

Report On  
“The Relation between Brand Awareness and Repeat Purchase”

By  
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ID: 21104126

An internship report submitted to the “BRAC Business School” in  
partial fulfillment of the requirements for the degree of BBA

BRAC Business School, BRAC University

March, 2023

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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.

**Student's Full Name & Signature:**

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**Anis Uz Zaman**

21104126

**Supervisor's Full Name & Signature:**

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**Riyashad Ahmed**

Assistant Professor, BRAC Business School, BRAC University

## Letter of Transmittal

Riyashad Ahmed

Assistant Professor

BRAC Business School

BRAC University

66, Mohakhali, Dhaka-1212.

Subject: Internship report submission titled “The Relation between Brand Awareness and Repeat Purchase”.

Dear Sir,

This is my pleasure to submit my internship report on “The Relation between Brand Awareness and Repeat Purchase” under your supervision as a part of BUS400 which is required BBA degree from BRAC Business School. This paper focuses on how people's routines around the consumption of tea have changed, as well as how they have come to know the brand and make subsequent purchases as a result of their loyalty to the brand.

I have done my best to condense as much information as possible while still providing a thorough analysis and solid conclusions in this report. I have faith that the report will fulfill the expectations.

Sincerely yours,

Anis Uz Zaman

ID: 21104126

BRAC Business School

BRAC University

Date: 17.09.2023

# Non-Disclosure Agreement

This agreement was made and entered into by me and between KAZI & KAZI Tea and the undersigned student at BRAC University, Anis Uz Zaman.

## Confidentiality Agreement (Sign either part 1 or part 2)

### Part 1: Confidentiality Not Required

1. The three parties agree that the internship report, in draft or final form, is not considered to be a confidential document and the internship report may be shared with other parties by the student, employer or faculty advisor. The faculty supervisor will maintain a copy of the internship report for at least one year (in case of a grade review), at which time the supervisor may elect to destroy the file copy.
2. The three parties agree that all documents and data provided by the employer to the student in the course of the internship remain the property of the employer, but except where expressly requested by the employer, these will not be treated as confidential information by the faculty supervisor and the student.
3. The three parties shall not be prohibited from disclosing any information obtained during the internship if such information was in the public domain.

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Jakaria

Assistant Manager, Brand

KAZI & KAZI Tea

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Anis Uz Zaman

Student

BRAC University

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Mr. Riyashad Ahmed

Assistant Professor

BRAC Business School

BRAC University

## Part 2: Confidentiality Required

1. The three parties agree that the internship report, in draft or final form, is considered to be a confidential document and the internship report may not be shared with other parties by either the student or the faculty supervisor. The internship report will be read and evaluated by the faculty supervisor and filed as a confidential document with the faculty supervisor for a period of one year (in case of a grade appeal). After one year the internship report will be destroyed. In the case of a grade appeal involving the internship report, an independent faculty member may be asked to re-read the internship report. In such circumstances the independent faculty member will treat the report as confidential.
2. The three parties agree that all documents and data provided by the employer to the student in the course of the internship remain the property of the employer, and that these will be treated as confidential information.
3. The three parties shall not be prohibited from disclosing any information obtained during the internship if such information was in the public domain.
4. The three parties agree this confidentiality agreement will remain in force for one year from the end of the internship.

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Jakaria

Assistant Manager, Brand

KAZI & KAZI Tea.

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Anis Uz Zaman

Student

BRAC University

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Mr. Riyashad Ahmed

Assistant Professor

BRAC Business School

BRAC University

## **Acknowledgement**

I Together with assistance of BRAC University and Kazi And Kazi Tea Estate Ltd. combined, the purpose of this research is to represent the practice of consuming organic tea as well as the loyalty of customers, which will lead to repeat purchases and an increase in the overall value of the brand in Bangladesh. It has been an incredible honor and blessing to have such assistance and cooperation during this entire process.

First of all, I would like to thank to my academic supervisor Mr. Riyashad Ahamed, Assistant professor of BRAC Business School for the immense support throughout the internship period. Besides, proving me with structural guideline to complete the report, he gave his valuable time beyond the consultation hours also and he was 24/7 available via telephone and emails.

Additionally, I was recruited as a Marketing Intern in Brand marketing department of The Kazi & Kazi Tea. Whereby my line manager Jakaria (Assistant Manager) assist me by giving information in my internship period. Over the entirety of my internship, he was a tremendous help. In addition to that, I receive assistance from each and every person that works in the workplace. Everyone was helpful and guiding me in the right direction, and as a result, my internship went off without a hitch. I owe a gratitude obligation to Md. Towsif Ahmed since he assisted me in gathering the material I needed to finish my report, and I know that without his support, I would not have been able to obtain such information regarding the company. He provided me with a great deal of data, which allowed me to include it all into my report.

Lastly, I would like to thanks all of the people who supported me in BRAC Business School. Because of their assistance, I was able to complete this internship paper and demonstrate that I am a deserving graduate of BRAC Business School.

## **Executive Summary**

The inhabitants in this country are very familiar with the beverage known as tea. In point of fact, it is not uncommon to discover tea preparations twice or even three times a day on the table of a Bangladeshi household. These tea arrangements may serve as a waking call for the early hours of the morning, an energetic lifter for the working days after lunch, or the appropriate companion for evening refreshments. We are well known for our "Tong Dokaan," which is a gathering place for drinking tea and exchanging political stories. The majority of people's go-to beverages have traditionally been soothing black tea and traditional milk tea. However, it is interesting to note that there has been a significant shift in the general public's preference for tea in recent years. Even though we were brought up listening to the catchy jingles of well-known local brands of black tea, an increasing number of individuals of all ages are becoming interested in the medicinal properties of drinking herbal tea. Afterwards when is Kazi & Kazi Tea estate ltd, which offers a selection of different herbal teas. People in Bangladesh frequently drink herbal tea or healthy tea from the Kazi & Kazi brand, which is a well-known tea brand in the country. The Kazi & Kazi Tea Estate is the very first organic tea garden in Bangladesh to be awarded an international certification. It is situated in the extremely northern region of Panchagarh. The garden was started with the intention of enhancing the quality of life in this particular underserved and remote region through the practice of organic farming that makes use of the resources that are already present. A dream was planted by KK Tea on uncultivated ground, and day by day it becomes more verdant, expansive, and clean. In the case of consumer products when buyers make recurrent purchases, differences in consumers' levels of brand awareness appear to be a significant factor in their final decision. Consumers have a persistent bias toward utilizing consciousness as a rationale and exhibit some inertia when it comes to abandoning this practice.

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# **Chapter: 1**

## **Overview of Internship**

### **1.1 Student Information**

This is Anis Uz Zaman, Student ID: 21104126, I am a regular student of BRAC University .I did my major in Marketing and minor in Human Resource Management (HRM).

### **1.2 Internship Information**

#### **1.2.1 Period, Company Name, Department/Division, Address**

I have joined Kazi & Kazi Tea Estate Ltd, as an Intern in the Brand and Communication department. This is a three months Internship program which has started from 02 October 2022 and it ended on 02 January 2022. I have worked both at the head office and their factory side. The head office located at Dhaanmondi 27 and the factory located in Beribadh.

#### **1.2.2 Internship Company Supervisor Information**

During these three months period Mr. Jakaria was my in-site supervisor. He really helped me and guided me in the whole internship period. Under his guidance my skills got improved.

#### **1.2.3 Job Scope**

The "Brand and Communication" team was the primary group that I worked with. I have experience working in both the corporate office and the factory office at the same time. I had made several trips to the market in order to become familiar with the rival companies, collect as much qualitative and quantitative information as I could about the market, meet with potential partners such as agents and distributors, talk to customers and retailers, comprehend buyer behavior in relation to purchasing our brand, and identify any openings in the market. My training prepared me to take care of the activations of Kazi & Kazi tea Estate Ltd. Activation such as how the corporation promotes their items to the end consumer on a wide scale and in-person within a setting that encourages collaboration. I have completed whatever kind of work that my supervisor has requested of me to complete. I have dealt with and purchased the necessary items for the Activation portion. Effectively, I engaged in the activation of the "Youth Award" and the "Savor Exhibition health and Fitness" at the 300 feet

ICCB Convention in Purbachol. We kept a close eye on our status of activation during these two situations. An Event known as "Fun Fest, "in Mohammadpur held and at which numerous well-known bands played. In addition to that, I was present to keep an eye on our activation. BRAC Bijoy Utshob organized by BRAC University Club named "Monon" and we have also organized our Activation there. NSU IEEE organized a program and we were also there for activation. I carefully monitored each and every one of these activations, and I also worked hard to support each and every one of these activations.

I have visited the market and my market visit was divided by 3 parts. These are retail market, B2B market and modern trade. The Modern Trade was consist of Swapono, Meena Bazar, Aagora and Unimart. The retail markets I have visited was located at Green Road, Kawranbazar, Agargoan, Azimpur, and Newmarket. I have a fair amount of experience working in the digital marketing sector. I was in charge of managing the entirety of a contest that Kazi and Kazi tea ran on Facebook in conjunction with the World Cup. Beginning with choosing the winners and continuing with organizing an event to award prizes. In addition to this, I have fielded calls from dealers as well as customers from other countries. I have worked in making "Corporate Gift Box". The gift boxes were created for corporate purpose. Kazi & Kazi Tea Estate ltd. recently introduced Masala tea. I have experience working in this field as well. From the survey to the analysis of market rivals and prices offered by competitors.

## **1.3 Internship Outcomes**

### **1.3.1 Student's Contribution to the Company**

A graduate student will go through a training phase while participating in an internship program. Nonetheless, in addition to the education, an intern is given the opportunity to offer suggestions for the enhancement of the organization. During the time I spent in the position that qualified me for my first real job, I discovered that the most important thing I could do was assist other employees with their individual tasks and make an effort to make things easier for them. They come to me looking for reasons to provide my opinion on various matters pertaining to Microsoft Office every once in a while. I assisted them in creating time-saving assignments using excel sheets and information passages by helping them with those tasks. In addition, while working as a Brand and Communication intern, I tried to provide them with information regarding what it is that they are looking for, received phone calls from customers, escorted them to their assigned work areas, and assisted them to the greatest

extent that could be reasonably anticipated. In addition, while working the pick shift, I was also responsible for reorganizing the merchandise on the shelves. I assisted them with printing as well as any other extra work that my supervisors assigned to me. On the company's behalf, I coordinated a World Cup event across several social media platforms. Participated actively in each and every activation.

### **1.3.2 Benefits to the Students**

A graduate who has completed an internship program has completed an important step on the path toward starting a career. This internship program has helped me acquire courage while also providing me with opportunities to learn about office culture. This internship has provided me with the opportunity to improve my attentiveness and become more efficient in the workplace. In addition, when I was a student, we had no idea how to interact with customers; nevertheless, completing an internship has helped me improve my ability to communicate. Furthermore, while I was working as an intern, I was exposed to a large number of professionals from a variety of fields, and I had the chance to engage in conversation with them. It would be possible for me to build a network in the professional field. As I was paid as an intern, in addition to acquiring expertise, I also received some money, which was a great motivator for me. Since I have been doing some work in the field, I have picked up a lot of useful information that will be helpful to me in my next position.

### **1.3.3 Problems/ Difficulties**

Our nation is home to a significant and extremely well-known business known as "Kazi & Kazi Tea." Gemcon Group of Industries is a well-known name in the business world. They are really concerned about providing their end consumers with only products of the highest possible quality. They also consider their apprentice as an employee, and they provide their understudies experience in a variety of offices, which gives them a prominent role in the company. In addition, ensuring the seamless preparation of an intern's month-to-month salary and providing them with a high-quality atmosphere ensures that they are able to work with their complete dedication. Being a temporary employee, the fact that they provided me with my own cabinet to use as a desk was a huge motivation for me to do a good job here. Throughout the time that I was in a temporary employment, I made sure to evaluate each of these aspects, and as a result, I did not come across any problems or difficulties.

## **Chapter: 2**

### **Organization Part**

#### **2.1 History**

KKTE is one of the oldest Tea companies in operation today, and it is a thriving and successful one. The company first appeared on the scene nearly 19 years ago. Within the year 2000, Kazi Shahid Ahmed, who is also the company's founder and will remain its chairman for life, launched the company. This package is well recognized as a top seller across the country and in select overseas markets, making it one of Gemcon Group of Companies' most popular units overall. The year 2000, KKTE possesses a massive land that is approximately 2000 meters in width. The land is located in the Panchagrah district of Bangladesh's most northernmost district. The distance between the land and Darjeeling, which is only 50 kilometers, is relatively close. Tea production is one of Darjeeling's most well-known industries. KKTE was motivated to take action in order to begin producing tea of a high quality in that region. KKTE was able to buy their land in its natural state because it had never been used for agricultural purposes. Another problem for KKTE is producing tea in an area that is predominantly flat. However, after a great deal of investigation and discussion, they were able to make it possible for production of plain tea. Effective Researchers from China are welcomed to help make this significant technological advancement a reality. They embarked on their journey in the market in the year 2006. Because of this groundbreaking innovation, they are now manufacturing a substantial quantity of tea and have earned a name for themselves as a well-respected tea brand. One of Bangladesh's most successful businesses, Kazi & Kazi tea Estate Ltd. The organic teas produced by Kazi & Kazi tea Estate Ltd. are widely acclaimed. In addition, KKTE is the only tea brand in Bangladesh to have its organic tea production recognized internationally. KKTE is Gemcon Group's related company. KKTE's first steps into the Market were taken in 2006. This package is well recognized as a top seller across the country and in select overseas markets, making it one of Gemcon cluster's most popular units overall. The competitive landscape for KKTE and its rivals is shifting from one focused on product development to one in which meeting the needs of individual customers takes precedence. KKTE hopes to reevaluate its future growth opportunities without reducing profits so that it can stay competitive. KKTE not only meets the needs of the domestic market, but also ships its tea all over the world. KKTE created a

sizable new industry in the country's northern regions, where the tea garden is located. Producing tea on a large scale necessitates the use of a large number of plackers, providing a job opportunity for those living in rural areas. When looking at the economic future of Bangladesh, KKTE is pivotal for many reasons.

## **2.2 Mission and Vision**

### **Mission:**

Establish Standards through Creative Efforts

### **Vision:**

Creating high-quality tea while caring for the surrounding ecosystem and community.

## **2.3 Kazi and Kazi Tea Estate ltd. Products**

The KKTE is the sector of the economy dedicated to making tea. Both the domestic and international markets can purchase tea from them. They have always put an emphasis on organic tea production to help them stand out and stay ahead of the curve. Tea at KKTE is divided into three categories. There are eighteen different stock-keeping units (SKUs) in all. I have included a brief description of each SKU down below and listed the newly introduced products collectively as the last item.

### **Green Goodness:**

#### **Green Tea:**

The consumption of green tea exemplifies a holistic and environmentally responsible frame of mind. Organic green tea has a mild, earthy flavor that refreshes the mind and the antioxidants in this tea reduce weight and prevent cancer.

#### **Jasmine Green Tea:**

Green tea's calming aroma is enhanced by the addition of Jasmine green tea, which gets its signature flavor from organically cultivated Jasmine blossoms. The aromatherapy benefits of this beverage make it a wonderful pick-me-up. Unfermented Jasmin green tea leaves are said to have the highest concentration of antioxidants of any type of green tea.

### **Orthodox Green Tea:**

The most immaculate tea comes from gardens that adhere to the orthodox method of making tea. The long and careful method not only improves the already great health benefits of green tea, but also evokes the spirit of a bygone period. Kazi & Kazi Orthodox Green Tea is made the traditional way, by rolling the entire tea leaf, including the bud. It has a pleasant aftertaste and green undertones that are reminiscent of traditional Chinese brews. Orthodox Green Tea is the finest way to revitalize yourself every day.

### **Green Lemongrass:**

Green Lemongrass Tea has a unique lemony aroma and is packed with healing antioxidants. Distinctive flavor with stress-relieving properties.

Herbal Infusion:

### **Ginger Tea:**

Organic ginger spice up the overtone's black tea. Ginger tea balances the body and treats colds and upset tummies naturally.

### **Tulsi Tea:**

This tea is a fragrant black tea with organic Tulsi leaves. Tulsi tea's herbal extract qualities and antioxidants make it the ultimate cold remedy.

### **Lemon Grass:**

Lemongrass flavors this tea drink. KKTE introduced a fresh organic combination to excite your senses for the first time again. Kazi & Kazi Lemongrass is a caffeine-free herbal infusion. This refreshing citrus treat is worth indulging in.

### **Classic Black Tea:**

#### **Black Tea:**

The KKTE interpretation of the custom goes beyond natural development. This robust tea has a pleasant sweetness thanks to the addition of a little honey. The black tea's inherent antioxidants make it a youth-extending panacea.

#### **First Flush Tea:**

The end of winter signals the start of spring, which ushers in a new beginning with its gentle

rain showers and rising temperatures. The fragrance of the tea that is brewed from these young leaves is wonderful, and the plant produces new buds as well as tender new leaves. This is the very first time in Bangladesh that the world-famous first flush tea has been produced.

### **Orthodox Black Tea:**

The traditional method of preparing black tea, which involves taking one's time, is still practiced by true tea aficionados who value the flavor and are drawn to the fact that it harkens back to a more traditional past. The procedure involves lifting up whole leaves and stems, which results in the most authentic tasting experience possible with tea.

### **Pristine Black Tea:**

Allow the warmth of Mother Nature to inspire you to drink Pristine Black tea. An additional blend of black tea is known as Pristine Black Tea. It is actually developed for those individuals who enjoy having milk added to their tea. The taste of this tea is one of a kind, and it brings about a sense of contentment on the inside. Flavonoids are potent antioxidants that are found in black tea and have an effect that is comparable to that of catechins, which are also present in black tea.

### **Other Products and Tea:**

#### **White Tea:**

White tea from Kazi & Kazi Tea is manufactured from leaves that have not undergone fermentation, and it is said to have the highest concentration of potent antioxidants of any tea.

#### **Masala Tea:**

The Kazi and Kazi Tea product lineup has been updated with this “Masala Tea” brand-new offering. Scalding hot with overtones of earthiness and spiciness. The blend of carefully selected fragrant herb leaves with a pleasantly sweet aftertaste.

#### **Oolong Tea:**

A cup of this tea will fill you up with its full-bodied leaves, fragrant with a fruity flavor, and aromatically pleasing to the senses.

**Turmeric Infusion:**

Our health mixes, which contain the benefits of turmeric, Moringa, and Stevia, are exactly what we require to cleanse and restore balance to our bodies. This tea includes everything in its composition.

**Green Mint Tea:**

This tea has a scent that is smooth, slightly sweet, and floral, with a hint of mint, and layering of gentle and earthy notes throughout the experience. Sharing some of the products below:



## **2.4 Top Management**

Kazi Shahid Ahmed is an entrepreneur and the Chairman of Kazi and Kazi Tea Estate, both of which he established. He is a dignitary and a well-known business personality in the nation, and his name is Kazi Shahid Ahmed. The business known as "Gemcon Group" is formed as a direct result of his outstanding ownership and leadership. The following companies are on the list of those that he controls: Kazi and Kazi Tea Estate Ltd., Gemini Sea Food Ltd., Gemcon Limited, Charka Steel Ltd., Bengal Herbal Garden Ltd., Gemcon City Ltd., Castle Construction Co. Ltd., Karotoya Tea Estate Ltd., Meena Retailers Ltd., Meena Sweets & Confectionaries Ltd., and Ajker Kagoj Ltd. Kazi Shahid Ahmed is the founder and president of the University of Liberal Arts Bangladesh Foundation, whose mission is to foster the growth of environmentally responsible education and culture. ULAB is today considered to be one of the most prestigious universities in Bangladesh. Experts from both inside and outside of the country are familiar with his role as a pioneer in the spread of organic ideas and principles throughout our nation. As an illustration, KKTE offers products of such quality, which have been certified as having great world-class services. In addition to this, he formed the Kazi Shahid foundation (KSF), an organization that is non-profit, charitable, and non-political and is located in Panchagarh. The foundation's mission is to promote socioeconomic and long-term sustainable development. As a direct consequence of the establishment of the KSF, the number of individuals living in abject poverty in the northern region of the country has dropped. Kazi Shahid Ahmed was honored by the government of the Republic of East Pakistan with the title of Commander in the Order of the Indian Patron (Business) for his many achievements in the commercial world. A few of his works have been co-authored with others.



Mr. Kazi Shahid Ahmed (Retd.)

Chairman



Mr. Kazi Inam Ahmed

Managing Director



Dr. Kazi Anis Ahmed

CEO

## **2.5 Corporate Social Responsibility**

The CSR efforts of Gemcon Group are carried out through the Kazi Shahid Ahmed (KSF) Foundation. Kazi Shahid Ahmed, CEO of Gemcon Group and founder of KSF. The Kazi & Kazi Tea Estate is the only certified organic garden in the entire country, which is why the KSF was established (KKTE). The KKTE Tea industry is one way that Gemcon has helped to improve people's lives in the region, which is located in the northern section of our country. KSF's organic tea plucker, bio-fertilizer production, organic vegetable farming and supply, and basic education initiatives have all contributed to a significant increase in women's income and assets. What follows is a detailed explanation of the KSP social responsibilities program and its many elements.

## **2.6 Dairy Cooperative Program**

In accordance with its forward-thinking methodology, the KSF grants healthy-beneficiaries the use of a cow in the form of a loan. The reason that a cow is being offered as collateral for the loan rather than cash is because there is a significant risk of cash becoming invalid in a wide variety of untraditional contexts. Because the cow is a useful animal, other people are able to make money with its assistance and through its use. The rural women of Panchagarh, in particular, see significant improvements in both their social and economic standings as a result of the practice of contract dairy farming, which involves the transfer of ownership of cows. The loan amount is repaid to KSF through the sale of the milk and cow dungs that were produced.

## **2.8 Tea Cooperative program**

Kazi and Kazi Tea Estate Ltd. has been supporting local farmers in Panchagarh to produce organic tea after realizing the economic viability of the plantation sector industry there. There are forty-four people involved in organic tea farming; all of them are part of one of eight cooperative clusters organized under four different branches: Rowshanpu, Darjipara, Shukani, and Moynagurir. At present, the project spans a total of 43.7 acres of land, with room to expand annually.

### **Organic Farm:**

Kazi and Kazi Tea has introduced the idea of organic vegetable gardening to the Panchagarh area. It offers farmers a wide range of services, including financial aid, resource materials, and relevant information, to facilitate their work in organic farming. By encouraging the cultivation of organic vegetables, consumers not only have access to nutritious food, but also contribute to the emancipation of low-income households.

## **Chapter: 3**

### **The Relation between Brand Awareness and Repeat Purchase**

#### **3.1. A study of Brand in social media marketing**

Using a quantitative methodology, this section provides an in-depth explanation of the brands that compete with Kazi and Kazi Tea Estate Ltd. The information was acquired by posting surveys in Facebook groups and other social networks. These brands are representative of FMCG (Fast moving consumer goods), the market segment that will be analyzed. The results demonstrated that marketing campaigns centered on social media platforms improved both brand awareness and customer loyalty. Entertainment and word of mouth were the most effective forms of social media marketing. Moreover, this analysis found that good associations with the brand led to greater brand loyalty. This is helpful in expanding our understanding of how social media marketing activities affect the public's perception and loyalty to fast-moving consumer goods (FMCG) brands. The social media marketing strategy for Kazi and Kazi Tea Estate frequently centers on tracking and analyzing brand sentiment. Consumers' impressions of the company's brand across multiple social media channels are extensive. The research's end goal is to comprehend how consumers rate and think about the brand online. The brand values, personality, and essential messaging of Kazi and Kazi Tea Estate triumphed in online marketing. The company's target demographic is well-suited to the product, and the firm has a firm grasp on how those consumers use social media. By the use of social media, they were able to communicate with their intended audience. The audience's impressions of the brand and their devotion to the brand can be gleaned from metrics like engagement rates, sentiment analysis, and audience reach. In addition, businesses can improve their brand's standing in the market by learning how their target demographic views them through a study of brand image in social media marketing. This means that Kazi & Kazi Tea has become the undisputed king of social media promotion. It is possible for marketing operations conducted via social media to have considerable influence, both positively and negatively, on the image of a business. Kazi and Kazi Tea Estates were able to expand their visibility and awareness on social media by continuously connecting with their target audience and sharing material that was beneficial to that audience. The social media marketing efforts of Kazi and Kazi Tea Estates helped in the process of creating brand awareness. In addition, these activities had established a feeling of community,

encouraged followers to post content, and leveraged user-generated content. All of the company's social media handles offer users a forum in which they can discuss their impressions of the brand and share their personal experiences with it. The reputation of a brand can either be improved by or damaged by the reception of either positive or negative feedback. These reviews were monitored by the Brand, which provided responses based on their findings. By the use of social media marketing strategies, the company was able to successfully enhance the level of client loyalty. The company has a reputation for providing prompt responses to client inquiries, as well as for actively engaging with those customers and working to resolve any issues that may arise as a result of those inquiries. By the creation of interactive experiences that encourage followers to like, share, and comment on material, activities related to social media marketing have the potential to promote higher levels of customer engagement. Also, the company is taking a more in-depth look at this matter. A higher conversion rate is the direct result of this involvement. This channel accounts for a significant portion of total sales. As a result, sales were better. The promotion of goods and services, as well as the acceleration of sales, can both benefit from using social media as a platform. The brand was able to connect with prospective customers by developing tailored marketing efforts. In general, the effects of marketing through social media on the brand image of Kazi and Kazi Tea Estate have been fairly considerable. The company was able to improve their image and reputation as well as successfully build long-lasting relationships with their customers by developing social media marketing methods that were both consistent and effective. Customers that are devoted to Kazi and Kazi Tea Estates are aware of the high quality of the brand, and they appreciate the high quality of the products and services that the company provides. Because they have already had a good encounter with the brand, the customers have faith that it will continue to maintain its high standard of quality. Customers of the brand are devoted to the brand because they get the impression that the brand can be relied upon. This is due to the brand's reputation, as well as its excellent customer service and transparent business practices. Because of their familiarity with the brand's principles and image, consumers are committed to purchasing the product. They have a sense of familiarity and affinity with the company's identity, mission, and personality. Because the brand reliably fulfills its obligations to the customers, they remain devoted to the company. Whether it's a product or a service, people love knowing exactly what to expect and trusting that the brand will deliver. Consumers are devoted to the company because it compensates them in some way, such as through loyalty programs, discounts, or exclusive Corporate Tea boxes. These benefits fostered a sense of value and gratitude for the brand.

The memorable experiences that customers have had with the brand are the driving force behind their brand loyalty. Whether it's the physical setting of the store, the customer service, or the ease of use of the website or app, a pleasant encounter creates a strong sense of loyalty. These criteria span from physical qualities like quality and consistency to ethereal elements such as trust and brand image. Businesses are able to better position themselves to create long-lasting relationships with customers if they first learn the reasons why customers are loyal to particular brands.

### **3.2 Target Marketing of Kazi and Kazi Tea**

**Demographic:** The urban, suburban, and peripheral areas are included in the targeted area. Also, other international countries such as the United States of America, the United Kingdom, and China are included as export destinations in there.

**Geographic:** All of any gender may drink our tea. Within the age sectors that were targeted, both the primary and secondary age groups of people were sought for. Those in their 25s to 60s who already drink KKTE tea make up the primary demographic. Secondary students (ages 16 to 25) who will begin taking the KKTE once they reach the stage of earning an income.

**Socio Graphic:** Individuals who fall into the social classes of A+, A, B+, and B are the kind of consumers we are targeting.

**Psychographic:** Those who are more concerned about their health may consider getting KKTE.

### 3.3 SWOT Analysis

**KKTE is producing 100% organic Tea in**



**Target group is high class people. They can't move into mass target group.**

**People are getting more health concuss. There is a high chance they can introduce many organic items**

**Competitor is increasing. Other tea producers also importing the organic tea**

#### **Strength:**

Only KKTE is producing tea in the country that is 100% organic at this time. Tea is produced while adhering to all of the organic agriculture procedures throughout the process.

#### **Weakness:**

Those of high social standing are the target demographic. They are unable to transition into the mass target group. Organic food has a reputation for being expensive due to the significant costs associated with its manufacturing. Despite this, KKTE is working hard to establish itself in the mass production and mass consumer market.

#### **Opportunity:**

Concussions are becoming more common among people. There is a good possibility that in the not too distant future they will release a great deal of organic products.

#### **Threat:**

It is impossible to conduct an accurate market analysis in the absence of competitors. KKTE is facing a growing number of competitors in the industry they operate in. Other tea manufacturers in the country are also responsible for the importation of organic tea.

### 3.4 Porter's Five Force:

Kazi and Kazi tea has unique range of products and right now in the Bangladeshi market there are less pressure of competitors in this organic or healthy tea sector.

**Threats of New Entrants by Potential Competitors:** Kazi and Kazi tea have their own tea garden which differentiate them from others. The brand loyalty of having presence in the tea industry for longer period actually make it difficult to other potential competitors to enter in this industry. Therefore, there are less dominant player in the organic tea field as you need some special requirements to start this business from scratch where Kazi and Kazi tea have successfully stablished a good brand and customer loyalty base.

**Competitive Rivalry:** As I have mentioned earlier above there are less threat of new entrants in this organic tea sector so the competition with the existing competitors are also less. If we try to find organic tea in Bangladesh you will get a few options. Most of them are a bit pricey because the brands that are existing are expensive than the local brand. People want to buy healthy products with affordable budget which fits in with kazi and kazi tea. The existing foregin nrand are not really competitors and the local brands do not have unique range of products like them.

**Threats of Substitute:** There is less substitute products in the market but there is still some threat where customers can switch to other brands. Kazi and Kazi Tea's Black Tea have more subsititute threat than Kazi and Kazi Tea's unique white tea. Customers will not find "White Tea" in other brands or will get fewer foregin brands option.

**Supplier Power:** Kazi and Kazi tea have their own garden and own production facilities for which they actually control the supplier power. They supply as much product is needed in the market. There are no dependency on supplier.

**The Bargaining power of Buyers:** Kazi and Kazi tea have loyal customer base because of their unique product range, better pricing and quality. Here, customer have fewer option and that is why customer do not have power to switch frequently.

### **3.5 Garden**

Kazi and Kazi tea is grown on a land area of 2,000 square kilometers in Panchagarh. The site was finished being developed as a tea production garden in the year 2000. The terrain at Panchagarh was flat, and the soil was in such poor condition that it was difficult to cultivate anything. The region was overrun with white concord grapes. Tea production requires ground that is typically of higher elevation, but the area that the company owned was rather flat. The founder hopes that by inviting a large number of pioneering experts from all over the world, they would be able to overcome this significant obstacle and make the area suitable for growing tea in this flat region. The area underwent a successful transformation into one that is suitable for tea cultivation after receiving five years' worth of laborious input and soil processing. Cow manure and earthworm castings work together to naturally nourish the land. Because it is essential to preserve the natural state of the soil in order to maintain the integrity of the organic tea production process. Natural predators are introduced into the garden in order to drive pests away. In order for them to keep their rainforest certification, they are not permitted to kill or otherwise harm any of the insects that live in the garden. Tea colors can be made from the Herbal tree.

### **3.6 Tea Production**

Plant nutrients are of the utmost importance in the production of harvests and healthy food for the ever-increasing population of the planet. In today's world, the majority of methods for managing soil at the board level involve the use of inorganic and synthetically based composts, which pose a significant danger to human health and life hood as well as to the environment. It has come to everyone's attention that bio-compost is a choice for increasing soil richness and the production of harvests through reasonable farming. The use of beneficial organisms as bio-manures has gained significant importance in rural areas due to the possible role that these organisms play in the maintenance of sanitation and the generation of reasonable yields. Bio-compost has the potential to make up a sizeable portion of the integrated supplements that the executives take. Included in this category of microorganisms are those that are typically included into bio-manure. These possible natural manures would play an important role in the effectiveness and supportability of soil, as well as in securing the earth as environmentally friendly and financially wise contributions for the

ranchers. With all of these factors in mind, KKTE began utilizing bio-compost as fertilizer right from the very beginning of the process. KKTE is doing a number of tests on several bio-compost creators. Individuals who own cow farms produce bio-compost for the aim of selling it, and KKTE buys that bio-compost from those people so that it can be utilized in their gardens. Despite this, KKTE processes their very own bio-compost fertilizer manufacture in order to satisfy the whole need.

The Tea Industry is the one that has the highest demand for water supplies. This is due to the fact that water resources management plays a vital role in the development of the cultivation framework. The production of organic tea is governed by the same principles. The primary medium via which microorganisms and chemicals are transported is water. Water is required in order to maintain the soil's moisture content. In this scenario, two investigations that were very comparable to one another were carried out using a variety of actualize moistened hillslope and ridge farming. Costs associated with the activity and its establishment, as well as total lift, energy consumption, working hours, specific release, and overall productivity, were taken into consideration. Because of the high annual normal precipitation and the ease with which suitable scenes may be reached, the uneven regions have the potential to contain water that could be harvested for use in water system reasons. Heavy precipitation falls consistently throughout the year in the region of Panchgrah thanks to the cooperation of nature. The fact that the garden is located in the northernmost section of our nation affords them the additional benefit of receiving rain water from the natural environment, which is an advantage. Because KKTE values its commitment to protecting the environment, it does not waste water. In order to make efficient use of water, they design out and carry out a water management method, which involves constructing a smart cannel system along the side of very raw tea plants.

We are already familiar with the process through which several species of plants from a wide range of habitats have become extinct over the course of the years. In spite of the fact that the extinction of certain species is an unavoidable consequence of progress, the human race is currently responsible for the frighteningly rapid extinction of an ever-increasing number of animal species. The safeguarding of people's access to nutritious food is one of the most important aspects of protecting natural life. Monetary opportunities would broaden significantly if forests were insured against degradation and normal habitats were restored at the same time. In addition, the protection of natural life is beneficial to the development of diversified farming. It is an essential component in the process of constructing a wholesome

and successful feeding system. In addition, the study of natural life has been assisting researchers and scientists in conceiving of methods to enhance human health and has been of tremendous use in the development of modern medicine.

The garden at Kazi and Kazi Tea use natural pests in order to deter insects and other animals from entering the space. The insecticide that is used in the garden is created using a great deal of natural components. KKTE is of the opinion that it is the obligation of everyone on Earth to play an important part in the preservation of wildlife.

Tea plants often grow under the protection of herbal trees. Everyone knows that tea bushes can't handle being in the sun all day. It called for a forest of massive trees to provide cover. As a means of providing shade for their tea plants, KKTE opted to cultivate a wide variety of herbal trees rather than more conventional options. Products containing herbal components from these trees are traded widely across a variety of marketplaces. Products using Organikare and Meena spices employ those components in their packaging. Every tea factory in Bangladesh is required by law to contribute to the state's stock of the commodity. Seventy-five percent of the tea output from each sector must be allocated to the government, while the remaining twenty-five percent may be retained for internal use. The 75% of tea that the government sets aside from each tea industry is transported to the annual celebration in Chattagram. Customers from the tea sector gathered for a tender to purchase the set amount of teas that had been set aside in advance. On the other hand, KKTE solely purchases their own tea at a premium price. To avoid jeopardizing the integrity of their essential organic method, they are unable to blend their tea with that of other companies.

### **3.7 Prospects of organic tea in Bangladesh**

Tea grown without the use of synthetic inputs like pesticides and fertilizers is in high demand abroad. Herbal insecticides and organic fertilizer yield a tea with numerous health benefits and a high market price. Large swaths of northern Bangladesh are available but are currently underutilized as agricultural land. Since it is common knowledge that undeveloped land is essential for the cultivation of organic crops, taking advantage of this benefit will be to our nation's advantage. Additionally, the government of Bangladesh is placing a greater emphasis on the country's agricultural industries. The economic well-being of Bangladesh will benefit greatly if the country's farmers are given the chance to acquire the knowledge and skills necessary to engage in organic agriculture. Agriculture employs most Bangladeshis. Why she

cares for nature. Agriculture farming has a huge microeconomic influence. Rice and jute cultivation are key economic sectors. Country people have farmed for generations. They prefer traditional agriculture. Organic farming is environmentally friendly, feasible, and sustainable, and it can help our nations solve problems like energy shortages and water pollution. To fulfill modern demands, technology is embracing newcomers. Agriculture has also advanced agriculture. People now prioritize organic agriculture. Farm organically needs speed up. During Covid-19 the drinking habit drastically changed and people are now more conscious about drinking or eating healthy foods. For this reason, the market need increased and people are having more organic tea than any other time. Market-available healthful food is always sought. Organic farming is environmentally friendly, feasible, and sustainable, and it can help our nations solve problems like energy shortages and water pollution. Natural farming strengthens social subjugation and solidarity in a network. It restores men-ladies' fairness. Tea is already healthful. Organic tea is healthier. Bangladeshi organic tea production is promising for health-conscious consumers.

### **Achievements:**

From the beginning of its operations, KKTE has been able to successfully acquire and keep international certifications attesting to its commitment to organic practices.

- Compliance with National Organic Program (NOP, USDA)
- LACON Organic Standard for operators
- Certificate of Compliance with Organic JAS
- Compliance with Rainforest Alliance
- Compliance with Fair Trade Standards

### **Objectives of the report:**

The main objective of the report is to identify and get idea of;

- the drinking habit of Organic Tea in Bangladesh
- how Organic Tea is benefited for health
- brand Image and Brand Value of Kazi and Kazi Tea

- whether Organic Tea is the replacement of traditional Milk Tea
- people's perception towards Organic Tea

All these are the primary objective to conduct this research paper. Also, the general purpose to prepare the paper to meet the BBA program's requirement under the supervision of BRAC Business School.

### **Literature Review:**

Organic tea has many advantages over non-organic tea. Naturally grown and manufactured tea is devoid of pesticides, herbicides, fungicides, and other chemicals that could have a negative effect on human health. Organic tea increases our body's antioxidant content and promotes an adequate amount of beneficial microbes in the digestive tract. Antioxidants, according to studies, help our systems maintain health and defend against age-related diseases. Tea is a fantastic option for those watching their calorie intake because it may be enjoyed at any time of day, with or without food (Sumi, 2018).

The organic movement has come to view itself as the driving force behind the changing shopping habits of modern consumers and the increasing attention it receives from the general public. On the other hand, it has not received the complete attention necessary to expand the organic tea sector in a way that is beneficial to both mankind and the surroundings. The result is that the future cannot be predicted with any degree of accuracy because the existing problems are continuing to pose dangers to the sector. It was decided to conduct a systematic review in order to investigate the overall opportunities and difficulties associated with the production of organic tea within the context of sustainable agriculture (Chen, 2022).

Product qualities have a significant impact, both positively and negatively, on a consumer's estimation of both the product's quality and its value, which in turn affects the consumer's likelihood of making a purchase. Consistent use of organic tea is an example of a sustainable behaviour that not only has positive effects on one's health and the environment, but also contributes to an organization's ability to maintain an edge in the market relative to its rivals. A large number of research have been conducted to study the influence of a variety of factors on the customers' intention to purchase organic foods. (Kabir, 2018).

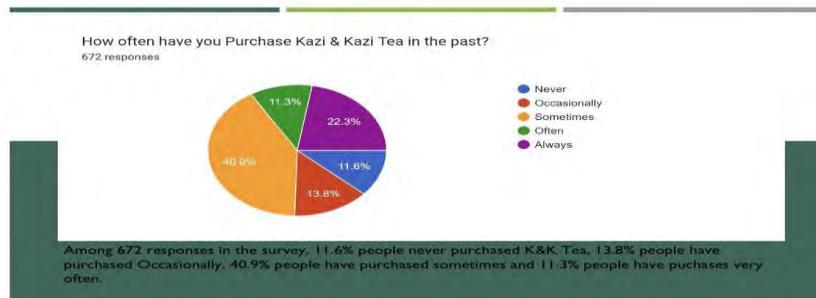
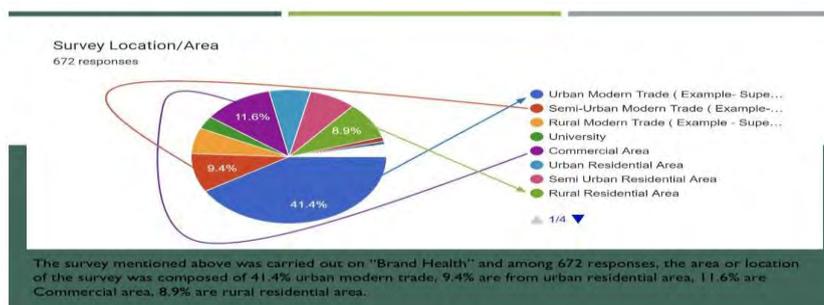
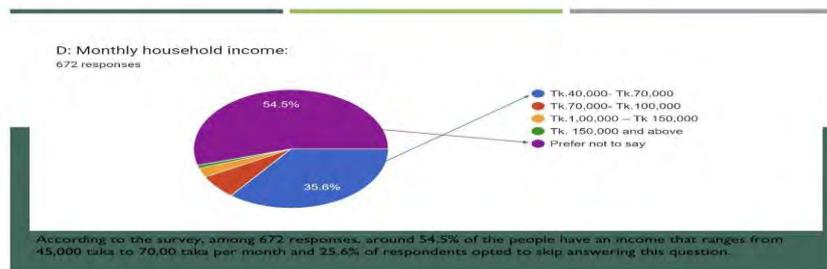
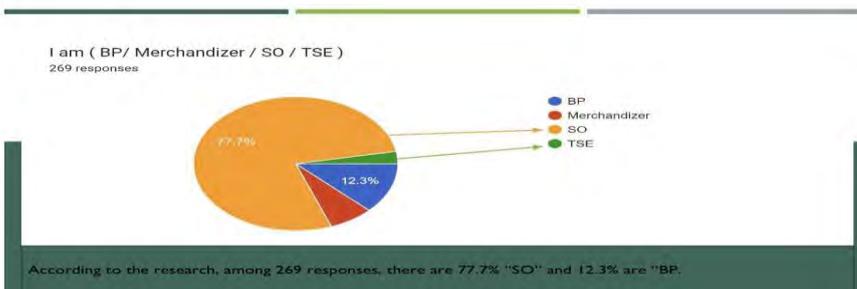
**Methodology:**

The research is primarily qualitative and is based on the data acquired via a survey of the clients, as well as some interviews conducted in-person with the clients. In addition, a few interviews were held with employees of Kazi and Kazi Tea Estate Ltd. and a few other similar overseas businesses for the purpose of gathering detailed information regarding the acquisition of organic tea and interest in doing so. The focus of the study as well as the interview with the customers is on how much they are prepared to pay or spend on purchasing organic tea as well as what their thoughts are regarding the consumption of healthy organic tea produced by either a well-known brand or an overseas brand. The primary sources of information are heavily relied upon in this study. Though the report is highly depends on primary data but I have also used some secondary data to reach in more depth for the consumer behavior approach. I have collected 260 responses through online about the “Brand Value”. This 260 individual are directly connected in purchase of this particular Tea brand. The reason of conducting this survey was to verify the satisfaction level by using that brand. Survey question also include the other tea brands so that it can get a clear view of the remaining competitors. Several questions were asked to rate the brands to get a knowledge of future consumer behavior. This survey helped me to get hold of people’s perception of drinking healthy tea. Furthermore, as an intern of Brand and Marketing I have also joined some testing sessions on how to enhance flavor or which flavor has evolving taste. This sessions helped me also to write the report as perfectly as possible.

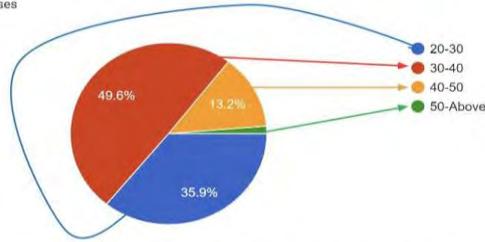
## Analysis and Interpretation of Data:

### People's Perception about Organic Tea:

By conducting an online survey on Kazi and Kazi Tea Organic Tea with a total of 600 different people, we are able to obtain information regarding the demographic of people who consume the most organic tea, their level of schooling, and their opinions regarding the consumption of organic tea.



A: Age  
672 responses



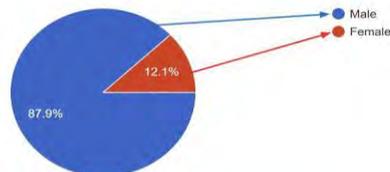
According to the survey, among 627 responses, 35.9% of the respondent are in the age between 20-30, 49.6% are in the age between 30-40 and 13.2% are in the age between 40-50.

F: From where do you purchases for Daily Necessaries?  
672 responses



According to the survey, among 672 responses 74.7% respondent purchase their daily necessities from store near their residence and 21.9% purchase from Modern retail store.

B: Gender:  
672 responses

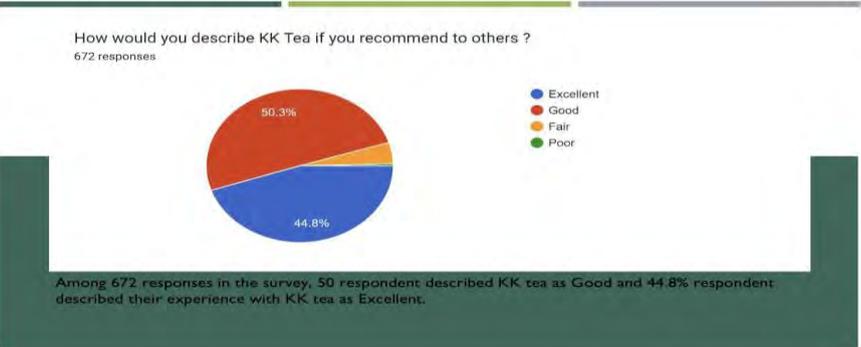
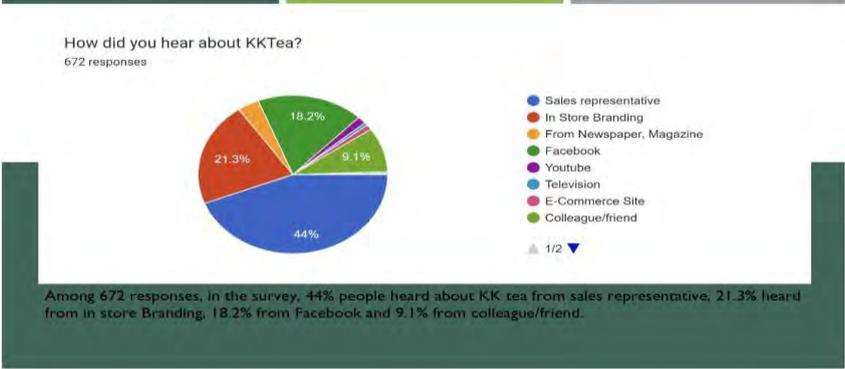
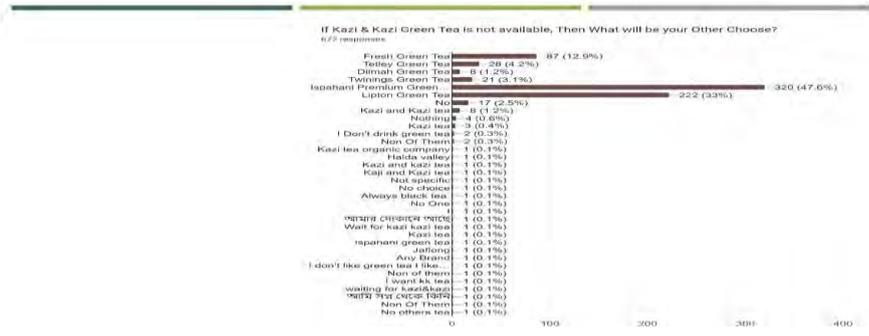


According to the questionnaire that was carried, among 672 responses, 87.9% of the respondents are male, while 12.1% are female

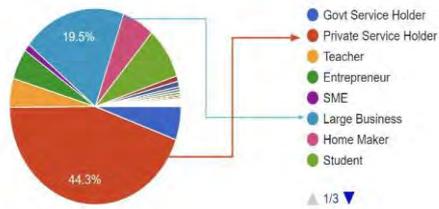
What is the reason to choose the brand?  
672 responses



Among 672 responses, 14.7% people chose the brand because of Availability, 51.2% chose because of Quality, 12.9% for Taste, 12.8% for Brand name and 14.7% found the products everywhere.

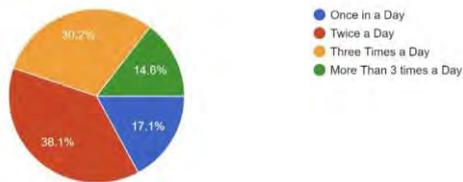


C: Profession:  
672 responses



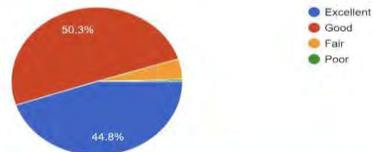
According to the survey, among 672 responses, the respondents are formed of 44.3% Large Business and 19.5% people who are employed in the private sector.

How frequently do you Drink Tea in a Day?  
672 responses



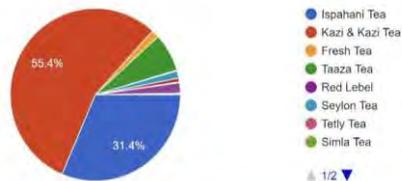
Among 672 responses, in the survey, 17.1% respondent drink tea once in a day, 38.1% twice in a day, 30.2% three times in a day and 14.6% respondent drink tea more than 3 times a day.

How would you describe KK Tea if you recommend to others ?  
672 responses



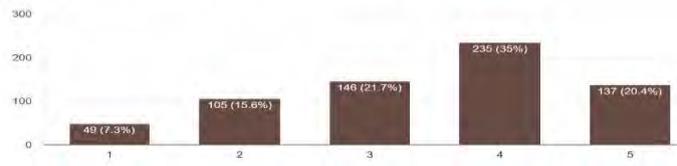
Among 672 responses in the survey, 50 respondent described KK tea as Good and 44.8% respondent described their experience with KK tea as Excellent.

What is the first brand you think of when thinking of Tea?  
672 responses

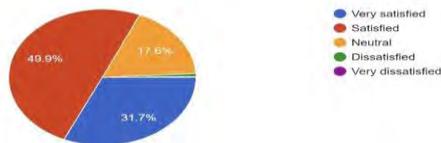


Among 672 responses in the survey, 55.4% respondent prefer Kazi and Kazi tea and 31.4% respondent prefer Ispahani tea.

How do you see for Price of Kazi & Kazi Black Tea. Please Rank on following Scale  
672 responses



How much do you satisfied of Current tea brand ?  
672 responses



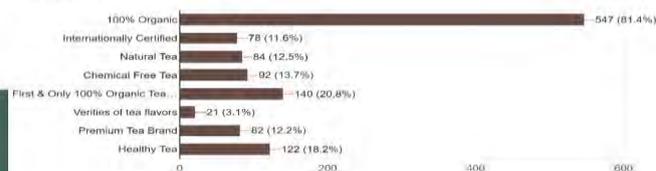
Among 672 responses in the survey, 31.7% respondent are very satisfied with the brand, 49.9% respondent are satisfied with the brand and 17.6% respondent are Neutral.

In total, how long have you been a customer of KK Tea?  
672 responses

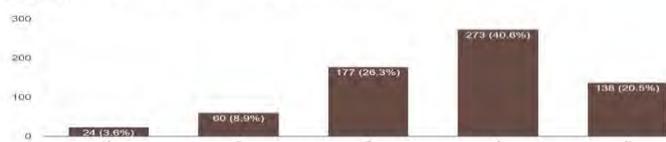


Among 672 responses in the survey, 42.9% people have been customer of K&K Tea for less than one year, 24.9% people using for one to fewer than two year, 17.3% people using for two to fewer than three years and 15% people using for more than three years.

How well you describe Kazi & Kazi Tea ?  
672 responses

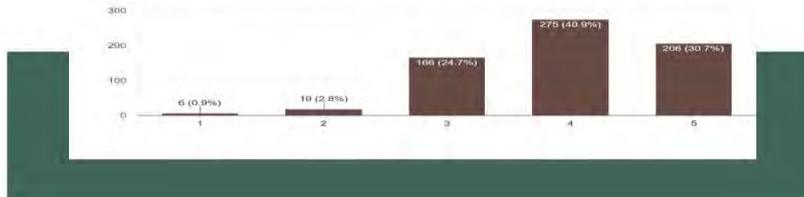


I look for Kazi & Kazi Tea before I look for different brand  
672 responses



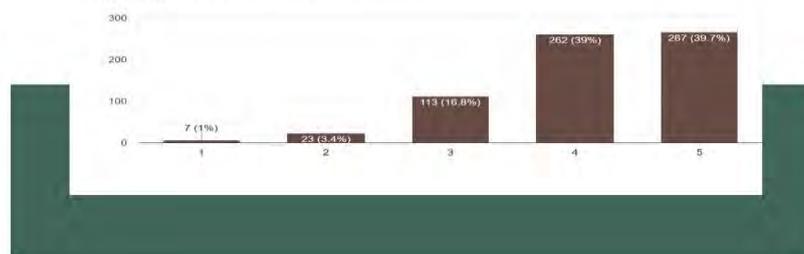
When you are looking for Tea what will be your Preference for Brand Name. Please Rank on following Scale

672 responses



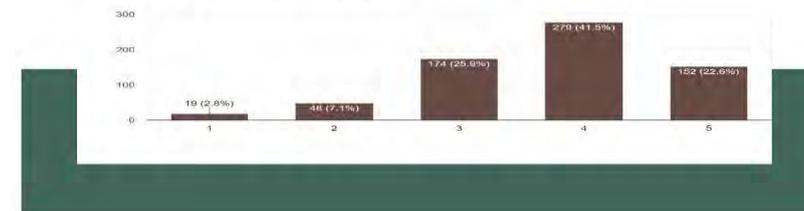
Kazi & Kazi Tea is a brand I know to be trustworthy

672 responses



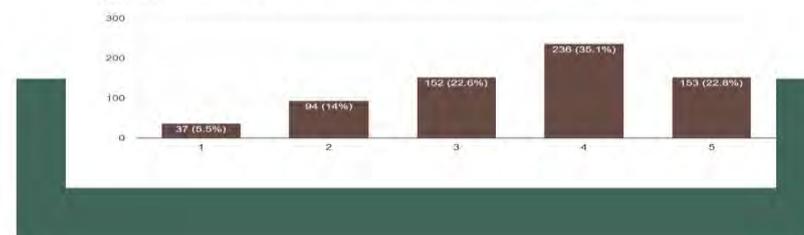
How you see of availability of Kazi & Kazi Tea?

672 responses



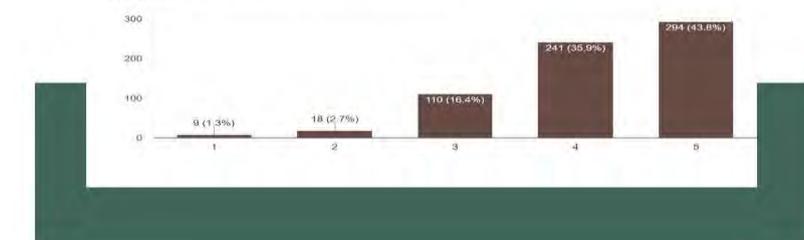
How do you see for Price of Kazi & Kazi Green Tea. Please Rank on following Scale

672 responses

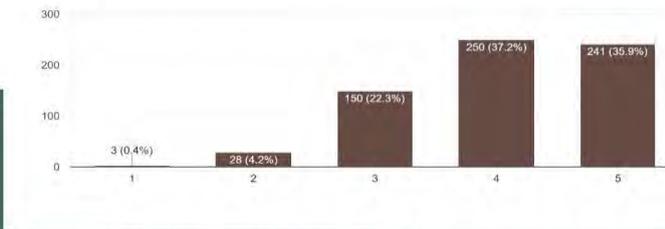


How do you see Packaging Design of Kazi & Kazi Tea ?

672 responses

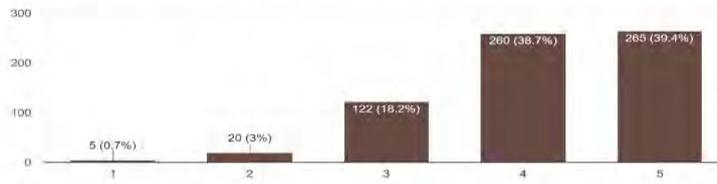


How much Satisfied with Kazi & Kazi Tea?  
672 responses

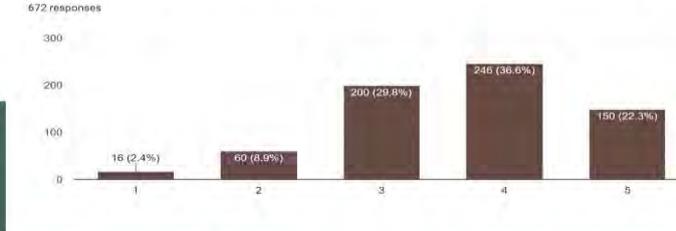


In the survey, among 672 responses 241 (35.9%) respondent are

I am confident when I buy Kazi & Kazi Tea  
672 responses



When you are looking for Tea what will be your Preference for Price . Please Rank on following Scale  
672 responses



## **Conclusion:**

Having a well-known name associated with your company is crucial. It's the percentage of the population that is aware of and can name an organization's goods and services. Conversely, a repeat buy is when a customer returns to a brand after completing an initial purchase to make another purchase. One of the most important aspects of marketing is building consumer recognition and loyalty. Reciprocity is significantly impacted by consumers' familiarity with a brand. The greater a brand's visibility, the more probable it is that consumers will take it into account when making a purchase. According to a Nielsen survey, 59% of consumers had a stronger preference for purchasing products from companies they are already familiar with. Trusted brands have a higher chance of generating customer loyalty and further purchases. Eighty-one percent of respondents to a survey performed by Kazi and Kazi Tea stated they needed to trust the brand in order to keep buying from it. Increased brand loyalty is the result of establishing credibility with consumers over time. Repeat buying also boosts brand recognition. Repeat buyers get to know the brand and its offerings. This boosts brand confidence and makes them more likely to suggest it. Repeat buyers might become brand ambassadors and promote the company. Referrals and recommendations can raise business exposure.

Moreover, the traditional tea will not be ever replaceable but people who prefer to be healthy will buy the organic drinks any way. The masala tea could be a winning alternative for traditional milk tea but the way people enjoy the milk tea will never change but that does not mean that the company will not have a fair share of business. In conclusion, there is a strong link between consumer recall and loyalty to a certain brand. Strong brand recognition can encourage repeat purchases, which in turn can boost recognition of the brand through recommendations from satisfied customers. Companies can gain the most from their relationships with customers when they work to increase brand recognition and favorability, foster customer loyalty through incentives like loyalty programs, and incorporate customer feedback into product development. By capitalizing on this connection, firms can boost their efficiency and expand continuously.

## **Recommendation:**

The following recommendations have been derived from the data collected and the responses received in order to enhance the organic tea growing and distribution in Bangladesh so that tea farmers can work together to boost supply and meet the increasing demands.

It is important that technology be made available for the cultivation of organic tea. Training that is tailored to the needs of the farmers should be made available. Local residents should be provided employment opportunities ahead of those from other areas; this will make it easier to monitor migration into the tea industry. Organic certification ought to be granted to the farmer who has fulfilled the requirements of the organic code of conduct. It is necessary to give a transports facility for the production. In order to cultivate organically, the landowners are responsible for supplying alternative pesticides. The application of FLO (Fair Trade Heeling Organization) is required. The marketplace for oxen needs to be regulated by the government. Defined using evidence from scientific research. Composting, pest control, reality testing, and product development have also been completed. It is imperative that field-based research be carried out with the participation of all farmers. It is imperative that collaborative support be offered in the areas of food safety measures, quality management systems, and appropriate agricultural practices. Farmers ought to be given access to financial support, such as microcredit incentive packages, in order to facilitate the processing unit. Every proprietor is responsible for adhering to the fundamental guidelines and regulations related organic farming when it comes to marketing.

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