





# Internship report on “Demand Analysis of Golden Harvest Agro Industries Ltd.”

## **Submitted to:**

Mr. Suntu Kumar Ghosh  
Asst. Professor  
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## **Submitted by:**

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ID: 09304130  
DPT: BBA  
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## **Submitted on:**

Date: October 28, 2014



## Letter of Transmittal

October 28, 2014

Mr. Suntu Kumar Ghosh

Asst. Professor

BRAC Business School

BRAC University

Dear Sir,

With great pleasure I submit this internship report that I have been assigned to us as an important requirement of BBA program at BRAC University. I have found the study to be pretty interesting, beneficial and knowledgeable. I have tried my level best to prepare an effective & creditable report.

This report is about the Golden Harvest Agro Industries Ltd. of the GH (Golden Harvest) situated at Gulshn-Tejgaon link road, Dhaka.

I also want to thank you for your support and patience with me and I appreciate the opportunity provided by BRAC University and Golden Harvest Limited to work on this wonderful project.

Yours sincerely,

Jannatul Ferdosh Chandni

ID: 09304130

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## Letter of Acceptance

It is my pleasure to accept the internship report entitled “**Demand Analysis of Golden Harvest Agro Industries Ltd.**” prepared by Jannatul Ferdosh Chandni, major in Marketing and minor in Human Resource Management in Bachelor of Business Administration (BBA), BRAC University of Bangladesh. I do here by certify that this report was solely prepared by her by using the relevant documents related to the assigned topic.

-----  
**Suntu Kumar Ghosh**

Internship Supervisor &

Asst. Professor of BRAC Business School,

BRAC University of Bangladesh



## Declaration

I am Jannatul Ferdosh Chandni. I am a Student of BBA, ID. 09304130, major in Marketing and minor in Human Resource Management from BRAC Business School of Bangladesh, hereby declare that the internship report on “Golden Harvest Agro Industries Ltd.” was organized after the completion of my internship at Golden Harvest Ltd., Gulshan-Tejgaon Link Road, Dhaka. I also declare that the internship report is prepared for an academic purpose and has not been submitted by me before of any degree.

.....  
Jannatul Ferdosh Chandni  
ID: 09304130  
Dpt.:BBA  
BRAC University



## Certification

This is hereby certified to Jannatul Ferdosh Chandni, ID. 09304130 Student of BBA program BRAC Business School, BRAC University of Bangladesh, she has successfully completed the Internship program for two and a half months from August 17th to October 31st, 2014 from Golden Harvest, Dhaka.

At the period of Internship she has achieved the practical knowledge about agro industries and its working procedure from this sector.

I hope the successful future for his life.

-----

**Suntu Kumar Ghosh**

Internship Supervisor &

Asst. Professor of BRAC Business School

BRAC University of Bangladesh



## Dedication

I would like to dedicate my internship report to Almighty Allah. Who blessed me to complete my internship period and complete my internship report very peacefully and very easily with a friendly environment without facing any problem. I would also dedicate this report to the family of Golden Harvest. All the friendly and helpful people from the branch made me learn easily and fit in with them properly.

## Acknowledgement

I would like to express my gratitude to all the people involved both directly and indirectly in the preparation of this report. I apologize to the people whose names that I have not mentioned, and their contribution is highly appreciated by me. First & foremost of all, I would like to convey my heartiest gratitude and total devotion to almighty Allah for blessing me with the ability, strength, patience as well as keeping me active in performing my internship everyday jobs successfully.

**Mr. Suntu Kumar Ghosh**, Internship Supervisor & Lecturer of BRAC Business School, BRAC University of Bangladesh who has been my academic supervisor for the course Internship. He was kind enough to allocate his valuable time to provide me with his humble guidance, motivating thoughts, sufficient & applicable directions for the successful preparation of this report.

I would especially like to convey my gratitude to, **Mr. Salahuddin Taimur**, (GM) at Golden Harvest to guide me throughout my stay as an intern at the company. Without his motivation, guidance & suggestions, this report would have remained incomplete.

Special note of mention will be awarded to **Nirmal Chandra Das** (AVP), **Md. Saiful Islam (DGM)**, and **Nusrat Rabbani (HR Manager)**. They all are very helpful and very supportive & co-operative towards a learner like me to understand the tasks & operations of agro industry.

Sincerely Yours,

.....

Jannatul Ferdosh Chandni

ID: 09304130

DPT: BBA,

BRAC Business School



## TABLE OF CONTENT

Chapter Name	Name of Contents	Page
Chapter-1	Introduction	
1.0	Executive Summary	1
1.1	Current status of Agro Industries in Bangladesh	2
1.2	Local Agro Industries in Bangladesh:	2
1.3	Introduction	5
1.4	Objective of the Report	5
1.5	Scope of the Report	5
1.6	Methodology	5
1.7	Limitations of the Report	4
Chapter-2	Organizational Overview	
2.1	Organizational Overview of Golden Harvest	6
2.2	Mission of Golden Harvest	8
2.3	Vision of Golden Harvest	8
2.4	Goal of Golden Harvest	8
2.5	Objectives of the Company	9
2.6	Corporate Information	10
2.7	Corporate Social Responsibility	11
2.8	Strength of the Golden Harvest	12
2.9	Companies of Golden Harvest	13
Chapter-3	Golden Harvest Agro Industries Ltd.	
3.1	Golden Harvest Agro Industries Ltd.	14
3.2	Principle Products and Services	15
3.2.1	Frozen Ready to Cook Snakes	15
3.2.2	Frozen Ready to Cook Vegetables	15
3.2.3	Frozen Ready to Cook Fishes	16
3.3	Market for the Products	16
3.4	Production Process	19

3.5	Current Market Situation	20
3.5.1	Industrial Analysis	20
3.5.2	Product Life Cycle	21
3.5.3	Market Analysis Summary	22
3.5.4	Market Size	23
3.5.5	Market Growth	24
3.5.6	Market Competition	24
3.6	Distribution of the Product	26
3.6.1	Distribution For Domestic Market	26
3.6.2	Distribution for International Market	27
3.7	Distribution Logistic	27
3.8	E-Commerce	28
3.9	Media Campaign	28
3.10	Sources and availability of Raw Materials and the Names of the Principle Suppliers	28
Chapter-4	Analysis	
4.1-4.4	SWOT Analysis	29
Chapter-5	My Job Responsibilities	
5.0	Nature of the Job	31-36
Chapter-6	Observation & Findings	
6.0	Observations	38-39
Chapter-7	Recommendations & Conclusion	
7.1	Recommendation	41
7.2	Conclusion	43

## 1.0. Executive Summary

This report is based on Golden Harvest Internship program is the pre-requisite for the graduation in BBA. Classroom discussion alone cannot make a student perfect in handling the real business situation; therefore, it is an opportunity for the students to know about the real life situation through this program. A report has to be built for the university and organization requirement. The topic of the report is **“Demand Analysis of Golden Harvest Agro Industries Ltd.”** The main purpose of the report becomes very clear from the topic itself. The report discusses about the different term and condition, rules and regulation of the new department of Golden Harvest

This report is completed based on my ten week internship in Golden Harvest at Shanta Western Tower. This is an orientation report that contains the real life day to day working experience of different tasks of the Department of marketing of Golden Harvest. It is the leading agro industries Ltd. of Bangladesh. To serve the nation, Golden Harvest does some activities like collecting the raw material from the core of the crop fields, processing the materials with collaboration of foreign production managers, store the final products, supply the products through distributors’ etc. Agro industry is the main concern of this company. Besides it has other wing industries like cold chain, food, developers, info-tech, partex aviation, life insurance etc.

The new addition of this company is the ice cream department. The ice-cream industry in Bangladesh is growing steadily at around 12% every year and has been establish at BDT 10 billion in the fiscal year 2014-15. Golden Harvest has recently launched its ice-cream brand which offers 40 various variants including sticks, cups, cones, calippo, sorbet, tubs, cakes and many more. This report is based on actual information and working procedure practiced in Golden Harvest. The overall GH( Golden Harvest) management has analyzed to give a clean idea about the company.

Finally it can say that honesty, reliability, thoroughness and willingness to be open to new ideas and new ways of meeting customer needs are most important for success. The last part ends with competitive analysis, SWOT Analysis, recommendations and conclusions.



### 1.1. Current Status of Agro Industries In Bangladesh

Bangladesh Is an Agro Based Country And Most Of The People Are Associated With Agricultural Productions And Its Services. Agriculture Is Considered As The Prime Economic Sector In Bangladesh. Statistics Shows That Contribution Of This Sector Is Nearly 30% Of Total GDP And About 70% Of The Total Industrial Work Forces Are Employed In The Agro Based Industries. Live Stock Sector, Strongly Dominated By Poultry, Plays A Vital Role. More Than 20% Of The Total Population Of The Country Depends On The Livestock Sector Directly Or Indirectly For Earning Their Livelihood. Besides Poultry Fisheries Are Having Escalating Growth From Last Decade.

### 1.2. Local Agro Industries in Bangladesh:

Bombey Sweets
Aftab
Harvest Rich
Golden Harvest
Pran
CP
BD Foods
Six Seasons
Bengal Meat

There are few more industries in Bangladesh headed by foreign companies and some small companies.

### **1.3. Introduction:**

The purpose of this study is to find and analyze Golden Harvest, mainly its agro industry and the processing of it. It will also include the performance of Golden Harvest in recent years. To find out different GH facilities in Dhaka Bank is also provided and also to give an idea about the structure behind the industry set up and a over all view of it.

### **1.4. Objectives of the report:**

The objectives of this report are:

- To identify the Structure, processing system and the status of Golden Harvest.
- Identify the main activities at Golden Harvest.

### **1.5. Scope of the report:**

The scope of this report is the corporate office at Gulshan-Tejgaon link road and their operations throughout the country. The report also touches the agro industry and its trends and competitors in Bangladesh.

### **1.5. Methodology:**

I have used mainly secondary data sources for this report. But primary data has been collected in the form of interviews with various employees especially Md. Farhan Hadi (Brand Manager) and Khandaker Nur-E-Burhan (Operational Manager).

GH brand Manager discussed different strategies relating to strengths, weaknesses, opportunities and threats. He also talked about the agro industry in Bangladesh and branding strategy of GH.



Operational Manager made me understand various works related with the processing of the works in GH.

I used the following sources for information:

- Golden Harvest Annual Report
- Their website
- Their regular circulars
- Office files
- Working papers
- Other financial websites
- Interviewing other workers of Golden Harvest

## **1.6. Limitations of the report:**

Some limitations of the report are:

- Time span – 2.5 months was not very sufficient for a report of this magnitude
- Less time to work on as I came back from office at 7 pm and sometimes 7.30pm
- Confidentiality of the company to disclose some sort of information
- Lack of availability of sufficient data

# Organization Overview



## **2.1 Organizational Overview of Golden Harvest:**

Golden Harvest is one of Bangladesh's leading business groups with diversified interests in Food, Dairy, Commodity, Information Technology, Logistics, Real Estate, Aviation, Infrastructure Development and Insurance.

Golden Harvest has been a pioneering force in the frozen food sector in Bangladesh and is the country's first company to develop its own Cold Chain network in collaboration with USAID.

Golden Harvest Agro Industries Limited, an agro based food processing company, is engaged in growing, procuring, purchasing, processing, packaging, warehousing, transporting, exporting, importing, distributing, and selling agriculture based food and food products. It provides frozen and dry foods, jam jelly, sauces, pickles, fruits and allied products, vegetables, and candy and allied products.

It is an ISO 9001:2008 and BRC (British Retail Consortium) certified food processing facility. The company is also the largest frozen food supplier in the country and has an extensive network of temperature controlled fleet of transport system, maintaining a temperature of -20 degree Celsius, and provides a nationwide Market Coverage of over 18,000 Retail outlets all over Bangladesh and also exports to USA, Canada, Australia, Middle East and the European countries.

The company has started its journey as a Commodity Brokerage company and later on expanded its business and is now a leading force behind various business sectors and employing over 5000 People. Golden Harvest Agro Industries Ltd., a concern of Golden Harvest Group was incorporated in August, 2004 as a manufacturer and seller of agricultural based food & food





products. Subsequently, it was converted into public limited company in June, 2010. Later in March, 2013 the company got listed both in DSE and CSE. At present, 35% of its share is held by its sponsors. The company has a subsidiary named as, Golden Harvest Ice Cream Ltd. where it holds 99.99%% share.

Golden Harvest is also the Joint Venture partner of Nippon Express, Asia's largest logistics company with network in over 480 locations worldwide.

Golden Harvest strongly believes in giving back to the society and runs a CSR program that includes Bangladesh Human Rights Foundation, TAC Charitable.



## **2.2 Mission of Golden Harvest**

The mission of Golden Harvest is:

“To be the premier agro industry in the country providing high quality products and services backed by latest technology and a team of highly motivated personnel to deliver Excellence in lifestyle.”

## **2.3 Vision of Golden Harvest**

The vision of Golden Harvest is:

“At Golden Harvest, we draw our inspiration from the distant stars. Our team is committed to assure a standard that makes every single purchase a pleasurable experience. Our endeavor is to offer you razor sharp sparkle through accuracy, reliability, timely delivery, cutting edge technology, and tailored solution for business needs, global reach in trade and commerce and high yield on your investments.”

## **2.4 Goal of Golden Harvest**

Goal of Golden Harvest is:


“Our people, products and processes are aligned to meet the demand of our discerning customers. Our goal is to achieve a distinction like the luminaries in the sky. Our prime objective is to deliver a quality that demonstrates a true reflection of our vision – Experiencing the lifestyle”



### **2.5 Objectives of the company:**

Golden Harvest Agro Industries Ltd. (Golden Harvest) has established its brand name in Frozen Food market with its quality products, range of products and customer services. However, to develop an infrastructure, both public and private sector participation is required. This is the focal point of Golden Harvest's future expansion plans. To eliminate fluctuation in prices both for the growers and for the processors, Golden Harvest will organize collection centers to eliminate intermediary cost for both the parties. Deploying refrigerators with cold storages at 30 degree Celsius, Golden Harvest will have infrastructure backbone of Cold Chain which will ensure proper supply of Frozen Foods all over the country through its 10 temperature controlled transport. Our neighboring country like India has over 50 cold chains, generating revenue over US\$3.5 billion.

## 2.6 Corporate Information:

➤ <b>Name of the Company:</b> Golden Harvest Ltd.
➤ <b>Legal Form:</b> A public limited company incorporated in Bangladesh on August , 2004 under the Companies Act 1994 and listed in Dhaka Stock Exchange Limited and Chittagong Stock Exchange Limited in 2013.
➤ <b>Date of Commencement:</b> August, 2004.
➤ <b>Registered Office:</b> Shanta Western Tower , Level- 5# 501 & 502 ; 186, Gulshan-Tejgaon Link Road, Tejgaon I/A, Dhaka-1208, Bangladesh
➤ <b>Telephone:</b> +880 (2) 887 8784-7
➤ <b>Telefax:</b> +880 (2) 887 8204
➤ <b>E-Mail:</b> <a href="mailto:info@goldenharvestbd.com">info@goldenharvestbd.com</a>
➤ <b>Web Page:</b> <a href="http://www.goldenharvestbd.com">www.goldenharvestbd.com</a>
➤ <b>Chairman:</b> Enamuzzaman Choudhury
➤ <b>Managing Director:</b> Ahmed Rajeeb Samdani
➤ <b>Logo:</b> 

## **2.7 Corporate Social Responsibility:**

### **➤ Taher Ahmed Choudhury Hospital (TACCH):**

A charitable hospital, was founded in the year 2006 under the CSR program of Golden Harvest Group. Located in Bhadeshwar, Sylhet, the hospital provides free elective surgery and medical outpatient clinics to those in immediate need and without the financial support necessary for private treatment.

### **➤ Alvina Samdani Trust:**

A charitable organization of Golden Harvest Group engaged in supporting the disadvantaged either directly or through other organizations supporting in education, health, etc. The trust also provides scholarship to talented students across the country and also organizes relief effort during natural calamity and etc.

### **➤ Samdani Art Foundation:**

A not for profit Art infrastructure development organization, founded by the Group Managing Director Rajeeb Samdani and Nadia Samdani, Director Golden Harvest Group to promote Bangladeshi contemporary art to the International Arena. The foundation hosts various art events throughout the year with its two major events: Dhaka Art Summit and Samdani Art Award.

### **➤ Bangladesh Human Rights Foundation (BHRF):**

A not for profit organization set up to provide free of cost legal aid to the underprivileged who are fighting against violation of human rights in different ways. Headed by the renowned human rights activist Advocate Alina Khan and having an extensive network all over the country. Group Managing Director, Rajeeb Samdani is the Secretary General of the foundation.

The organization has established a strong network throughout the country by setting up branches in almost all districts of the country.

## **2.8 Strength of Golden Harvest:**

- A dynamic and vibrant Board of Directors
- A strong and resilient capital base
- Well-diversified line of business
- A good risk management and compliance culture
- Highly qualified team of management professionals
- Forward looking strategies and management policies
- Cutting-edge tools and technologies to support real time production
- Deep focus on quality control and a dedicated line of human resources.

## 2.9 Companies of Golden Harvest:

Golden Harvest Agro Industries Ltd.	
Golden Harvest Cold Chain Network	
Golden Harvest Commodities Ltd.	
Golden Harvest Developers Ltd.	
Golden Harvest Food Ltd.	
Golden Harvest Ice-Cream Ltd.	
Golden Harvest InfoTech Ltd.	
Golden Harvest Industrial Park	
Golden Harvest Brain Train Studio Ltd.	
Fatehpur Estate Ltd.	
Nippon Express Bangladesh Ltd.	
Partex Aviation Ltd.	
Sonali Life Insurance Co. Ltd.	



### 3.1 Golden Harvest Agro Industries Ltd.:



Golden Harvest Agro Industries Ltd. is the Country's first ever purpose built frozen food processing plant. 95% of the company's raw materials are sourced locally, through its over 100,000 grower partners in Bangladesh who are linked directly or indirectly with its supply chain process providing services and products in par with the best in the global market keeping in touch with its local values.

Golden Harvest Agro Industries Ltd (GHAIL) processes over 75 varieties of frozen food products including Ready to eat foods, finger foods, vegetables and ensures the finest quality of its products.



### 3.2 Principal products and services:

The principal/ major products and services of the GHAIL are presented as follows:



#### 3.2.1 Frozen Ready to Cook Snacks:

Sl. No.	Products Name	Sl. No.	Products Name
01.	Aloo Puri	06.	French Fries
02.	Chicken Nuggets	07.	Roti Chapati
03.	Dal Puri	08.	Vegetable Samosa
04.	Deshi Paratha	09.	Vegetable Singara
05.	Fish Ball	10.	Vegetable Spring Roll

#### 3.2.2 Frozen Ready to Cook Vegetables:

Sl. No.	Products Name	Sl. No.	Products Name
01.	Kachur mukhi	05.	Bean Seeds
02.	Jack Fruit Seeds	06.	Kakrol
03.	Patol	07.	Ladies Finger
04.	Satkara		

### 3.2.3 Frozen Ready to Cook Fishes:

Sl. No.	Products Name	Sl. No.	Products Name
01.	Hilsha	07.	Baila
02.	Hilsha Egg.	08.	Batashi
03.	Koi	09.	Long Baim
04.	Pabda	10.	Foli
05.	Keski	11.	Ayer
06.	Mola		

In addition, GHAIL has around 100 other minor products.

### 3.3. Market for the products:

Golden Harvest Agro Industries Limited is producing and marketing processed ready to cook food and processed packaged vegetables for households, city dwellers, busy families, young adults, who look for convenient cooking.

(Taka Revenue)				
Products	As on June 30, 2011		As on June 30, 2010	
	Revenue	Percentage	Revenue	Percentage
Frozen Ready to Cook Snacks	59,109,656.00	11.23%	17,493,528.00	4.51%
Frozen Ready to Cook Vegetables	247,905,262.00	47.08%	173,784,601.00	44.81%
Frozen Ready to Cook Fishes	219,511,539.00	41.69%	196,505,491.00	50.67%
<b>Total</b>	<b>526,526,457.00</b>		<b>387,783,620.00</b>	

**Source: Company's annual report**

Relative Contribution of the services contributing more than 10% of the total revenue

## **French Fries:**

Being amongst leading company, Golden Harvest is engaged in supplying and trading an extensive range of frozen snacks. In this report we mainly focus on. Frozen French fries are easy to store for a longer period of time. These are well processed under hygienic conditions and are safe to eat. These are free from all impurities and harmful adulterants.



### **General Features:**

1. Popular evening snack
2. Free from harmful preservatives
3. Crispy enough
4. Attractive shape
5. Hygienic packaging
  
6. Rich flavor
7. Properly stored
8. High in nutritional value
9. Rich in taste
10. Fibrous structure

Here, I want to describe the product form. I shall discuss French fries of Golden Harvest in three levels:

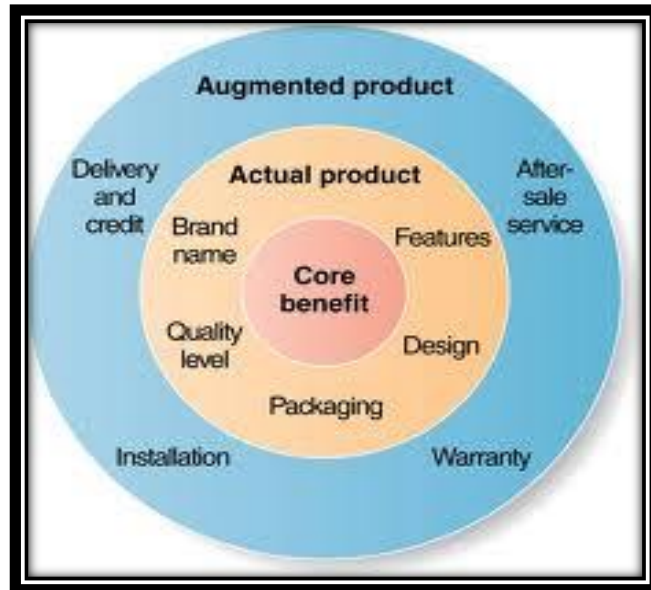


Figure: Three levels of product

### Core Benefit:

Frozen French fries are made of cut out potatoes and other ingredients.



### Components:

- Non-stick cooking spray
- Oil
- Salt
- Sea salt

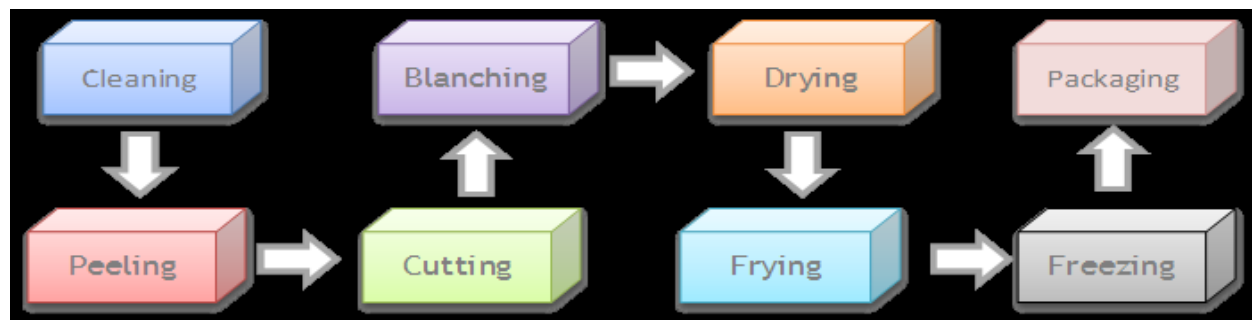
### Actual Product:

Frozen French Fries are:

- Predominant part of the frozen food market.
- Sticks made of peeled and washed fresh potatoes, fried in boiling oil.
- Common size is 10mm x 10mm.



### 3.4. Production Process:



- **Cleaning** – washing and de-stoning.
- **Peeling** - peel removal.



- **Cutting** – in square straight form.
- **Blanching** - leaking sugar and starch gelatinization.
- **Drying** - de-watering of the processed product.
- **Frying** - in boiling oil.
- **Freezing**- cooling and freezing.

Quality Level: Frozen French fries of Golden Harvest are high in quality. They contain high amount of food value and carbohydrate.

Packaging: French fries are served within an attractive packet which is made by thick polythene coloring red and black. It is easy to carry and handle. Its packet keeps fries free from damage and impurities



Quantity: 250 gram, 500 gram, 1kg gram.

Price: 250 gram @ 50 taka.

#### Augmented product:

- Golden Harvest guaranties buyer to deliver fresh and nutritious French fries every time.
  - French fries with attractive prices and convenient packaging are available at all shops.
- Now, it is brought very close to customers that can be enjoyed whenever they want.

### 3.5. Current Marketing Situation:

3.5.1. Industry Analysis: The key to securing market share in FMCG (Fast Moving Consumer Goods) is by satisfying the needs of the customers. Golden Harvest Agro Industries Ltd. utilizes a fully equipped Research & Development (R & D) setup that is continuously working for in-depth understanding of the customer needs and preferences and accordingly

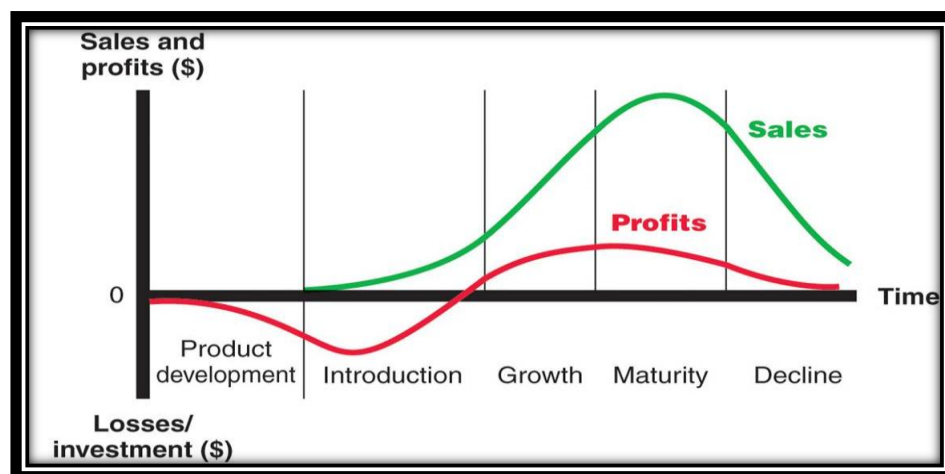
blending its product range. The product line is carefully developed for the consumers with longer shelf life, creating a true niche market in Bangladesh, foods of convenience.

- Since Golden Harvest Agro Industries Ltd. deals in food processing; health risk is the most critical factor to be addressed.
- No organized collection centers for agricultural produce exist in Bangladesh; as a result, there is a high fluctuation in prices both for the growers and for processors.
- Absence of Cold Storage or Cold Chains although the whole process of collection, processing and distribution depends on cold temperature maintenance due to the nature of the finished product.

### 3.5.2. Business Life Cycle:

Frozen ready to cook food of Golden Harvest are very existing products. The company launched these products in different times of 2006-10. So, these products are still staying in its growth stage. But the company is getting poor profit from these product sales. As the products has great marketing potentiality, we can hope that it will reach its targeted profit rapidly by following proper marketing strategy.

Source:



[www.google.com](http://www.google.com)

Figure:-Position of Golden Harvest Ready to Cook Frozen Food in product life cycle



### 3.5.3. Market Analysis Summary:

Market for Ready to Cook frozen foods in Bangladesh is growing at an exponential rate with growth of urbanization and incremental income level of consumers along with their preference to convenience. In spite of high growth of this market, there is scarcity of investment in this sector which creates a huge demand-supply gap resulting in very expensive imports. International market for Ready to Cook frozen food sector is already matured and is growing further at a high rate. Golden Harvest Agro Industries Ltd. (Golden Harvest) is one of the earliest entrants in international market with very promising and loyal customer base in USA, Canada, Australia, Europe and Middle East. In Bangladesh market, Golden Harvest has made a rapid penetration and has captured the leading position with its unique branding and positioning strategy taking opportunity of this fast growing market.

#### Target Market:

Target Market can be described in following way-

- **Age** - Youngsters, single, currently enrolled in college and high school.
- **Family unit** - We are also appealing to families (young families) with children.
- **Gender** - We target both sexes, with a slight skew for males due to their lower attention to dietary concerns.
- **Income** – We are appealing to the higher income individuals and to all in the higher medium to medium income bracket.

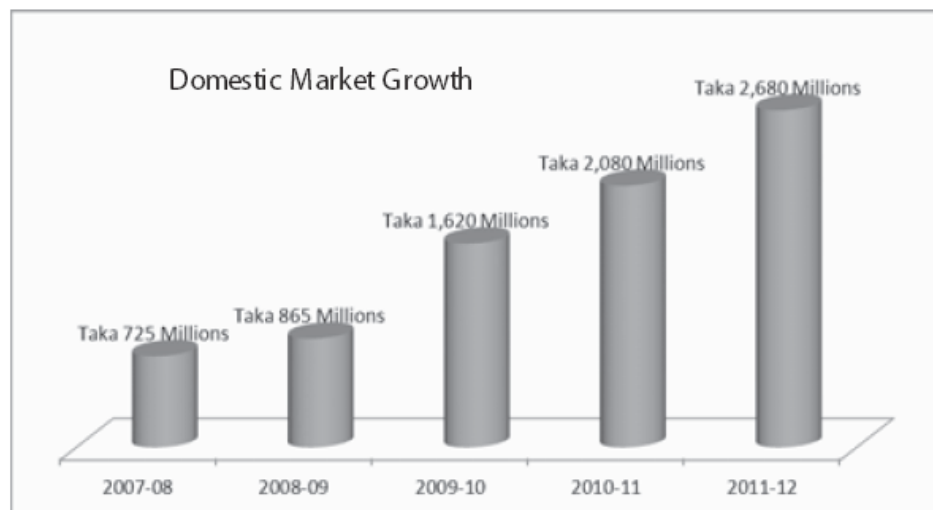
Our concept will have very broad appeal. It is our goal to be the hip destination for fast food cravings.

According to a recent public survey of people 15 - 45 years old, 80% of those interviewed like Frozen Ready to Cook Food. 90% of them like it on a regular basis, and 10% of them claimed that they like Frozen Ready to Cook Food "very much," or "love" it.



#### 3.5.4. Market Size:

After introducing the product the brand cannot attract a large market share. So, at recent its market size is small. Its sale is increasing but at a slower rate, its growth rate is also very less. It is recurring loss every year from its starting. Rapid growth of urbanization and lifestyle in Bangladesh, upward mobility of income class, need for convenience and hygiene are driving the demand for frozen food products in Bangladesh. Currently, the local market size for frozen food products are approximately Tk. 1,000 Crore. Though Bangladesh has a population of over 160 million, but the main market for frozen products are still lying in the major cities due to the absence of a Cold Chain System.



Source: [www.google.com](http://www.google.com)

As per market survey by GHAIL research team, Bangladesh market for convenient frozen food has grown at a staggering rate of 29% during 2010-2011; and is further growing at greater pace with expected total turnover of Taka 950 million by the fiscal year 2011-2012.

Bangladesh has currently population is near 16 Crore. Bangladesh has weathered many national disasters and uncertainties but has been able to maintain average GDP growth rate of 5-6% annually. The average per capita income has also witness upward trend. There appears to be direct co-relation between enhancement in standard of living and rise in the consumption of



frozen foods. The increasing urbanization also expected to boost demand for frozen foods. Golden Harvest Agro Industries Limited is in an unique position to ripe the benefits arising out of these factors.

#### 3.5.5. Market Growth:

Market segments include International and Local market.

Demand for frozen foods with regular addition of different varieties in the international market is enormous; also the international market is established and emerging at a prospering rate with the growing numbers of customers from different part of socio cultural taste who prefer the domestic flavor in their daily food. The buyers are mostly from UK, USA, Australia, Canada and the Middle Eastern Countries.

In Bangladesh, products are consumed by the households, city dwellers, busy families, young adults, who look for convenient cooking. The number of potential buyers is increasing at a fast rate because of the various promotional campaigns sponsored by Golden Harvest and also for its unique product attributes that attract people from all walks of life, irrespective of age, occupation and locality.

#### 3.5.6. Market Competition:

The competition scenario is somewhat sporadic and there is hardly any direct competition with Golden Harvest due to its multiplicity of products. The competitors include Aftab, Harvest Rich brands which have their low range of product line up and imported French Fries like McCain, Lamb Weston.



SL	Name of the Company / Brand	Market Share (%)
1.	Golden Harvest	25%
2.	Harvest Rich	15%
3.	Eurasia Foods	14%
4.	Aftab	10%
5.	CP	5%
6.	BRAC Chicken	3%
7.	Bombay Foods	2%
8.	Others (including imported brands)	26%
Total		100%

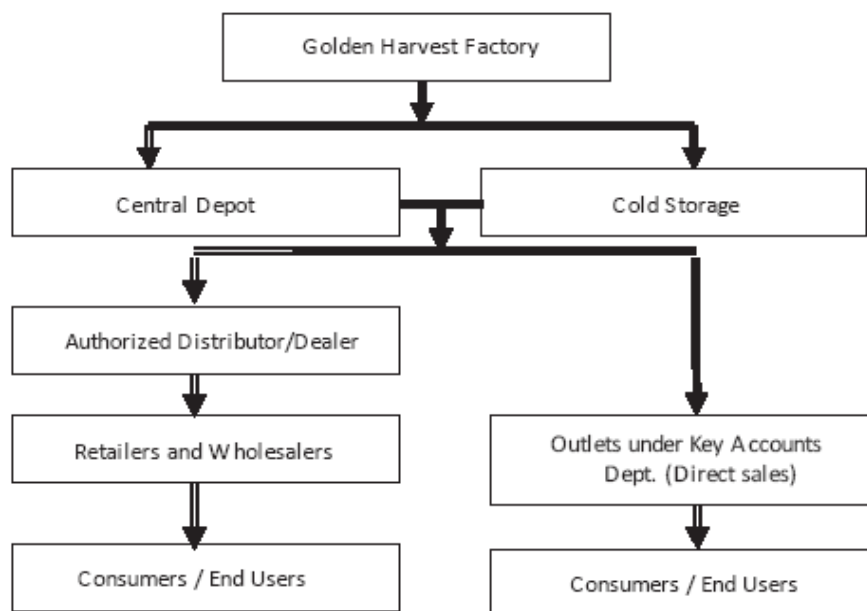
(Source : GHAIL Market Research)

However, Golden Harvest's competitive advantage allows it to carefully select its profitable yet high demanding product lines in a market Niche and at the same time, enjoys a high degree of independence. Thus, Golden Harvest is benchmarking itself in the Ready to cook frozen food industry in terms of quality, pricing and the exotic brand flavors with customer satisfaction.

### 3.6. Distribution of Products/Services:

With a view to supply the right products in the right place and in right time, GHAIL is producing and distributes its products as follows:

#### 3.6.1.Distribution Model for Domestic Market:



Domestic Market requires Golden Harvest to set up a distribution channel throughout the country. Products are sold nation-wide via dealers nominated for various districts.

Technology based temperature controlled logistics is made available for transportation of products from manufacturing plant to the dealer's/outlets across the country.

- Golden Harvest Factory mainly transfers its produced products to its Central Depot and other Hubs. Also distributes products to the market direct from Factory depending on distribution viability.



- Company distributes its products from Depots and Factory through its owned Refrigerated vehicles to its 1st Line Customer i.e. Distributors. Also distributes products to Key Accounts (Superstores, HORECA and General Institutions) where direct sales system exists. Company has built up a sufficient storage capacity in its distribution hubs through a good number of deep fridges. Adding with these they have introduced the country's first cold chain system very recently.
- Distributors distribute products through its own Frozen Delivery Vans to the 2nd line customers i.e. retailers and wholesalers. Company has injected a good number of deep fridges to the retail markets to serve consumers from the outlets.
- Retailers / Key Accounts sell products to the end users.

Golden Harvest has a full backup of logistic equipments and transportations required for its distribution activity. A fleet of 9 (nine) large refrigerated trucks of various capacities are continuously utilized for distributing to the channels of both internal and external buyers at home and abroad maintaining temperature of -30 degree Celsius.

### **3.6.2. Market distribution for International Market:**

Products are regularly distributed to the entry port of respective buyer's country conforming to all export regulations prevailing in Bangladesh. From the entry port, assigned distributors are taking the products to the end users abroad. Golden Harvest has a number of high performing distributors for each of its global destinations. British Retail Consortium (BRC) is giving us certified access to distribute our product to internationally reputed retail chains like TESCO.

### **3.7. Distribution Logistics:**

Golden Harvest has a full backup of logistic equipments and transportations required for its distribution activity. A fleet of 9 (nine) large refrigerated trucks of various capacities are



continuously utilized for distributing to the channels of both internal and external buyers at home and abroad maintaining temperature of -30 degree Celsius.

### **3.8. E- Commerce:**

E- Commerce enables companies to interact with consumers, suppliers, and retailers. Over the past few years, websites have become a dominant media to provide brand promotion, Product information, recipes, and industry related information, customer queries and comments.

### **3.9. Media campaign:**

With media campaign, new consumers and new products are added at an exponential rate in the local market. After the campaign, French fry has created a huge response in the local market. Previously, French fry market in Bangladesh was absolutely dependent on import as a backward linkage to the fast food sector. French fry has now become a household necessity.

### **3.10. Sources and availability of raw materials and the names of the principal supplies:**

Golden Harvest's Primary source of raw material is all over Bangladesh on contract farming basis directly with the farmers. Golden Harvest also has a contract with USAID (PRICE), who is also supporting the farmers with direct forward linkage to Golden Harvest which enables the farmers to get premium price for premium quality by eliminating middle man/brokers.

Golden Harvest Organic Aquaculture Holding Ltd, a sister organization of Golden Harvest is working as backward linkage with different farmers groups. As potato, pulse, chicken, beef, wheat etc. production needs a close relationship between growers and frozen food processors in this sector, crops for processing are grown under contracts which often specify varieties, sizes, and colors, tolerance levels for blemishes and bruising as well as price.

## **4.0. SWOT Analysis:**

### **4.1. Strengths:**

- Abundant availability of raw material
- Priority sector status for agro-processing given by the central Government
- Vast network of manufacturing facilities all over the country
- Vast domestic market

### **4.2. Weaknesses:**

- Low availability of adequate infrastructural facilities
- Lack of adequate quality control and testing methods as per international standards
- Inefficient supply chain due to a large number of intermediaries
- High requirement of working capital.
- Inadequately developed linkages between R&D labs and industry.
- Seasonality of raw material

### **4.3. Opportunities:**

- Large crop and material base offering a vast potential for agro processing activities
- Setting of food parks for providing added incentive to develop
- Rising income levels and changing consumption patterns
- Favorable demographic profile and changing lifestyles
- Integration of development in contemporary technologies such as electronics, material science, bio-technology etc. offer vast scope for rapid improvement and progress
- Opening of global markets

### **4.4. Threats:**

- Affordability and cultural preferences of fresh food
- High inventory carrying cost
- High taxation
- High packaging cost



# **My Job Responsibilities At Golden Harvest**



## **5.0. The Nature of the jobs:**

My internship at Golden Harvest started on August 17th, 2014 and it ended on October 31st, 2014. During these 2 and half months I was assigned at the corporate office which is at gulshan-tejgaon link road. In these 2 and half months I had a lot of good times in the office, but more importantly I finally understood working by actually being there. This practical orientation is necessary for the development and training of a person in the job world. The things that I have learned at Golden Harvest are:

- Necessity of commitment - An assurance that I will work in the company for a period of at least two and a half months and not less than that. Thus I will be given a certificate of the internship program.
- Meaning of responsibility - Getting the works done, those I was assigned to. I learned how to take works with responsibility.
- Punctuality and regularity is very important – getting in to office on time and maintaining regularity. The rule of the office was if anyone comes after 9.15 AM for a consecutive three days, it will be counted as a one day leave. Hence I learned the necessity of punctuality.
- Ability to interact with different types of people – how well I am able to interact and cope up with different types of people.
- Ability to easily mix up with people, as I am a bit on the introvert side.

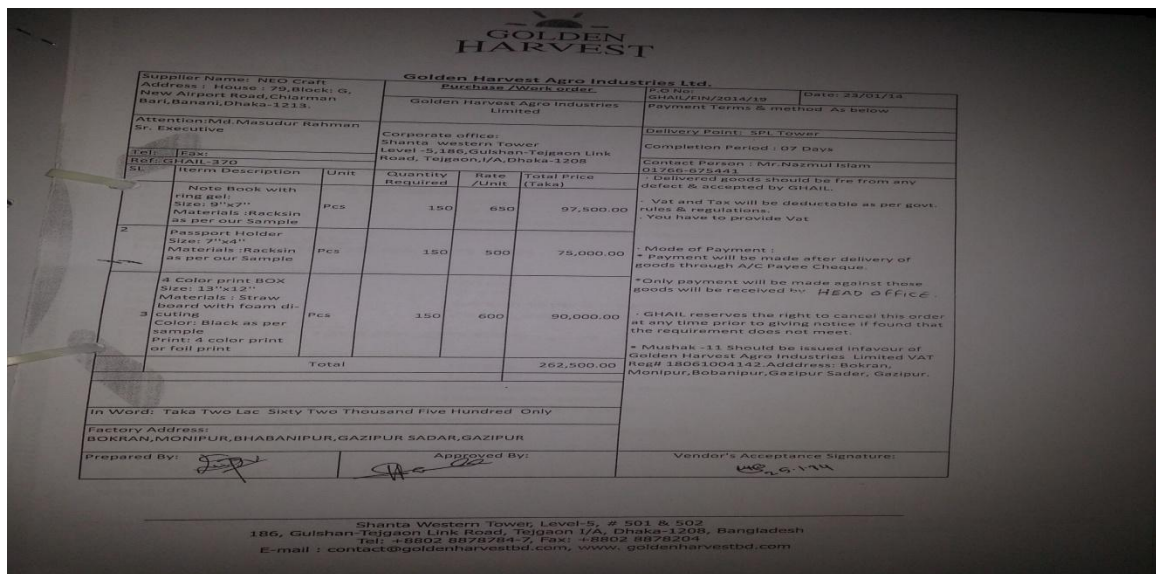
Golden Harvest has a prepared internship program for internees. Although it is rarely followed, it served as a guide for me. I was rotated across all 2 different departments available in the branch in those 3 months time.

Below I would mention the works that I performed while in the office. Although these activities were small, they helped me understand the nature of the work performed in a corporate office.

At first I was assigned to marketing and sells department. I spent the first 1 month in that Department. It was very laborious, and very fruitful. I was under Md. Farhan Hadi (Brand Manager), who was very intellectually absorbing. Who was friendly and made me understand clearly and patiently about all the things that I am supposed to do.

I had a wide variety of responsibilities at GH:

- Writing and later on printing
- Counting the work order
- Organizing the work order



Sl.	Item Description	Unit	Quantity Required	Rate /Unit	Total Price (Taka)
1	Note Book with ring gel Size: 9"x7" Materials :Racksin as per our Sample	Pcs	150	650	97,500.00
2	Passport Holder Size: 7"x4" Materials :Racksin as per our Sample	Pcs	150	500	75,000.00
3	4 Color print BOX Size: 13"x12" Materials : Straw board with foam di-cutting Color: Black as per sample Print: 4 color print or foil print	Pcs	150	600	90,000.00
Total					262,500.00

#### Work order

- If any information was missing in the form, then I called customer and collected that very information.
- Preparing the bill for the branch's expenditure for that day
- Typing other documents given by my in charge
- Keeping things in order and at arm's length
- Making copies of documents using the photocopy machine
- Taking printouts from the printout machine

[illegible]

AH106 12:33:00 PM											
	A	B	C	F	G	H	I	J	K	L	M
1											
2		Sl.	NAME	1	2	3	4	5	6	7	8
3	Accounts	1	Rojma Akhter		10:41:00			Friday		10:46	10:25
4		2	Nirmal Chandra Sardar					Friday			
5		3	Mir Rashidul Haque		9:45:00			Friday	11:14:00	10:53	
6		4	Faisal Hasan					Friday	9:53:00		
7		5	Faisal Mahmud Sajeeb		9:42:00			Friday		12:34	3:17
8		6	Sayed Rabiul Islam					Friday	8:32:00	9:20	9:05
9		7	Rahat Reza Siddique		9:04			Friday		9:56	8:53
10		8	Md. Nurul Islam Sarkar		9:26			Friday	9:19:00	9:40	9:12
11		9	Md. Mazidur Rahman		9:14			Friday	9:15:00	11:14	9:15
12		10	Mahbub Alam (Nazrul)		9:07:00			Friday		10:25	8:54
13		11	Farzana Choudhury		10:20:00			Friday	10:47:00	10:40	9:58
14		12	Md. Akkas Ali		9:20:00			Friday	8:45:00	10:03	9:38
15		13	Shariful Alam					Friday			12:47
16		14	Jasim Uddin					Friday	9:09:00	1:08	9:15
17		15	Md. Shah Alam					Friday			
18	MKT	16	S M Mafrose Alam		9:10:00			Friday		9:24	9:28
19		17	Md. Moinul Islam		10:53			Friday	9:21:00		9:41
20		18	Qazi Mahamudul Hasan		9:09:00			Friday	9:03:00	9:53	9:07
21		19	Nazmul Islam Lipu					Friday	9:28:00	2:24	

Attendance data entry

- Printing, typing, scanning and photocopying documents
- Rearranging the CV
- Calling candidates for interview
- Sorting the best CV's for selection
- Filing the CV after interview

I have also done some market surveys regarding ice cream. Here are some results:

Result of Survey											
Do you sell lolly and shell n core	Yes						No				
	62										
Your priority of product selling	Quality			Price			Margin			Others	
	24			10			18				
Ranking of importance	Quality			Price			Margin			Others	total
	R1	R2	R3	R1	R2	R3	R1	R2	R3	32	71
	31	26	14	13	30	27	27	17	23		
Interest in selling at 2 tk. More	Yes						No				
	12						59				

I have also done a survey of different brands regarding their facebook activities.

Facebook activities of Ice Cream brands								
Name	Visitors Likes	VISITS	Activity frequency	Last Activity Time	profile picture	cover photo	TVC	FB Promotion
IGLOO	99,576	281	moderately regular	6-Sep	Brand Logo	photo of new product	yes	during the moth of july
POLAR	53,632	0	moderately regular	10-Sep	Brand Logo	recent number of like	no	during the mnth of september
BELLISSIMO	70,819	0	not so regular	28-Aug	Brand Logo	photo of suprimo v/s perfetto	yes	during the month of february
MI AMORE	55,006	2765	very regular	10-Sep	Brand Logo	photo with massage "taste of togetherness"	yes	during the month of july



Apart from doing all these all these, I had to make phone calls everyday to clients in order to give information. Sometimes I had to call the customers or store keepers to give or collect information.

# Observations & Findings

## 6.0. Observation:

Working at Golden Harvest was a great experience for me. Indeed it was my pleasure to serve Golden Harvest as an intern. The people over there are actually well acquainted with what they are doing. They are also quite friendly and helpful. I have learnt many things from them. From my little knowledge what I have observed are as follows:

- Work is never left pending for the next day unless it is absolutely impossible to finish the work on time.
- The work process could be made faster with better computers and operating systems. They are currently using Microsoft Office 97; where as the market have better upgrades for Microsoft office. But they can not take this opportunity because it is very costly since they use all originals applications
- A good job performance is rarely praised, hence lacking motivation of the employees. This is the duty of the HR department. Maybe they could train the senior officers to be more motivating to their fellow people.
- There is always a rush of customers so there is no standard on what the employees do throughout the day. The work activity of an employee is set, but it gets hard to finish the pre scheduled works if there is a huge rush of customers.
- The work activities are always set and divided for each of the employees. This is the way it should be, but when I saw it firsthand it was remarkable. Each and every employee has a certain set of responsibilities. He/she carries out those responsibilities throughout the day. It is also easy to assign duties that way. Even though this is the case, I often saw other staff members helping each other out.
- Work environment is very friendly and employees are co-operative.
- Employees are active and sincere to their assigned job responsibilities.
- Generally, office hour is 9.00 am to 6.00 pm however employees are so responsible that they don't leave office until work is done. Even if that takes 7.00 pm in the evening.



- The attendance data keeping system is another setback that should be addressed. In the morning the employees punch their id card which is been saved in the server. Then again, the HR department has to collect the data from the server and then again have to work with it in excel.
- Lack of personal computers on desk.
- They have a very congested sitting arrangement. Even they are struggling to accommodate the new employees with their small work space.
- And finally, IT department is not well developed because most of the day I found that their system was hanged and did not work properly. So they should work on it.

# **Recommendation & Conclusion**

## 7.1. Recommendation:

As I have observed some shortcomings of the company, I would suggest few things according to my understandings. These are:

- GH should increase the number of PCs with updated hardware and software.
- If GH increases the number of employees, they can provide more satisfactory setting arrangements and accommodation to the employees.
- Should decrease the working hours at 8 hours instead of 9 hours. The reason is if an employee work for 9 hours and 6 days a week hence he works for whole 7 days a week.
- Though the company is the leading agro industry in Bangladesh, it should focus more on the product line as there are other companies who already have the products like process chicken fries, chicken wings etc, which still it's a profitable portfolio.
- The marketing strategy of the company should be more focused. They have TVC's, billboards, newspaper advertisements etc. However this sector is still remarkably lacking behind. According to my observation, they should go for 360° media coverage.
- Being the leading agro industry of the country the company should avail all its products at every corner of the country. Even in the small cities heir products should be available.
- Improve and maintain a consistent relationship with customers, especially at retailing.
- In a competitive financial market, their products & services needs to be focused more on customers' needs than simply offering what the competitors are offering.



- They should do more marketing activities to improve their presence in the minds of the target market and also the potential target market. As we see that, Media coverage of GH is not so strong. To attract new clients, they should go for mass media coverage.
- Employees should be trained more on how to behave more professionally with the customers.
- GH has 1 sales office near the corporate office. However the company should set up outlets like food parks in different places as it deals with frozen ready to cook food items. Thus branding and marketing of the companies products will be more enriched.
- Lastly, IT system should be focused on. Many a times I have witnessed that the server was down and for this reason works used to be pending.

## **7.2. Conclusion:**

Standing with some limitations Golden Harvest Ltd is doing better & holding good percentages of market share in agro industry sector. GH, the new generation agro industry in Bangladesh come into being in 2004 under the entrepreneurship of prominent businessman in the country. Established with the objective of bringing about a qualitative change in the lifestyle of people, the company today serves its customers spread across every corner of Bangladesh.

GH has earned recognition at the national & international level. The company achieves several Awards in past few years those are different awards, CSR Award. GH is also committed to corporate social responsibility towards the community. The company is also concern on the practice of the best modern human resource management where training & development is a concern with organizational activity aimed at bettering the performance of individuals & groups in organizational setting. So, if the company can remove all of its present problems, it will be able to gain its goal & will reach to its vision.



## Reference:

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- News Articles
- Their regular circulars
- Office files
- Working papers
- Annual Reports of other company