“CONSUMER PERCEPTION & BRAND POSITIONING OF O’POTATO CHIPS
In particular reference to AKIJ FOOD & BEVERAGE”

Akij Food & Beverage Ltd.

Submitted to: -
1st Supervisor
Kohinur Akter
2nd Supervisor
Sumon Paul Chowdhury
Lecturer’s
BRAC BUSINESS SCHOOL

Submitted by: -
Shariful Hasanul Huque

ID:02104051
Letter of Transmittal

May 10, 2010

Ms. Kohinur Akter
Lecturer
BRAC Business School
BRAC University.

Subject: Submission of Internship Report.

Dear Madam,

Here is my report on “Consumer perception & Brand positioning of O’POTATO chips in particular reference to AKIJ FOOD & BEVERAGE.”

It has been a pleasure as well as a challenge on my part to work on this report that has enabled me to know about Consumer perception & Brand positioning of O’POTATO chips.

I wish you would be to kind to accept my Intern report and help me to complete my degree.

Sincerely,

Shariful Hasanul Huque
Acknowledgement

First of all I would like to thank the All Mighty for helping and supporting us to solve the assignment in time. I would also like to thank Mr. Shafiqul Islam Tushar (AGM Brand), Maidul hossain (Brand Executive), Mainul Huq (Brand officer), Tuhin Sultana (Brand officer), Shamol Halder (B.O), Tazul Islam (Event Head), Sanaul Sikder (E.M.O), and Sumit Chakrabarty (AMO) & Zahidul Islam (research officer) of Akij Food and Beverage Ltd. for providing me enough support and guidance to enrich my report. I also want to thank my supervisor Ms. Kohinur akther who has helped me in the preparation of this report.

I am also grateful to my parents and all of my friends for their continuous support and to all those who have in some way contributed to the preparation of this report.

Last but not the least; I am grateful to all the respondents for patiently furnishing the required information, which was needed for successful completion of this report.
Executive Summary

This project purport to decipher the satisfaction level as well as the preferences of consumer perception to the various flavors of O’Potato Chips in the age group of 10-18 school and college going students in Dhaka metropolitan area, Sylhet and Chittagong. Our aim is to analyze the marketability and future growth prospects of O’Potato chips. It is clear from the survey results that the most preferred brand is Lay’s and its acceptability is 42% and followed by Meridian (24%), Bombay (20%), O’Potato (6%).

In this survey, our main objective was to conduct the product taste, saltiness level, mouth feel and overall aspect of the chips. In terms of the above parameters overall situation of Spicy Cocktail is average and Tomato Tango is good. But comparing to Lays the level of improvement is very insignificant. On the other hand, the ingredient’s composition of Creamy & Veg. Masala is below average. Massive improvement is required for the Creamy category.
Table of Contents

**CHAPTER-1**

1.1 Objectives of The study

<table>
<thead>
<tr>
<th>Subsection</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broad Objective</td>
<td>7</td>
</tr>
<tr>
<td>Specific Objective</td>
<td>7</td>
</tr>
</tbody>
</table>

1.2 Research Approach                           8

1.3 Methodology                                 9

1.4 Limitation                                  9

**CHAPTER-2**

2.1-2.5 Company Overview and Analysis

<table>
<thead>
<tr>
<th>Subsection</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overview</td>
<td>10-14</td>
</tr>
<tr>
<td>Age Vs Preferred Brand</td>
<td>15</td>
</tr>
<tr>
<td>Respondents Age Vs Flavor</td>
<td>16</td>
</tr>
<tr>
<td>Place Vs Preferred Brand</td>
<td>17</td>
</tr>
<tr>
<td>Compels to consume Vs Preferred Brand</td>
<td>18</td>
</tr>
<tr>
<td>How often to consume chips Vs Proffered brand</td>
<td>19</td>
</tr>
<tr>
<td>Preferred brand Vs Preferred Price</td>
<td>20</td>
</tr>
<tr>
<td>Source of Information about chips Vs Preferred Brand</td>
<td>21</td>
</tr>
</tbody>
</table>

**CHAPTER-3**

3.0 Findings

<table>
<thead>
<tr>
<th>Subsection</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preferred Chips</td>
<td>22</td>
</tr>
<tr>
<td>Prefer Chips in a day</td>
<td>22</td>
</tr>
</tbody>
</table>
Preferred Chips 23
Favorite flavor 23
Compels to consume chips 24
Preferred Price 24
Often to consume in a week 25
Source of information towards chips 25

3.1 Spicy Cocktail
Parameter Scaling 26
Spicy Cocktail- Positioning 27
Spicy Cocktail- Recommendation 27

3.2 Tomato Tango
Parameter Scaling 28
Tomato Tango - Positioning 29
Tomato Tango - Recommendation 29

3.3 Creamy & Veg. Masala
Parameter Scaling 30
Creamy & Veg. Masala - Positioning 31
Creamy & Veg. Masala – Recommendation 31
Prefer O’Potato to buy next time 32

CHAPTER-4
4.1-4.2 Recommendation and conclusion 33-34

Appendix 35-61

Questionnaire 62-63
1.1 Objectives of the Study

- **Main objective**

  - The main objective of the study is to find out the positioning of different flavored O’Potato Chips.

- **Specific Objective**

  - To determine the product attributes influencing purchase decision of chips brands.
  - To find out the preferred brand.
  - To know what compels to consume chips.
  - To know the preferred price for chips.
  - To find out how much people spend on chips in a week.
  - To find out the consumer perception towards newly developed O’Potato chips.
1.2 Research Approach

- **Data collection methods**
  
  - Data was collected from candidates using questionnaire. The questionnaire was distributed in school and college students.

- **Measurement Instruments**
  
  - The measurement instrument is the questionnaire was a ten point likert scale.
  
  - The data was extracted and put in MS Excel and SPSS. All the further analysis was then carried out using SPSS.
1.3 **Methodology**

**Survey Area**

Youth irrespective of sex of different educational institute in Dhaka, Sylhet & Chittagong (School, Coaching & College going students)

**Survey Method**: One-to-one survey

**Sampling Technique**: Convenient Sampling

**Sampling Frame**: 10 to 18 years’ school & college going students.

**Sample size**: 228 Respondents from Dhaka, Sylhet & Chitagong district.

**Analysis Tools**

Association measured by Cross-tabulation through Chi-square statistic. And also use pie chart and bar chart to understand the exact measurements.
1.4 Limitations

- A major limitation of the study is - In a blind test two or more sample needed for the specific parameter taste (CLT- Center Location Taste). But there was no choice to compare the sample product with other brands. For that causes this result may not give exact hypothesis.

- Other limitation is the sampling technique. It was done in a random manner and no particular technique followed.
2.1 **Company Profile**

Akij Food and Beverage Ltd.

“*Brings Quality in Life*”.

The history of Akij Group stretches back to later part of the forties. In its infancy, the Group started in humble way with jute trading which was known as the golden fiber of the country, earning highest amount of foreign exchange.

Akij Group’s ceaseless efforts with dynamic management and support from our numerous clients have led our Group in diversifying its business activities. In the second phase, the Group went into manufacturing handmade cigarettes popularly known as “Biris”. This sector gave a real boost to the revenue earning of the Group as well as making a substantial contribution to government exchequer. With the passage of time, the Group undertook new ventures and presently there are 15 units of industries under its umbrella like cigarettes, handmade cigarettes, printing & packaging, jute mills, textiles, Hand board, Particle boards, Matches, Zarda, Cement, pharmaceutical, leather processing and real-estate business are in operation, catering jobs for more than 32,000 people in various categories.

The Group has plans for setting up more projects. The projects are already in pipeline. Foreign investors have shown keen interest in joining with Akij group for joint ventures. I hope that the matter is under our active consideration and will soon mature. This will also help the nation's economy growth and will create job opportunities to various professionals.
2.2 **Product of AFBL**

Akij food & Beverage limited started their journey officially on July 2006 with three products but within this four year company able to add lot of products on its rosters. The products which are offering now by the company are given below:

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Brand Name</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cola</td>
<td>MOJO</td>
<td>150ml can, 250ml pet and can, 500ml pet, 1 liter pet, 2 liter pet.</td>
</tr>
<tr>
<td>Cloudy Lemon</td>
<td>Lemu</td>
<td>150ml can, 250ml pet and can, 500ml pet, 1 liter pet, 2 liter pet.</td>
</tr>
<tr>
<td>Clear Lemon</td>
<td>Clemon</td>
<td>250ml pet and can 500ml pet, 1 liter pet, and 2 liter pet.</td>
</tr>
<tr>
<td>Energy Drink</td>
<td>Speed</td>
<td>250ml pet and can</td>
</tr>
<tr>
<td>Drinking water</td>
<td>Spa</td>
<td>500ml pet, 1 liter pet, 2 liter pet</td>
</tr>
<tr>
<td>Juice</td>
<td>Frutika</td>
<td>250ml pet, 1 liter.</td>
</tr>
<tr>
<td></td>
<td>(Mango, Red grape, Red orange)</td>
<td></td>
</tr>
<tr>
<td>Milk</td>
<td>Farm Fresh UHT milk</td>
<td>½ liter tetra pack.</td>
</tr>
<tr>
<td>Malt Beverage</td>
<td>Wild Brew</td>
<td>250ml can.</td>
</tr>
<tr>
<td>Snacks</td>
<td>15 and 30 gm Foil pack.</td>
<td></td>
</tr>
<tr>
<td>-----------------</td>
<td>-------------------------</td>
<td></td>
</tr>
<tr>
<td><strong>Cheeky Monkey</strong></td>
<td><strong>Cheese Puffs</strong></td>
<td></td>
</tr>
<tr>
<td><strong>O' Potato</strong></td>
<td><strong>15 and 30 gm Foil pack.</strong></td>
<td></td>
</tr>
</tbody>
</table>
2.3 Business Philosophy

Akij Group diversified their business in Food & Beverage industry because in Bangladesh we have 14 core people. It is large market size to serve and food is required continually for the population. Akij food & beverage want to serve quality food for their target market.

In chips industry, there are many local & foreign companies. Akij want to be local unique chips producer with the same quality of foreign company. For this purpose AFBL produces chips for young target group who like to live stylish life. Main slogan of AFBL is “Brings Quality in Life”.

AFBL has its own marketing & sales department in Akij chamber. The functions of this department are very wide and dynamic. Main functions performed by this department are:

- Product development
- Raw material sourcing
- Find out or create market for its product
- Price set up
- Packaging development
- Developing communication strategy
- Preparing sales forecast
- Maintain sales management in the field
- Keeping record of sales and stock
- Collection & analysis of competitors information

Beside these, it performs a number of activities to conduct their day-to-day business. Under marketing & sales department, a Brand team performs the key role of real marketing.
2.4 Employees

In AFBL Marketing and sales department a number of employees work under Sr. G.M (Marketing & sales). Numbers of employees are working in different positions in the 4th floor of Akij chamber. Here I found:

- Senior General Manager
- General Manager
- National Sales Manager
- Brand Manager
- Purchase executive
- Research executive
- Brand executives
- Brand officers
- Event management officers.

Beside these employees, AFBL has a Sales team working all over the country. Four Regional sales managers control these sales forces. An area sales manager & an area sales officer is engaged to conduct regular sales management for each sales area. They work at the retail outlet with the authorized distributors.

The actual marketing activities of AFBL are performed by the Brand office under Marketing and sales department.
2.5 Analysis of Data

Age Vs Preferred Brand

<table>
<thead>
<tr>
<th>Respondents Age * Preferred Brand Cross tabulation</th>
<th>Preferred Brand</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Bombay Potato</td>
<td>Meridian</td>
</tr>
<tr>
<td>Less than 10</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>11 to 15 years</td>
<td>27</td>
<td>47</td>
</tr>
<tr>
<td>Above 15 years</td>
<td>16</td>
<td>9</td>
</tr>
<tr>
<td>Total</td>
<td>45</td>
<td>57</td>
</tr>
</tbody>
</table>

Chi-Square Tests

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>12.177a</td>
<td>12</td>
<td>0.432</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>228</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Here $X^2_{cal} = 12.177$ at df=12 (degrees of freedom) and $\alpha=0.05$ level of significance. Since P value (0.432) is greater than $\alpha$ i.e. 0.05 (95% confidence level), therefore null hypothesis may not rejected. This shows that there is no association between respondent’s age and preferred brand choice.
### Respondents Age Vs Flavor

**Respondents Age * Preferred Flavor Cross tabulation**

<table>
<thead>
<tr>
<th>Count</th>
<th>Preferred Flavor</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tomato Tango</td>
<td>Spicy Cocktail</td>
<td>Creamy &amp; Veg.</td>
<td>Masala</td>
<td>Others</td>
<td></td>
</tr>
<tr>
<td>Less than 10</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>11 to 15 years</td>
<td>65</td>
<td>72</td>
<td>27</td>
<td>9</td>
<td>173</td>
<td></td>
</tr>
<tr>
<td>Above 15 years</td>
<td>23</td>
<td>21</td>
<td>5</td>
<td>2</td>
<td>51</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>90</td>
<td>94</td>
<td>33</td>
<td>11</td>
<td>228</td>
<td></td>
</tr>
</tbody>
</table>

### Chi-Square Tests

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>2.500a</td>
<td>6</td>
<td>0.868</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>228</td>
<td></td>
<td>0.868</td>
</tr>
</tbody>
</table>

Since P value is greater than α i.e. 0.05 (95% confidence level), therefore we see from the above table there is no association between respondents age and preferred flavor.
### Place Vs Preferred Brand

#### Place * Preferred Brand Cross tabulation

<table>
<thead>
<tr>
<th>Place</th>
<th>Preferred Brand</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Bombay Potato</td>
<td>Meridian</td>
<td>O’Potato</td>
<td>Lays</td>
<td>Cheeky Monkey</td>
<td>Cheese Puffs</td>
<td>Any others</td>
</tr>
<tr>
<td>Sylhet</td>
<td>20</td>
<td>9</td>
<td>3</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Chittagong</td>
<td>7</td>
<td>11</td>
<td>0</td>
<td>16</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Dhaka</td>
<td>18</td>
<td>37</td>
<td>11</td>
<td>75</td>
<td>9</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>45</td>
<td>57</td>
<td>14</td>
<td>96</td>
<td>11</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Chi-Square Tests

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>46.048&lt;sup&gt;a&lt;/sup&gt;</td>
<td>12</td>
<td>.000</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>228</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Here $\chi^2 = 12.177$ at df = 12 (degrees of freedom) and $\alpha=0.05$ level of significance. Since P value (0.00) is less than $\alpha$ i.e. 0.05 (95% confidence level), therefore null hypothesis is rejected.

This shows that there is high association between different Place (Sylhet, Chittagong and Dhaka) and preferred brand choice.
Compels to consume Vs Preferred Brand

<table>
<thead>
<tr>
<th>Compels to Consume</th>
<th>Preferred Brand</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Bombay Potato</td>
<td>Meridian</td>
</tr>
<tr>
<td>Brand Name</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Quality</td>
<td>32</td>
<td>43</td>
</tr>
<tr>
<td>Variants</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>Price</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Any Other</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>45</td>
<td>57</td>
</tr>
</tbody>
</table>

In Meridian chips 75% people think that it is a quality product and towards Bombay has 71% & Lays has 65%.

Chi-Square Tests

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>17.349a</td>
<td>24</td>
<td>.833</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>228</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Since P value is greater than $\alpha$ i.e. 0.05 (95% confidence level), therefore there is no association between compels to consume chips Vs preferred brand.

Bar Chart

Here graph shows the respondents behavior towards compels to consume chips.
How often to Consume chips Vs Preferred brand

<table>
<thead>
<tr>
<th>Count</th>
<th>Preferred Brand</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Bombay Potato</td>
<td>Meridian</td>
<td>O’Potato</td>
<td>Lays</td>
<td>Cheeky Monkey</td>
<td>Cheese Puffs</td>
<td>Any others</td>
</tr>
<tr>
<td>Every day</td>
<td>5</td>
<td>10</td>
<td>5</td>
<td>19</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>4-5 times</td>
<td>9</td>
<td>14</td>
<td>5</td>
<td>29</td>
<td>1</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>2-3 times</td>
<td>20</td>
<td>20</td>
<td>0</td>
<td>27</td>
<td>2</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Rarely</td>
<td>11</td>
<td>13</td>
<td>4</td>
<td>21</td>
<td>6</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>45</td>
<td>57</td>
<td>14</td>
<td>96</td>
<td>11</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

** Red color shows the higher percentage among how often they consume chips in a week.

Chi-Square Tests

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>25.279</td>
<td>18</td>
<td>0.117</td>
</tr>
</tbody>
</table>

Since P value is greater than $\alpha$ i.e. 0.05 (95% confidence level), therefore there is no association between compels to consume chips Vs preferred brand.

Here the graph shows the preferred brands often to consume in a week.
Preferred brand Vs Preferred Price

Preferred Price * Preferred Brand Cross tabulation

<table>
<thead>
<tr>
<th>Preferred Price</th>
<th>Preferred Brand</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Bombay Potato</td>
<td>Meridian</td>
<td>O'Potato</td>
<td>Lays</td>
<td>Cheeky</td>
<td>Cheese</td>
<td>Puffs</td>
<td>Any others</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tk 8</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tk 10</td>
<td>26</td>
<td>13</td>
<td>6</td>
<td>19</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>68</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tk 12</td>
<td>7</td>
<td>16</td>
<td>3</td>
<td>17</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>44</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tk 15</td>
<td>4</td>
<td>7</td>
<td>0</td>
<td>19</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>32</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not considered</td>
<td>6</td>
<td>20</td>
<td>5</td>
<td>39</td>
<td>5</td>
<td>0</td>
<td>3</td>
<td>78</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>45</td>
<td>57</td>
<td>14</td>
<td>96</td>
<td>11</td>
<td>2</td>
<td>3</td>
<td>228</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Chi-Square Tests

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>58.743*</td>
<td>24</td>
<td>.000</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>228</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Here $X^2 = 58.743$ at df = 24 and $\alpha=0.05$ level of significance. Since $P$ value (0.00) is less than $\alpha$ i.e. 0.05 (95% confidence level), therefore the null hypothesis is rejected. This shows that there is highly association among Price and Brand.

Bar Chart

This bar chart shows the association among price & different brands.
Source of Information about chips Vs Preferred Brand

Source of Information * Preferred Brand Cross tabulation

<table>
<thead>
<tr>
<th>Source of Information</th>
<th>Preferred Brand</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Bombay Potato</td>
<td>Meridan</td>
<td>O’Potato</td>
<td>Lays</td>
<td>Cheeky Monkey</td>
<td>Cheese Puffs</td>
<td>Any others</td>
</tr>
<tr>
<td>Advertisement</td>
<td>21</td>
<td>26</td>
<td>3</td>
<td>34</td>
<td>5</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Retail shop</td>
<td>13</td>
<td>11</td>
<td>5</td>
<td>21</td>
<td>5</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Suggest from others</td>
<td>5</td>
<td>8</td>
<td>4</td>
<td>23</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Others</td>
<td>6</td>
<td>12</td>
<td>2</td>
<td>18</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>45</td>
<td>57</td>
<td>14</td>
<td>96</td>
<td>11</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

Chi-Square Tests

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>29.202*</td>
<td>18</td>
<td>.046</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>228</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Since P value is less than α i.e. 0.05 (95% confidence level), therefore there is association between source of information and preferred brand.

Bar Chart

It is clear that in every sector lays chips is ahead from others brand than followed by Meridian chips.
3.0 FINDINGS

Preferred Chips

The pie chart given below is clear on the percentage of people who likes to eat chips. Out of 228 respondents 225 prefers chips.

From the above pie chart we can see that people like the chips i.e. they like to eat Lays, Bombay potato, Meridian, O’Potato, etc.

Preferred time in a day

This pie chart shows that chips are eaten by the respondent mainly at evening time.
**Most Preferred Chips**

The objective is to find out the popularity of the most preferred chips. For this the respondents were asked various brands of chips. Following bar chart shows their responses.

In the above figure we see that popularity of Lays and then followed by Meridian and Bombay Potato in a succession.

**Favorite flavor**

This objective is to find out which flavor of the chips people like the most.

This shows that more people like both Spicy Cocktail and Tomato Flavor.
Compels to consume chips

This objective is to find out what compels them to buy chips.

From the above graph shows that majority of the respondents buy chips because of its quality.

Preferred Price

A good number of respondents’s do not consider price when they buy chips. And followed by the group who prefers to buy chips at Tk 10.
Often to consume in a week

It seems that respondent eat chips at very alternative days.

Source of information towards chips

This objective is concerned with the source of information regarding different chips.

Here advertisement is having a Lion share while others is least share.
3.1 Spicy Cocktail

Taste

** 30% shows score at 8.

Saltiness Level

** 28% shows score at 8.

Mouth feel

** 28% shows score at 10 i.e. is excellent.

Overall

** 28% shows score at 8.

From the above figures we found that taste, saltiness level and overall category of Spicy cocktail is good but not excellent. If we consider the mouth feeling the chips is in excellent position.
Note: In the above graph we only considered the **MODE value** (Maximum favorable outcome) of the respondent’s group.

- **Recommendation:**
  
  ✓ Ingredients weren’t up to the mark. It should be improved.
  
  ✓ Comparing to Lays chips, saltiness level should be improved.
3.2 Tomato Tango

**Taste**

<table>
<thead>
<tr>
<th>Score</th>
<th>0%</th>
<th>10%</th>
<th>20%</th>
<th>30%</th>
<th>40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Score 10</td>
<td>32%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 8</td>
<td></td>
<td>19%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 6</td>
<td></td>
<td>4%</td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 4</td>
<td></td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 2</td>
<td></td>
<td>1%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 0</td>
<td></td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Saltiness Level**

<table>
<thead>
<tr>
<th>Score</th>
<th>0%</th>
<th>10%</th>
<th>20%</th>
<th>30%</th>
<th>40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Score 10</td>
<td>29%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 8</td>
<td></td>
<td>14%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 6</td>
<td></td>
<td>9%</td>
<td>11%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 4</td>
<td></td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 2</td>
<td></td>
<td>1%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 0</td>
<td></td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Mouth feel**

<table>
<thead>
<tr>
<th>Score</th>
<th>0%</th>
<th>10%</th>
<th>20%</th>
<th>30%</th>
<th>40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Score 10</td>
<td>28%</td>
<td></td>
<td>18%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 8</td>
<td></td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 6</td>
<td></td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 4</td>
<td></td>
<td>1%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 2</td>
<td></td>
<td>1%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 0</td>
<td></td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Overall**

<table>
<thead>
<tr>
<th>Score</th>
<th>0%</th>
<th>10%</th>
<th>20%</th>
<th>30%</th>
<th>40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Score 10</td>
<td>35%</td>
<td></td>
<td>17%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 8</td>
<td></td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 6</td>
<td></td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 4</td>
<td></td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 2</td>
<td></td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 0</td>
<td></td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Taste**

**32% shows score at 10 i.e. excellent.**

**Saltiness Level**

**29% shows score at 10.**

**Mouth feel**

**28% shows score at 9.**

**Overall**

**35% shows score at 9 i.e. good.**

Overall situation of the Tomato Tango flavor is good or you can say an excellent position.
Note: In the above graph we only considered the **MODE value** of the respondent’s group.

**Recommendation:**

- Overall situation of Tomato Tango is good. But comparing to Lays the level of improvement is very insignificant.
3.3 Creamy & Veg. Masala

**Taste**

- **Score 6** is the most common score with 20% of the sample.
- Scores 8 and 4 are also common with 18% each.
- Scores 10, 2, and 0 are the least common with 12%, 11%, and 10% respectively.

**Saltiness Level**

- **Score 6** is the most common score with 20% of the sample.
- Scores 8 and 4 are also common with 15% and 14% respectively.
- Scores 10, 2, and 0 are the least common with 10%, 8%, and 0% respectively.

**Mouth feel**

- **Score 6** is the most common score with 21% of the sample.
- Scores 8 and 4 are also common with 17% and 7% respectively.
- Scores 10, 2, and 0 are the least common with 13%, 3%, and 0% respectively.

**Overall**

- **Score 6** is the most common score with 23% of the sample.
- Scores 8 and 4 are also common with 17% and 12% respectively.
- Scores 10, 2, and 0 are the least common with 20%, 8%, and 0% respectively.

**Notes**

- **20%** shows score at 6 i.e. not so good.
- **20%** shows score at 5 i.e. poor.
- **21%** shows score at 7.
- **23%** shows score at 8 i.e. average.
From the above figures it is clear that taste, saltiness level and Mouth feel category of Creamy & Veg. Masala’s quality is average or you can mark it as below average.

**Creamy & Veg. Masala – Positioning**

![Graph showing taste, saltiness level, and mouth feel]

**Note:** In the above graph we only considered the **MODE value** of the respondent’s group.

**Recommendation:**

- The ingredient’s composition of Creamy & Veg. Masala is **below average**. Massive improvement is required for the Creamy category.
- It should be developed by comparing to Lays.
Prefer O’Potato to buy next time

Overall positive response after having tasted Tomato Tango & Spicy Cocktail flavor and the negative response coming towards Creamy & Veg. Masala.

Below the cross table shows the percentage that who prefer next time to buy the chips in the market.

<table>
<thead>
<tr>
<th>Variants of the Chips</th>
<th>Prefer next time to buy</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Spicy</td>
<td>73%</td>
<td>2%</td>
</tr>
<tr>
<td>Tomato</td>
<td>79%</td>
<td>4%</td>
</tr>
<tr>
<td>Creamy</td>
<td>61%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Especially in **Creamy & Veg. Masala** category, 39% of the respondents who test the flavor- they are **not interested to buy the product** next time in the market. And also for **Spicy** category 27% respondents shows the same response.

### 4.1 Overall Recommendation

- The ingredient’s composition should be developed by comparing to Lays.

#### Recommendation for Spicy Cocktail:

- Ingredients weren’t up to the mark. It should be improved.
- Comparing to Lays chips, saltiness level should be improved.

#### Recommendation for Tomato Tango:

- Overall situation of Tomato Tango is good. But comparing to Lays the level of improvement is very insignificant.

#### Recommendation for Creamy & Veg. Masala:

- The ingredient’s composition of Creamy & Veg. Masala is **below average**. Massive improvement is required for the Creamy category.
4.2 CONCLUSION

Throughout my internship period, I gained a lot of valuable knowledge regarding the operation of the entire food & beverage industry. The company AKIJ FOOD & BEVERAGE LTD (AFBL) lately came in the business, and has already achieved a flourishing state with some of its brands. I am highly obliged for being a part of this venture, and understanding their business policies, operational structure, strategy formulation and implementations. The comprehension gained from the marketing activities of AFBL enhanced my knowledge portfolio to a greater extent. The Brand department of AFBL contributes intensive effort regarding the brand building of the products. The reflection of the efforts could be seen from the strategic marketing/communicational theme and USPs of brands like O’POTATO, MOJO, SPEED, FRUTIKA, CLEMON etc. The pace at which AFBL is currently accelerating, will undoubtedly lead the company to the peak of success where majority of the market shares will be withhold by the brands of AFBL. I will be concluding my research report by stating that, being able to work
with a company which is in the growth stage of the organizational life cycle (OLC), enabled me to captivated a bundle of practical knowledge which will turn out to be a great support for my future strategy formulations and implementations achievements.

Appendix

Dhaka

Preferred Chips

The reasons for the popularity of the most preferred chips. For this the respondents were asked various brands of chips. Following pie chart shows their responses.

In the above pie chart we can see the popularity of Lays in Dhaka.

Favorite flavor
This objective is to find out which flavor of the chips people like the Most.

![Flavor Preferences Chart](chart.png)

This shows that people like both Tomato Tango & Spicy Cocktail flavor in Dhaka.

**Compels to consume chips**

This objective is to find out what compels them to buy chips.

![Compels to Buy Chips Chart](chart2.png)

From the above graph shows that majority of the respondents buy chips because of its quality.

**Preferred Price**
A major percentage of respondent’s doesn’t consider the price.

**Often to consume in a week**

It seems that respondent eat chips at very alternative days.
Spicy Cocktail

**Taste**

- Score 10: 33%
- Score 8: 18%
- Score 6: 5%
- Score 4: 2%
- Score 2: 0%
- Score 0: 0%

**Saltiness Level**

- Score 10: 23%
- Score 8: 21%
- Score 6: 7%
- Score 4: 4%
- Score 2: 0%
- Score 0: 0%

** 33% shows score at 10.**

** 25% shows score at 8.**
** 33% shows score at 10 i.e. is excellent. ** 31% shows score at 8.

**Spicy Cocktail - Positioning in Dhaka**
Note: In the above graph we considered the **MODE (maximum favorable outcome)** of the respondent’s group.

**Tomato Tango**

**Taste**

<table>
<thead>
<tr>
<th>Score</th>
<th>0%</th>
<th>10%</th>
<th>20%</th>
<th>30%</th>
<th>40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Score 10</td>
<td>26%</td>
<td>33%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 8</td>
<td>5%</td>
<td>18%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 6</td>
<td>5%</td>
<td>8%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 4</td>
<td>0%</td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 2</td>
<td>0%</td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 0</td>
<td>0%</td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Saltiness Level**

<table>
<thead>
<tr>
<th>Score</th>
<th>0%</th>
<th>10%</th>
<th>20%</th>
<th>30%</th>
<th>40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Score 10</td>
<td>13%</td>
<td>44%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 8</td>
<td>8%</td>
<td>15%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 6</td>
<td>5%</td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 4</td>
<td>5%</td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 2</td>
<td>5%</td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Score 0</td>
<td>0%</td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

** 33% shows score at 9.  
** 44% shows score at 10.
**Mouth feel**

- Score 10: 15% (29%)
- Score 8: 24% (29%)
- Score 6: 2% (29%)
- Score 4: 2% (29%)
- Score 2: 2% (29%)
- Score 0: 2% (29%)

**Overall**

- Score 10: 31% (36%)
- Score 8: 12% (36%)
- Score 6: 5% (36%)
- Score 4: 0% (36%)
- Score 2: 0% (36%)
- Score 0: 2% (36%)

**29% shows score at 29 i.e. is overall good.**

**36% shows score at 9.**

---

**Tomato Tango - Positioning in Dhaka**

---
Note: In the above graph we considered the **MODE value** of the respondent’s group.

Creamy & Veg. Masala
Taste

**27% shows score at 5 i.e. below average in taste.**

Saltiness Level

**26% shows score at 5 it shows below avg. in saltiness level.**

Mouth feel

**25% shows score at 7 i.e. is average quality.**

Overall

**21% shows score at 7.**

Creamy & Veg. Masala - Positioning in Dhaka
Note: In the above graph we considered the **MODE** of the respondent’s group.

**Source of information towards chips**

This objective is concerned with the source of information regarding different chips.

Here advertisement is having a good share almost 33%.

**Sylhet**
Preferred Chips

The reasons for the popularity of the most preferred chips. For this the respondents were asked various brands of chips. Following pie chart shows their responses.

![Pie chart showing preferred chips](image)

In the above pie chart we can see the popularity of Bombay Potato in Sylhet.

Favorite flavor

This objective is to find out which flavor of the chips people like the Most.

![Pie chart showing favorite flavor](image)

This shows that more people like Spicy Cocktail in Sylhet.

Compels to consume chips
This objective is to find out what compels them to buy chips.

From the above graph shows that majority of the respondents buy chips because of its quality.

**Preferred Price**

A good number of respondent group prefer to buy chips at Tk 10.

**Often to consume in a week**
It seems that respondent eat chips at very alternative days.

Spicy Cocktail
** 47% shows score at 8.

** 28% shows score at 10.

** 31% shows score at 10.

** 45% shows score at 8.
Note: In the above graph we only considered the **MODE** (maximum favorable outcome) of the respondent’s group.

**Tomato Tango**
Taste

** 33% shows score at 10.

Saltiness Level

** 26% shows score at 10.

Mouth feel

** 29% shows score at 10.

Overall

** 38% shows score at 9.

Tomato Tango - Positioning in Sylhet
Note: In the above graph only considered the MODE of the respondent’s group.

Creamy & Veg. Masala
**Taste**

**Saltiness Level**

**Mouth feel**

**Overall**

**Creamy & Veg. Masala - Positioning in Sylhet**

**25% shows score at 6.**

**21% shows score at 8.**

**23% shows score at 8.**

**26% shows score at 8.**
Note: In the above graph only considered the **MODE** of the respondent’s group.

**Source of information towards chips**

This objective is concerned with the source of information regarding different chips.

Here advertisement is having a good share while others is least share.
Chittagong

Preferred Chips

The reasons for the popularity of the most preferred chips. For this the respondents were asked various brands of chips. Following pie chart shows their responses.

![Pie chart showing preferred chips]

In the above pie chart we can see the popularity of Bombay Potato in Chittagong.

Favorite flavor

This objective is to find out which flavor of the chips people like the Most.

![Pie chart showing favorite flavor]

This shows that more people like Spicy Cocktail in Chittagong. And 0% shows others.
**Compels to consume chips**

This objective is to find out what compels them to buy chips.

From the above graph shows that majority of the respondents buy chips because of its quality.

**Preferred Price**

A good number of respondent’s like to prefer buy chips at Tk 10. And graph shows no one prefers to buy at Tk 8.
Often to consume in a week

It seems that respondent eat chips at very alternative days.
Spicy Cocktail

** Taste **

Score 10: 5% 16% 36%
Score 8: 8% 14% 33%
Score 6: 3% 19% 30%
Score 4: 0% 0% 0%
Score 2: 0% 0% 0%
Score 0: 0% 0% 0%

** Saltiness Level **

Score 10: 5% 8% 14% 19% 33%
Score 8: 8% 14% 16% 33%
Score 6: 3% 19% 30%
Score 4: 0% 5% 30%
Score 2: 0% 0% 3%
Score 0: 0% 0% 0%

** Mouth feel **

Score 10: 14% 14% 39%
Score 8: 5% 17% 39%
Score 6: 0% 11% 30%
Score 4: 0% 3% 30%
Score 2: 0% 3% 30%
Score 0: 0% 3% 30%

** Overall **

Score 10: 19% 30%
Score 8: 3% 17% 28%
Score 6: 3% 17% 28%
Score 4: 0% 3% 28%
Score 2: 0% 3% 28%
Score 0: 0% 3% 28%

** 36% shows score at 8. **

** 33% shows score at 5. **

** 39% shows score at 7. **

** 30% shows score at 9. **
Spicy Cocktail - Positioning in Chittagong

![Graph showing positioning in Chittagong]

**Note:** In the above graph we considered the **MODE** (maximum favorable outcome) of the respondent’s group.
Tomato Tango

**Taste**

<table>
<thead>
<tr>
<th>Score</th>
<th>0%</th>
<th>10%</th>
<th>20%</th>
<th>30%</th>
<th>40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td>39%</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>3%</td>
<td>11%</td>
<td>22%</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>0%</td>
<td>3%</td>
<td></td>
<td>11%</td>
<td>0%</td>
</tr>
<tr>
<td>4</td>
<td>0%</td>
<td>0%</td>
<td></td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>2</td>
<td>0%</td>
<td>0%</td>
<td></td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>
| 0     |  0%|  0% |     |  0% |  0%

**Saltiness Level**

<table>
<thead>
<tr>
<th>Score</th>
<th>0%</th>
<th>5%</th>
<th>10%</th>
<th>15%</th>
<th>20%</th>
<th>25%</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td>11%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>0%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td></td>
</tr>
</tbody>
</table>
| 0     |  0%|  0%|  0% |  0% |  0%

**Mouth feel**

<table>
<thead>
<tr>
<th>Score</th>
<th>0%</th>
<th>10%</th>
<th>20%</th>
<th>30%</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>8%</td>
<td>3%</td>
<td></td>
<td>3%</td>
</tr>
<tr>
<td>8</td>
<td>0%</td>
<td>0%</td>
<td></td>
<td>0%</td>
</tr>
<tr>
<td>6</td>
<td>0%</td>
<td>0%</td>
<td></td>
<td>0%</td>
</tr>
<tr>
<td>4</td>
<td>0%</td>
<td>0%</td>
<td></td>
<td>0%</td>
</tr>
<tr>
<td>2</td>
<td>0%</td>
<td>0%</td>
<td></td>
<td>0%</td>
</tr>
</tbody>
</table>
| 0     |  0%|  0% |     |  0%

**Overall**

<table>
<thead>
<tr>
<th>Score</th>
<th>0%</th>
<th>10%</th>
<th>20%</th>
<th>30%</th>
<th>40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>8</td>
<td>3%</td>
<td>0%</td>
<td></td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>6</td>
<td>0%</td>
<td>0%</td>
<td></td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>4</td>
<td>0%</td>
<td>0%</td>
<td></td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>2</td>
<td>0%</td>
<td>0%</td>
<td></td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>
| 0     |  0%|  0% |     |  0% |  0%

**Variation found in respondent perception about saltiness level.**
Tomato Tango - Positioning in Chittagong

Note: In the above graph we considered the MODE of the respondent’s group.
Creamy & Veg. Masala

Taste

** 25% shows score at 8.

Saltiness Level

** 22% shows score at 5.

Mouth feel

** 28% shows score at 7.

Overall

** 30% shows score at 8.
Creamy & Veg. Masala - Positioning in Chittagong

Note: In the above graph we considered the **MODE** of the respondent’s group.

**Source of information towards chips**

This objective is concerned with the source of information regarding different chips.

Here advertisement is having a good share while others is least share.
Please fill up the form for a market survey on Chips.

Q1. Do you prefer Chips?
   ☐ Yes  ☐ No

Q2. When do you prefer Chips in a day?
   ☐ Morning  ☐ Afternoon  ☐ Evening  ☐ Night

Q3. Which Chips do you prefer?
   ☐ Bombay potato  ☐ Meridian  ☐ O’Potato  ☐ Lays  ☐ Cheeky Monkey
   ☐ Cheese Puffs  ☐ Any others

Q4. Which flavor do you like most?
   ☐ Tomato Tango  ☐ Spicy Cocktail  ☐ Creamy & Veg. Masala  ☐ Others

Q5. What compels you to consume it?
   ☐ Brand name  ☐ Quality  ☐ Variants  ☐ Price  ☐ Any Other

Q6. What price you prefer most?
   ☐ Tk. 8  ☐ Tk. 10  ☐ Tk. 12  ☐ Tk. 15  ☐ Not considered

Q7. How often you consume it in a week?
   ☐ Every day  ☐ 4-5 times  ☐ 2-3 times  ☐ Rarely  ☐ Never
Variants

1. Taste

2. Saltiness level

3. Mouth feel

4. Overall

Q9. What is your source of information about the chips brand?

☐ Advertisement  ☐ Retail Shop  ☐ Suggest from others  ☐ Others specify............

10. Do you prefer it (O’P) to buy next time in the market?

☐ Yes  ☐ No  ☐ Can’t say

Thank you for your valuable time to us