locations in Bangladesh



From this information, we are able to form an accurate picture of the sales in each region of Bangladesh. The percentage indicates the proportion of their overall revenue that comes from each component. At this time, just a very small percentage of the local market exists. The local market in Noakhali is generating the most revenue, but Chittagong's market generates a relatively meager amount of revenue.

Now, we will overview about their international market share



The Saudi market is where they got their start in company, and it is where they have the most success. It is also the market they dominate the most. This is the very first location, from where they launched their company, and they went on to grow it later. However, these days they are working on growing their company in a variety of international locations. Despite the fact that Saudi Arabia is the primary source of their money, the United Arab Emirates is also a significant contributor. In addition to this, Japan accounts for a relatively insignificant percentage of their total revenue, and in 2022, they just just begun offering their goods for sale in Singapore. It's more of an experimentation stage at this point. The goal is to increase sales in Japan and Singapore, and at some point, in the not-too-distant future, they want to begin shipping their product in Malaysia as well.

5. Analyzing the marketing strategies to boost sales

1. Focus on Existing Customers:

The majority of individuals develop marketing plans intended to persuade potential customers to purchase their items. However, compared to the cost of marketing to your current consumers,

the cost of obtaining new clients is substantially higher. Therefore, you should include current clients in your marketing initiatives. Be proactive at all times, and communicate frequently. Ask them if they need any services or expose them to your new items without fear.



2. Target new customers:

Once you comprehend the fundamentals of marketing, targeting new clients becomes simpler. Prioritize your customer value proposition and the distinctive value you offer to your target market in the first place. Second, pinpoint the precise characteristics of your prospective client and pinpoint their locations in order to express your value offer. In order to discover message-market fit, third, constantly concentrate on evaluating new marketplaces.



3. Create Product Samples:

One of the best ways of showcasing your products to prospects and returning customers is by creating examples or mock-ups of your product. Product samples provide you the chance to show potential consumers how to use the product in real-world settings as well as to explain its features and specifics to them. Thankfully, product mock-ups work with both conventional

and digital marketing strategies. They may be used in publications, advertisements, banners, social media postings, email marketing, and other forms of promotion. Work with seasoned graphic designers that comprehend your aim if you want your examples to be successful.

4. Use Video Marketing for Education and to Build Your Audience:

Unlike before, video marketing is making a buzz in the digital marketing world. While it may be tasking to create product videos, you don't have to undergo the tough hassle. You can simply repurpose your already created blog content into short clips for use on various social media platforms. Good video content includes;

- Reviews from social media influencers in your niche
- Educational and how-to videos that guide customers on how they can use your products and services
- Product testimonials from previous clients
- Interesting and relevant animations



5. Personalize the Customer Experience:

General marketing approaches are rarely effective in the current digital age. One of the best ways to connect with prospects who relate to your brand products and services is through personalization. You can definitely create an effective buyer persona and identify your target audience on various social platforms while staying within the limits of GDPR. Make use of

these sources to gather demographic information;

- a) Online forums
- b) Focus groups
- c) One-on-one interviews
- d) Facebook groups
- e) Current population statistics

Running an effective marketing strategy that increases sales requires that you keep up with the constantly changing marketing trends and evolving customer behavior. That aside, you should take advantage of modern marketing tools that make it easy to reach and connect with your target audience.

4 Industry Perspective among export of Agro food products

Agriculture in Bangladesh is both an important industry and a significant contributor to the country's overall economy. A sizeable fraction of the population is employed in agricultural and food processing jobs. These sectors account for a considerable share of the labor force. The Export Promotion Bureau (EPB) estimates that the overall value of Bangladeshi goods exported during the fiscal years 2019–2020 was USD 33.67 billion. This represents a decrease of 16.93% when compared to the value of goods exported during the previous fiscal year. The entire value of agricultural goods exported for the 2019–2020 fiscal year came to USD 862.06 million, representing a decline of 5.16% compared to the previous year. Agriculture makes up 2.56% of Bangladesh's overall export revenue, making it the single largest contributor. The information shown above does not take into account the fishing industry and solely accounts for food items that originate from agricultural raw materials. PRAN is the food processing company that is responsible for the most exportation (Program for Rural Advancement

Nationally). They first started exporting in 1996, and they now service 134 nations throughout the world. In addition, the export industry is home to a large number of significant processing firms, such as Square Food & Beverage Limited (SFBL), ACI Consumer Brands, and others. This reduction in exports is mostly attributable to the epidemic, which is still active today. There is a lot of potential for Bangladesh to grow its exports of food goods by a factor of ten, as stated in an article published by The Business Standard. However, they are unable to do so since there is not a certification agency that is internationally authorized that can certify Bangladeshi food items as being safe for export and consumption by humans. Local regulatory organizations are the ones in charge of the certification process.

There are a number of watchdog groups and organizations that have been established to assist farmers and producers and to make the sale somehow more straightforward. They take steps to guarantee that the products are of high quality and educate farmers and producers on innovative farming and production methods via various training programs. The following are some of the organizations:

The Bangladesh Agro-Processors Association (BAPA) is an organization that brings together individuals who operate businesses that deal with food processing. They monitor and help producers export their goods internationally.

- The Ministry of Agriculture (MoA) is a government agency that was established with the goal of elevating agricultural output and productivity.
- Department of Agricultural Extension (DAE) - This is a department that falls under the Ministry of Agriculture, and its responsibility is to carry out operations related to agriculture extension. In addition, it is the responsibility of the Plant and Quarantine Wing of the Department of Agriculture and Environment to issue phytosanitary certifications, which are required for the export of food products.

4.1 Process Selection and Facility Layout

Facility Location:

The manufacturing facility of SKAFP may be found in the commercial and manufacturing district of Narayanganj. This location is particularly advantageous since there is a ready supply of qualified workers in the neighborhood, as many of whom live in close proximity to one another. Additionally, inbound logistics are superior to outbound logistics; it is much more convenient since the plant is situated close to the suppliers and vendors; and it is not difficult to make shipments because they go to the Chittagong Port through the Inland Container Depot (ICD) in Dhaka.

Process Types:

The manufacturing method used by SK Agro Food Processor is called batch processing. This is done due to the huge manufacturing volume and the many varieties of their items that are available. For example, a consignment includes both salted cookies and cookies with a taste similar to coconut. There are a lot of salted cookies in this shipment. As a result, they will first produce a batch of cookies with a salted flavoring in accordance with the requirements, and then they will reorganize the production floor in order to prepare a batch of cookies with a coconut flavoring.

Layout type:

A process-oriented layout is used throughout the SKAFP facility. The many types of manufacturing all follow a very similar production process while making their respective products. Therefore, manufacturing methods that are comparable are categorized together. In addition, some product categories, such as spices, are manufactured in separate parts so that security and hygiene standards may be strictly adhered to. The arrangement was planned in such a manner that high-volume items would be placed close to the entrance, making it easier to keep the flow of commodities going in the appropriate direction.

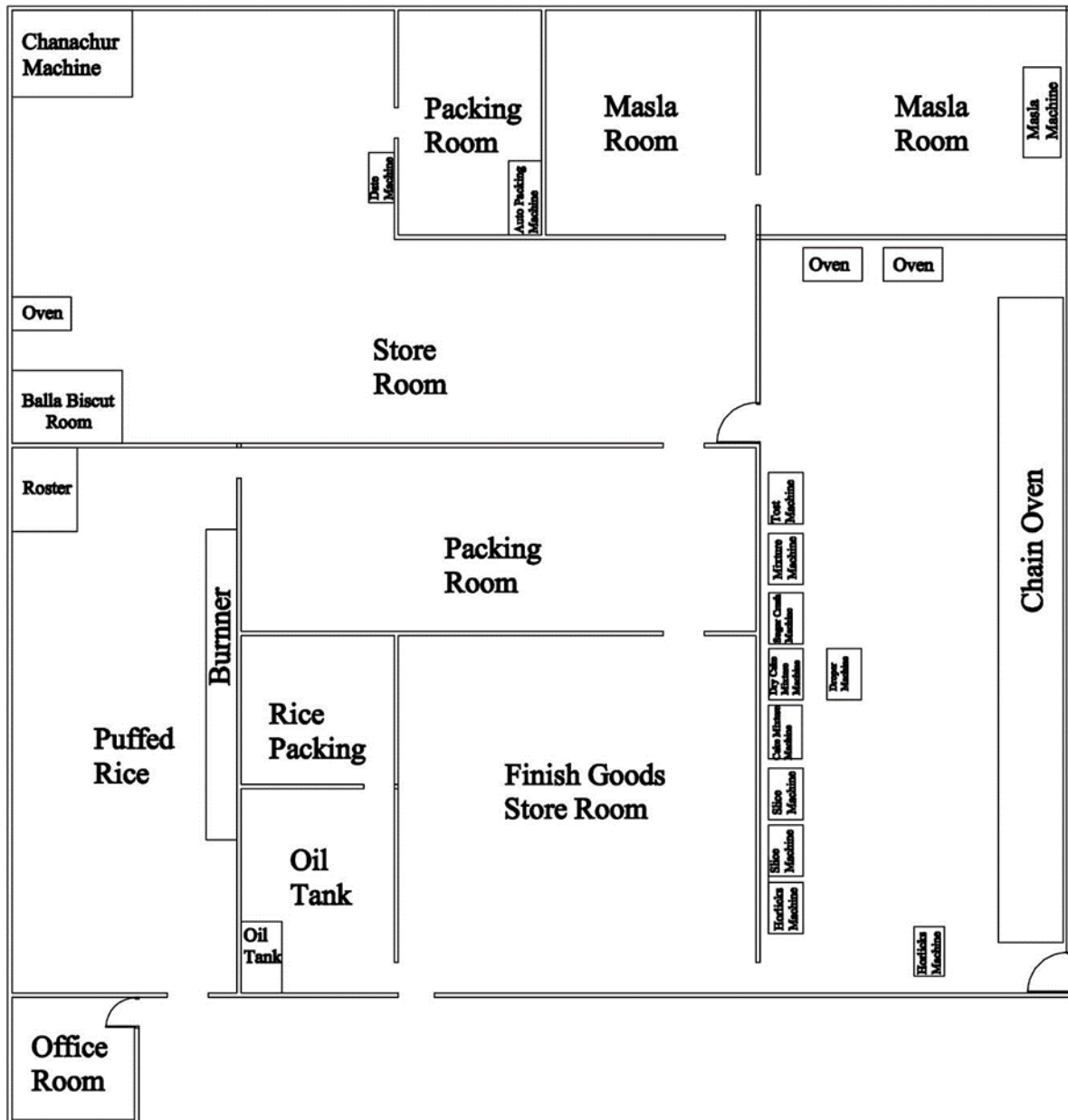


Figure 1: Factory Layout

4.2 Manufacturing Process

SKAFP is a producer of a vast assortment of different kinds of food items. The manufacturing method that they use for the many categories of goods is distinct from one another but is, for the most part, consistent within each category. The primary process begins with the receipt of materials and the subsequent storage of those items. The following steps make up the production process:

Biscuit Section

Mixing: In order to produce the dough, all of the raw components, such as flour, eggs, palm oil, baking powder, butter, flavor, and yeast, are combined together. Other raw materials may also be used.

Molding: Different shapes of molds are used to give different kinds of biscuits and cookies their unique shapes.

Baking: The biscuits are put on big baking pans and baked in an oven. There are two distinct kinds of ovens that are used. Cookies with a regular flavor are baked in rotary ovens, whereas cookies with a salty flavor are baked in chain ovens.

Cooling: The trays are removed from the oven to chill the biscuits. There are many different kinds of biscuit items, such as dry cakes and toasted biscuits, that need to be placed back into the oven to dry.

The biscuits are now in a state where they can be packed and sent out for delivery. The Spice Department

The raw material consists of ground spices, such as whole turmeric, chilies, coriander, and peas, among other things. Using an industrial spice grinder, the whole spices are reduced in size to produce ground spices.

Snacks

Frying batter and nuts are used in the preparation process to make snack foods such as chanachur and fried lentils. It's possible that certain other snack foods need only minor preparation.

Puffed Rice

First, the uncooked rice is soaked in water and then cooked with salt and water for a period of time. The grains are then transferred to the machine that creates puffed rice by subjecting them

to high levels of heat and pressure.

All of the above manufacturing processes are used in order to make goods, which are then packed in a wide range of containers, such as plastic jars, glass jars, foil packets, box packets, and so on. These containers constitute the principal packaging. Following this step, the individual packets are put into cartons, which serve as the secondary packing and come in a variety of sizes. The dimensions of the packaging for a few goods are shown below.

SL No.	Product Description	Packing Size/ Carton
1	Coconut Cookies	950gm x 6 Jars
2	Chanachur	70gm x 96 foil pack
3	Cumin Powder	200gm x 36 packets

Table 2: Packing Size

4.3 Inventory Management

The term "inventory management" refers to a methodical approach to the management of stock, which encompasses the purchasing, warehousing, and sale of both unprocessed resources and completed products. The SKAFP is responsible for the consistent delivery of raw materials as well as the transportation of completed items. A perpetual inventory system is what they utilize so that they can maintain a consistent level of inventory control. This relates to keeping track of their inventory and ensuring that it is up-to-date when items are stored, transferred across the plant, or discarded due to waste. Because they are continuously transferring products and need to keep track of the commodities, this is how they keep track of them.

4.4 Transportation and Logistics:

The term "logistics" refers to the process of moving goods all the way. SKAFP is a food product maker as well as a food product processor, which requires significant mobility of materials throughout the sales period. Because they do not have their own fleet of cars, the

SKAFP must depend on other logistics businesses to supply them with transportation services.

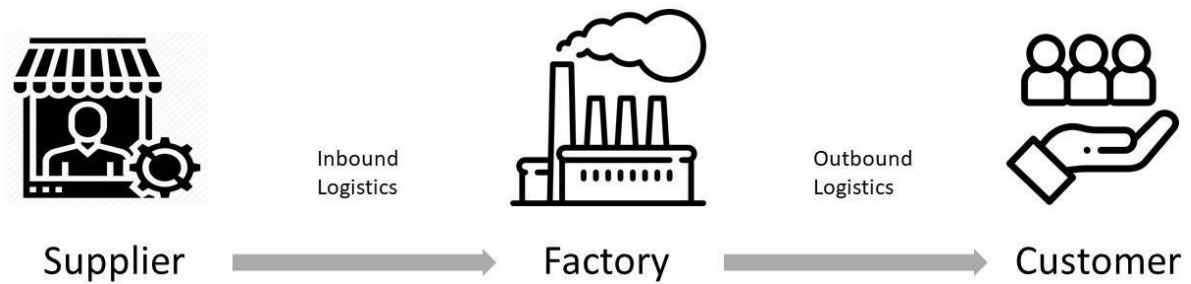


Figure 2: Inbound/Outbound Logistics

When we talk about inbound logistics, we're referring to the process by which goods and raw materials are received from a supplier and then stored until they can be employed in the manufacturing of food products. The SKAFP facility is situated in Narayanganj, which is close to a number of the company's suppliers. The vast majority of the suppliers are also the ones responsible for providing transportation and making direct deliveries of the raw materials to the production. However, a large number of suppliers are unable to offer their own transportation; hence, SKAFP is responsible for making all transportation arrangements. This is a significant expenditure for the organization, and there is planning being done in order to find ways to lower the cost of transportation.

Outbound logistics: When talking about the sales, "outbound logistics" refers to the transfer of completed items from the plant to the end users or consumers. When a shipment is ready to be sent out, SKAFP contacts a third-party transport business to make arrangements for the transportation of a large number of 20-foot cover vans. The shipment is then brought to either the ICD in Dhaka or the Chittagong Customs House in Dhaka. When the shipment arrives at the port, a customs agent is responsible for processing the necessary paperwork for the export and ensuring that the products are put into the container. Additionally, freight forward agents are a kind of third-party logistics provider that plays a significant role in the sales market of SKAFP. They make arrangements for the transfer of the container and vessel by contacting

shipping companies such as MAERSK Line, OOCL, and others. After being put into the cargo vessel, the container is then transported to the country that was specified. Shipping by sea is the most cost-effective way to move goods around the world, so SKAFP doesn't use any other method of transport.

4.5 Quality Management

Since the SKAFP is in the business of exporting food products, it is very necessary that they be fit for human consumption and conform to international standards. They are needed by a number of regulatory organizations and testing institutions to submit their products for testing and get the relevant certifications that permit them to participate in export activity. This is a prerequisite for the company's being able to export its goods. As a result of this, the Bangladesh Standard Testing Institute (BSTI) and the Plant and Quarantine department of the Department of Agriculture demand that phytosanitary certificates be obtained in order to demonstrate that the items are suitable for export and do not pose any health risks. There are a few different examinations that are carried out. For instance, spices and snacks go through laboratory testing, rice products go through fumigation to get rid of pests, and so on and so forth. In addition, after these goods have arrived at their final destination, they are subjected to further testing, which is carried out by the country's Food and Drug Authority (FDA), in order to ensure that they are fit for human consumption and free of any known health risks.

In addition to complying with requirements imposed by the government, SKAFP follows industry standards to ensure the continued sterility and high quality of their goods. They have quality control officers working full-time at the plant to make certain that the goods are of an adequate standard before they are loaded into the shipping containers and sent overseas. However, there are situations when the finished items do not live up to the standard set, are judged to be faulty, and must be discarded as a kind of waste. A fishbone diagram is made up

in order to determine the reasons behind a product's poor-quality standards.

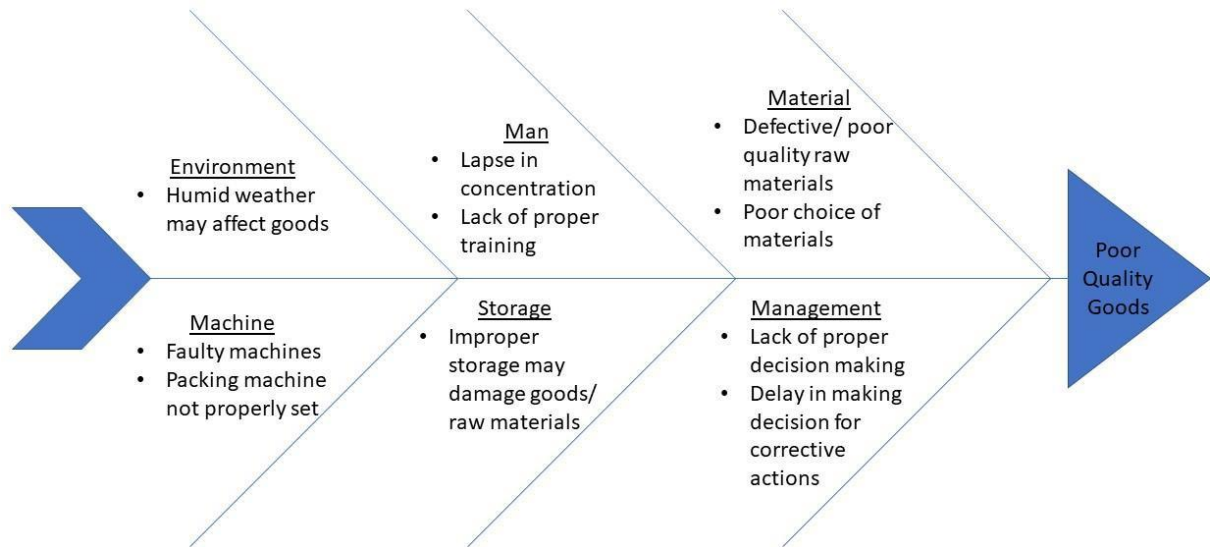


Figure 3: Fishbone diagram to figure out reasons for poor quality

4.6 Capacity

Keeping track of how well SKAFP is using its available resources is crucial for the organization's leadership. Capacity utilization refers to the degree to which planned output is actually used. A year ago, capacity utilization was at 84.16%, but it has since increased to 90.83% in 2018. In 2019, however, the number plummeted to 86.81%. This happened because new equipment was put in the plant to increase long-term capacity to meet growing demand.

Year	Product Line	Design Capacity (in kg)	Actual Production (in kg)	Utilization=(Actual Production/Design Capacity)x100
2017	Food Stuff	6,00,000	5,05,000	84.16%
2018	Food Stuff	6,00,000	5,45,000	90.83%
2019	Food Stuff	7,20,000	6,25,000	86.81%

Table 3: Capacity Utilization

Productivity

Productivity calculations are done in order to assess the amount of output compared to the input.

Total Productivity = Total Output / Total Input.

Year	Total Output (in kg)
2017	5,05,000
2018	5,45,000
2019	6,25,000

Table 4: Total Output of Finished Goods

Year	Raw Material (in kg)	Raw Material Cost (in BDT)	Labor Cost (in BDT)	Machine Cost (in BDT)	Overhead Cost (in BDT)
2017	5,87,000	11,09,43,000	56,40,000	1,62,90,000	22,45,000
2018	6,48,000	12,44,16,000	57,60,000	1,52,00,000	20,86,000
2019	6,86,000	13,37,70,000	64,80,000	1,56,25,000	25,00,000

Table 5: Total Input in production

Year	Raw Material Productivity	Raw Material Productivity (kg/BDT)	Labor Productivity (kg/BDT)	Machine Productivity (kg/BDT)	Overhead Productivity (kg/BDT)
2017	0.86	0.0045	0.089	0.031	0.225
2018	0.84	0.0044	0.094	0.036	0.261
2019	0.91	0.0047	0.096	0.04	0.250

Table 6: Productivity

5. Identification of Problems and Recommendations.

This study was written to examine SK Agro Food Processor's distribution network. The investigation revealed many issues in their sales management. For your information, they are:

- Since many workers lack computer skills, the plant relies heavily on manual record keeping. Because of this, information moves more slowly across the sales unit, which is a key downside of SKAFP. Management is unable to act effectively due to a lack of up-to-date information. Having qualified people on staff and implementing adequate IT integration across the business is one option for dealing with this. Because of this, more people will have access to relevant data, simplifying policymaking.
- SKAFP does not keep accurate stock records. When raw material stocks dropped

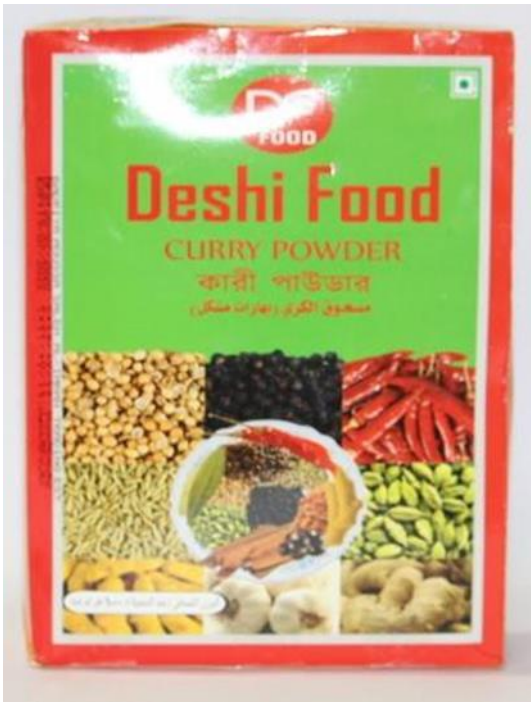
below the reorder mark but no new orders were placed, production had to be paused on occasion. The current inaccuracies in inventory tracking can only be remedied with the help of dedicated inventory management software. Because of frequent power outages and equipment breakdowns, there is a great deal of waste. The defective machinery results in numerous manufacturing flaws. There is a possibility of machine downtime due to a lack of on-call personnel. In addition, low-grade raw materials cause significant waste. Having a technician on call and buying from suppliers who always give high-quality raw materials could help cut down on these losses.

- As was previously said, many products' packing processes are tedious and add considerable waiting time to the final delivery. Automation across the whole system could get rid of this bottleneck by cutting the time spent on packing by a huge amount.

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6. Products



Picture 1: Product – Curry Powder (Primary Packaging)



Picture 2: Product – Dry Cake (Primary Packaging)



Picture 3: Product – Jhal Muri (Primary Packaging)



Picture 4: Product – Salted Biscuit (Primary Packaging)

7. Machine



Picture 5: Machine – Rotary Oven



Picture 6: Machine – Chain Oven



Picture 7: Dry Cake out of oven



Picture 8: Dry Cake automated packaging