

**Market Success of “Doreo”: A Premium Brand
from Danish Foods Limited**

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Subject: Submission of internship report.

Dear Sir

It is my pleasure to submit the internship report on “**Market Success of “Doreo”: A premium Brand from Danish Foods Ltd.**”. As an essential requirement of MBA program I have tried my best to gather relevant information for preparing a complete report. The preparation of this report enables me to a great extent to complete my theoretical knowledge with practical experience. I would like to express my profound gratitude for your kind and conscious guidance in preparing my report in the given time.

I hope this report will give you a clear picture to evaluate my performance of my internship program. In this connection, if you need any further information or query, I will oblige to comply with.

Sincerely yours,

.....

Muhammad Shahadat Kabir

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MBA Program

BRAC Business School

BRAC University

ACKNOWLEDGEMENT

At the very beginning, I would like to pray the Almighty Allah, the beneficent, the merciful because of Him I could complete this internship report **“Market Success of “Doreo”: A Premium Brand from Danish Foods Ltd.”** is prepared to fulfill the requirement of MBA program. Regarding the outcome of this study, I would like to express my sincere gratitude, profound thankfulness and indebtedness to honorable course instructor Showvonick Datta, Lecturer, BRAC Business School, for supervising me to prepare this report.

I would express my sincere thanks to the General Manager and other officers of Partex Star Group, Danish Food Limited, for their support and help. Particularly I am very pleased to Accounts officer Ms. Hafizun Nahar; Senior Officer Mr. Ashraful Aziz; Senior Manager, Al Amin Khandaker and our General Manager sir Mr. Zakir Hossain. Thanks are also due to workers, staffs and officers to spend many of their valuable times to discuss with me. I would also like to thank Mr. Towkir Islam, Asst. manager, Marketing (Brand) for guide me and give me valuable information about “Doreo”. I would like to apologize to them whose name I didn't mention. I am also grateful to my friends for their sincerest suggestion.

When doing this report I have encountered some difficulties to collect data and information. However, despite those difficulties I have completed my internship report on time. I tried my best to make it a good report. Despite my sincere effort there may some inadequacy of information and mistakes in the report. I regret for those conscious and unconscious mistakes. Finally, a silent stream of gratitude is for my most adorned parents whose blessings are always with me.

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Executive Summary

It is very much important to concede the academic knowledge with the practical one. Keeping this view in mind, BRAC Business School makes proper arrangement of practical orientation (internship) each semester for the students of MBA program. To fulfill this orientation, I have joined Partex Star Group at Danish Food Limited as an internee where I have worked in accounts & finance department. As an academic requirement, I have gone through a study on “Doreo”, a premium biscuit brand from Danish Food Ltd.

Partex Star Group is one of the largest private conglomerates in the country that own several business units where one unit is Danish Food Ltd., one of the leading food and beverage producing and marketing company. Danish Food produces different brand of biscuits and has got good market response from the consumer. Among these brands, Doreo is one of the premium brands which feature as creamy chocolate biscuits wafer. It was first launched in the market in 2005 and a very short span of time it has achieve 40% market in country despite competing with international market of biscuit brand Oreo.

To analyze the market success of Doreo, I have conducted a research through survey questionnaire which is mainly focus on its target consumer. When collecting data from the consumer, some of them were reluctant to answer the questions mainly the women. I have collected data both from parents and young people to know my brand current market situation and also its market success. I have found that it has less in quality than Oreo and people mainly buy it for price reason. So I recommended Danish Food Ltd to focus more on quality, taste as well as price has to be control so that it can give a good fight with Oreo.

Lastly I can say this brand Doreo has a good future in the Bangladeshi Market as it has strong brand and promotional strategy to gain more market share as well as fight with an international biscuit leader. I think our consumer will prefer our brand which will provide a country made tasty and less price premium biscuit without compromising quality.



1.1 Introduction

Generally, an internship consists of an exchange of services for experience between the student and an organization. It is basically assigned by the university as a requirement of degree completion where I have been assigned by the university to complete internship for 12 weeks. I got the opportunity to joined Partex Star Group at Danish Food Ltd as an Internee for 3 month where I have worked on Accounts & Finance departments.

Danish Foods Ltd. is one of the leading food and beverage producing and marketing company Bangladesh and a part of Partex Star Group. It produces several types of foods and beverages and market under the brand name of Danish Foods Ltd.

Danish Foods Ltd. is committed to conduct the business in such a way that demonstrates the highest ethical standards. The company believes that integrity is the imperative utility to succeed. Danish Foods Ltd. is serving the best for the consumers to uphold the superiority in the market. It also believes that success depends on customers. This is the primary criteria to fulfillment of customers' needs.

Danish Foods Limited takes a comprehensive approach to all kinds of agro processed food products, considering all of the ways their lives can be enriched through ensuring hygienic and quality food products. With HACCP compliance to ensure best quality products reach to the consumers, Danish Foods Limited places great importance on hygienic manufacturing processes. This encompasses everything from choosing quality materials to the use of storage facilities and careful monitoring of products using electronic sorting. Skilled and experienced personnel select finished products which are then examined in a laboratory to verify their quality and to check for residual substances both before and after the production process. Furthermore, company's computer systems offer continuous monitoring of all manufacturing process to ensure the highest levels of quality.



1.2 History of Partex Group:

Partex Group started its journey in 1959 with the torchbearer M.A Hashem, founder chairman of the group. M.A Hashem, the living legend steered the group with such incomparable dynamics and skills, that the group attained prolific growth over a period of 50 years conglomerating 60 companies; most of which are diverse manufacturing units.

The enormous growth and fulfillment of anticipated success caused eventually a natural exodus from patrimonial management system while using the Partex as a springboard that has been held in high respect both at home and abroad for last 50 years for our adherence to values, quality products and business ethics.

With the passage of time and advent of business, the pioneering spirit of Partex has been showcased by family generation comprising Mr. Aziz Al-Kaiser, Mr. Aziz Al-Mahmood, Mr. Aziz Al-Masud, Mr. Showkat Aziz Russell & Mr. Rubel Aziz.

Significantly enough, Partex Star Group an offshoot of Partex Group steering business successfully with Mrs. Sultana Hashem at Chairperson and Mr Aziz Al Kaiser as Vice Chairman.

Partex Group steered by Mr Showkat Aziz Russell at the helm, operating in business sectors like communications and information technology, energy, materials, services and consumer products. The major Partex Group manufacturing units are Partex Denim, Amber Cotton Mills Limited, Partex Board Mills Limited, Partex Sugar Mills Limited, Partex Rotor Spinning Mills Limited, Partex Energy Limited and service providing companies are Partex Holdings Limited, Dhakacom Limited.

The group has created by and large an employment opportunity of over 25,000 employees as collective work force.



Partex Star Group: Partex Star Group is one of the largest Bangladeshi diversified private sector enterprises. The Group, the then Partex Group, started its journey in 1962, with the torchbearer, **Mr. M.A. Hashem**, the founder Chairman of the then Partex Group, an eminent industrialist of the country.

Partex Star Group owns and successfully operates twenty manufacturing, service and trading concerns delivering best values to customers through its products and services. Our business primarily exists in two different areas – consumer durables like different types of boards (particle board, veneer board, melamine faced chip board, plywood, PVC sheet) doors and door frames & furniture to FMCG like dairy products, cookies, spices, etc.

Our team is dedicated to creating an enriched customer experience through a top-to-bottom focus on excellence in execution. From the hiring of people to the selection of merchandise, the negotiations with vendors to the design of ours showrooms, the generation of the purchase order to the delivery to our customers' homes.

A motivated work force, management and committed board members led by the Partex Star Group Chairperson and backed by a market oriented corporate strategy has been the cornerstone of the group's success.

Partex Star Group – living a legacy, presenting a new face forward.

1.3 Products offered by Danish Food Limited

Danish Foods Limited takes a comprehensive approach to all kinds of agro processed food products, considering all of the ways their lives can be enriched through ensuring hygienic and quality food products. With HACCP compliance to ensure best quality products reach to the consumers, Danish Foods Limited places great importance on hygienic manufacturing processes.

This encompasses everything from choosing quality materials to the use of storage facilities and careful monitoring of products using electronic sorting. Skilled and experienced personnel select finished products which are then examined in a laboratory to verify their quality and to check for residual substances both before and after the production process. Furthermore, company’s computer systems offer continuous monitoring of all manufacturing process to ensure the highest levels of quality.

Danish Food Ltd. is producing the following agro food products for its valuable consumers

Biscuits: Danish Food Ltd. is currently offering the following brands of biscuits



Doreo Cream Biscuits



Toast Biscuit



Glucose Biscuits



Lexus Vegetable Calcium



Energy Biscuits



Florida Orange Biscuit



O La La Potato Biscuits



Elachi Family Biscuit



Marie Plus



Nutty Samba



FnF Crackers Real Milk

Chanachur: Danish Foods Ltd. is producing the following tasty and spicy chanachur brands for its valuable consumers



Chanachur



Hot Chanachur



Bar-B-Q Chanachur

Tea: Danish Foods is offering the following tea brands that gives perfect refreshments to its consumers



Danish Simla Tea



Danish Tea



Danish Tea BOP



Danish Tea Dust

Candy: Danish foods with following tasty and yummy candies



Danish Green Mango Candy Danish Pineapple Candy Danish Lichu Candy



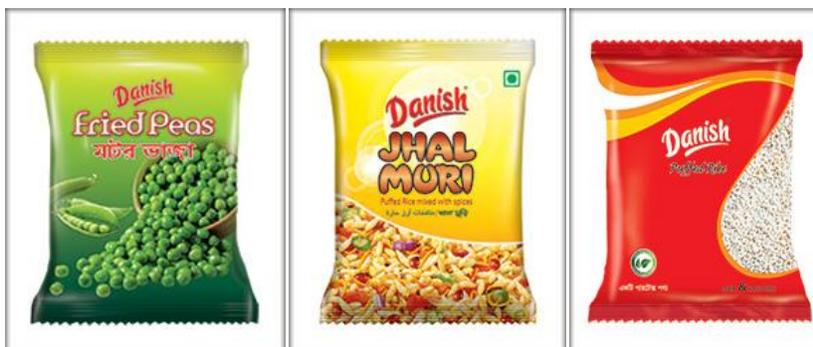
Danish Milky Caramel Candy Danish Milk Candy

Samai: Danish foods presents following lascca and vermicillie semai



Lascca Semai Vermicillie

Snacks: Danish foods offering following crunchy snacks



Danish Fried Peas Danish Jhal muri Puffed Rice

Rani Spices: Danish foods is producing the following spices with perfect weights and qualities



Chilli Powder Mezban Beef Masala Turmeric Powder Coriander Powder



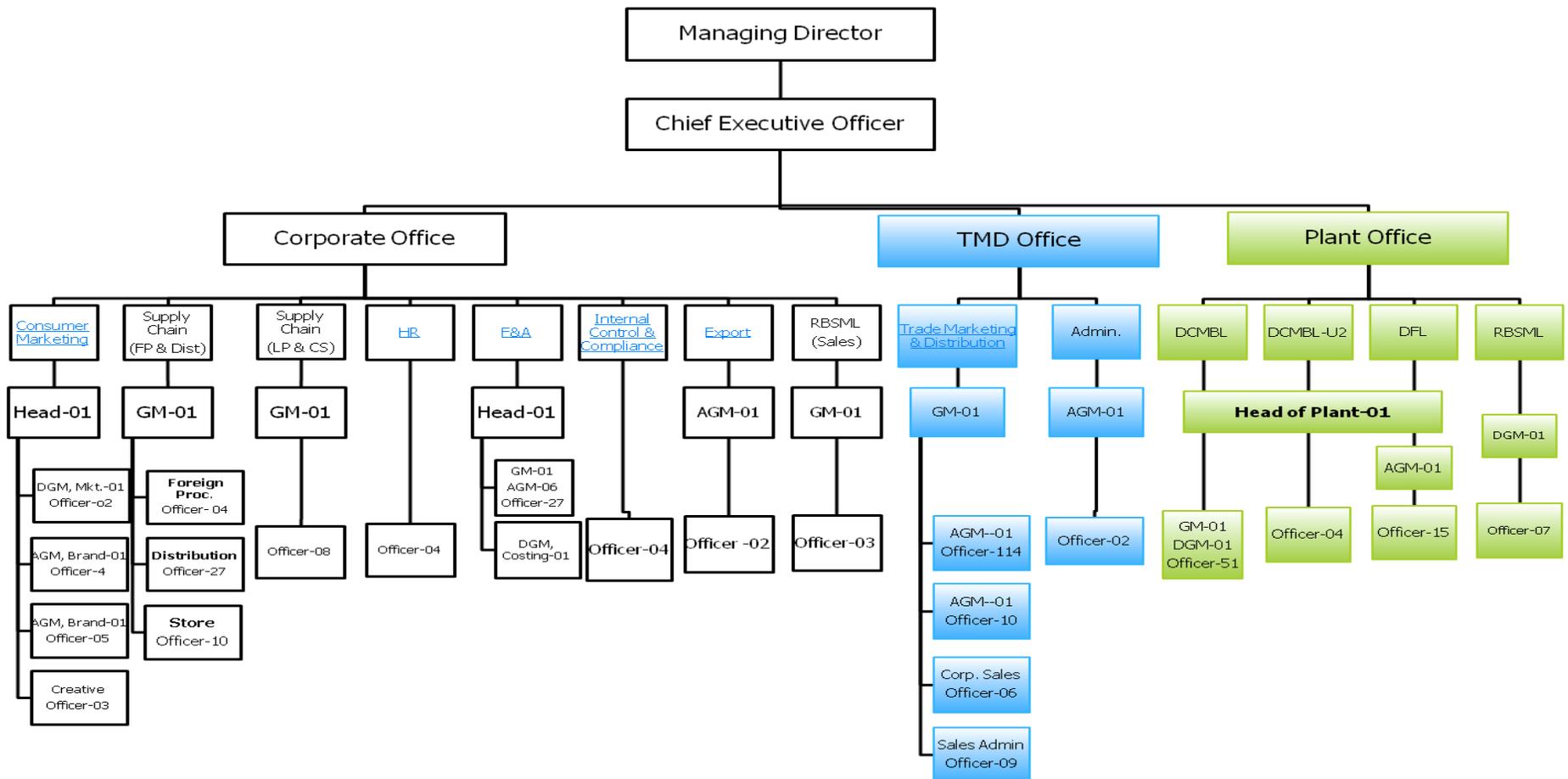
Cumin Powder

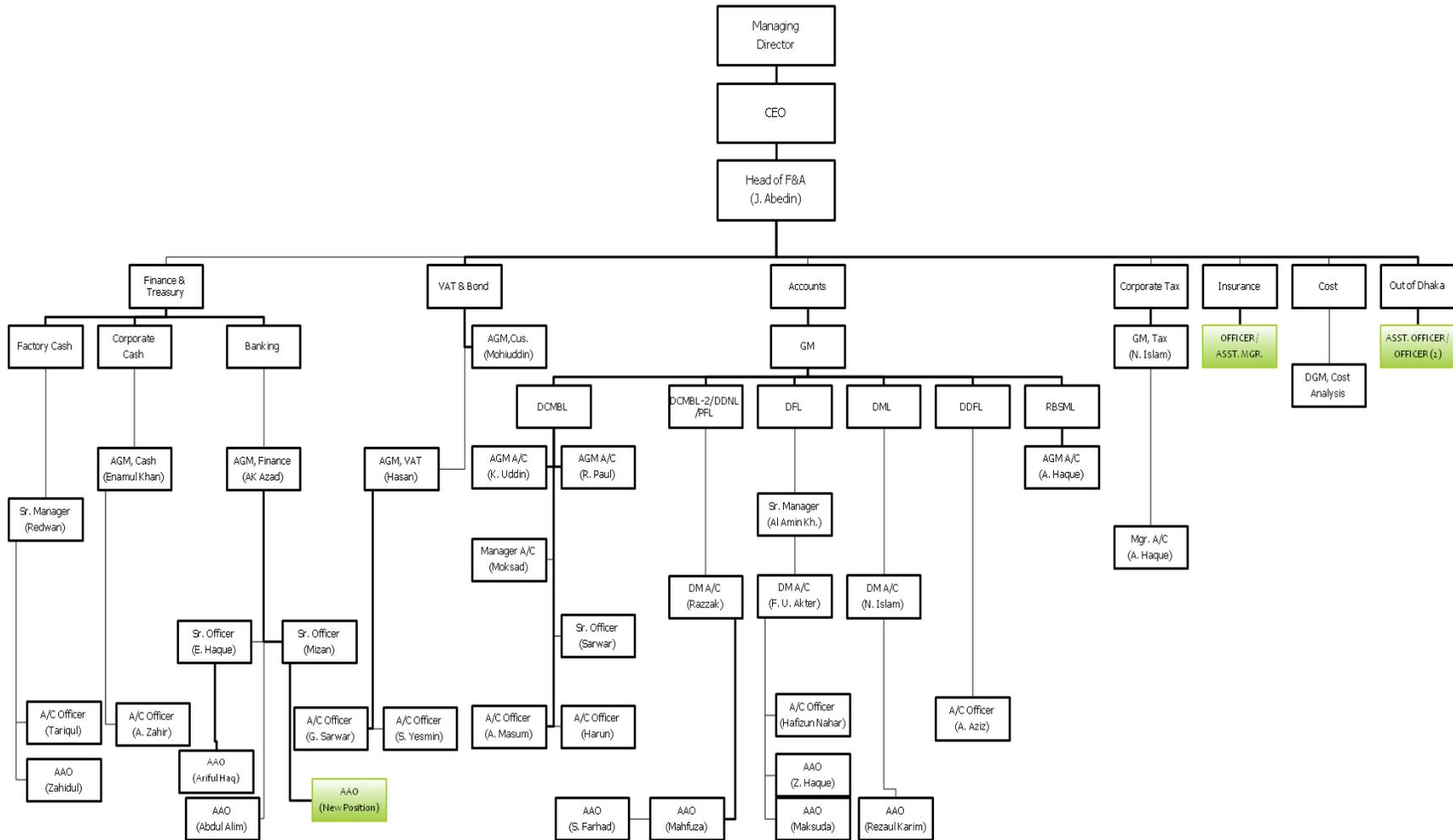
Danish Foods Limited is producing the above portfolios of products with perfect weights, maintaining good quality and providing better services that ensure its key objects to be fulfilled by reaching its target consumers.



3.4 Organogram Danish Food Ltd.

Partex Star group head office divided into two complexes where complex two is assign for Danish Foods Limited. Let see the operational organogram of Partex Star group along with Danish Foods Ltd. Accounts & Finance Departments.







1.5 Vision for the future of Danish Food Limited

The program and strategy and Pertex Star Group have undertaken with their strengthened positioned and design to create a base from which growing and sustainable profit can be generated. They are now well positioned to exploit opportunities that arise from their own progressive activities and then the market offered.

- Doubling the profit
- Sound financial management
- Pursue innovation in our product offering.
- Expand and diversified customer base.
- New product introduction leading to competitive advantage.
- Improved efficiency.



2.0 Job At Partex Star Group

Partex Star Group is one of the leading conglomerates in the country having some SBU's where one is Danish Foods Limited which is one of the renewed companies of Partex Group. As a requirement of MBA program, I have to undergo for a project or Internship for at least 12 weeks. To fulfilling this requirement, I have sent my CV to Partex Star group for internship and they accepted it and placed me at Danish Foods Ltd. Accounts and Finance Departments. As an Internee, I have completed three month (twelve week) at month of August where I joined there at 29th of May this year.

The company has given me a separate desk to work which avails all necessary modern equipments as given to other employees. I have work here since the very first day till the last and was punctual. General office hour of Partex Star group is 9:00 am to 5:00 pm everyday starting from Sunday to Thursday, Friday is public holiday and Saturday our office is open from 9:00 am till 1:00 pm. Partex group is also provides transportation facility for the employees but as I'm not permanent so I don't have the excess of this service. Overall I have completed good internship period having sound experience by meeting with new corporate peoples and learn many things.

2.1 Job Description

Typically I have performed lots of work there but it was not specified on a given area. The work that I have done is given below

- Posting sales Delivery Orders (DO) in the excel sheets of few month which was coming from different sales depot
- Checking the adjustments of sales return along with supporting whether the posting was correct or not
- Checking the adjustments of sales discount along with supporting documents whether the dealers are claiming correct discount money or not.
- Checking and given posting of different bills by examining the supporting documents and also check the overall calculation
- Sorting of delivery orders, transport invoice, money receipts, monthly stocks and overall sales information of depots which is coming from different depots and two mill office of some SBU's of Partex Star group.



- Complete trail balances of subsidiary accounts of different clients over excel sheets.
- Checking and correcting bank reconciliation in the excel sheet
- Checking and filing cash invoice and cheque invoice coming from different parties.

The above activities I have completed correctly and have learnt lots of thing from it and also gain in job experience that I hope will help me in the future.

2.2 Job performance

There is different aspect that arises when I was performing the job in the internship period. Mainly my performance was accurate and adequate as required by the supervisor and co-workers. I have worked with some accounts and finance personnel who were used to given their jobs to me to understand and to direct me how to do it. I have tried my level best to accomplish and understand these activities and try to convey the best performance that I could provide to them. There is an evaluation form given from the university addressing to my Intern supervisor to evaluate my job performance over the last three months. My supervisor Mr. Al Amin Khandaker, senior manager, Accounts & finance has evaluated me by giving rating on various aspects. I think that ratings and given marks bears my performance as well.

2.3 Observation and Recommendation

As I have completed three month internship at Partex Star Group, I have seen and practice good corporate culture as Partex already has good image in the employment industry. At the very first day when I entered in the office of Partex Star Group Complex-2, I was amazed to seeing their office desk, interior decoration, safety measurement, office norms and values practice by the employees there. I have learnt lots of things from the office environments, colleagues, my superior officers and department head as well.

From my 3 month internship experience I have got many positive attitudes shown by my superiors, they have direct me how to do a job that given to me; they helped me in other cases. These helps were not coming from accounts & finance departments only; it also encompasses marketing departments, exports departments as well. Specially marketing departments helped me lot when I going to undertake my internship report. Though I have experience many positive



observation, some activities may need to be improved that I would like to share with the human resource management. These are given below

- May assign at least some fixed responsibilities for internee
- Arrange at least a minimum orientation for them
- May arrange at least 2 days general training concerning to the specific departments related work that going to be assigned to the internees

I think the above recommendation that I prescribe would be beneficiary to the organization as well as internees.

3.1 Summary of the project

Danish Foods Ltd. is one of the leading food and beverage producing and marketing company Bangladesh and a part of Partex Star Group. It produces several types of foods and beverages and market under the brand name of Danish Foods Ltd.

Danish Foods Limited takes a comprehensive approach to all kinds of agro processed food products, considering all of the ways their lives can be enriched through ensuring hygienic and quality food products. With HACCP compliance to ensure best quality products reach to the consumers, Danish Foods Limited places great importance on hygienic manufacturing processes.

Currently Danish Foods Ltd. is producing some portfolios of products such as Biscuits, Chanachur, Tea, Candy, Semai, Spices and Snacks. Danish foods Ltd. is producing wide varieties of biscuit which is delivering using by its own networks and distributes from different distribution chains using depot at different district in the country. Danish is producing the following biscuits brand



Doreo Cream Biscuits



Toast Biscuit



Glucose Biscuits



Lexus Vegetable Calcium



Energy Biscuits



Florida Orange Biscuit



O La La Potato Biscuits



Elachi Family Biscuit



Marie Plus



Nutty Samba



FnF Crackers Real Milk

Among the above brand Danish Doreo has got the attention of my projects and is being selected for project paper. Doreo is one of the oldest and premium brands of Danish Foods which has got a good market share and responses from its consumers. As Doreo’s close end competitor is Oreo which is world renowned wafer creamy biscuits brand, this brand has to work hard to get most market share in the country and place over consumer mind. Doreo got a huge competitive advantage as its price is lower than Oreo offering the same quality, taste, and weight and also it has got huge market responses after launching.

To complete my project, I have made a closed ended questionnaire which entails 10 questions addressing our brand along with competitor brand. As decided, I have taken 52 responded who are the consumer of Danish “Doreo” as sample. For collecting data from consumers, I mainly categories the responded into two ways, one is grocery shoppers and another is departmental or superstore shoppers. I have also taken some personal interviews along with questionnaire from some respondents.



3.2 Description of the project

❖ **Objective of the project:** As I have undertaken this project primarily aimed at to submit it to fulfill my internship requirement. Specifically this project is undertaken to find out the market performances as it has got good market share in the country. I have identified the following objectives if this project is given below with specification

Broad objectives: To find out its current market success having interaction with consumers

Specific objectives: following objectives has identified

- ✓ Market share of Doreo
- ✓ Consumer preferences
- ✓ Competitive position
- ✓ Overall success

❖ **Methodology:** This study is aimed to provide overall performances of individual product of Danish foods. So I have used both primary and secondary data to undertake this project.

- ✓ **Primary sources:** Primary data and information is collected by interviewing personnel of marketing departments and also make a survey using questionnaire.
- ✓ **Secondary sources:** information collected from marketing departments, accounts and finance departments, internet, different reports etc.

❖ **Limitation:** Some common limitation faced by almost all internees is also faced by me as well. As I have worked here three month, I have learnt and face some problem when I'm doing this study. Some of them are given below

- ✓ The time duration of the study was not sufficient.
- ✓ Respondent were not intended to answer the question. Mainly women are reluctant to answer few questions.
- ✓ Respondent were feeling irritation for giving responses
- ✓ During the survey most of the time the officer was very busy and gave me a few times.
- ✓ There was absence of some relevant official data and lack of some sufficient information.

- ✓ Information biases may present in this projects

3.3 Brand Profile

Doreo is one of the premium biscuit brands in the country which was introduced by Danish Foods in the year 2005. From its introduction it has got good market responses from its consumer. Danish Foods is using extensive branding and promotion for this product and they got success by achieving maximum market share. The brand profile of Doreo is given below



- ✓ Brand Name : **Doreo**
- ✓ Product : Dark chocolate
- ✓ Brand pay of line : “Amazing Taste of Cream and Chocolate ...”
- ✓ Product Category : Cream sandwich
- ✓ Brand Personality : Well known, hygienic, and familiar
- ✓ Focused group : Children to young Consumer
- ✓ Culture : Corporate Image, distribution net., retail driven
- ✓ Self image : Lucrative, company image, Customer focus
- ✓ Reflection : Feel successful, Bold, satisfactory
- ✓ Target market : Medium and Aspiration group
- ✓ Brand position : Medium category
- ✓ Product range : 320gm, 140 gm, 60 gm, 35 gm
- ✓ Brand Launch : 2005

❖ **Brand Vision:** Danish Foods has got the following Brand vision for “Doreo”



“Make more powerful & prestigious brand in biscuits industry”

❖ **Brand Mission:** The following brand mission has identified for Doreo

- ✓ To create brand demand, equity and customer satisfaction by ensuring quality, availability & market share
- ✓ Rich communication with ultimate consumer.
- ✓ Utilize factory maximum capacity

❖ **SWOT Analysis:**SWOT analysis of Danish “Doreo”

Strength	Weakness
<ul style="list-style-type: none"> ✓ Yet competition is not high. ✓ Various SKU gives customers options to choose option according to need. 	<ul style="list-style-type: none"> ✓ Fluctuation of product quality not fill competitor brand. ✓ Product availability low



Opportunity	Threats
<ul style="list-style-type: none"> ✓ Different SKU for different target customers. ✓ Color full packaging. ✓ More Advertise to attract target group ✓ Product innovation ✓ 60 & 35 gm box create new value rather than competitor ✓ Not yet any competitor brand building activity 	<ul style="list-style-type: none"> ✓ Foreign Competitor penetration high.

❖ **Market Size and share:**

- ✓ **Total Market Size – 3.5 Crore monthly.**

Brand Name	Market Share
Oreo	50%
Doreo	40%
Others	10%

❖ **Brand positioning area:**

Shop category	Detail
Category -A	Departmental type shop
Category -B	Grocery type shop



❖ **Market opportunities:**

- ✓ Newly introduce one local competitor name Quantum food Ltd. Brand name Parkey.
- ✓ Low price compare to OREO
- ✓ We already have another SKU 320gm in the shelf.
- ✓ 140gm will give us extra benefit.
- ✓ Biscuit made with chocolate and cream which gives best taste to consumers.
- ✓ Small SKU that is much more convenient for the customer.
- ✓ 35gm will give us competitive advantage

❖ **Products:** Doreo has got the following Stock Keeping Units (SKU) of products available in the market

- ✓ Doreo-320 gm
- ✓ Doreo-140 gm
- ✓ Doreo-60 gm
- ✓ Doreo-35 gm

3.4 Competitor Profile

Oreo is a sandwich cookie consisting of two chocolate wafers with a sweet cream filling in between. The version currently sold in the United States is made by the Nabisco division of Mondelez International. Oreo has become the best selling cookie in the United States since its introduction in 1912.

The delicious combination of dark chocolate biscuit and vanilla cream was introduced to India, in 2011 by Mondelez India Foods Limited (Formerly Cadbury India Ltd.). Since then, they have launched 3 variants of Oreo - choco-crème, strawberry crème & orange crème which have been well received by audiences – young and old. The Oreo – choco-crème brand has specially introduced in Bangladesh through distribution channel by Mondelez India.





3.5 Analysis from primary

Danish Doreo is a establish brand which was first introduced in 2005 has already been gotten 40% market share where another 60% is occupied by Oreo (50%), a Well-known international brand leader of biscuits and rest 10% is occupied by other local brands. This paper is primary aimed at finding out the success of “Doreo” in the market by observing the market through sales information of 2013 and 2014 and also gathering the primary data from the market through close ended questionnaire. I have collected the sales data from accounts and finance departments and also collected data from the consumer where I have taken 52 consumers as sample of my research.

Among the 52 responded all are the consumers of Doreo and Oreo where I have taken informal interview from some respondent as well. I have taken 32 interviews from men and rest 20 from women where I have confront some problems that ladies are not comfortable with formal questionnaire as they happy at unorganized interviews and some respondent are reluctant to answers the questions. Even some of the respondents were not written their name and date. Let have a look on the analysis from the questionnaire data along with graphical presentation.

3.6 Questionnaire Analysis

Do you know about the local biscuit brand Doreo?

Observation: As I said I have taken 52 responses from them who have already been consumed and regular consumers of Doreo. Among the 52 questionnaire, 32 interviews are taken from men and rest from women. Women are reluctant to answer the questions than men. From the respondent I have selected interviewees from two broad categories where one from grocery shops another from departmental or superstores.

Among them I have also categories my consumer into two types, young people and children (parents) as per target market where 14 are young respondent who are yet not married or doesn't have any child and rest of them are having children of different age.

Results from the first question are shown below using column chart

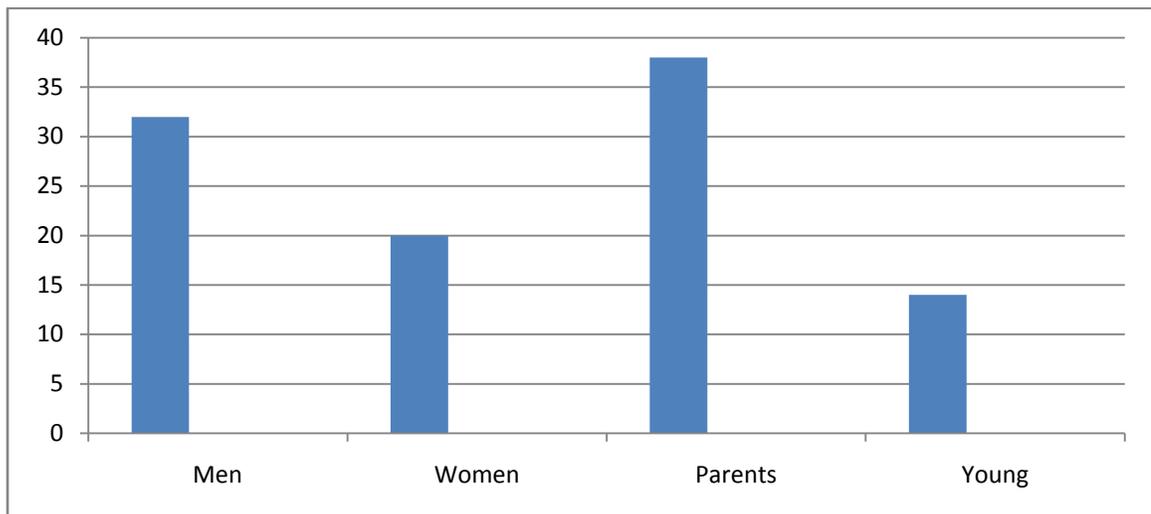


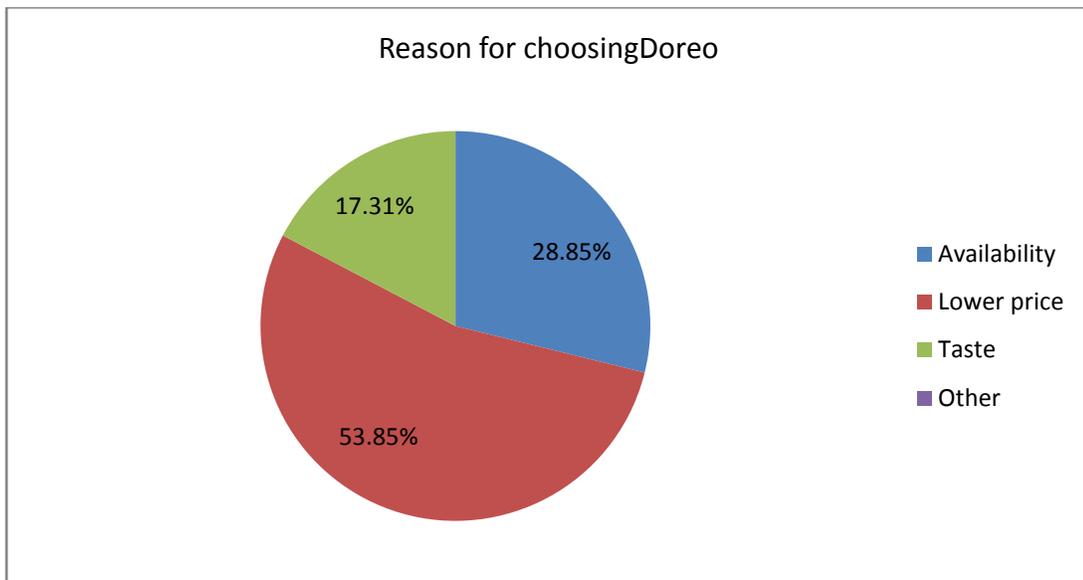
Figure: category of responses from 52 respondent

Why you choose the biscuit brand “Doreo”?

Outcome: Coming from 52 respondent

Particulars	Response	Percent
Availability	15	28.85%
Lower Price	28	53.85%
Taste	9	17.31%
Others	-	-

Let analyze the above data collected from survey using pie chart showing percentages of different category



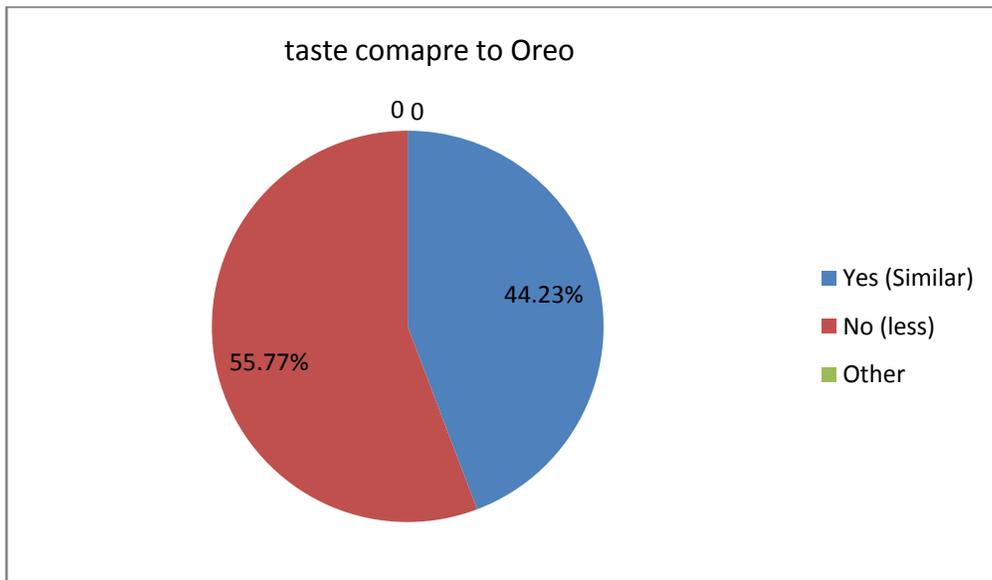
From the above analysis, 28 responded said they buy it for lower price that means 53.85% consumers says they buy Doreo for lower price, where 9 out of 52 or 17.31% people says they buy it for taste other 15 people or 28.85% says they buy it for availability

Do you think Doreo taste is similar or less than Oreo?

Outcome: Total 52 responses collected

Particulars	Response	Percent
Yes (Similar)	23	44.23%
No (Less)	29	55.77%
Others	-	-

Let analyze the above data collected from survey using pie chart showing percentages of different category



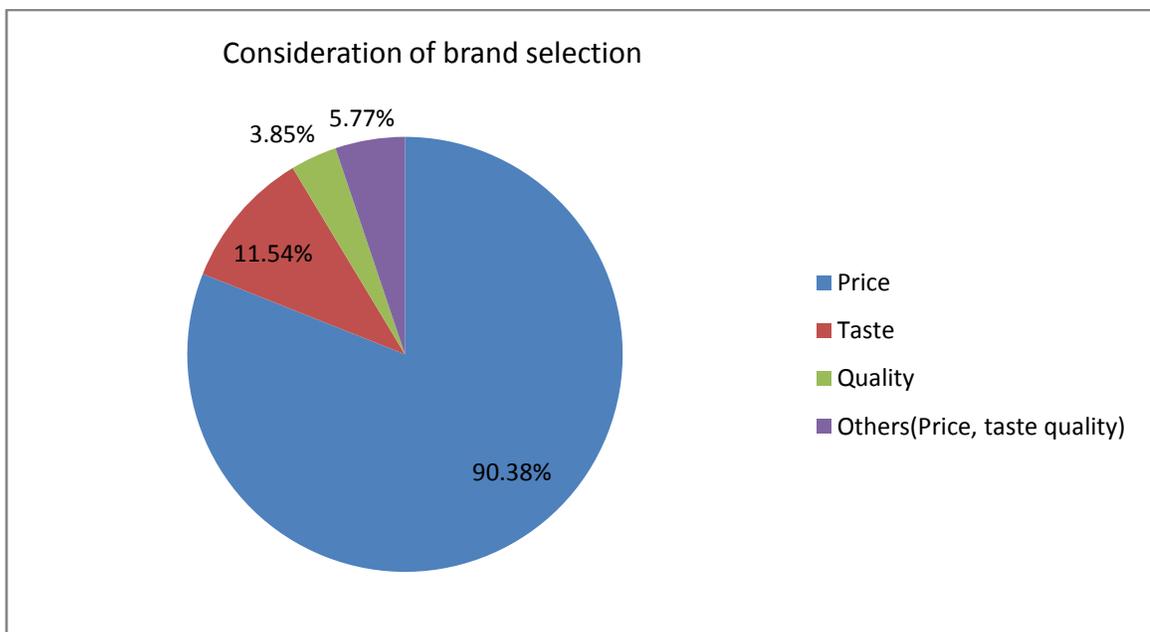
From the above analysis, 23 out of 52 people said taste is similar that means 44.23% where rest 29 people or 55.77 % said its taste is less.

What do you consider when choose the brand Doreo instead Oreo biscuit?

Outcome: Out of 52 responses

Particulars	Response	Percent
Price	47	90.38%
Taste	6	11.54%
Quality	2	3.85%
Others(price, taste & Quality)	3	5.77%

Let analyze the above data collected from survey using pie chart showing percentages of different category



47 person out of 52 replied they buy it for price that means 90.38% where 6 out of 52 people or 11.54 % thinks they buy it for taste and rest 2 people or 3.85 % buy for its quality. In this question 3 people replied they buy it for both price and taste and one replied as he buy it for price, taste as well as quality.

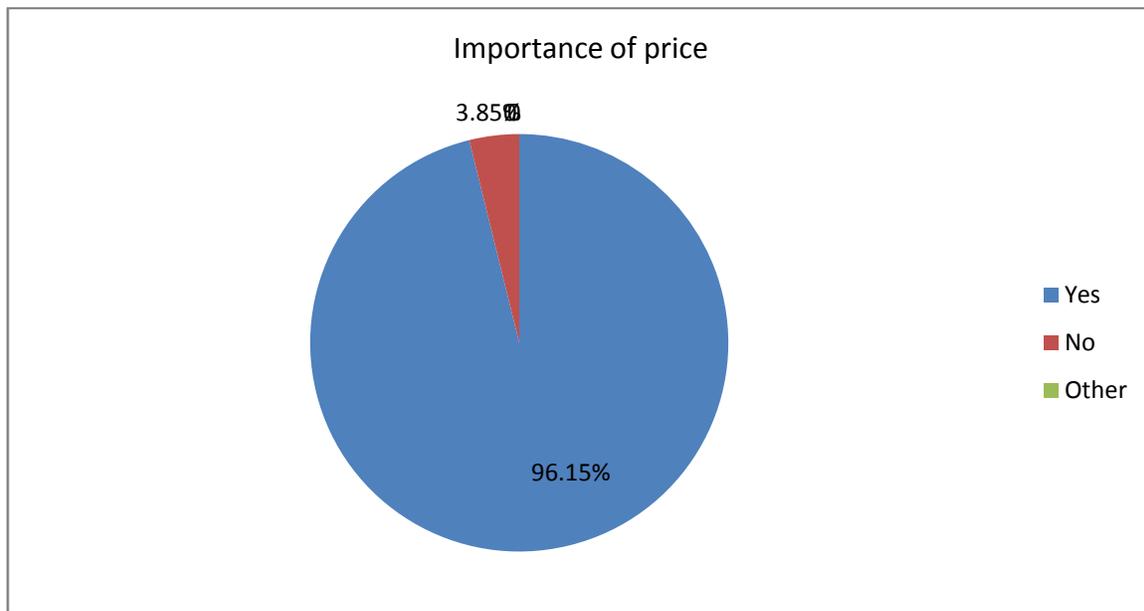


Is price a vital issue of choosing Doreo biscuit?

Outcome: responses collected from 52 consumers

Particulars	Response	Percent
Yes	50	96.15%
No	02	3.85%
Others	-	-

Let analyze the above data collected from survey using pie chart showing percentages of different category



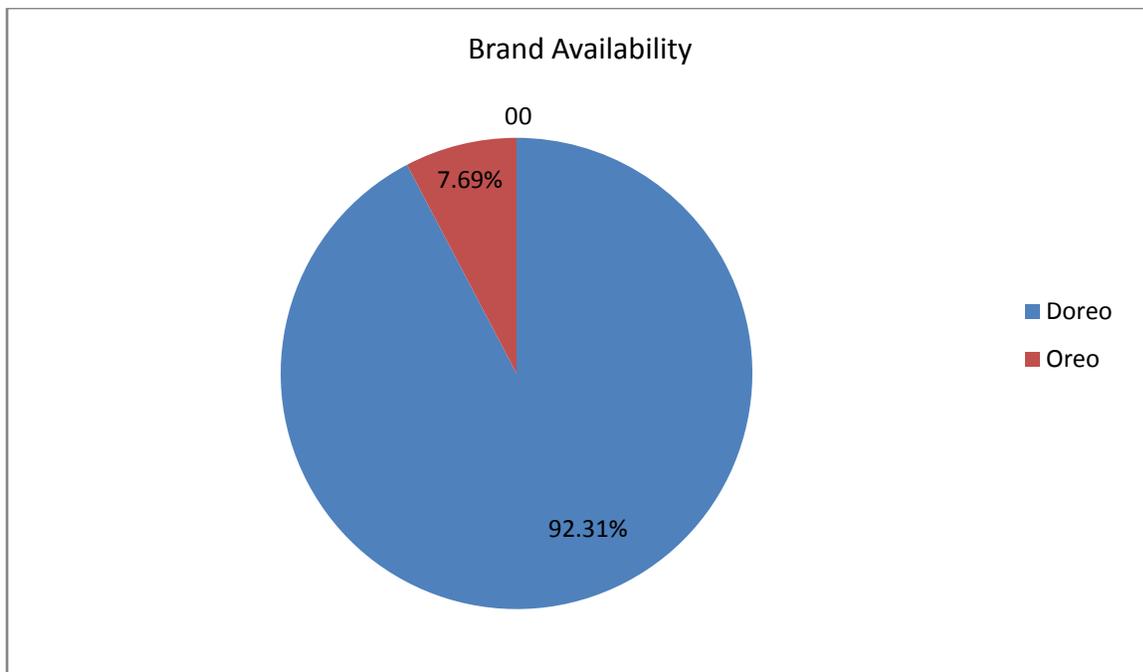
This question is asking about whether price matters for buying decision. From the above analysis, 50 people or 96.15 % replied price is important but only 2 responses gone against it or 3.85% replied no. Nobody chooses the option other.

Which brand availability is much (available everywhere)?

Outcome: given below with summarized information

Particulars	Response	Percentage
Doreo	48	92.31
Oreo	4	7.69

Let analyze the above data collected from survey using pie chart showing percentages of different category



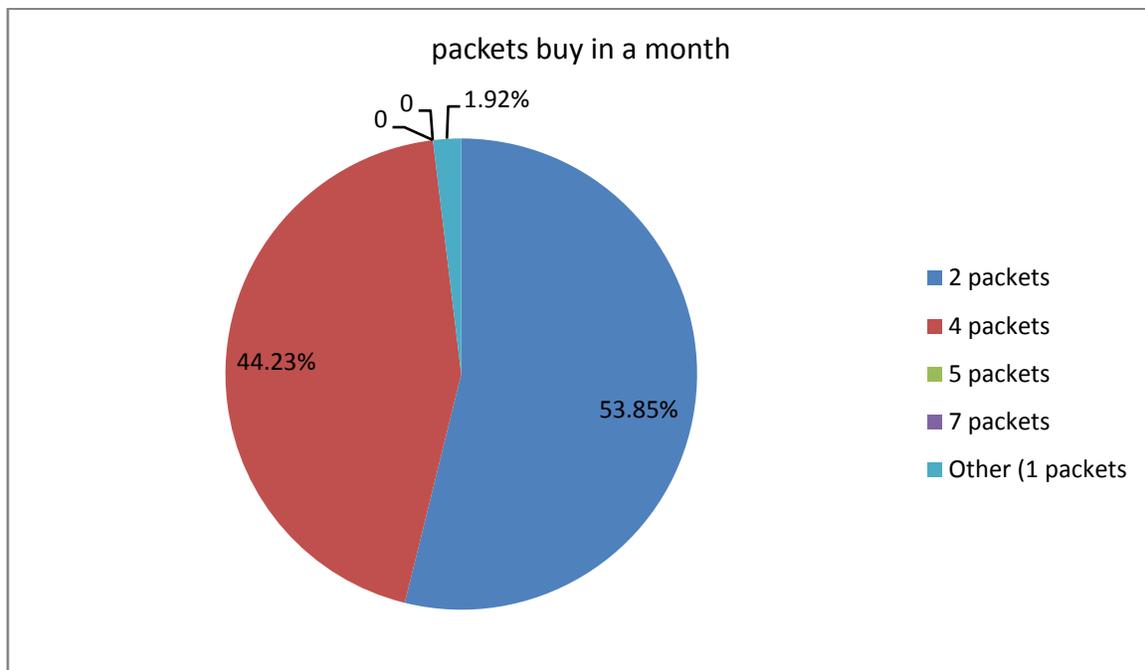
Above data are summarized as availability of both brand in the local markets. Here 4 out of 52 respondent or 7.69% said Oreo is available much and 48 people or 92.31% replied as Doreo is more available than Oreo.

How many pack of Doreo you buy in a month?

Outcome: given below in the table

Particulars	Response	Percent
2 Packets	28	53.85%
4 Packets	23	44.23%
5 Packets	-	-
7 Packets	-	-
Others (1 Packets)	01	1.92%

Let analyze the above data collected from survey using pie chart showing percentages of different category



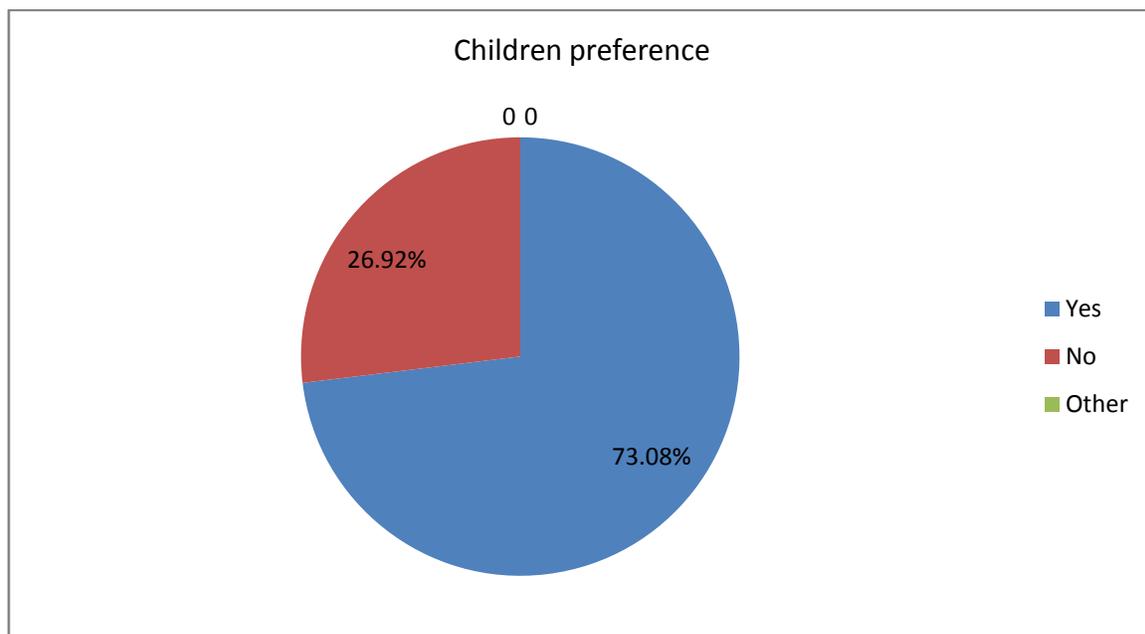
This question is asking about the packets you buy in a month. Here 28 people or 53.85 % replied they buy 2 packets in a month where 23 people or 44.23% replied they buy 4 packets in a month. Only one said he buy one packet a month.

Do your children knew and prefer our brand Doreo?

Outcome: given below with summarized data

Particulars	Response	Percent
Yes	38	73.08%
No	14	26.92%
Others	-	-

Let analyze the above data collected from survey using pie chart showing percentages of different category



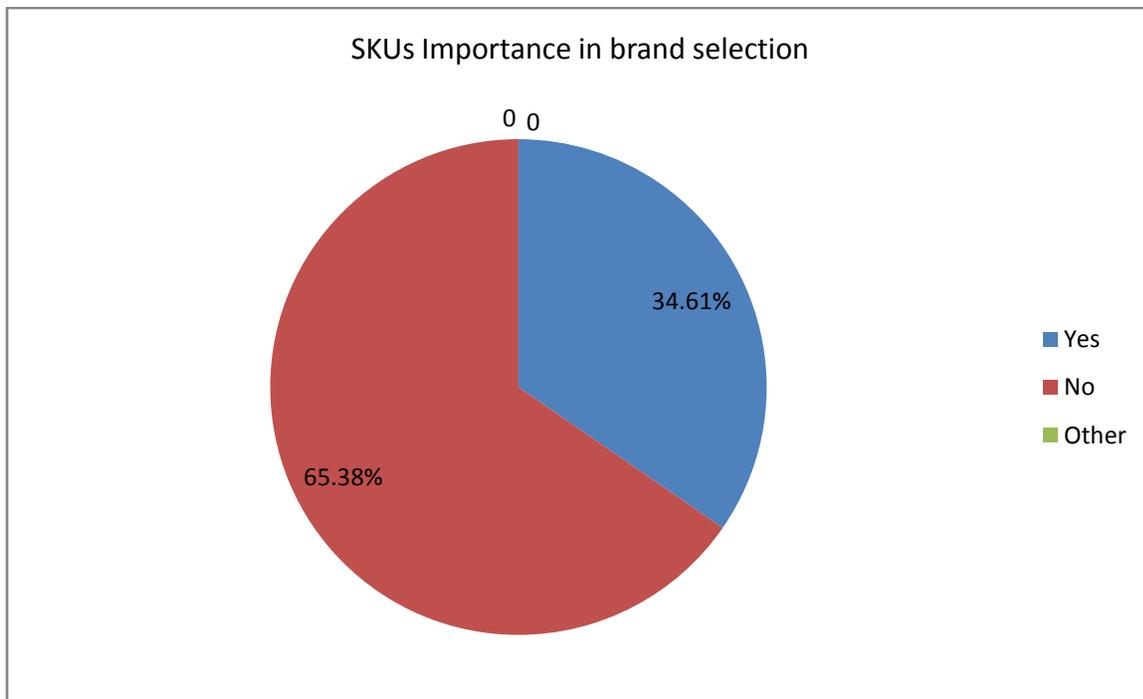
This is about children knowledge and preference about our brands. Here 38 respondent 73.08 % whose children knew and prefer our brand and rest of the 14 or 26.92 % doesn't have any children and most of them are unmarried.

Do you think different weights of pack (SKU) are more convenient for choosing Doreo instead of Oreo?

Outcome: data are given in the table

Particulars	Response	Percent
Yes	18	34.61%
No	34	65.38%
Others	-	-

Let analyze the above data collected from survey using pie chart showing percentages of different category



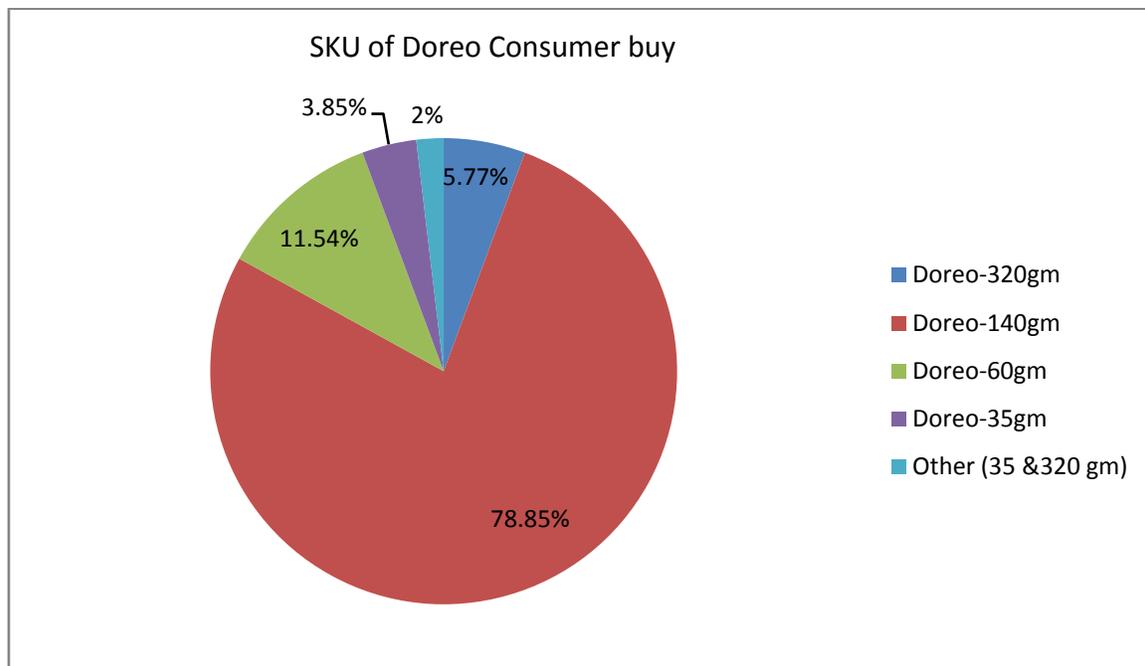
This is asking about different stock keeping unit (SKU) whether it is facilitating of buying Doreo. In that point 34 people 65.38% replied they are not agree with this statement by answering no and rest 18 people or 34.61% replied as positive.

Which of the following SKU (Stock Keeping Unit) you bought most?

Outcome: getting from consumers response are given below

Particulars	Response	Percent
Doreo-320 gm	2	1.92%
Doreo-140 gm	41	78.85%
Doreo-60 gm	06	11.54%
Doreo-35 gm	02	3.85%
Other (320 & 35 gm)	01	1.92%

Let's see this data presentation in percentage form by using a pie chart



From the last question, I got responses that 41 people or 78.85% people replied that they buy 140gm packet where 2 people or 3.85% buys 320gm packets and one person or 1.92% buys 35gm packets where one person buys both 320gm and 35gm packets.



3.7 Sales analysis

Sales data are collected from accounts & finance department of year 2013 and 2014 (up to June).

So I have only taken last 06 month of 2013 and first 06 month of 2014 and analyze the data using column chart

Sales data: July to December 2013

	Doreo							
	35 gm		60 gm		140 gm		320 gm	
	Qty.	Value	Qty.	Value	Qty.	Value	Qty.	Value
July 13	671.00	8,51,182.00	59.00	1,27,314.00	301.00	2,74,467.00	276.00	5,91,897.60
August 13	782.00	9,92,353.00	43.46	93,431.45	217.00	1,95,493.00	487.00	10,36,320.00
September 13	879.00	11,16,016.00	58.00	1,25,730.00	454.16	4,14,915.92	401.00	8,59,068.00
October 13	792.00	10,06,424.20	81.00	1,78,857.00	428.00	3,94,706.00	461.00	9,94,348.80
November 13	854.00	10,86,485.56	30.00	64,323.00	400.00	3,64,230.00	424.00	9,09,580.80
December 13	705.00	8,93,828.00	1.00	2,133.00	359.00	3,26,593.00	458.00	9,83,509.20
Total	4,683.00	59,46,288.76	272.46	5,91,788.45	2,159.16	19,70,404.92	2,507.00	53,74,724.40

Sales data: January to June 2014

	Doreo							
	3 pairs (35 gm)		5 pairs (60 gm)		12 pairs (140 gm)		320 gm	
	Qty.	Value	Qty.	Value	Qty.	Value	Qty.	Value
January 14	2842.00	3600814.00	8.00	17064.00	1478.00	1313942.00	1385.00	2925120.00
February 14	2971.00	3764257.00	5.00	10665.00	1483.00	1318387.00	1779.00	3757248.00
March 14	3801.00	4815867.00	6.00	12798.00	1652.00	1468628.00	1750.00	3696000.00
April 14	1993.00	2525131.00		0.00	1349.00	1199261.00	1772.00	3742464.00
May 14	11607.00	14706069.00	19.00	40527.00	5962.00	5300218.00	6686.00	14120832.00
June 14	1440.4	1828151.52	0	0	1109	992954.842	917	1946701.92
Total	24654.40	31240289.52	38.00	81054.00	13033.00	11593390.84	14289.00	30188365.92

From the above data we can see that at the last half of 13, Doreo 35gm was sold 4683 quantities which price was BDT. 5946288.76 but at first half of 14, it was sold 24654.40 quantities with price of BDT. 31240289.52. Sales increases 425.37% from the previous half.

But in case of 60gm packet sales decrease 86.05% in the year 2014 first half. Doreo 140gm packet sales has increased significantly from 2013 last half compare to this year first half as it has increased 503.61% which is valued at BDT 11593390.84

In case of Doreo 320gm packet, sales is also increased significantly in 2014 first half compare to 2013 last half which is about 469.96% which is valued at BDT 30188365.92

Graphical presentation of Sales amount is given below using column chart

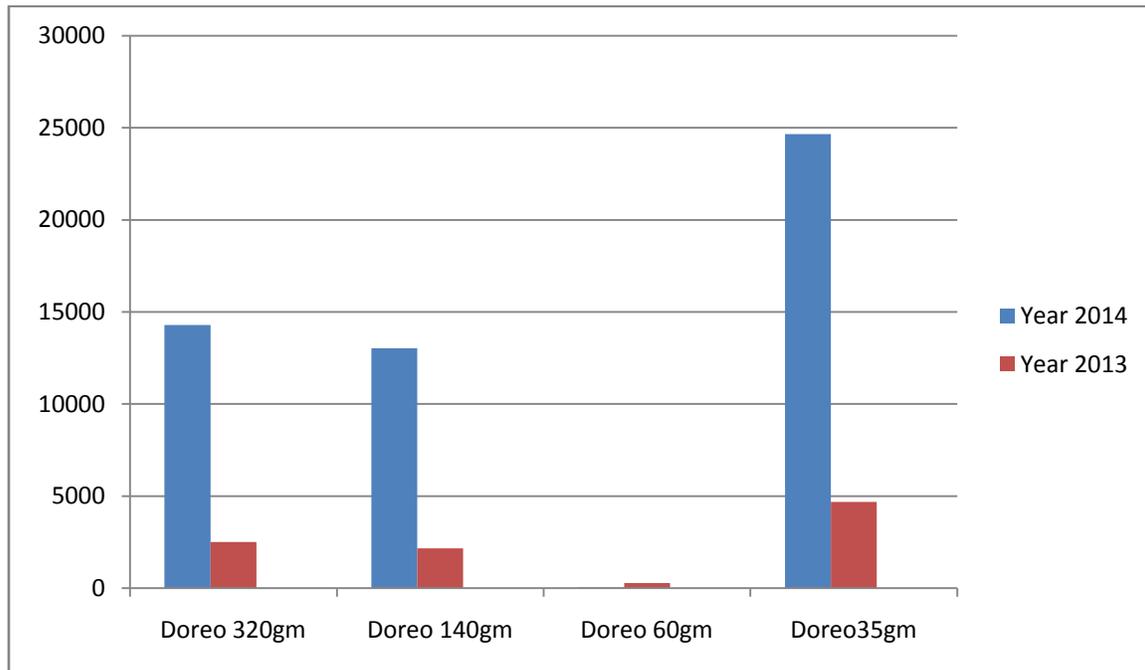


Figure: Sales data in quantity of 2013-14

3.8 Findings

From the above analysis from questionnaire data, I have found the following aspects of “Doreo”

- ❖ Among the 52 respondents 54% approximately have replied as lower price for choosing the brand rather than taste or availability
- ❖ Most of Consumers believe that Doreo’s taste is less than Oreo, rest of the respondent believe taste is neutral.
- ❖ Consumers confirmed that they consider price when they buy Doreo where rest was replied as taste and quality.
- ❖ Consumer gives more emphasize on price when buying Doreo. Almost 97% of the consumers agree with the statements.
- ❖ Availability of Doreo is more than Oreo as almost 93% people agree with the statements.
- ❖ Almost 54% people buy 2 packet of Doreo in a month where rest 44% buys 4 packets.
- ❖ As target consumers, almost 77% parents confirm that their children knew and prefer Doreo where rests 23% consumer were young.
- ❖ I found that different Stock Keeping Unit (SKU) doesn’t have any relationship of sales increased where approximately 65% people agree with this statement.
- ❖ Observation consumer prefers Doreo 140gm packet here 78% people buy this SKU.
- ❖ Except Doreo 60gm SKU, all other SKU sales has increased significantly that has been claiming better outcome from the market.



3.9 Recommendation

From the above finding I can give some recommendation in the following to improve the market of Doreo

- In order to improve the brand Doreo to grab the market share from Oreo, It has to improve its taste and quality within this price
- Consumers of this kind of premium brand biscuit are mainly children and young people. To capture more market share Danish has to increase its quality along with taste and price is good now. Price should not be increased otherwise market could go to competitors hand
- Although Doreo is available in every corner of the country and this finest distribution has to be carryout to capture new market share.
- Take more promotional programs to increasing monthly sales of Doreo
- Danish Foods Should emphasize proportionately on both target markets
- They should increase promo of SKU to the target customers
- They also should take efficient brand management for different SKUs' to increase proportionate sales.



3.10 Conclusion

Partex Star Group is one of the largest private conglomerates in the country. This Group owns Star Particle Board Mills, Danish Condensed Milk, Danish Food Products, Danish Milk Bangladesh, Danish Distribution Network, Partex Furniture Industries, Corvee Maritime, Ferrotech Ltd, Rubel Steel Mills, Partex Ltd, Partex Builders, Partex Agro Ltd, Partex Housing, and Partex Laminates etc. In this report, I have focused on Danish Food Ltd. as I have completed my internship there and have a wealthy experience of local FMCG industry. To complete my internship report, I have undertaken a research through questionnaire for Danish foods one of the key stake Biscuit Industry specially taken the band “Doreo” brand.

Doreo is one of the premium biscuit brands in the country which has a strong competitor called Oreo, is world leader of biscuits made by the Nabisco division of Mondelēz International in the USA. It is distributed in Bangladesh by Mondelēz India Ltd. in Bangladesh.

I have analyzed both primary and secondary data to find out the success of Doreo in the market and got a good response from it. I think Danish Food should take efficient branding program for Doreo at regular interval to ensure its current market and grab more share in the future while competing with Oreo, a market leader of biscuit all over the world.

It is difficult to compete with an established international brand but in Bangladeshi context if Doreo can provide better quality and tasty biscuit similar to Oreo with this price then it can give a good fight with it.



References

Sales data of Danish Foods Limited of year 2013-14 (June)

<http://partexstargroup.com/>

http://en.wikipedia.org/wiki/Partex_Group

http://www.partexgroup.com/about_us.html

<http://en.wikipedia.org/wiki/Oreo>

Questionnaire

Product Name: "Doreo"

Market Performance or success of Doreo

Name:

Date and signature.....

Age:

(Please circle the following suitable option)

Q.1. Do you know about the local biscuit brand Doreo?

- Yes
- No

Q.2. Why you choose the biscuit brand "Doreo"?

- Availability
- Lower Price
- Taste
- Others.....

Q.3. Do you think Doreo taste is similar or less than Oreo?

- Yes
- No
- Others.....

Q.4. What do you consider when choose the brand Doreo instead Oreo biscuit?

- Price
- Taste
- Quality
- Others.....

Q.5. Is prices a vital issue of choosing Doreo biscuit?

- Yes
- No
- Other.....

Q.6. Which brand availability is much (available everywhere)?

- Doreo
- Oreo

Q.7. How many pack of Doreo you buy in a month?

- 2
- 4
- 5
- 7

Q.8. Do your children knew and prefer our brand Doreo?

- Yes
- No
- Others.....

Q.09. Do you think different weights of pack (SKU) is more convenient for choosing Doreo instead of Oreo?

- Yes
- No
- Others.....

Q.10. Which of the following SKU (Stock Keeping Unit) you bought most?

- Doreo-320 gm
- Doreo-140 gm
- Doreo-60 gm
- Doreo-35 gm