



Internship Report on

*“ Impacts and benefits of Retail Audit to maximize market share, product availability and visibility of MGI products in Dhaka Wing”*

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## Letter of Transmittal

June 19, 2014

Mr. Showvonick Datta  
Lecturer  
Brac Business School  
Brac University

**Subject:** Submission of Internship Report on **“Impacts and benefits of Retail Audit to maximize market share, product availability and visibility of MGI products in Dhaka Wing”**

Dear Sir,

I have been advised to prepare my internship report on Retail Audit project. As was advised, I have successfully completed my report on **“Impacts and benefits of Retail Audit to maximize market share, product availability and visibility of MGI products in Dhaka Wing”**

I would like to take this opportunity to thank you for the guidance and support you have provided me during the course of my internship. Making the report has given me a wide range of exposure which, without your help would have been impossible to complete.

To prepare this report I have tried and collected the most relevant information to make it as reliable and as analytical as possible. It has taught me the value of patience and gave me a deeper insight on the level of communication of the practical world.

This report basically gives an overview of the organization and also broadly express the information that how the firm is benefited by Retail Audit project. I have concentrated my best efforts to achieve the objectives of the report and I apologize for any mistake that may occur during the making of this report.

It will be a great honor if you require me to explain any sort of queries and enlighten me with your thoughts and views regarding the report.

Thank you again for your support and patience.

Sincerely Yours,

---

Md. Rubel Munshi

Brac Business School

## **Acknowledgement**

All praises are due to Almighty Allah who enabled me to complete this report successfully.

A considerable amount of research and rational thinking went into the preparation of this report as well as a variety of information from various sources. I express my heartiest gratitude to everyone who has contributed to make this report a reality. I have received a tremendous amount of support and cooperation from Meghna Group of Industries and Brac University, Bangladesh.

I would like to thank the authorities of Meghna Group of Industries for giving me the honor of completing my internship in their reputable and prestigious organization. The experience I have gained from this organization helped me to understand my topic better and shaped my report much.

My heartiest gratitude goes to Mr. Asif Iqbal, Executive Director, FMCG, Meghna Group of Industries, for encouraging me, inspiring me and enlightening me with his greater knowledge and understanding.

I would like to express my deep sense of thankfulness to my supervisor Mr. Kamol Kumar, Head of Management information System, FMCG; Meghna Group of Industries, who in spite of having a rigorous work schedule found time and made sure in every way humanely possible that I acquire the adequate exposure and knowledge during my tenure as an intern under them.

I would also like to thank all the employees of Meghna Group of Industries who has supported me and co-operated with me during my internship period.

I would like to express my sincere gratitude to my internship supervisor Ms. Mr. Showvonick Datta for his continued support and guidance through the whole internship period and advising me on my report process every step of the way. Without his patience and guidance I would not be able to complete my report successfully.

Last but not the least, I would like to express my gratitude to the executive Ahiduzzaman Nuhin and Foziya Akter without their support and valuable guidance I would not able to complete my report properly.

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## **Executive Summary**

Meghna Group of Industries is among the largest conglomerates of Bangladesh. With footprints in more than thirty two industries, Meghna Group of Industries has some of nation's very well-known and well reputed brands under its wings. Products of this company includes food, chemicals, edible oil, steel, feeds, packaging and many more.

I was appointed in the Sales and Marketing Department of FMCG headed by Executive Director (ED) as an intern. The Sales and Marketing department plays very important role in creating dynamic sales strategies that are responsive to continuously changing conditions and managing brand equity through different activities.

My internship report is on “ Impact and benefits of Retail Audit to maximize market share, product availability and visibility of MGI products in Dhaka Wing.” This report actually investigates the true impact of Retail Audit project. Here I discussed broadly about the benefits MGI is getting from this report. The company runs this project to identify and get information about the product availability of Dhaka wing. Moreover this project report also helps to manage complete database of the retailers and firm can easily use this information for various purpose. Moreover MGI also able to track down the competitors scenario of the market. The Retail Audit project procedure and data collection methodology is pre selected and they have the structure to prepare the report every month. The firm is getting fast hand information from the report and the reliability of the information is very high because the firm is using internal manpower and sales personnel to collect and prepare the report.

In this report I discussed several impacts and benefits of Retail Audit project I included some tables and flow chart to give clear idea that how MGI has been benefited from this project. For any firm which is selling consumer goods in the market it needs to understand proper market scenario, sample size, competitors scenario to maximize the profitability and availability of products in the market. From Retail Audit project MGI gets all the information at a time and month wise as well. This project also helps to assess the current performance of the field force in the market. On the basis of monthly project report MGI takes the corrective and marketing decision to cover and target the new opportunities in the market and from this project report they can evaluate the actions and get feedback as well. This Retail Audit project report also helps MGI to evaluate the performance of the field force as well. In my report I try to explain factors MGI considering and how they are benefited from this project report. Moreover I also added that why this project is important for MGI to manage the complete the database of retailing outlets in the Dhaka wing. Moreover, I added some of the ideas that MGI can consider to maximize more market share product availability in the Dhaka wing.



***Chapter One ( Company Overview)***



## **Introduction**

Brands are reflection of the spirit or soul of an organization. It is considered a very important in the consumer market as it is what interconnects consumers with the company. A brand can be a name, logo, trademark or symbol. The purpose of a brand is to distinguish a company's product from another in order for loyalty to take position in the consumer mind for that particular brand.

Fast Moving Consumer Goods (FMCG) is one of the largest and fastest growing sector in the economy of Bangladesh. Fast Moving Consumer Goods are defined as low involvement products which are among convenient everyday goods. Products like salt, flour, edible oil, sugar etc. fall under this category.

In recent years, the FMCG industry is happening to experience a rather difficult market condition. In some cases, former popular brands have either been gone out of business or surviving as the middle entity among the market leaders and low cost competitors, partly because it is very difficult to track consumer's brand preference. Sometimes after deciding on one brand, consumer may change their decision at the time of actual purchase. This is where brand trust and brand loyalty come to play.

To build consumer loyalty, a company must focus on building and maintaining trust in the consumer brand relationship. Unlike interpersonal trust that is built on person to person relationship, brand trust is different as brand is a symbol and is unable to respond to the consumer. This study focuses on examining how some factors like brand reputation, company reputation, brand predictability etc, is affecting the development if trust in brand of consumer goods in Bangladesh FMCG industry.

## Company Overview

Meghna Group of Industries (MGI) is one of the biggest and leading conglomerates of Bangladesh. With a turnover of USD 2 billion and asset of USD 1 billion, MGI is currently operating in 32 companies, 30 industries with more than 15000 employees, 3000 distributors and 1000 suppliers across the country. The history of Meghna Group of Industries dates back to 1976 when its predecessor Kamal Trading Company was born, the group's humble debut occurred with the inception of Meghna Vegetable Oil Industries Ltd. in 1989 on a small chunk of land at Meghnaghat in Narayanganj. Now the group is running 30 industrial units on more than 350 acres of land. Meghna Group of Industries has been marketing cement, commodities, chemical, fish and poultry feeds, power plant, other bulk and industrial product under the brand name 'Fresh', 'Number One', and 'Pure'.

The group also owns ship building dockyards, shipping company, securities, general insurance, media, aviation company and many other businesses,

The group has more than 35 years of national and global experience. In Bangladesh, one in every three households use MGI brands and products, MGI has started to spread its footprints outside Bangladesh, especially in the Middle East, Southeast Asia, Europe, North and South America through exporting its various products.

MGI has been very aggressive in its expansion plans and emerged as one of the largest investors in industrial development of Bangladesh. Meghna Group's presence in this ambitious business expansion plans is designed and driven by a visionary and very humble person Mr. Mostofa Kamal, who is not only a far sighted entrepreneur but also known for his patriotism, contribution towards development of industrial, health, education, sports, social welfare as well as various other sectors. His philanthropy, honesty, sincerity and dedication fetched the group today's lofty achievements.

Meghna Group has already invested USD 1 billion for setting up new lines of business and great expansion programs such as chemical complex, power, salt, cement and media.

Meghna group has contributed almost 75 million US Dollars as tax to the state exchequers in fiscal year 2012-2013. This is undoubtedly a glaring example of passionate initiative and a pioneer leadership role by a private sector investor in country's economic and industrial development.



*Table. 1: Meghna Group at a glance*

Industries	30 & more to come
Yearly Turnover	US \$2 billion
Business Partners	3,000+
Suppliers	1,000+
Employees	15,000 Permanent (Professional, Skilled, Semi-skilled) & Casual Labours
Brands	Fresh, Super Fresh, Pure, No. 1
Products	Consumer goods, Cement, Chemical, Power, Fibre, Pulp & Paper, Feeds, Steel, Real Estate, Insurance, Securities, Aviation and Media
Export Market	India, Bhutan, Nepal, UAE, Kuwait, Singapore, Malaysia, UK, Hong Kong, Srilanka, Vietnam

## **Mission**

Meghna Group of Industry (MGI) looks forward to enhance its capability in a competitive and globalizing environment delivering superior and sustainable value. It shall be a professionally managed Bangladeshi conglomerate committed to consumer delight and enhancing stakeholder value. MGI is determined to be an innovation entrepreneurial and empowered team constantly creating value and attaining international benchmarks which fosters a culture of caring, daring, trust and continuous learning while meeting expectation of employees, stakeholders and society at large

## **Vision**

Meghna Group of Industries (MGI) is passionately creating sustainable economic value for the country and stakeholders by contributing to the industrial development of the nation and fundamental requirements of our consumers.

**Industrial Development:** MGI believes that as a business it has to actively contribute to the industrial development of the country to create sustainable economic value. MGI is constantly trying to embark on projected that would have positive impact on the fundamental fabric of the country.

**Progress:** MGI's origin stem from the belief that every individual has a deep desire to progress. MGI put sits effort to make that progress happen for their employees, consumers, suppliers, society and nation at large.

## Values

Openness-diversity is a source of wealth and change, a constant opportunity.

Curiosity: Characterizes an attitude of awareness and looking ahead, of being attuned to others, refusing to accept preconceived ideas and models and imagination.

Agility: Synonymous with vitality, energy, speed, flexibility and adaptability.

Enthusiasm - There is no limit – only obstacles to be overcome.

Boldness: As opposed to bureaucratic security, it symbolized the desire and capacity to take risks and explore new, unorthodox paths. It also implies the ability to endure and overcome failure.

Passion: Synonymous with conviction, a drive to convince and lead the pleasure of work, the ability to surpass oneself and achieve excellence.

Appetite for challenge: Characterized by the optimistic, enthusiastic and almost physical desire to grow and take the lead.

Humanism- the attention paid to the individuals, whether they are consumers, customers, employees or citizens, is at the heart of all our decisions.

Sharing: An approach that emphasizes dialogue, transparency and teamwork

Responsibility: MGI pays attention to the safety of people and products, acts pro-socially and is environmentally friendly

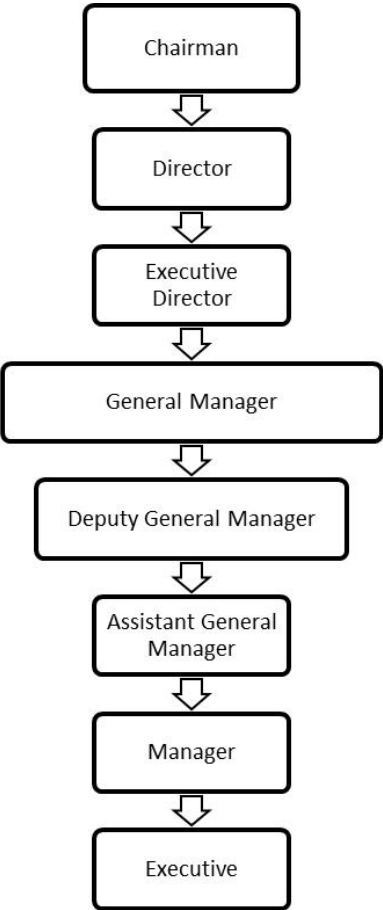
Respect of the other: MGI is sensitive to cultural differences, treats social and commercial partners with respect and facilitates the development of its partners

Proximity: To Know how to stay close to each person in the world: consumers, customers, suppliers, stakeholders and society become a part of their everyday lives.



# Company Organogram

Meghna Group of Industries is structured in the following manner:





## Brands

Meghna Group of Industries is a consumer focused company and has set a new standard since its emergence. The Group follows multi-branding strategy like some of the biggest companies of the world for a more successful outcome.

The brand name 'Fresh', under which most of MGI's products are available in the market. FRESH symbolizes Purity, Quality, Trust and Freshness and is committed to quality compliance and serving customers at an affordable price at all times. Products under this brand includes Full Cream Milk Powder, Soybean Oil, Mineral Water, Sugar, Flour, Spices, Tea, Iodized Salt, Palm Oil, Mustard Oil, Cement and Feeds. The other brands in its portfolio which are 'Pure', 'Super Pure', 'Golap' and 'No.1'.

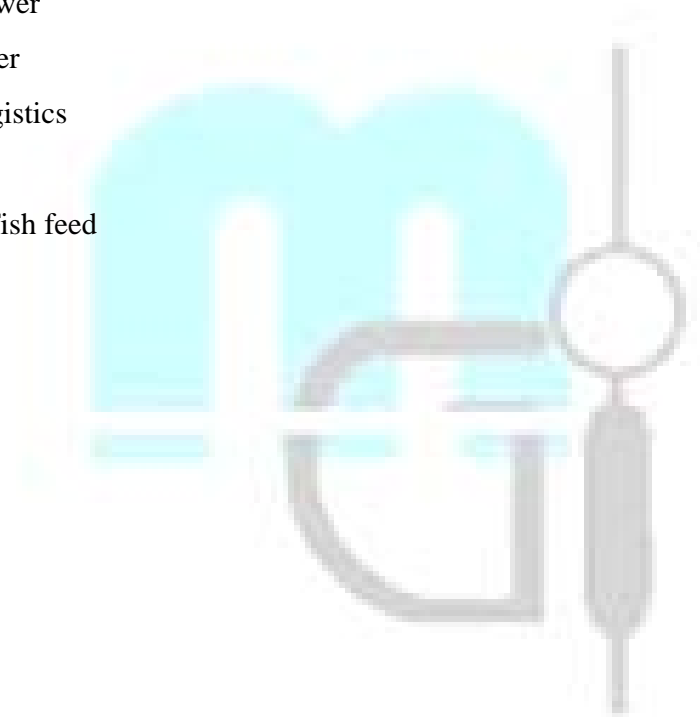
- Fresh Sugar
- Super Fresh Soybean Oil
- Super Fresh Vegetable Oil
- Fresh Mustard Oil
- Fresh Full Cream Milk Powder
- Fresh Atta-Maida- Suzi
- Super Fresh Drinking Water
- Fresh Tea
- Fresh Salt
- Fresh Spices

- Fresh Semai
- Fresh Dal
- Fresh Cement
- Fresh Poultry and Fish Feed
- No.1 Condensed Milk
- No.1 Tea
- No.1 Drinking Water



## Strategic Business Units

- Consumer brands and commodity products
- Chemicals
- Cement
- Fiber
- Printing and Packaging
- Energy & Power
- Pulp and Paper
- Shipping-Logistics
- Aviation
- Poultry and Fish feed
- Steel
- Real Estate
- Insurance
- Security
- CNG
- Media
- Bank



## Subsidiaries

Meghna Group of Industries has the following subsidiaries:

- United Sugar Mills Ltd.
- Meghna Seeds Crushing Mills Ltd.
- United Edible Oil Mills Ltd.
- Tanveer Oil Mills Ltd.
- Surma Mustard Oil Mills Ltd.
- Unique Cement Industries Ltd.
- Fresh Cement Industries Ltd.
- Janota Flour and Daal Mills Ltd.
- Tasnim Chemical Complex Ltd.
- United Fiber Industries Ltd.
- Tanveer Polymer Industries Ltd.
- Global Ad Star Bag Industries Ltd.
- Unique Power Plant Ltd.
- Everest Power Generation Company
- Tasnim Condensed Milk Ltd.
- Tanveer Food Ltd.
- Sonargaon Salt Industries Ltd.
- United Mineral Water & PET Industries Ltd.

- Dhaka Plastic Bottle Industries Ltd.
- Meghna Tea Company Ltd.
- Tanveer Printing & Packaging Industries Ltd.
- Tanveer Paper Mills Ltd.
- Meghna Pulp & Paper Mills Ltd.
- Meghna Shipbuilders & Dockyard Ltd.
- Mercantile Shipping Lines Ltd.
- United Shipping Lines Ltd.
- Meghna Aviation Ltd.
- United Feeds Ltd.
- Unique Hatchery & Feeds Ltd.
- Tanveer Steel Mills Ltd.
- Meghna Properties Ltd.
- Bangladesh National Insurance Company Ltd.
- Dhaka Securities Ltd.
- Everest CNG Refueling Conversion Ltd.



***Chapter TWO (Job Description and Job Responsibility)***

I got the opportunity to work as an intern in the Meghna Group Of Industries(Fresh division) for three months and this opportunity helps me to get familiar with the corporate culture, real working environment, I was appointed to the sales and marketing department by Executive Director of this firm. From three months I gathered lots of working experience from this firm as well.

For fulfilling specific purpose of sales and marketing department MGI appointed me to work there. In the below part I am describing the job briefly

- From middle of the year 2013 Meghna Group of Industries is running Retail Audit project and prepare a report every month to get the idea of consumer food products availability and market share in the Dhaka wing. The main purpose of the project is to manage a complete database of retailing outlets in the Dhaka wing. Moreover, the firm is getting other benefits such as proper information about the market scenario, competitors scenario from this valuable project.
- Meghna Group of Industries is also running a project known as Skill Development project to increase the performance of sales field force in Bangladesh. The main purpose of this report is to see the employees who is performing well in the market and also identify employees who is performing less in the market and arrange training program to increase their sales performance in the market.
- MGI did a survey to see the reaction of prospective customers for their new product FRESH INSTA MILK powder in the market and the main reason of this survey whether the customer reaction is positive or negative and whether the new product will be profitable for the firm.

For three months I had specific jobs and responsibility in MGI. In the below part I have discussed my responsibilities

- Retail Audit project report needs primary data which is collected by the sales force and my day to day job is to manage the field force to collect the data and I also gave guidance to collect the data properly. There is specific time duration to collect the data and I managed the employees to collect and submit the data with the specific time frame. Later my responsibility is to give input of the collected data and make analysis of the data. Then I submitted the result to the higher management.
- I was also worked as a project member of Skill development project. This project aims to identify the less performing sales force in the market and arrange training to increase the productivity of the employees. My main responsibility was to give data input from collected data and later analyze the results and identify the poor performing employees and give the report to the management for further processing and decision making.
- The third responsibility I had in this firm is to give input of survey data of Fresh Insta Milk powder and finding the results.

The above discussed points was my regular work that I had done in Meghna Group of Industries. Besides these regular activities I had to do some other work such as I had processed data for the Sales Automation project as well. The three month internship opportunity gave me the real working experience. Moreover, this opportunity helps me to gather good managing ability as well.





***Chapter Three (Description of the Project)***

## **Retail Audit**

From the year 2013 Meghna Group of Industries launched a project which is known as “Retail Audit” . They prepare this project report every month and on the basis of this valuable report they prepare actions to maximize market share, product availability and improving skills of sales force as well. The main concern about this project is to calculate the stock of (FMCG) products and measure the stock as well. In Bangladesh Fresh distributed and sales its fast moving consumer goods on the basis of six divisional segmentation. However, they want to measure the stock and product depth in Dhaka Wing and they are running Retail Audit Project in this wing only and main reason behind several factors they consider here which is given below:

The main purpose of this project is to maximize market share and also maximize product availability in the Dhaka Wing. This firm has more than 12000 outlets in this Wing and MGI has very good opportunity to maximize sales of Fresh products and also can increase product wise market growth as well.

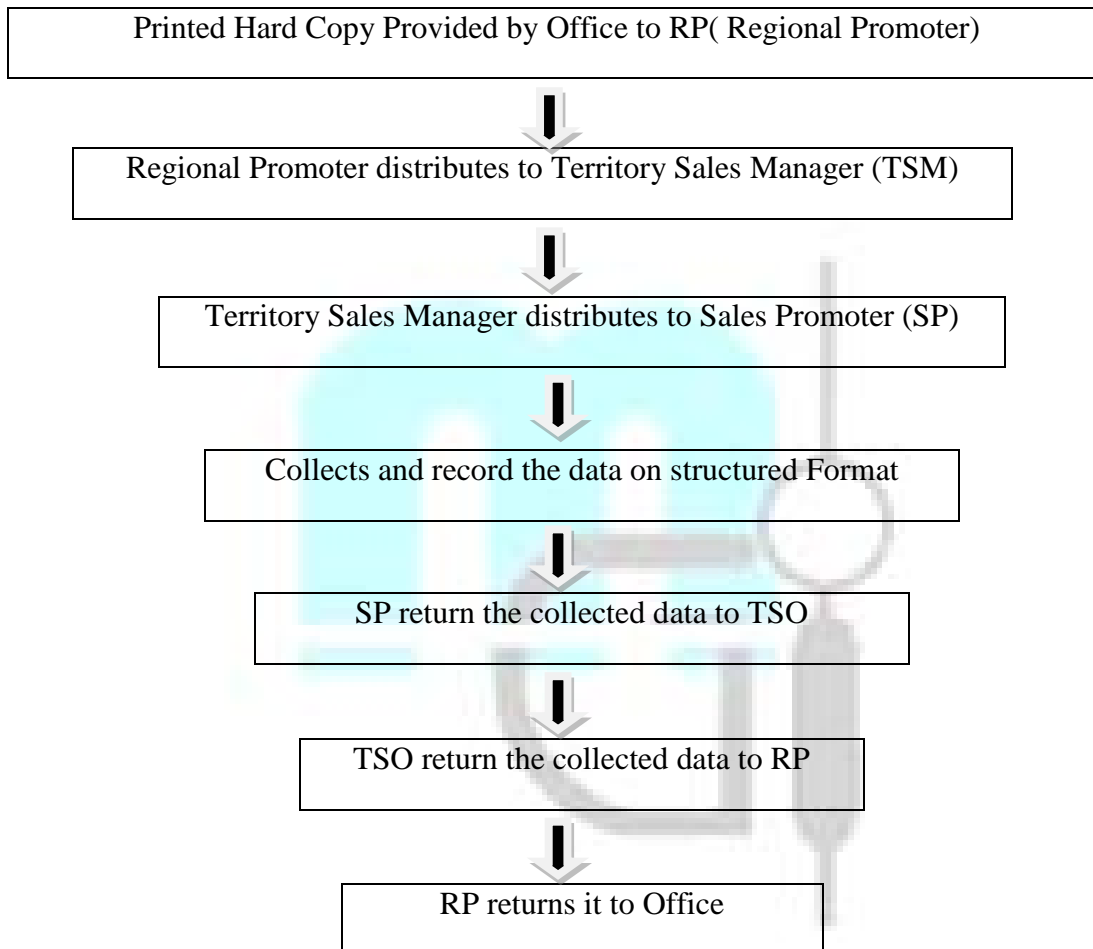
- The first reason is the density and the population of Dhaka wing. In Dhaka division we have large number of consumers who are purchasing fast moving goods such as milk powder, Tea and sugar every day. We have less market share and product availability in the Dhaka wing if we consider the total population, market size and the competitors position. This project aims to deliver a complete scenario about the total market share and Fresh position in the market. If we look at the previous Retail Audit report of different month we found that currently some products market share and market growth is satisfactory but if we consider other products the total sales and total growth is not that much satisfactory. From this valuable project the firm can see the true market picture and take some valuable action as well.
- Second Purpose is we get some firsthand information from this project and that is we get all the outlet information in Dhaka Wing. This outlet information helps us in several ways such as we can easily communicate with the outlet owner. Secondly we structured this project in this way that we can track the outlets which are not selling Fresh Products. Moreover, we found our sales force positioning gap and we can evaluate sales force performance as well.

- Third purpose is the firm can easily get some valuable information about its competition, competitors position and total market share they are capturing in every month in product wise. To maximize sales of 'Fresh' (FMCG) products we need to consider and we have to concern about competitors products as well. This project helps us to get some information about the competitors products, which product they are selling more.



### Methodology of this Project

For Retail Audit Project MGI uses primary way to collect all the information from market. The whole data collection process takes 10 days and 'Fresh' has specific structured format and manpower to collect information.



First printed data collection questionnaire provided by the office to Regional data collection manager. Regional manager collected it and check it that he got all the territory data correctly then he distributed this questionnaire to territory manager and TSO distributes it to SP. SP collects and fill up the form under TSO supervision and return it to the TSO. TSO return it to the office directly or indirectly with the help of Regional Manager.

### **Limitations**

Retail Audit project requires primary data for prepare its report in every month. This is very difficult to collect primary data from the market because most of the retailers are not ready and sometimes they are not willing to share information about the competitors product availability. Moreover the major difficult part for this project is firm is not using any kind of secondary information for reporting purpose of every month so it requires a minimum time frame to collect data from the market. To ensure the reliability of collecting information from the market MGI uses its own sales field force to collect information from the market which results disturbance of productivity as well.





***Chapter Four (Impacts and benefits of Retail Audit project)***

## Outlet Detail and Market Scenario

Before 2013 Meghna Group of Industries Fresh division found difficulties and faced lot of problems to manage the total outlet database and problems to deal with the retailers. They had to go through the indirect approach to communicate with the retailers. However, from the year 2013 they started Retail Audit project and got lot of benefits from it. Firstly, they are able to manage a complete database and from this database they easily get outlet detail information. Today Fresh is dealing with more than 12000 outlets in Dhaka wing under 4 different consumer products line A, B, C and D. This project also helps to get clear idea about the current market scenario. Moreover, they get information directly from this report. In the below illustration shows that from Retail Audit project they get detail information about the retailers, their contact information and location position they are situated not only in market wise but also territory wise. As discussed earlier that today in Dhaka wing they have more than 12000 outlets and every single month they find some new retailers and they upgrade their database according with the change.

Outlet Survey Report (PL-C)										Condensmilk										Water	Sugar	3
SL#	Location	Market Name	Index	Territory	Retailer	Proprietor's Name	Mobile No.	No.1 Con Milk	Dessich Con Milk	Starship Con Milk	Goodie Con Milk	No.1 Drinking Water	No.1 Ref Sugar	No.1 Leaf	No.1 Strong	No.1 Dust	Ispahani	Orleton	Fresh Guard			
1648	Gulshan	Charulata Market	1	Gulshan	Malek Genarel Store	Abdul Malek	01716624845	40	12				8									
1649	Gulshan	Charulata Market	1	Gulshan	Kishorgong Tea Store	Mokter	01916865463	24	15				6		6							
1650	Gulshan	Charulata Market	1	Gulshan	Jahangir Tea Store	Tarek	01718469238	12	11				7		4							
1651	Gulshan	Charulata Market	1	Gulshan	Mozzafar Tea Store	Mozaffar	01919088114	10	12													
1652	Gulshan	Charulata Market	1	Gulshan	Riya Priya Store	Milon	01731514858	6	8													
1653	Gulshan	Charulata Market	1	Gulshan	Chadpur Tea Store	Ismail	01949079945	5	6													
1654	Gulshan	Charulata Market	1	Gulshan	Bhai Bhai Tea Store	Mozaffar	01967509753	12	13													
1655	Gulshan	Charulata Market	1	Gulshan	Beby Tea Store	Khorshed	01718032455	6	5													
1656	Gulshan	Charulata Market	1	Gulshan	Savar Tea Store	Almas	01726106465	6	6													
1657	Gulshan	Charulata Market	1	Gulshan	Barishal Store	Mozaffar	01753755370		5													
1658	Gulshan	Charulata Market	1	Gulshan	Janota Tea Store	Jalal	01725608565	4	4													
1659	Gulshan	Charulata Market	1	Gulshan	Zakariya Tea Store	Jalal Uddin	01718887542	6	5			10			7							
1660	Gulshan	Charulata Market	1	Gulshan	Azmeri Tea Store	Enamul	01813087576	14	10						10							
1661	Gulshan	Charulata Market	1	Gulshan	Nurjahan Tea Store	Saddam	01776934509	12	11						8							
1662	Gulshan	Charulata Market	1	Gulshan	Nasir Tea Store	Nasir	01766809170	48					6									
1663	Gulshan	Charulata Market	1	Gulshan	Faruq Tea Store	Faruk	0191213904	6	5													
1664	Gulshan	Charulata Market	1	Gulshan	Bismillah Tea Store	Dinmoy	01772554646	14	10				5		6							
1665	Gulshan	Charulata Market	1	Gulshan	Razan Store	Babu	01714242767	10	12				8		5							
1666	Gulshan	Charulata Market	1	Gulshan	Helal Tea Store	Helal	01776471619	5	2													
1667	Gulshan	Charulata Market	1	Gulshan	Habib Store	Habibur Rahman	01843676118	6	7													
1668	Gulshan	Charulata Market	1	Gulshan	Jilani Store	Siddiqur Rahman	01915677547	12	6													
1669	Gulshan	Charulata Market	1	Gulshan	Joni Store	Taslim	01712106512	6	10													

Here I am going to discuss about how Retail Audit project helps Meghna Group of Industries to understand the market scenario clearly and broadly.

**Understanding total sample size:** This project helps to understand the total sample size of different line consumer food products territory and divisional wise. Moreover, MGI can evaluate the changing nature of Dhaka wing in individual month wise in every line and products as well. This project also helps to identify the availability and percentage of availability of MGI consumer food products product wise in the Dhaka wing.

<b>Product Line A Sample Size</b>							
Location	Number						
	30.06.13 (S-1)	15.07.13 (S-2)	27.07.13 (S-3)	07.11.13 (S-4)	10.12.13 (S-5)	21.01.14 (S-6)	03.03.14 (S-7)
Division	3	3	3	3	3	3	3
Region	7	7	7	7	7	7	7
Territory	17	17	17	18	19	19	19
Universe	2655	2900	2452	2740	2980	3047	3046
Shops Similarity between Survey 5 & 6				-	93%	98%	98%

Table 02- Sample size of product line A

From the month of July the firm knows the total sample size in individual line. The above table shows that the divisional and regional wise how MGI delivers food products for the consumer of Dhaka wing. From July 2013 they are serving food products under 3 different divisions in Dhaka wing. They also have 7 different regions and 19 different territories under 3 different divisions in Dhaka wing. Retail Audit monthly report helps to find out the changing nature and covering areas of Dhaka wing. When they started this project in July 2013 they have only 2655 outlets available to sale their consumer products [see the universe of survey 01(S-1)] but the latest report says that they have 3046 outlet in the market and see the monthly change of the table. From Retail Audit Project it helps to understand that from month to month they get some new outlets from the market and with this information they are able to update their database. Moreover, it helps to target and sale their food products in the new outlets as well. This project report also shows that the firm is concern and only sales products in the consumer fast moving food outlets and similarity between the outlets is very high.



As discussed in the above part MGI has 4 different products line and each line consists of different products. Each line has its own distinctive features, areas and regions to target and serve the market in Dhaka region. In the above I discussed only the sample size in product line A but MGI has three more products line and they are B, C and D.

Product Line B Sample Size							
Location	Number						
Date	30.06.13 (S-1)	15.07.13 (S-2)	27.07.13 (S-3)	07.11.13 (S-4)	10.12.13 (S-5)	21.01.14 (S-6)	03.03.14 (S-7)
Division	3	3	3	3	3	3	3
Region	7	7	7	8	7	7	7
Territory	17	17	17	21	19	19	19
Market	88	88	73	81	90	90	92
Universe	2663	2816	2394	2695	2899	2993	3033
Shops Similarity between Survey 5 & 6					93%	97%	97%

Table 03- Sample size of product line B

The above table shows that like product line A MGI has some similarity in product line B. Moreover the shop similarity is also higher in this line. As I discussed above that Retail Audit project report helps to find out the changing nature of outlets in Dhaka wing and it also helps MGI to add new outlets and update their database as well. The above table also shows the similar way MGI divided the total wing into 3 divisional segmentation and under this segmentation they have different territories and markets to sale and deliver their food products to the consumer.

The product line A and Product line B has some similarity and sample size is also close to each other but product line C and D has some dissimilarity and has some difference. The main reason behind this is product line C and D deals with the different consumer food products and the total sample size is also different. Retail Audit report helps to identify the difference and customer segmentation in the market. The below table shows that MGI has 5 division and under this 5 division they have territories and markets to sale their food products.

**Product Line C  
Sample Size**

Location	Number						
	Survey 1 (30.6.13)	Survey2 (15.7.13)	Survey 3 (27.7.13)	Survey 4 (07.11.13)	Survey 5 (10.12.13)	Survey 6 (21.1.14)	Survey 7 (03.03.14)
Division	5	5	5	5	5	5	5
Region	11	11	10	11	9	9	9
Territory	33	28	24	28	25	25	25
Universe	2633	2553	2227	2159	1641	2232	2705
Shops Similarity between Survey 5 & 6						74%	

Table 04- Sample size of product line C

**Product Line D  
Sample Size**

Location	Number						
Date	30.06.13 (S-1)	15.07.13 (S-2)	27.07.13 (S-3)	07.11.13 (S-4)	10.12.13 (S-5)	21.01.14 (S-6)	3.3.2014 (S-7)
Division	3	3	3	3	3	3	3
Region	7	7	7	8	7	7	7
Territory	17	17	17	21	19	19	19
Market	88	88	73	81	90	90	90
Universe	2663	2816	2394	2695	2899	2993	3035
Shops Similarity between Survey 5 & 6					93%	97%	97%

Table 05- Sample size of product line D

**Product wise and SKU wise availability information:**

From Retail Audit project MGI gets the valuable information like they can understand the SKU wise availability of consumer food products in outlets in Dhaka wing. Every month from this report they can identify that which SKU availability is higher in the market in Dhaka wing. This project report also helps to forecast the future demand of food products in the markets. The main concern of Retail Audit is getting the right information at the end of every month and it deals with every single product in every single line. Here from this report they are not only getting the information about their product availability but also they get the information about the numeric distribution of food products as well. As I discussed earlier that each individual line has different products and offerings for the consumer so MGI needs to know the individual growth and market share and product availability of each product in the Dhaka wing and this project helps this firm in the right way. In the product line A MGI has 5 food products and these are Fresh milk powder, Super pure milk powder, Fresh sugar, Fresh premium Tea, Fresh Danedar Tea and Super Fresh Drinking Water. The table actually illustrated below and it shows some valuable information that MGI get from Retail Audit Report.

Fresh Milk Powder	SKU	Product Availability (Product Line –A)						
		30.06.13 (S-1)	15.07.13 (S-2)	27.07.13 (S-3)	07.11.13 (S-4)	10.12.13 (S-5)	21.01.14 (S-6)	03.03.14 (S-7)
	2kg	88	76	53	70	69	63	91
	1kg	389	317	274	283	371	347	387
	500gm	1367	1427	1272	1228	1228	1588	1680
	400gm	2014	2073	1920	2020	2192	2272	2485
	250gm	281	245	267	169	281	196	233
	75gm	537	559	507	422	435	531	486
	25gm	424	432	433	329	445	396	445

Table 06- Product availability of Product line A (SKU wise)

The table shows that Fresh Milk Powder has 7 SKU and it also shows that MGI included different SKU to increase the maximum profit and market share from the market. However, this report also shows that the total demand on per SKU of Fresh Milk Powder in the market. If the

individual SKU product availability is high that also indicates the demand level of the market. This is simple understanding that if the availability of product in the outlets is very high then the demand must be higher of that specific product SKU. Moreover this project report also helps to take the corrective action to increase the demand of the Fresh Milk Powder in the market. MGI takes action and promotes the less selling SKU on the basis of availability report of this Retail Audit project.

Product Line B deals and offers with the different kinds of food products in the market for the customers. The product line B includes Super Fresh Soyaben Oil, Super Pure Vegetable oil and Fresh Atta Moida and Suji. Like product line A Retail Audit Project report also helps in the similar way. This line products also has different SKUs and targeting and selling food products for the customer. If the availability of products is higher than it indicates the demand for the particular product individual SKUs in the market. Moreover, Not only product line A and B but also they have get same type of information from this project report in every month for the product line C and D. There are some tables which are given below and these are the examples that how this project report helps MGI to maximize the product availability, market share and SKU wise market growth in the Dhaka Wing.

	SKU	Product Availability (Product Line B)						
		30.06.13 (S-1)	15.07.13 (S-2)	27.07.13 (S-3)	07.11.13 (S-4)	10.12.13 (S-5)	21.01.14 (S-6)	03.03.14 (S-7)
Super Fresh Soybean Oil	8 Ltr	149	284	158	124	182	221	209
	5 Ltr	1269	1245	1128	1066	1135	1453	1418
	4 Ltr	48	89	24	10	0	1	6
	3 Ltr	100	163	96	32	31	16	23
	2 Ltr	1191	1162	1109	964	1127	1394	1553
	1 Ltr	948	902	823	733	729	1097	1195
	500 Grm	377	374	309	372	336	497	572
	250 Grm	7	67	21	1	4	14	68

Table 07- Super Fresh Soybean Oil availability of Product line B (SKU wise)

Like product line A and B, product line C deals with the different food products and it has also specific SKUs as well. The products are Number one con. Milk, Number one Drinking Water, Number one tea and Fresh Dust Tea and Fresh Semai. Product line D also deals with different kinds of food products for the customer and the product line has Mustard oil, Fresh Premium Salt, Number One Premium Salt, Fresh Turmeric Powder, Fresh Chili Powder, Fresh Chicken Masala, Fresh Beef Masala and Vegetable Masala. The below table also indicates that the demand is continuously rising in one particular product and it is Number 1 Condensed Milk. This project report also helps to forecast the demand of the demand as well. Moreover, MGI gets the idea that which product brings the maximum profit and also product brings the less profit from the Dhaka wing as well.

**Product Availability (Product Line C)**

Product	SKU	Survey-1 30.6.13	Survey-2 15.7.13	Survey-3 27.7.13	Survey-4 07.11.13	Survey-5 10.12.13	Survey-6 21.1.14	Survey-7 03.03.14
No.1 Con Milk	400 gm	598	739	672	669	765	965	1195
No.1 Drinking Water	2Liter	88	32	27	24	54	50	57
	1Liter	78	30	22	21	26	38	43
	500ml	59	26	23	13	40	16	19
No. 1 Refined Sugar	1kg	222	208	207	125	138	175	288
	500 gm	91	51	82	59	20	62	32

Table 08- Product availability of Product line C (SKU wise)

Date	SKU	Product Availability (Product line- D)						
		30.06.13 (S-1)	15.07.13 (S-2)	27.7.13 (S-3)	07.11.13 (S-4)	10.12.13 (S-5)	21.01.14 (S-6)	03.03.14 (S-7)
Premium	500 Grm	93	231	47	81	81	143	55

Table 09- Product availability of Product line D (SKU wise)

### Information about the Numeric Distribution of products

Numeric Distribution is actually based on the number of outlets that carry a product. In numeric distribution we can understand the outlets which are dealing and keeping at least one of the products stock keeping units. From numeric distribution MGI can understand and measure the ability to carry a product to its customer in terms of total number of outlets it has in different product line. Retail Audit project report helps MGI to measure this ability and this firm also gets broad information about the Dhaka wing. Before 2013 this was very difficult task to do for Meghna Group Of Industries but from middle of the year 2013 they managed to get this type of valuable information from Retail Audit project report. Moreover, they are getting month wise and product wise numeric distribution information. MGI has 4 specific line and each line has different food products in the market and through Retail Audit project report this firm actually understand that how many outlets are carrying their food products SKUs wise from the total number of outlets available in the Dhaka wing. The below tables are examples of numeric distribution of products stock keeping units wise in 4 food products line.

	SKU	Numeric Distribution (Product Line A)						
		30.06.13 (S-1)	15.07.13 (S-2)	27.07.13 (S-3)	07.11.13 (S-4)	10.12.13 (S-5)	21.01.14 (S-6)	03.03.14 (S-7)
Fresh Milk Powder	2kg	3%	3%	2%	3%	2.32%	2.20%	3.08%
	1kg	15%	11%	11%	10%	12.48%	11.56%	12.71%
	500gm	51%	49%	52%	45%	41.32%	52.37%	55.15%
	400gm	76%	71%	78%	74%	73.76%	74.88%	81.58%
	250gm	11%	8%	11%	6%	9.45%	6.52%	7.65%
	75gm	20%	19%	21%	15%	14.64%	17.59%	15.96%
	25gm	16%	15%	18%	12%	14.97%	13.08%	14.61%

Table 10- Numeric Distribution of Fresh Milk Powder-Pl A (SKU wise)

Fresh Milk powder belongs to Product line A. The above table shows the numeric distribution of this product stock keeping units wise. The above information actually indicates the carrying percentage of fresh milk powder of outlets in terms of total number of outlets in Dhaka wing. Moreover, they use this information to evaluate the products availability in stock keeping units wise in the Dhaka wing. The above table illustrates the changing results of conveying outlets

from month to month. This information is also necessary and useful to forecast the upcoming demand of products in the market and also useful to determine the current demand and selling condition. Moreover, from this information MGI can evaluate the rising and undergoing demand and availability of products as well. The above table is the illustration of only one products from product line A and from Retail Audit project they get all products numeric distribution of other lines as well. This report is really helpful for the firm product wise and stock keeping unit wise to evaluate the ability to carry its products in the outlets in the Dhaka wing.



### Competition and Competitors Scenario

Competition is the rivalry between the two or more firms to achieve maximum profit through increasing sales volume in the market. For every fast moving consumer goods selling firm this is very important to understand the competition and current positioning and offerings in the market. Like other firms MGI has its specific structural way to find out this major factor. Retail Audit project helps the firm to understand the competition and current situation in the market.

Before 2013 MGI faced problems to identify and compare the true scenario and condition of the competitors in the Dhaka Wing with other divisional wing in Bangladesh. Today Fresh has almost 3 and sometimes more than 3 competitors in the market in every single product line. Every single month MGI gets the information about the major competitors in the market.

Milk Powder (PI-A)								
	Marks				Fresh			
	400 Grm		500Grm		400 Grm		500Grm	
	S-7	S-6	S-7	S-6	S-7	S-6	S-7	S-6
No. Of Outlet	3046	3033	3046	3030	3046	3034	3046	3032
Available	2337	2088	1855	1531	2485	2272	1680	1588
%	76.72%	69%	60.90%	51%	81.58%	75%	55.15%	52%

Table 10- Comparison between Fresh Milk Powder and Marks -PI A (SKU wise)

The above table is the illustration and information that how MGI understand the competitors scenario through Retail Audit project. Here S7 means Retail Audit report 7 and S6 means Retail Audit report 6. In the Dhaka wing the total number of outlets for the product line A is about 3046 and competitors product availability almost same in the market and if the total number of outlet is changed in the market from Retail Audit every month report MGI gets the information about the market change and competitors availability and covering percentage in the market. This illustration shows only Fresh milk powder availability in the market and the competitors milk powder availability and covering percentage in the Dhaka wing. From this information MGI concerns about that how many outlets has its milk powder. The above table also indicates that



MGI has the opportunity to increase milk powder product availability in the outlets which are not keeping the milk powder currently. Moreover, in the product line A MGI has Tea, Water and Sugar and they also offer and sales these products for the consumer as well. However, competition and competitors scenario is different in comparison with the different products.

<b>Sugar</b>				
	<b>Teer (1 KG)</b>		<b>Fresh (1 KG)</b>	
	S-7	S-6	S-7	S-6
No. Of Outlet	3046	3025	3046	2984
Available	1219	754	1748	1405
%	40.02%	25%	57.39%	47%

Table 11- Comparison between Teer and Fresh Sugar -PI A (SKU wise)

In the above table it shows some difference and availability percentage. In this table total availability and visibility of Fresh Sugar is in better position and Fresh is covering more outlets in the market. This is the true picture and competitors scenario in the market. Competitors scenario understanding is so important and When MGI started Retail Audit project in the middle of the year 2013 they found only 2655 outlets in the Dhaka wing and today they have total 3046 outlets and Retail Audit report helps them to get and add new outlets in the Dhaka wing.

For firms which are offering fast moving consumer goods in the current market it is very difficult to track down the information about the competitors and their products availability, new promotional offer, market share and market growth in the market. Moreover, most of the firms keep records about their own products availability and market they are covering and their growth rate. However, from Retail Audit project MGI can easily inform about these important things and they also use these information for maximize more sales, market share and product availability in Dhaka wing.

The two above tables show that MGI products covering and increasing profit for the firm and individually it is growing in the market with the direct comparison of competitors products. Moreover, MGI gets clear idea about the availability of products in the outlets as well. The firm also get information and indication of the opportunities it has currently in the market to maximize market share but the growth and availability comparison table is not same for all fast moving consumer products MGI is offering in the market.

Mustard Oil(Product line- D)								
	Raduni S7		Raduni S6		Fresh S7		Fresh S6	
	250 ML	100 ML	250 ML	100 ML	250 ML	100 ML	250 ML	100 ML
No. Of Outlet	3035	3035	2974	2974	3035	3035	2975	2974
Available	1786	1496	1692	1168	211	264	239	253
%	58.85%	49.29%	56.89%	39.27%	6.95%	8.70%	8.03%	8.51%

Table 12- Comparison between Raduni and Fresh Mustard Oil , PL- D(SKU wise)

The above table is the example that MGI has not the same product availability and market share in the market for different products in the market. This is the way how Retail Audit actually gives proper information of products availability, total market share with the comparison with the competitors. The above table shows that MGI needs to consider the current availability condition and market situation of mustard oil in Dhaka wing. Competitor is actually covering and selling more in comparison with MGI in Dhaka wing. It indicates that MGI badly need to consider the situation and to increase product sales, market share as well. This is the example that through Retail Audit report firm is able to get two valuable information. Firstly, firm is getting the information which products are more selling and availability is higher in the market and by this they can understand the market share and current position in comparison with the competitors. Secondly the firm also gets the true information about the consumer products which are less selling and availability and covering area is very low in the market.

**Field force performance assessment and Evaluating management action**

On the basis of every month Retail Audit project report MGI can identify the maximum performing area and the less performing area because this reports indicates the product availability of different territory outlets. By using the report results management takes action to increase the consumer products availability and market share and from the next month project report they understand and evaluate the action which is taken by the management in the previous month. Management also evaluate the performance of the field sales force at a time from this valuable project report.



## Analysis

The main purpose of retail Audit project is to increase product availability and market share from Dhaka wing. Meghna Group of industries successfully implements this project in the market and gets several benefits from it. The total sales report of every month shows that the other wing sales is satisfactory in comparison with Dhaka wing. So it decided to increase availability in the Dhaka wing of consumer food products as per management decision to fulfill some important purpose. Firstly the population of Dhaka wing is huge in comparison with other wing and if MGI sales more consumer products in this wing then it can be very profitable. MGI started Retail Audit project and they were able to see the true market picture about their product positioning, total selling condition and product availability condition in the Dhaka wing. Moreover, the firm also use this results to identify the positioning gap in the market as well. MGI also understand the true scenario of its consumer products in comparison with the competitors and also gets idea about the competitors product, total market share and total sales in the Dhaka wing. This project also helps to manage the complete database of retailing outlets in the Dhaka wing. The firm also get idea about its total outlets in the Dhaka wing and easily communicate with the retailers as well. This project completely primary data oriented where secondary sources of data is not useful. The data collection process takes time and sales manpower and this results less productivity of manpower in the market. As I discussed earlier that data collection procedure requires direct involvement of the sales force and firm is not relaying any kind of secondary sources of information this project confirms the reliability of data collection and results at a time. Company is also getting first hand information about the market. The most significant benefit the firm is getting is the information about the major competitors, their product availability and product wise market share in the Dhaka wing. The report creates difference between the maximum selling products and the less selling products in the market. It enables the firm to think and build strategy to maximize the profitability of less selling and less available products. MGI also gets message for the new opportunities it has in the market from this report as well. Moreover, on the basis of results of project report MGI ensures and evaluate the performance of the field force of different product line, employees capability to compete with the competitors in the Dhaka wing.

Today Meghna Group of Industries deals with 12000 outlets in the Dhaka wing. However the firm is not covering and selling its consumer products to all the outlets and a less portion of outlets remain untreated. The Retail Audit report shows the opportunity to target and sale consumer products to these outlets. Moreover, all the line products selling and availability performance is not satisfactory in different territory and market wise project report highlights the less productive area and new opportunities as well.



## **Recommendation**

Meghna group of industries is holding one of the leading position among all other firms in Bangladesh. From Retail Audit project MGI is getting valuable information of their consumer products in Dhaka wing. This project helps and gives benefits for the firm in many ways as I discussed briefly in the above parts in different segments. However, this project also has some limitations and drawbacks as well. Here in the below part I have discussed some of the areas that MGI needs to consider to achieve more product availability, more profit and more sales force performance.

- As I discussed earlier that Retail Audit project requires primary data and this project report does not require any kind of secondary data and collecting primary data from the field it needs direct involvement of the sales force. This creates a problem for the sales productivity of the sales personnel in the market because this project needs huge time and direct involvement of the sales force. To achieve more sales and profit from the market sales field force need to focus on the sales monthly target achievement and sometimes this project hampers the performance of sales force in the market. To ensure the reliability MGI uses its own sales force for this project but the firm also can ensure the reliability by other ways too. For data collection purpose they can go for the indirect approach and can hire the third party firm. Many reputed other organizations and firms are using third party firms to collect data of the retailers and retailing outlets. Moreover the reliability of the third party firm is satisfactory. As per benefit of hiring third party firm is the field force performance will be increased because they will get more time to increase their sales and maximize the profit as well.
- Second important issue that MGI needs to consider is the main purpose of this project report is to maximize the product availability and market share in the Dhaka wing but there are some territories which are kept untreated and the firm is overlooking it. The firm needs to set more control over its sales personnel to minimize this problem.

So these are the important points where MGI needs more concentration, managing and controlling ability to minimize problems and if the firm is able to fix these types of issues then the firm can be able to ensure more market share, more product availability and market growth from this project.

## Conclusion

Meghna Group of Industries FMCG division is one of the leading companies in the market. This report has provided some interesting insight into what kind of benefits the company is getting from Retail Audit project and issues should be taken into consideration in order to increase the product availability and increase more market share. Recently, the company has changed the label for their 'Fresh' branded soybean oil. But the previous label also exists in the market beside the new label which is very confusing for the consumers. Company should address this type of detailed problems in order to contribute in a better brand image which will increase consumers trust in the brand and as a result increase brand loyalty as well as increase sales.

Meghna Group of Industries has come a long way and has leaped through the time with excellent expertise. The sales and marketing team of 'Fresh' would find it helpful if they can stay updated to the consumer reactions to the different marketing activities and take the steps accordingly. Choosing proper and suitable marketing programs not only gain consumer trust but also will reel in market share which Meghna Group of Industries needs to become a giant.

## *Reference*

**01.** [www.meghnagroup.biz](http://www.meghnagroup.biz)





Appendix

