

# **Consumers Perspective of Kazi Farms Kitchen's Frozen Food Safety**

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

Brac Business School  
Brac University  
August, 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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**MD Tasnim Bin Salahuddin**  
ID: 21104043

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

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**Mr. Shamim Ehsanul Haque**  
Assistant Professor, BRAC Business School  
BRAC University

## Letter of Transmittal

Mr. Shamim Ehsanul Haque  
Assistant Professor,  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report.

Dear Sir,

This is my pleasure to display my experience in the Branding & Marketing Internee position of Kazi Farms Kitchen.

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

I trust that the report will meet the desires and you will find it informative and credible.

Sincerely yours,

---

Md Tasnim Bin Salahuddin

ID: 21104043

BRAC Business School

BRAC University

Date: August 24, 2023

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between Kazi Farms Kitchen and Md Tasnim Bin Salahuddin.

The information given in this report paper is credible and can be used for the internship purpose.

## **Acknowledgement**

I want to start by sincerely thank the Almighty Allah for allowing me to complete the internship and submit the report on time.

Then, I want to express my gratitude to my academic supervisor, Mr. Shamim Ehsanul Haque Sir, for his assistance with the report-writing procedure.

Furthermore, I also want to express my gratitude to Moshiur Rahaman Sir, my assistant manager at Kazi Food Industries Ltd, for his guidance to finish my internship report.

## **Executive Summary**

Kazi Farms Kitchen is one of the largest frozen food companies in Bangladesh. They have achieved Number One Frozen Food Brand Award in 2022. Their products include frozen paratha, frozen samosa, chicken nuggets, chicken balls, sausage, any meat based item, vegetable etc. They have more than 150+ outlet all over the country. In the first section of this report, I provide an overview of my internship with Kazi Farms Limited, outlining my roles and responsibilities as well as the lessons I took away from the experience. In the second section, I covered the organization, its procedures, and departments. Last but not least, I covered the project portion in the third section. Using customer feedback, I explored how consumers view this company's frozen food safety.

**Keywords:** Kazi Farms Kitchen; Frozen Food Safety, Consumers Perspective; Branding & Marketing.

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## **List of Acronyms**

**KFIL-** Kazi Food Industries Ltd.

**GM-** General Manager

**AGM-** Assistant General Manager

**KFL-** Kazi Farms Ltd.

**ERP-** Enterprise Resource Planning

**ZNZ-** Za n' Zee

**BLSM-** Bellissimo

## **Section 1: Overview of Internship**

### **1.1 Student Information**

Name: Md Tasnim Bin Salahuddin

ID: 21104043

Program: Bachelor of Business Administration

Major: Marketing

### **1.2 Internship Information**

#### **1.2.1 Employment Details**

Name of the company: Kazi Food Industries Ltd.

Address: Level 5, Space-2, Simanto Shombhar Shopping Complex, Dhanmondi-2, Dhaka.

Period of working: May 14, 2023 to August 14, 2023.

Department: Branding & Marketing

#### **1.2.2 Supervisor Details**

Name of the supervisor: Moshiur Rahaman

Designation of the supervisor: Assistant Manager of Branding & Marketing

#### **1.2.3 Job Responsibilities**

I have been appointed as a branding and marketing internee at Kazi Food Industries Limited since 14th May,2023. My supervisor is Moshiur Rahaman who is an assistant manager of the Branding and Marketing department. As an intern, I have some responsibilities towards the company. My responsibilities are given below-

- Conducting field surveys like understanding consumer's behavior, their buying pattern, which product they prefer and at what prices.
- Analyzing competitors' promotional and pricing strategies in both online and offline.
- After analyzing, delivering a summary to the managers about how things are going and how we should make ourselves better.
- Giving new ideas to the team. For example- Trending design in a product.
- Finding the competitors' successful factors in the market.
- Giving innovative ideas to the team.
- Observing the Facebook page of Kazi Farms Kitchen.
- Preparing Requisition, Bill, Invoice on companies ERP software.
- Record Requisition, Bill in the notebook and maintaining excel sheets.
- Checking estimation recipients of different vendors like Triangle, Story Teller, Decor Creative, promotes etc.

## **1.3 Internship Outcomes**

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

Branding and Marketing is one of the crucial departments in Kazi Farms Kitchen. Success of the company depends on this department. I am an intern in this department. I work according to my managers' order. He basically gives me tasks like preparing requisition, invoice, bill and I make these things. After finishing these tasks I record these things on ERP software. I have another manager who gives me some assignment sometimes. He told me to conduct the field survey, analyze the competitors marketing strategy in both offline and online. According to his order I

went outside for the survey and observed customers behavior regarding any specific product like cake, ice cream, frozen item etc. After conducting survey I needed to submit a summary to my manager. Then I needed to analyze the competitors' promotional or pricing strategy. After analyzing I needed to submit a summary to my manager. Apart from these I needed to maintain a excel sheet of Kazi Farms Kitchens outlet launching. There I need to update if any new outlet launched. Moreover, I take pictures of competitors any promotional billboard, poster, CNG poster etc and send these to my manager to follow up their strategy.

### **1.3.2 Benefits of the student**

By working as a branding and marketing internee, I have gained a lot of experience which will be beneficial for me in the future job circumstances. First of all, I got to know about how a corporate office works, how marketing teams create plans and how they make effective strategies. Then I have also learned how they analyze competitors' strategy and how they negotiate with the suppliers. Moreover, I get to see how marketing teams conduct meetings with other corporate companies. Furthermore, I have learned how to run ERP software and how to communicate with vendors to get the work done smoothly. Overall, this internship is significantly impactful for me.

### **1.3.3 Problems/Difficulties (faced during the internship period)**

In the beginning, I have faced some problems in my work. I didn't have any idea how to do works, how to run ERP software. I was very slow in my work. I was somehow lucky that I got a previous internee in my first two days. He showed me the basic works step by step. The basic works include preparing requisition, invoice, and bill. Then after one week, I get used to those

works. The managers basically give me some vendor estimation and tell me to prepare requisition, invoice and bill. I find these works tough at first. I couldn't remember the processes and steps. I had to memorize those processes and steps. At that time, my manager helped me to learn these things. From then I can do the work effectively and efficiently.

Another thing is managers are busy all the time. They have a lot of work to do so it's difficult to ask them frequently about certain tasks. Therefore, I had to find my way to solve those problems. Sometimes my manager sends me to visit markets and conduct research to understand consumer behavior. But it's not always easy to survey consumers. All the consumers are not the same. Some aren't willing to respond to my questions. They find it disturbing. Sometimes, I need to take pictures of a certain product or shops or customers consuming products for marketing research. I find these things difficult sometimes because of the situation.

### **1.3.4 Recommendation (to the company on future internships)**

Though Kazi Farms Kitchen is a reputed organization and they have good services for their internee but there are still some rooms for improvement. They are-

- A trainer should be implied for the new internee who will teach everything from the root.
- A written description of each and every task should be provided so that it will be easy for the internee to remember the steps and processes. Therefore, he or she doesn't need to ask every time to managers.
- Apart from regular task, they can involve internee with some marketing task which they have learned in their academic life. By doing that, managers can be benefitted from internee's knowledge as they can provide unique ideas which can really help making marketing strategy well.

- A well organized document can be given where the details and description of official activities are written like how the office functionally runs. In that way, it will be easier for internee to understand the office perspective and also help to write report paper for the internship.



## **Section 2: Organization**

### **2.1 Introduction**

Kazi Farms Kitchen is a frozen food brand owned by Kazi Food Industries Limited (a subsidiary of the Kazi Farms Group). It is the brand name for a frozen food product range. It ensures that no antibiotics are used on their chicken and no dangerous components are produced on their chicken after seven days of slaughter. The meat also ensures that they do not utilize Meat and bone meals in accordance with European requirements.

Kazi Farms Kitchen introduced in November 2013 with the objective of "eat better". To achieve this aim, they have opened over many franchise units in important cities including Dhaka, Cumilla, Sylhet, Khulna, and Chittagong. They are constantly extending their business to make it available in the market. They currently have 150+ outlets around the country.

### **2.2 Overview of the organization**

#### **2.2.1 Company Background**

Kazi Farms Kitchen is Bangladesh's largest frozen food firm. They have a 40% market share in the Bangladeshi frozen market. The frozen food market is expanding as people's personal lifestyles and living standards change. Nowadays, many people are so hectic with their jobs that they don't have time to prepare food. Frozen food marketing is becoming increasingly popular in Bangladesh. There are several firms in Bangladesh that manufacture frozen food, such as Kazi farms kitchen, which has consistently produced frozen food and has become the most prominent frozen food company in Bangladesh. They are also notable for exporting their products such as

fresh vegetables, frozen paratha, frozen singara, frozen shrimps, frozen samosa etc. Bangladesh is a heavily populated country with a thriving agriculture and fishing industries. As a result, there is a significant possibility to export frozen foods manufactured from fish or agricultural products. Frozen food demand is expanding dramatically in Europe and other industrialized places since people nowadays do not have enough time to cook and eat their meals, therefore frozen food is the primary answer to cooking meals in a short amount of time.

However, with the great demand for frozen food in Bangladesh, the number of rivals is growing by the day. Top frozen food manufacturers include Golden Harvest, Paragon Mart, Ag Foods, Bengal Meat, Brac Chicken, and others. As a result, surviving in this sector is difficult. Therefore, Kazi Farms Kitchen is always striving to develop innovative products in order to compete in this industry. According to Kazi Food Industry Limited CEO, Mr. Tanvir Haider Chaudhury, if we keep growing at our current rate, we will soon have the largest franchise network in Bangladesh in terms of the number of outlets. That's where we're at. He also added that this industry has a promising future, in my opinion. I'm not going to anticipate anything because it's a fool's game. I believe the rate of growth we've witnessed thus far will accelerate.

### **2.2.2 Company Purpose**

- To produce high quality chicks and feed so that poultry farmers can be productive and prosperous.
- To produce safe eggs and chicken which consumers can eat with confidence.
- To produce organic fertilizer which replenishes the organic content of the soil, increases long-term fertility and protects farmers' profits.

**Figure 1 Purpose of Kazi Farms Ltd**

## 2.2.3 Vision of the Company

We have a vision of a more prosperous Bangladesh, where poultry farmers are generating income by producing safe food.

Figure 2 Vision of Kazi Farms Ltd.

## 2.2.4 Mission of the Company

The creation of high-quality agro-based goods and services that encourage healthy living results in satisfied customers. Encouraging and building an enthusiastic group of professionals with the aim of realizing the organization's mission while also improving the working life of all workers. They continuously respond as quickly as they can to demands from stakeholders, society, and the environment.

## 2.2.5 Organizations under Kazi Farms Ltd.

### 2.2.5.1 Broiler parent chicks and broiler chicks

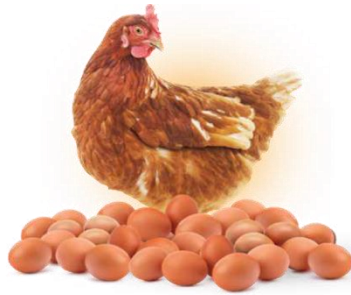
Two of the best broiler breeds in the world, Aviden Indian River and Cobb-Vantress, have Kazi Farms Limited as their Grand-Parent franchisee. The best-performing broiler chicks on the domestic market are produced by Kazi Farms Limited, and they cost more than other broiler breeds.



Figure 3 Parent chicks and Broiler chicks at Kazi Farms CBF

### **2.2.5.2 Layer chicks and table eggs**

In Bangladesh, the Kazi Farms Group also offers Hy-line brown and white layers for sale. The largest layer breeder in the world and the oldest chicken breeding enterprise is Hy-line International. Because it has commercial layer farms, Kazi Farms is the biggest producer of table eggs in Bangladesh.



**Figure 4**Layer Chicks & Table Eggs

### **2.2.5.3 Kazi Feeds**

In 2006, Kazi Farms Limited started making chicken feed. It has rapidly established itself as the market leader in both quality and volume. The Gajaria feed mill was built using technical know-how from the US and EU to ensure feed quality. They adhere to all feed rules set out by the Bangladeshi government. They don't use MBM in their stream at all. (MBM is a cheap protein derived from warmed and dry animal slaughterhouse waste.) The meals of the chicks and the fish feeds do not contain antibiotics.

### **2.2.5.4 Kazi Organic Fertilizer**

Kazi Farms is the market champion in composted organic fertilizer manufacturing. This product offers various advantages for farmers. It is produced by the composting activity of aerobic bacteria on poultry dung, which produces a natural fertilizer rich in organic material. Plenty of

soils in Bangladesh are poor in organic matter due to the high frequency of agriculture and the overuse of chemical fertilizers. Increased organic matter in soil enhances water retention and hence reduces irrigation costs. Increased water retention also decreases chemical fertilizer runoff wastes resulting from rainfall.

### **2.2.5.5 Kazi Media (Deepto TV)**

Bangladesh-based Deepto TV is a cable and satellite television station. A division of Kazi Farms Limited, Kazi Media Limited is its owner and operator. On November 18, 2015, it started broadcasting in earnest, and two weeks later it had surpassed all others as Bangladesh's most popular television station. The office is situated in Tejgaon. Because of broadcasting Turkish TV shows in Bangla, Kazi Media's Deepto TV has gained enormous popularity throughout the entire nation. The great majority of the programming on Deepto TV focuses on social issues and agriculture.



Figure 5 Deepto TV Channel

### **2.2.5.6 Kazi Food Industries Limited**

Under Kazi foods, there are 3 significant food brands. Two ice cream brands, **ZaNZee** and **Bellissimo**, as well as frozen food products sold under the **Kazi Farms Kitchen**.

**Kazi Farms Kitchen:** Frozen goods from Kazi Farms are nothing new to Bangladeshi households. Paratha, several kinds of nuggets, sausages, samosa, dalpuri, cupcakes etc are available. Kazi Farms Kitchen won the Best Brand Award 2022 in the Frozen Foods Area at the 14th "Best Brand Award 2022" event, which was hosted by Bangladesh Brand Forum (BBF), Nielsen IQ, and The Daily Star.



Figure 6Kazi Farms Kitchen

**Za N Zee:** Za N Zee is known for its brand spokesperson. Shakib Al Hassan's role as brand ambassador benefits the company greatly. The most well-known product of this brand is ice lollies. Other flavors are also popular among the young since this brand is less expensive than many other of the brands on the market. Its head office is situated at Shimanto Shombhar, Dhanmondi 02, Dhaka-1209.



Figure 7Za N Zee Ice Cream

**Bellissimo Premium Ice-Cream:** Kazi Foods' flagship ice cream brand is Bellissimo. This has the most premium selections and tastes. Ashulia is the location of the stem. Bellissimo ice cream is also used in fast food restaurants and luxury restaurants.



Figure 8 Bellissimo Ice Cream

### 2.2.5.7 Sysnova

Sysnova Information Systems Limited is an IT firm that focuses on open source solutions. It provides Adempiere ERP assistance to all Kazi Farms Group entities.



### 2.2.6 Contact Information



Figure 9 Contact Information

## 2.2.7 Organogram of the Kazi Food Industries Ltd

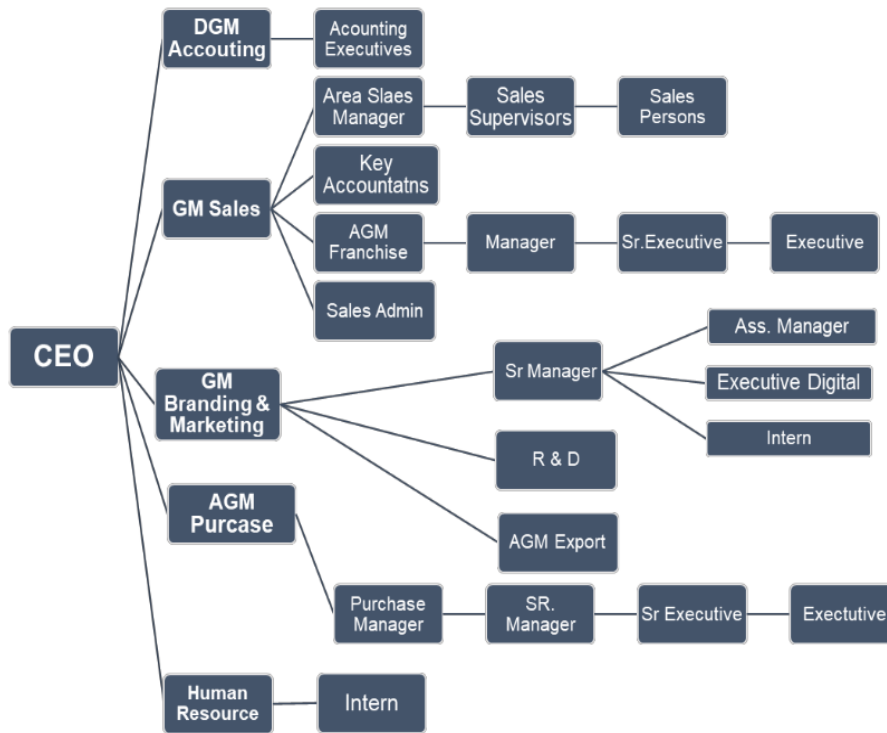


Figure 10 Organogram of Kazi Food Industries Ltd.

## 2.3 Management Practices

### 2.3.1 Leadership Style

Based on the company's seniority level, different kinds of leadership style may be followed at Kazi Food Industries Limited. They are classified into three broad categories-

**Democratic Leadership:** Democratic leadership are seen from the assistant general manager to senior manager or assistant manager. Assistant general managers encourage senior managers or assistant managers to share their ideas, insights, opinions and allow for collaboration and sense of



ownership in the company's goal. This engagement may lead to higher product quality, better customer service, and happier employees.

**Laissez Faire:** Laissez faire type leadership style also shown at the senior highest level. When General Managers assign to their assistant the majority of the decision making tasks. General managers trust their team members to make decisions and complete tasks with minimal guidance.

**Autocratic Leadership:** Some important decisions like setting budget for the new launching product or making TVC or launching any events; these types of things are managed by the CEO solely. He makes decisions independently and expects strict adherence to his instructions.

### **2.3.2 Human Resource Planning Process**

- **Recruitment & Selection Process:** A company's talent strategy and competitive edge rely heavily on recruitment. Talented employees in the right roles may be a valuable asset for the company. The purpose of the recruitment process is to find an adequate amount and quality of people to support the objectives of the organization. With the same goal in mind, recruitment helps to build an organization's pool of potential workers from whom management may pick the best applicants for the best jobs. If a department is in need of employees, a Recruitment Request Form must be completed and signed by the head of the department. The grounds for the Recruitment Request Form must be justified. If someone leaves the organization, the department seeks for a replacement or acquires new personnel. This Recruitment Request Form will be approved by top management and forwarded to the Talent Acquisition team. When the deadline has passed, the CVs are

then sorted. The applicants are invited to an interview at the corporate office. They must first pass a written examination depending on their designation, after which all applicants take an IT test. Only those who perform well on the written and IT tests are invited for an interview. Following the interview, the successful applicants are contacted to finalize their joining dates within a few days.

- **Compensation System:** After hiring an employee, a payroll team contacts the new employee and provides him a bank account and also book for their bank account. Then payroll workers are also responsible for employees' salaries, holiday bonuses. And also they are responsible for discounts or compensation on Kazi Farms Products such as meat, eggs, and frozen foods. Employees also receive a 20% discount on all frozen foods offered at Kazi Foods Industries Limited. Moreover, employees have the option of taking loans from Kazi Farms, and if they do, a deduction will be made from their monthly pay. If you want to have lunch in your office, 30tk will be deducted from your salary for each meal. Besides that, the payroll department handles travel, mobile, and medical allowances when an employee is required to travel for business or is hurt in any manner while on the job. If the employee dies unexpectedly, his or her family is also compensated. Any transfer, leave, or cash settlement must be handled through the payroll staff of Kazi Farms Limited's HR Department.
- **Training & Development Initiatives:** This department is the most recent addition to Kazi Farms Kitchen. Although I don't have a deep understanding of this department, according to what I do know, this team is in charge of handling all of the organization's

training sessions and requirements. The training team is responsible for everything from determining the need for a particular training to choosing the employee for the training, choosing the trainers, creating the schedule of training sessions, and determining how long the training should last in order to measure its effectiveness.

- **Performance Appraisal System:** Kazi Farms' performance management strategy is thoroughly planned. They have a solid performance management strategy. Employees receive appraisals depending on how well they perform. Employees are frequently appraised based on what they are offered and the goals they achieve. Moreover, Kazi Foods Legal (KFL) team performs investigations to determine what employees are doing and if they are doing their duties properly. Managers want their staff to be more productive and effective, so they utilize promotions, incentives, and increases to inspire them. Employees who are regarded as highly qualified are thus seen to have potential for promotion. Outstanding employees could be considered for hiring opportunities or letters of gratitude. Employees with unsatisfactory performance reviews can be given an order to leave their jobs. All of the employees are inspired by this team and their management system to achieve in their roles and remain motivated.

## **2.4 Marketing Practices**

- a) **Marketing Strategy:** Kazi Farms Limited uses a variety of marketing strategies, such as content marketing, advertising, influencer marketing, social media marketing, promotion, event management, product creation, and online advertising. Kazi Foods is constantly advertised on billboards and exhibited at various events and shops or super shops. Kazi

Farms' products, which include chickens, eggs, and frozen foods, are always advertised on various Bangladeshi television channels. They also appear on Cineplex screens before starting any movie. Bangladesh national team cricketer, Shakib Al Hasan also works for ZaNZee Ice-Cream of Kazi Farms Limited which helps them in advertising their ice cream.



**Figure 12: Kazi Farms Frozen Products**

**b) Target customers, Targeting and Positioning Strategy:** The target market is often made up of customers that have similar traits (including age, geography, income, or lifestyle), are thought to be most likely to purchase a company's products, or are probably the most lucrative customer segments for the company to serve.

**Kazi Farms Kitchen's targeting customer are given below-**

- Premium & upper middle-class segment of society, Family (Average monthly income of fifty thousand taka and above), Both the husband and wife are

employed, Educated People, Decision makers and influencers of family, Nuclear family, Hostel living people, New married group.

### Unique Selling Proposition of Kazi Farms Kitchen



Figure 11 Unique Selling Proposition of Kazi Farms Kitchen

c) **Marketing Channel:** Kazi Farms uses the following primary marketing platforms-

- **Export Sales:** The firm sells its products, particularly frozen food items, to nations such as Ireland, New Zealand, and others. It has a well established export network in these nations, which comprises distributors, agents, and representatives.
- **Retailers:** The firm offers its goods through a merchant network that includes grocery shops, general supply stores, and strength nutrition stores. Through this

channel, the organization may reach out to individual clients who value high-quality, healthy food products.

- **Distributors:** The firm also collaborates with a network of distributors to broaden its market reach. These distributors are responsible for promoting and distributing Kazi Farms products to their own customers around the country.
- **Direct Sales:** A sales team from Kazi Farms works with consumers and accepts product orders. Contacting restaurants, hotels and other food service providers who need significant amounts of chicken products and animal feed using this method is extremely beneficial.

c) **Product/New product development and competitive practices:** To meet the evolving needs and preferences of its clients, Kazi Farms Limited is dedicated to continuous product development. The company invests in R&D to create new products and improve the quality of already-existing ones. Kazi Farms Limited also employs competitive methods including frequently inspecting the display and adapting to shifting consumer preferences and business-related obstacles. This enables the firm to maintain its position as a significant agricultural competitor in Bangladesh and to remain competitive.

d) **Branding Activities:** Kazi Farms Limited values branding initiatives highly in order to increase brand recognition and qualification in advertising. The company's logo, packaging, and advertising campaigns all convey a clear brand image. Kazi Farms also contributes to a variety of events and initiatives in order to strengthen customer relationships and brand recognition. The company's branding efforts should convey its

dedication to quality and advancement, which are the cornerstones of its brand identity. By investing in branding initiatives, Kazi Farms Limited may increase brand loyalty and create a strong display presence.

e) **Promotional and Advertising Strategies:** Kazi Farms Kitchen places a lot of attention on promotion to spread awareness of its goods and services among its target market. They advertise through a variety of media, including conventional, online, and offline media. They work with a third party to build POSM and other promotional tools as part of their promotional operations.

**Offline Activities:** Promotions can be run during live special events like concerts, festivals, and trade exhibits as well as out in the open, such as at supermarkets or department shops. Instant purchases are possible through field interactions. Discounts (i.e., coupons), gifts, or competitions can all be used as an attraction to buy a product.

- **Sponsor:** Various fairs, magazines, concerts, science fairs, and academic events (study tours, rag days, seminars, etc.) are supported financially or in support by Kazi Farms Kitchen.
- **Activation at Superstore:** Superstore activation takes place when businesses introduce new products. It is similar to offering a consumer a free sample of a company's goods to entice them to purchase it.
- **Brand Promoters:** With the use of a brand promoter, Kazi Farms Kitchen advertises its name, goods, and services. Brand ambassadors disseminate information about a brand, respond to consumer questions, highlight the unique selling proposition (USP) of the business, and more. In Dhaka International Trade

Fair(DITF) and on major occasions like Eid Ul Fitr, Puja, Christmas day, etc. When the demand for frozen food is strong, Kazi Farms Kitchen appoints brand marketers.

**Conventional Activities:** Print media like newspapers and magazines, electronic media like radio and television, and outdoor media like banner or billboard ads are some examples of conventional media. Every one of these platforms offers opportunities for firms to use adverts to reach customers.

- **Advertisement:** At first, Kazi Farms Kitchen didn't broadcast their AD on Television. Because they wanted to keep balance between the demand and supply. When their demand and supply increased they focused on broadcasting AD on TV.



Figure 14: *Figure 12Kazi Farms AD on air*

- **Point of Sales Material Advertising:** Point of sale materials AD's are for drawing attention and promoting goods and services precisely at points of sale. The primary objective of POS materials is to encourage consumers to make purchases (krias.ru, 2016).



To draw customers, Kazi Farms Kitchen uses a variety of point-of-purchase materials, including eye-catching billboards, light boxes, posters, festoons, X banners, press ads, leaflets, etc.

**Online Activities:** A modern way for companies to engage with customers is through digital media, which includes the Internet, social media. This is because these platforms show news, information, and advertising from the technological limitations of print and broadcast structures.

- **Digital Marketing:** In order to reach its target audience and take advantage of the simplicity of digital marketing, Kazi Farms Kitchen places a high value on it. All of the details regarding their goods and services are available on their website, [www.kazifarmskitchen.com](http://www.kazifarmskitchen.com). Through their Kazi Farms Kitchen' Facebook page, Kazi Farms Kitchen updates its target market on new products, special offers, the opening of additional franchise locations, and other information. Additionally, they are active on Instagram and LinkedIn.



Figure 13 Facebook Promotional Post

f) **Critical Marketing issues and gaps:** Despite being a well-known and successful company, Kazi Farms Limited still has some marketing shortcomings that must be corrected in order to be competitive. Among the most significant problems and gaps are-

- **Not Adequate Distribution System:** Kazi Farms limited has a strong distribution system, although it has limited access to specific locations and is not available to all prospective consumers. To ensure that all customers have easy access to the company's things, the conveyance arrangement should be expanded and new dispersion channels constructed.
- **Inadequate Customer Engagement:** Due to limited client maintenance and feedback channels, Kazi Farms Limited may miss out on opportunities to remember their customers' needs and preferences. In order to improve its products and services, the business should strengthen its customer service strategy and aggressively seek consumer feedback. I believe a large part of it stems from an absence of marketing and promotion of their food goods under Kazi Foods Limited in particular.
- **Low Brand Awareness:** Kazi Farms Limited may be a well-known brand in Bangladesh's agriculture business, but it has limited brand recognition among personal customers. To increase brand awareness and attract a larger audience, the organization should invest more in marketing and publicizing.

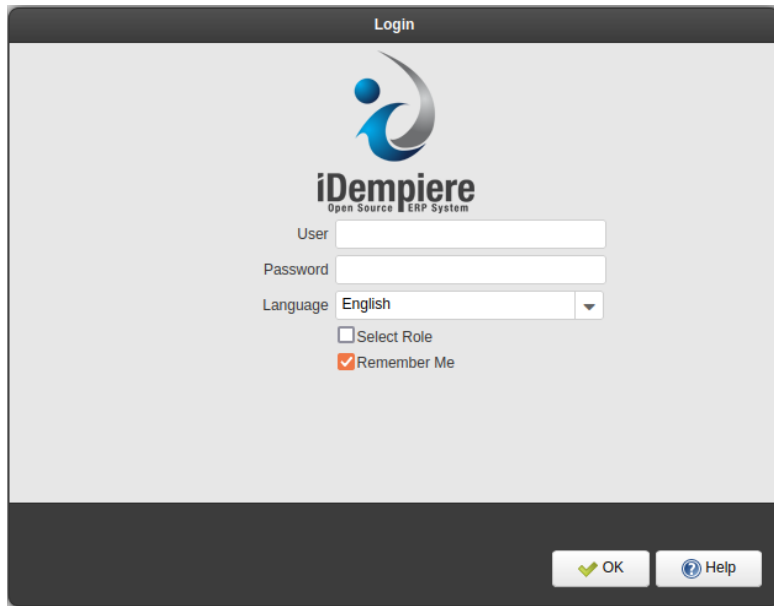
## **2.5 Financial Performance and Accounting Practices**

Kazi Farms Limited did not provide me with yearly accounts for reports despite several efforts and conversations. They said that they had never revealed this information to any other intern, and it would not change for me. I didn't even find it on the internet.

## **2.6 Operations Management and Information System Practices**

Kazi Farms Limited puts a high value on operations management and data framework methodologies. The company's dedication to quality and sustainability is evident in its operations, which are backed up by innovativeness and effective data function. One of the most important aspects of Kazi Farms' operations management is the emphasis on incline manufacturing ideas. The firm has implemented a number of incline initiatives, including Just-In-Time (JIT) stock administration, add up to Profitable Upkeep, and consistent Enhancement. These methods have aided in reducing waste, increasing proficiency, and improving the quality of its things and administrations.

Kazi Farms Limited's activities are additionally supported by a variety of creativity and data frameworks. The organization has developed a fully integrated Enterprise Resource Planning (ERP) system that enables real-time monitoring and management of the whole supply chain, from raw material procurement through generation and transportation. Kazi Farms Limited can now streamline its operations and respond quickly to changes in showcasing requirements, which is very welcomed.



**Figure 14**ERP Software by Kazi Farms Limited

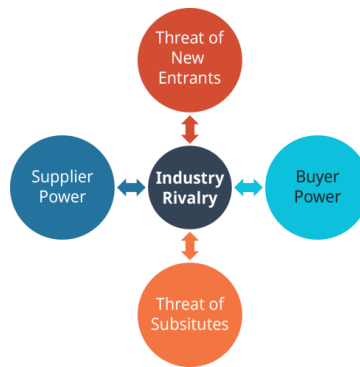
To ensure the highest standards of hygiene and food safety, the firm has used inventive handling technologies, such as a cutting-edge chicken handling manufacturing line. Kazi Farms' data framework methodologies are also consistent with the company's dedication to maintainability. To guarantee that its operations are environmentally sound, the corporation has consolidated a number of natural administration frameworks, including ISO 4001. Moreover, Sysnova, an IT sister company, created the server or ERP, which contains two servers. Server 3 is for Kazi Farms Limited, while server 9 is for Kazi Media.

Overall, Kazi Farms Limited is a proven agribusiness that successfully integrates operations management and data framework standards to advance proficiency, generation, and maintainability. The company's emphasis on lean manufacturing, advanced innovation, together with its dedication to quality control and continuous development, has allowed it to remain competitive in a constantly changing industry.

## 2.7 Industry and Competitive Analysis

### 2.7.1 Porter's Five Forces

Porter's Five factors is a model which recognizes and analyzes the 5 competitive factors that influence any industry and aids in determining the industry's strengths and weaknesses. The following is a Porter's Five Forces study of Kazi Farms Limited-



- **Threat of new entrants:** Bangladesh's poultry and agriculture industries have narrow section borders. Kazi Farms Limited, on the contrary, has a strong display position, a well-known brand, and massive economies of scale, making it difficult for modern rivals to compete effectively in Bangladesh and its competitive sector.
- **Threat of Substitute:** Kazi Farms already has a brand value and risks in the agriculture business are fairly minimal in Bangladesh, but if it comes to frozen food items or media, the firm has a lot of replacements and competition. Apart from that, imported commodities, such as eggs with Omega 3 that are imported from outside of the country, might be viewed as threats or alternatives, even if Kazi Farms limited's eggs are high in Omega 3.

- **Buyer Power:** Customers have direct negotiating power in the agricultural market since there are many buyers and a high degree of rivalry. But Kazi Farms Limited has a strong brand recognition and a loyal customer base, which may provide it substantial bargaining power over pricing and terms.
- **Supplier Power:** Because of the abundance of suppliers of supplies like bolster and medication, provider arranging control in the agricultural business is typically inadequate. Kazi Farms Limited, on the contrary, has established relationships with its suppliers and may have some negotiating potential to obtain advantageous pricing when it comes to negotiation.
- **Industrial Rivalry:** The agriculture market is extremely competitive, with some key competitors active inside the limelight. Kazi Farms Limited, on the other hand, has a strong display position, a well-established brand, and a broad product line, providing it an edge over its competitors.

### 2.7.2 SWOT Analysis



Figure 15 SWOT Analysis

## **Strengths**

- Kazi Farms Kitchen is the first Bangladeshi company who made local frozen food items, such as samosa, singara, parthata etc.
- They have a strong focus on quality management and operational maintainability.
- They have strong advertising presence and brand recognition in the poultry and animal feed sectors.
- Skilled supply chain management as well as distribution organization.

## **Weakness**

- The dispersal system is inadequate in certain places.
- Restricted interaction with clients and input techniques
- Individual shoppers have a very low level of brand awareness.
- Fake news in the media.

## **Opportunities**

- Massive market expansion as frozen food is one of Bangladesh's largest agricultural industries.
- Extension into new product and market categories.
- New technological inventions and developments in the industry.
- Enhancing the availability of technological and e-commerce channels in the farming industry.

## **Threats**

- Competition is increasing in this industry day by day such as Jhatpat, Golden Harvest, Paragon etc.
- Managerial concerns and regulatory requirements.
- Customer preferences and trends are shifting.

## **2.8 Summary and Conclusion**

Kazi Farms Limited is engaged in a number of businesses like broiler breeding, laying hens breeding, grandparent and parent livestock breeding, incubators and livestock production. Kazi Farm's Spawning Division produces eggs for domestic and global markets, while Grandparents and Parent Stock Breeding Offices produce superior quality breeding stock. The company's incubator units incorporate the latest innovations that ensure incredible hatch rates and the production of healthy chicks.

Moreover, its main business of poultry and animal feed, Kazi Farms has expanded into other business areas such as dairy farming, fish farming and vegetable farming. The company's dairy division produces high-quality milk and dairy products, while its aquaculture division produces a wide variety of fish for domestic and international markets. In general, it is a dynamic and creative venture company that has transformed the development of Bangladesh's agricultural economy. It is a leading agricultural company in Bangladesh with a strong market position and brand prestige in the poultry and animal feed industry. It attaches great importance to quality control and sustainability in its operations and has maintained its position in the industry through continuous innovation and adaptation to changing market trends.



## 2.9 Recommendations and Implications

- First of all, Kazi Farms Kitchen should have their product available all over the country like from Dhaka to rural areas of Bangladesh. Hence, they will get recognition from all classes of people.
- Then, they should promote their product with influencers. Right now the influencer market is on top. Young people love to see their favorite influencer or public figure on social media. They will be eager to know about the products if their favorite influencer promotes the products. Beside that, now every giant organization is using influencers to promote their product.
- Kazi Farms Kitchen should include their products in all prominent supermarkets and guarantee that their items are available in those supermarkets when supply runs low.
- They should expand their product line and variety so that customers may receive their desired goods.
- Kazi farms Kitchen ought to focus more attention on their R&D department; they need to estimate future frozen market growth and design more unique frozen items in the industry to be competitive.
- They should sponsor as many important events as possible. Like they can sponsor a Bangladesh cricket series. In this way, they can expose themselves significantly.

## **Section 3: Project**

### **3.1 Introduction**

Frozen food safety is a significant factor for both consumers and businesses, as frozen foods are a practical way to store perishable foodstuffs while retaining their nutritional content. Frozen food industry demand is increasing day by day. These frozen food items are basically Paratha, Chicken Ball, Samosa, Singara, Pizza, Fish, Vegetable, any meat based product etc. These foods can be easily cooked in a few minutes. It saves a lot of time for job holders. People nowadays are very busy with work. Besides that women's are also working outside. Therefore they don't have much time at home to cook food. For these reasons, the frozen food industry is booming very fast. Kazi Farms kitchen is one of the best frozen food brands. It was founded in 2014 with the goal of becoming "one of Bangladesh's most trusted consumer food brands, respected for both the taste and the quality of its products." As they grow, ensuring consumers food safety is most important to protect consumer's health and inner satisfaction. In this context, understanding customers' attitudes, beliefs, and food safety awareness is crucial for identifying potential areas for development and addressing any current concerns.

Previous research papers have found that consumers' perspective of food safety can impact purchasing behavior (Grunert et al., 2004). Negative thought about the product can lead to damage the company's image and most importantly it damages the consumers trust (Lehmacher et al., 2019). Therefore, investigating consumers' perceptions about kazi farms' kitchens frozen food safety will help companies to enhance safety measures and increase customer trust. This report aims to provide a better understanding of consumers characteristics and food safety in the frozen food industry.

### **3.1.1 Background**

The frozen food market has experienced significant development and transformation as a result of shifting customer tastes and lifestyles. It has become a popular quick meal option without sacrificing quality and flavor. In this dynamic market, Kazi Farms Kitchens has made a name for itself as a reliable supplier of a wide selection of frozen food products, meeting the changing needs of consumers.

Food safety is an important factor for consumers, especially in the frozen food sector. It directly impacts consumers' trust and buying attitude (Gellynck et al., 2016). Consumer sentiments regarding frozen food items are significantly influenced by how safe they believe their food to be. Proper communication of safety precautions, clear product labeling, and tight quality control methods are critical components in establishing and retaining customer trust. However, some norms and procedures must be followed to assure their safety. Frozen meals are often made using a technique known as flash freezing or rapid freezing. This entails fast cooling the food at very low temperatures, which helps to maintain the texture, taste, and nutritional value. Low temperatures considerably limit or impede the growth of hazardous microorganisms that can cause foodborne diseases, such as bacteria, yeast, and molds. One of the most important aspects of frozen food safety is keeping a consistent low storage temperature. Frozen foods should be kept at 0°F (-18°C) or below to keep hazardous microorganisms at bay. However, Kazi Farms Kitchen adheres to all the rules mentioned here.

The purpose of this report is to look into customers' perception of Kazi Farms Kitchens' frozen food safety. The report provides significant insights on consumer behavior, awareness linked to food safety by researching customer views, awareness, and behaviors. By responding to such problems, the research gives a good insight of consumer requirements and expectations, ensuring

that Kazi Farms Kitchens adheres to industry best practices and delivers healthy, top-notch frozen food items.

### **3.1.2 Objective(s)**

The goal of the study is to better understand how consumers feel about the safety of Kazi Farms Kitchen's frozen foods and to identify areas that may be improved.

### **3.1.3 Significance**

The importance of this report is to provide insightful analysis and helpful suggestions that can benefit Kazi Farms Kitchens and the larger frozen food industry. This report is important on several levels, including customer welfare, growth of businesses, and industry standard practices.

- **Increasing customer confidence and trust:** Customer confidence and trust is the key point of any business growth. By investigating consumers' perspective of frozen food safety, this report can give a greater comprehension of consumer perceptions of their goods and how safety issues are handled in Kazi Farms Kitchen. Moreover, this report can help to improve packaging, hygiene practices, communications techtic and most importantly customers' faith in the company's frozen food items.
- **Innovation and quality improvement:** The study's findings may act as an encouragement to innovation and quality improvement at Kazi Farms Kitchens. Consumers' positive and negative reviews or suggestions can force companies to improve their food safety system and manufacturing procedure.
- **Competitive Advantage:** In this booming competitive frozen food industry, ensuring a brand as different from other competitors can really give competitive edge. By

responding to consumer complaints and designing products that meet their needs, Kazi Farms Kitchen may establish itself as an industry authority, luring and keeping a devoted clientele.

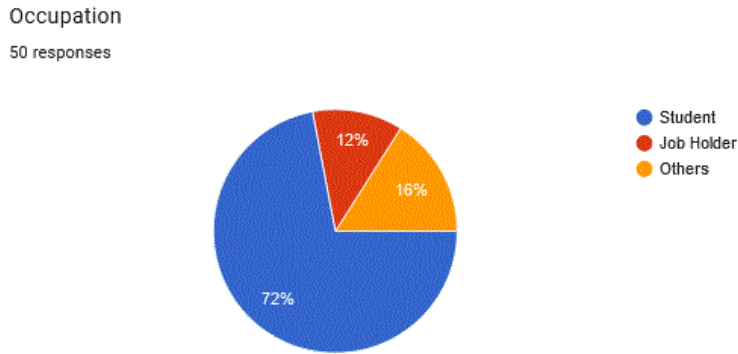
- **Support for Industry Best Practices:** The knowledge gained from this research can help improve industrial best practices for safety of frozen food. Kazi Farms Kitchen may play a significant role in defining standards that other participants in the frozen food market can aim to imitate, enhancing the security as well as the standards of frozen meals by recognizing trends, difficulties, and effective tactics.

## **3.2 Methodology**

At first, the responses were gathered from participants via google form which is the primary resource. For the research purpose, a convenient sampling method was used because it's easier to collect data in a short time. Target population for this research was bachelors, students, family where husband and wife works outside etc. Apart from primary data, secondary data was also used which includes published articles and research papers.

### 3.3 Findings and Analysis

In my survey, 50 people participated and I got the following data to analysis-



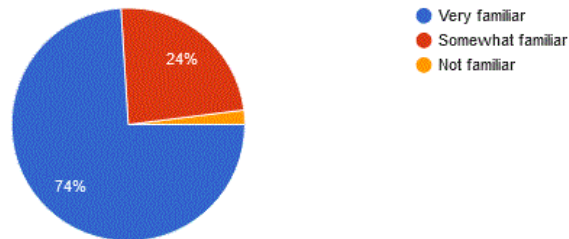
**Occupation:** Most of the participants were Students. Then it is other professions and job holders. 72% were students or bachelors which is a huge amount. 12% were job holders. All of the participants are aware of Kazi Farms Kitchen.



**Frozen Food Product Consume Rate:** From this pie chart , we can see the majority of the people consume frozen food products weekly. It's about 34%. Then, 26% of people consume frozen food products monthly. And most importantly, 14% of people consume it daily. That proves that frozen food products are consumed significantly and it is booming.

2. Are you familiar with the brand "Kazi Farms Kitchen" and its range of frozen food products?

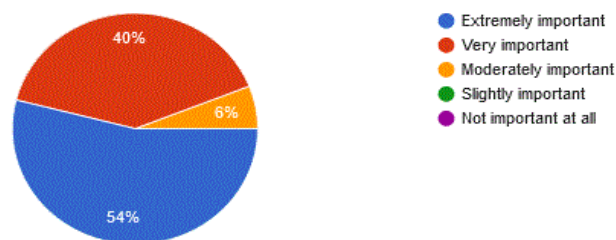
50 responses



**Fame of Kazi Farms Kitchen:** 74% of people surely knows about the brand- Kazi Farms Kitchens and its frozen food products. 24% of people are familiar with it somehow. Only 2% of people are not aware of this brand. We can assume from these data, Kazi Farms established themselves as a trustworthy safe consumer brand. Besides that, they have awarded number 1 frozen food brand awards in 2022.

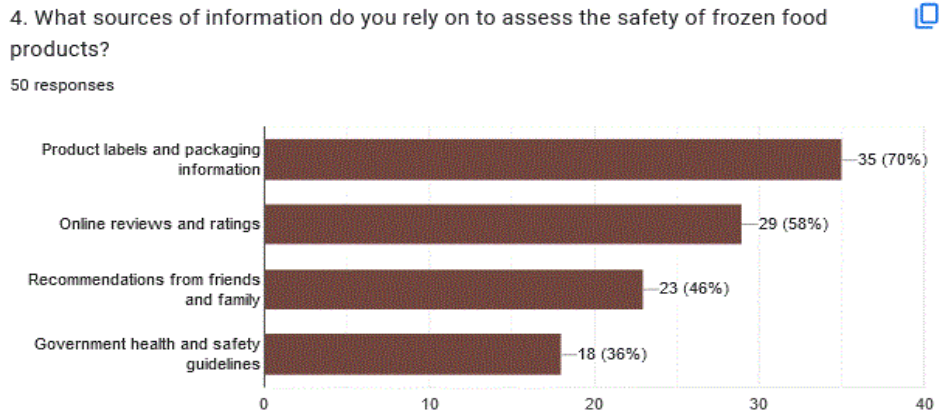
3. When purchasing frozen food products, how important is food safety as a factor in your decision-making process?

50 responses



**Significance of Frozen Food Safety:** From the pie chart, we can see 54% of people will think about frozen food safety extremely important before making a purchasing decision. Then, 40% of people will think about frozen food safety as very important and 6% of people think it is

somewhat important. Hence, we can say almost all the people will think about safety before making a purchase decision.

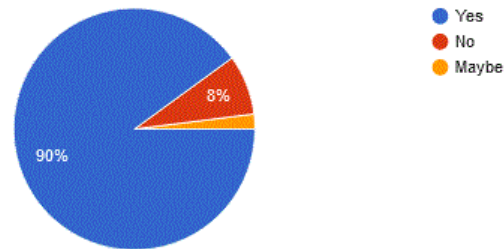


Assess the safety of frozen food products: There are certain types of information people rely on to assess the frozen food safety like product labels and packaging, online reviews and ratings, recommendations from friends and family etc. From the graph we can see most of the people (70%) assess frozen food safety by seeing product labels and packaging information. Kazi Farms Kitchen highly maintains the product labels and packaging information. Their packaging system is top notch quality. Then 58% of people assess frozen food safety by seeing online reviews and ratings. Kazi Farms Kitchen has positive online reviews and ratings about their frozen food. About 46% of people and 36% of people assess frozen food safety based on recommendations from friends, family and government health and safety standards. Kazi Farms Kitchens highly maintain government rules and standards to conduct their operations both inside and outside of the country.



5. Have you ever purchased frozen food products from Kazi Farms Kitchen?

50 responses

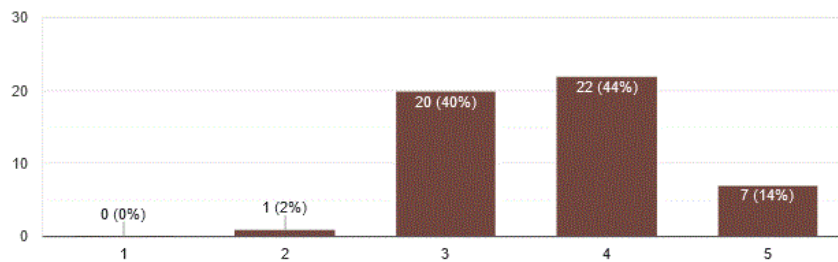


Purchase rate of Kazi Farm Kitchens frozen food: About 90% of the people purchased from Kazi Farm Kitchen. That proves how much consumers are satisfied with their foods safety and service.

6. On a scale of 1 to 5, how confident are you in the safety and quality of Kazi Farms Kitchen's frozen food products?

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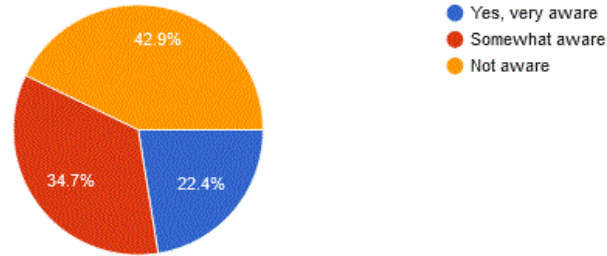
50 responses



Confidence within consumers: From the graph we can see most of the people about 44% have rated 4 out of 5 in terms of safety and quality of Kazi Farms Kitchens frozen food. Again, 40% rated 3 out of 5. And 14% rated 5 out of 5. We can say from these data most of the people are confident about Kazi Farms Kitchens frozen food products.

8. Are you aware of any food safety certifications or practices that Kazi Farms Kitchen promotes for its frozen food products?

49 responses

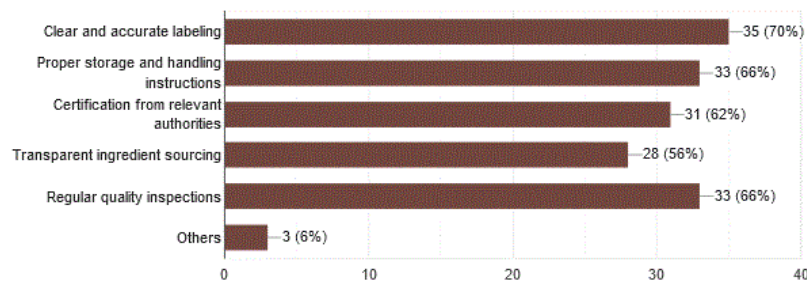


Frozen Food Safety Certification or Practices: Here 42.9% of people are not aware of the food safety certification of Kazi Farms Kitchen. Kazi Farms Kitchen should promote their safety practices within the public. They need to know about it. Hence they can recommend this brand to their near ones. 34.7% of people are somewhat aware of the safety practices and 22.4% are not aware of this.

9. What specific measures do you believe are important for ensuring the safety of frozen food products?



50 responses

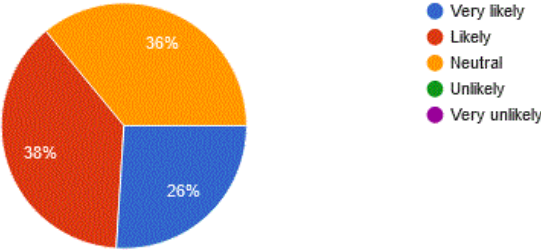


Factors ensuring the safety of frozen food products: 70% of people believe that clear and accurate labeling of products are important for frozen food safety. Kazi Farmd Kitchens each and every product is accurately labeled. Then 66% of people believe that proper storage, handling

instruction and regular quality inspections are important for frozen food safety. The authority of Kazi Farms Kitchen regularly inspect the quality of products like if the foods are kept in safe places or not, if the foods are packaging well or not etc. Moreover, they guarantee that there are no residual antibiotics in Kazi Farms Kitchen products.

10. How likely are you to recommend Kazi Farms Kitchen's frozen food products to others based on safety considerations?

50 responses



**Recommending Kazi Farms Kitchen’s products based on safety:** From the pie-chart we can see about 38% of people likely to recommend Kazi Farms Kitchens frozen food products to others based on safety considerations. Moreover, 26% of people are very likely to recommend it to others. And 36% are neutral about it. We can understand from these data, people very much believe in Kazi Farms Kitchens food safety.

### 3.4 Summary and Conclusions

This report aimed to find insights impacting consumers’ trust and product perceptions by studying consumers' attitudes on Kazi Farms Kitchens' frozen food safety. A detailed literature study showed critical elements impacting consumer opinions, such as labeling, cleanliness, brand reputation, cultural complexes, and communication tactics. The research goals included

assessing awareness, analyzing packaging, and evaluating hygienic practices, investigating brand trust, comprehending cultural factors, researching nutritional issues, and recommending methods.

The findings revealed a desire for better labeling, as consumers valued accurate and thorough information. Hygiene and quality control methods recognized as critical for developing customer confidence. The importance of brand reputation in molding views was clear, as was the necessity to adjust products to cultural and nutritional requirements. Effective communication efforts, particularly through digital platforms and educational activities, were critical in shaping customer perception. Finally, the report emphasizes the need to improve customer trust, sticking to industry best practices, and fostering innovation. The findings of the study have the potential to help Kazi Farms Kitchens in providing safer, higher-quality frozen food items that are in line with changing customer expectations, as well as influence larger industry practices and consumer awareness.

### **3.5 Recommendations/Implications**

Several recommendations and implications are made in light of the report's results and analysis in order to strengthen Kazi Farms Kitchens' frozen food safety procedures, alter consumer views, and promote company expansion-

- Use simple labeling formats that customers from all backgrounds may understand.
- Use packaging and advertising materials to demonstrate the company's dedication to upholding strict safety standards.
- With the help of branding and marketing initiatives, highlight the company's background, safety procedures, and certifications.

- Develop unique frozen food items with an emphasis on wholesomeness, nutrition, and all-natural components. To attract customers who are health-conscious, emphasize these attributes.
- Keep an eye on customer impressions, get feedback, and assess how well adopted initiatives are working. Update strategies often in light of shifting consumer preferences and developing market trends.

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## **Appendix**

### **Final Proposal Part**

#### **Problem Statement**

The issue addressed in this study is the consumer opinion of Kazi Farms Kitchen's frozen food safety. As frozen food consumption grows, ensuring food safety is critical to protecting customer health and enjoyment. However, there is a paucity of detailed study on how customers view the safety requirements of Kazi Farms Kitchen's frozen food items. Understanding customers' attitudes, beliefs, and food safety awareness in this setting is crucial for identifying potential areas for improvement and correcting any current issues.

Previous research has demonstrated that customer attitudes toward food safety can impact purchasing behavior and brand loyalty (Grunert et al., 2004). Negative attitudes or concerns regarding the safety of frozen food items can lead to a loss of customer trust and have an influence on the company's market position (Lehmacher et al., 2019). As a result, investigating consumer perceptions of Kazi Farms Kitchen's frozen food safety will give significant information for the firm in order to enhance safety standards and establish consumer confidence. By performing an in-depth investigation of consumers' perceptions of Kazi Farms Kitchen's frozen food safety, this study aims to fill a knowledge vacuum. The findings will not only assist the company in improving its safety standards, but will also contribute to a better understanding of customer behavior and food safety in the frozen food industry.

## **Background**

Due to the rising need for quick and easy eating options, the frozen food business is expanding significantly. A significant company in this market, Kazi Farms Kitchen, provides a range of

frozen food items. However, guaranteeing food safety continues to be a major challenge because customers' views of safety standards affect their purchase decisions and brand confidence. Customers are more concerned about the safety of their food, particularly frozen foods, as they become more aware of foodborne illnesses and contaminants.

There is little knowledge of how consumers see the safety of Kazi Farms Kitchen's frozen food offerings, despite their reputation for high-quality goods. By examining customer perceptions toward food safety in relation to the products of Kazi Farms Kitchen, this study intends to close a knowledge gap. The company's success in the cutthroat frozen food market can be aided by identifying areas for safety practice improvement. This will increase consumer happiness and trust.

### **Research Objective**

The goal of the research is to better understand how consumers feel about the safety of Kazi Farms Kitchen's frozen foods and to pinpoint areas that may be improved.

### **Preliminary Methodology**

The primary tool for participant answers will be Google Form, and a practical sampling technique will be used to obtain data more quickly. Students, families with outside jobs, and bachelors are all part of the target demographic. Secondary data will come from books and research papers that have been published.

### **Significance of the Study**

This report's significance lies in its capacity to offer insightful analysis and beneficial recommendations that can help Kazi Farms Kitchens and the greater frozen food sector. This



report is significant in terms of customer welfare, business expansion, and industry best practices.