

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



**Akij Food & Beverage Ltd.**

***Submitted to: -***

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## 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 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 Cocktailis** 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.

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## ❑ 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 & Chittagong 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 that 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:

<b>Product Category</b>	<b>Brand Name</b>	<b>Size</b>
<b>Cola</b>	<b>MOJO</b>	<b>150ml can, 250ml pet and can, 500ml pet, 1 liter pet, 2 liter pet.</b>
<b>Cloudy Lemon</b>	<b>Lemu</b>	<b>150ml can, 250ml pet and can, 500ml pet, 1 liter pet, 2 liter pet.</b>
<b>Clear Lemon</b>	<b>Clemon</b>	<b>250ml pet and can 500ml pet, 1 liter pet, and 2 liter pet.</b>
<b>Energy Drink</b>	<b>Speed</b>	<b>250ml pet and can</b>
<b>Drinking water</b>	<b>Spa</b>	<b>500ml pet, 1 liter pet, 2 liter pet</b>
<b>Juice</b>	<b>Frutika (Mango, Red grape, Red orange)</b>	<b>250ml pet, 1 liter.</b>
<b>Milk</b>	<b>Farm Fresh UHT milk</b>	<b>½ liter tetra pack.</b>
<b>Malt Beverage</b>	<b>Wild Brew</b>	<b>250ml can.</b>

<b>Snacks</b>	<b>Cheeky Monkey</b>	<b>15 and 30 gm Foil pack.</b>
	<b>Cheese Puffs</b>	<b>15 and 30 gm Foil pack.</b>
	<b>O' Potato</b>	<b>15 and 30 gm Foil pack.</b>

## 2.3 Business Philosophy

Akij Group diversified their business in Food & Beverage industry because in Bangladesh we have 14 corers 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 stylis 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 4<sup>th</sup> 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

Respondents Age \* Preferred Brand Cross tabulation

Count		Preferred Brand							Total
		Bombay Potato	Meridian	O'Potato	Lays	Cheeky Monkey	Cheese Puffs	Any others	
Respondents Age	Less than 10	2	1	0	1	0	0	0	4
	11 to 15 years	27	47	9	77	9	2	2	173
	Above 15 years	16	9	5	18	2	0	1	51
Total		45	57	14	96	11	2	3	228

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.177 <sup>a</sup>	12	0.432
N of Valid Cases	228		

Here  $\chi^2_{cal} = 12.177$  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 be 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**

Count		Preferred Flavor				Total
		Tomato Tango	Spicy Cocktail	Creamy & Veg. Masala	Others	
Respondents Age	Less than 10	2	1	1	0	4
	11 to 15 years	65	72	27	9	173
	Above 15 years	23	21	5	2	51
Total		90	94	33	11	228

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.500 <sup>a</sup>	6	0.868
N of Valid Cases	228		

Since P value is greater than  $\alpha$  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

Count	Preferred Brand							Total
	Bombay Potato	Meridian	O'Potato	Lays	Cheeky Monkey	Cheese Puffs	Any others	
Sylhet	20	9	3	5	0	0	2	39
Chittagong	7	11	0	16	2	0	0	36
Dhaka	18	37	11	75	9	2	1	153
Total	45	57	14	96	11	2	3	228

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	46.048 <sup>a</sup>	12	.000
N of Valid Cases	228		

Here  $\chi^2_{12} = 46.048$  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

**Compels to Consume \* Preferred Brand Cross tabulation**

Count		Preferred Brand							Total
		Bombay Potato	Meridian	O'Potato	Lays	Cheeky Monkey	Cheese Puffs	Any others	
<b>Compels to Consume</b>	Brand Name	6	2	0	7	0	0	0	15
	<b>Quality</b>	<b>32</b>	<b>43</b>	<b>8</b>	<b>63</b>	<b>9</b>	<b>2</b>	<b>3</b>	<b>160</b>
	Variants	5	9	5	20	2	0	0	41
	Price	2	1	0	3	0	0	0	6
	Any Other	0	2	1	3	0	0	0	6
<b>Total</b>		45	57	14	96	11	2	3	228

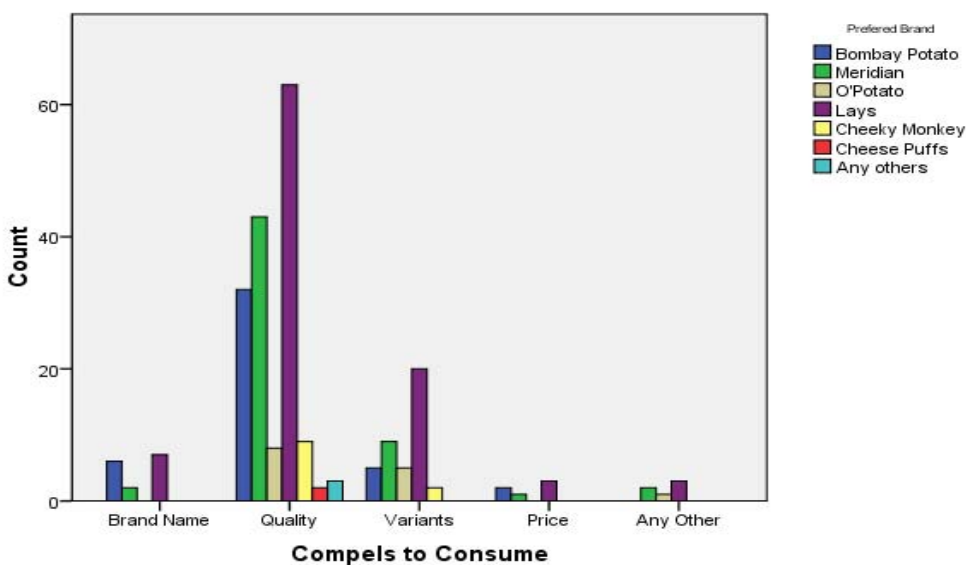
In Meridian chips 75% people think that it is a quality product and towards Bombay has 71% & Lays has 65%.

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.349 <sup>a</sup>	24	.833
N of Valid Cases	228		

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

Often to Consume \* Preferred Brand Cross tabulation

Count		Preferred Brand							Total
		Bombay Potato	Meridian	O'Potato	Lays	Cheeky Monkey	Cheese Puffs	Any others	
<b>Often to Consume</b>	Every day	5	10	5	19	2	1	0	42
	4-5 times	9	14	5	29	1	0	2	60
	2-3 times	20	20	0	27	2	0	1	70
	Rarely	11	13	4	21	6	1	0	56
Total		45	57	14	96	11	2	3	228

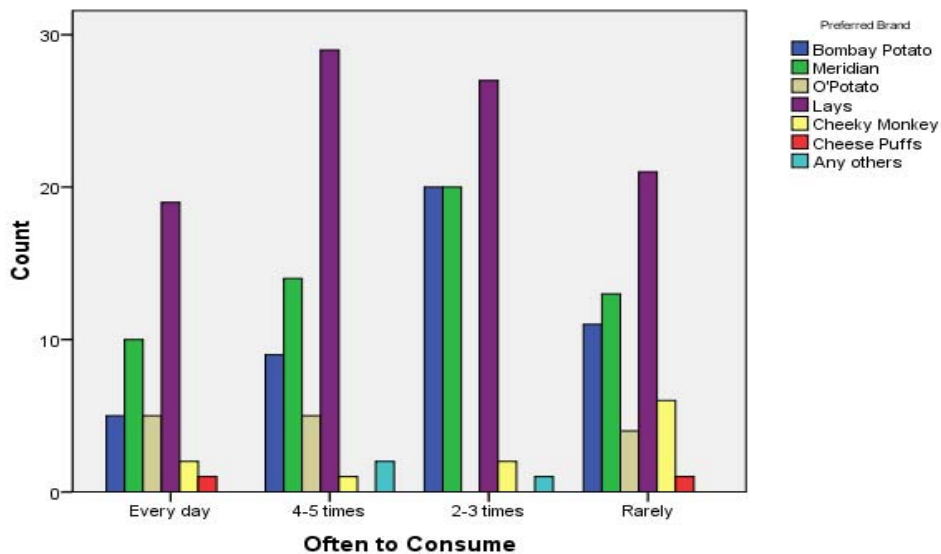
\*\* Red color shows the higher percentage among how often they consume chips in a week.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.279 <sup>a</sup>	18	0.117
N of Valid Cases	228		

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 the graph shows the preferred brands often to consume in a week.

## Preferred brand Vs Preferred Price

Preferred Price \* Preferred Brand Cross tabulation

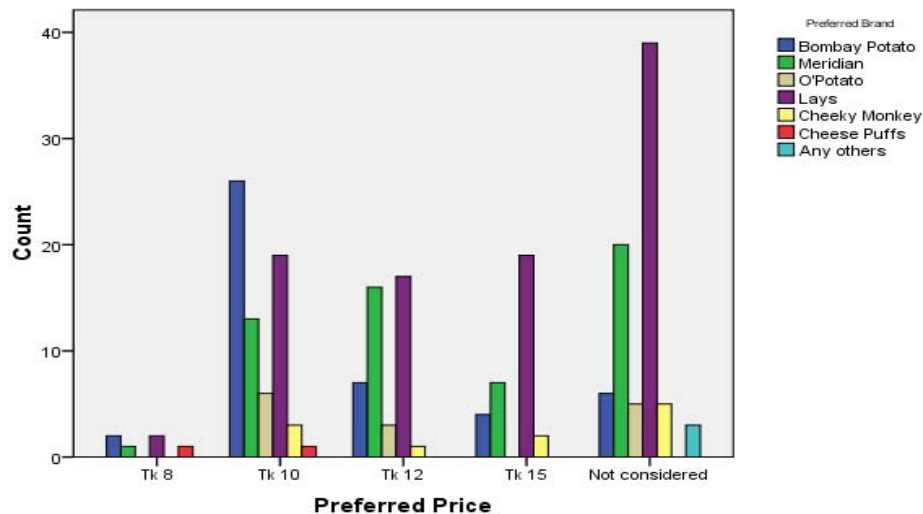
Count		Preferred Brand							Total
		Bombay Potato	Meridian	O'Potato	Lays	Cheeky Monkey	Cheese Puffs	Any others	
Preferred Price	Tk 8	2	1	0	2	0	1	0	6
	Tk 10	26	13	6	19	3	1	0	68
	Tk 12	7	16	3	17	1	0	0	44
	Tk 15	4	7	0	19	2	0	0	32
	Not considered	6	20	5	39	5	0	3	78
Total		45	57	14	96	11	2	3	228

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	58.743 <sup>a</sup>	24	.000
N of Valid Cases	228		

Here  $\chi^2 = 58.743$  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

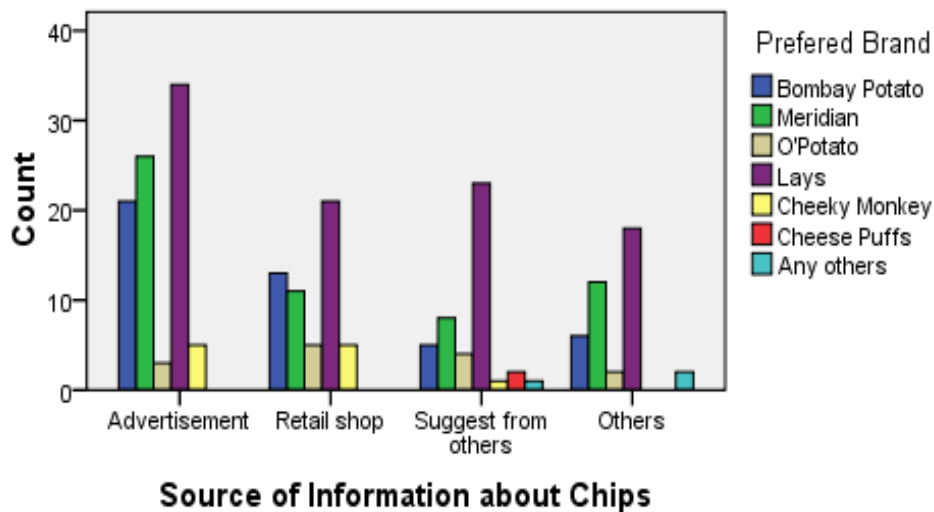
Count		Preferred Brand							Total
		Bombay Potato	Meridian	O'Potato	Lays	Cheeky Monkey	Cheese Puffs	Any others	
Source of Information	Advertisement	21	26	3	34	5	0	0	89
	Retail shop	13	11	5	21	5	0	0	55
	Suggest from others	5	8	4	23	1	2	1	44
	Others	6	12	2	18	0	0	2	40
Total		45	57	14	96	11	2	3	228

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.202 <sup>a</sup>	18	.046
N of Valid Cases	228		

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

Bar Chart

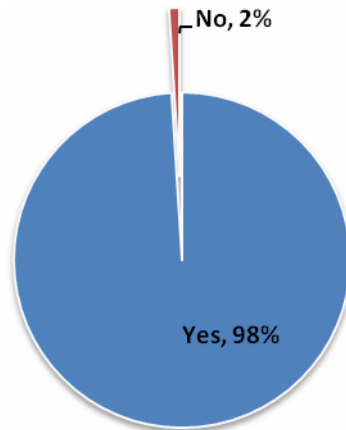


It is clear that in every sector lays chips is ahead from others brand than followed by Meridian chips.

### 3.0 FINDINGS

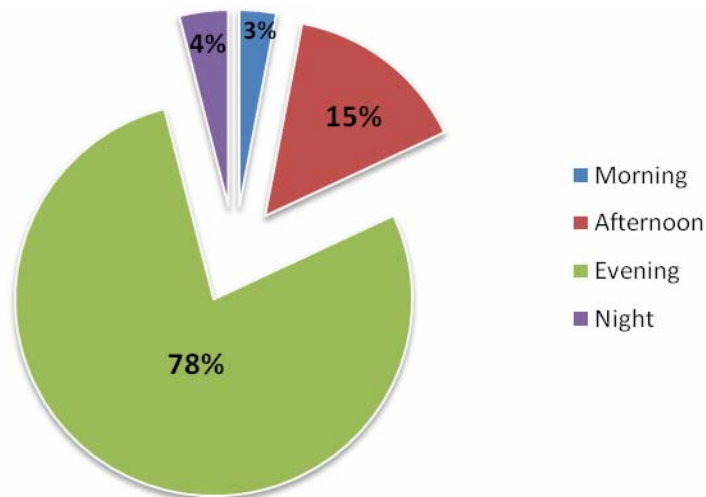
#### Preferred Chips

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.

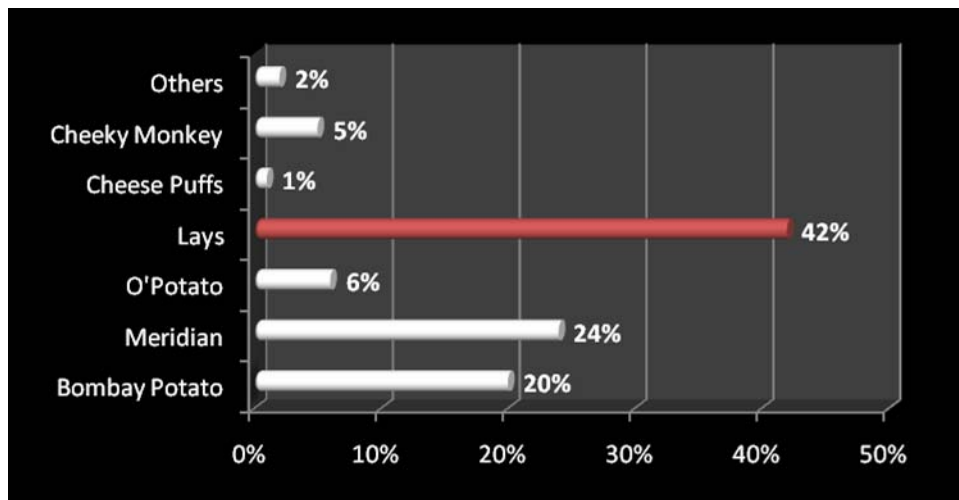
#### Preferred time in a day



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

## Most Preferred Chips

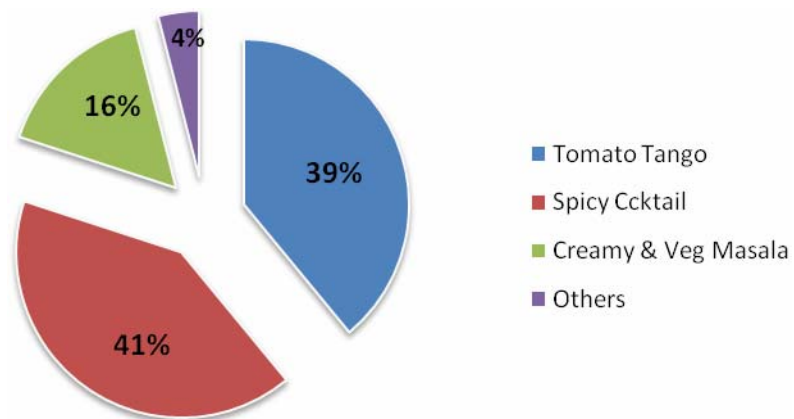
The objective is to find out the popularity of the most preferred chips. For this the respondents were asked various brands of chips. Following bar chart shows their responses.



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.

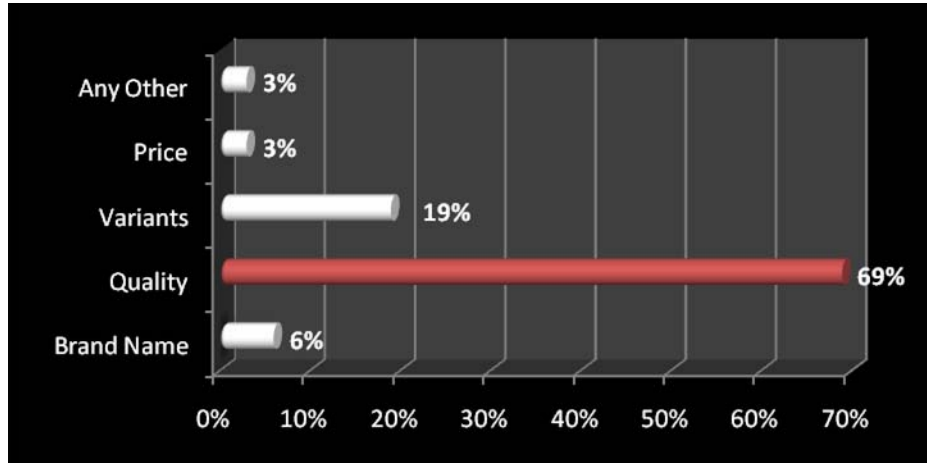


This shows that more people like both Spicy Cocktail and Tomato Flavor.



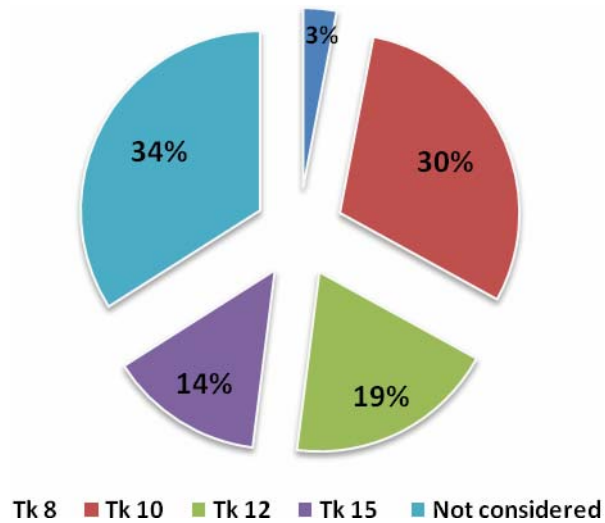
## Compels to consume chips

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



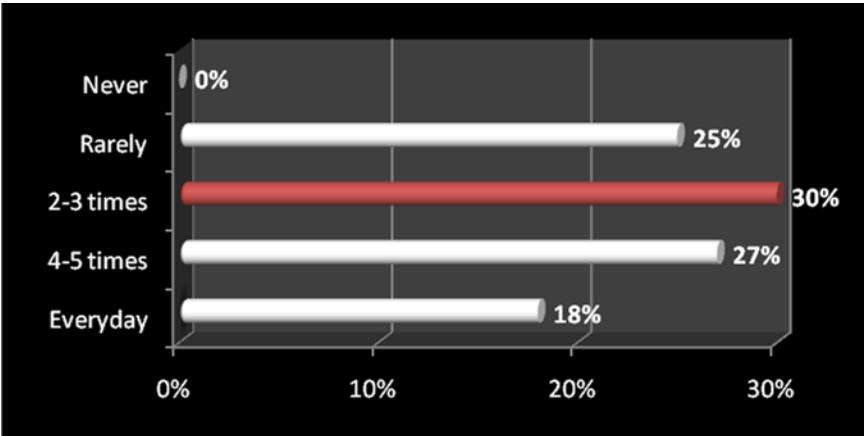
From the above graph shows that majority of the respondents buy chips because of its quality.

## 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.

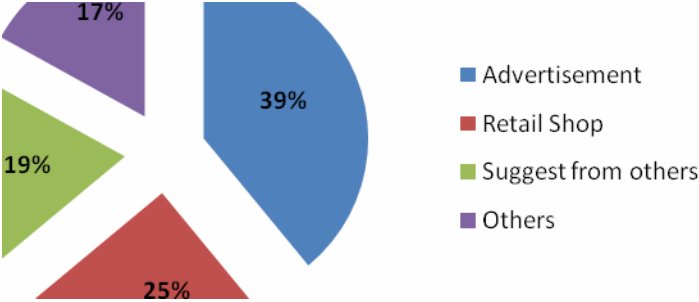
**Often to consume in a week**



It seems that respondent eat chips at very alternative days.

**Source of information towards chips**

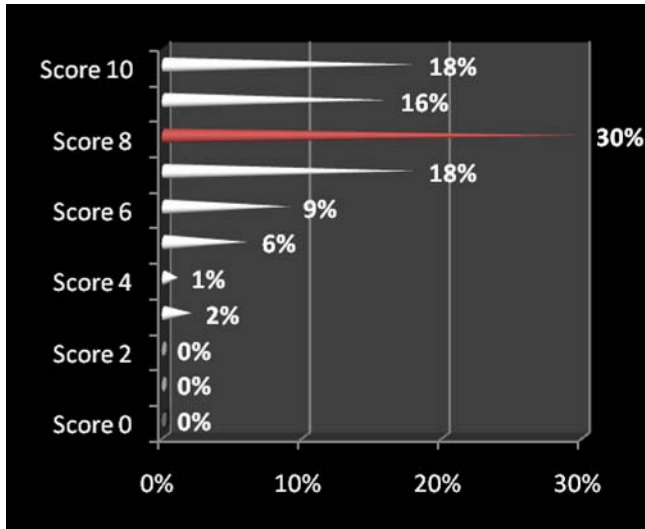
This objective is concerned with the source of information regarding different chips.



Here advertisement is having a Lion share while others is least share.

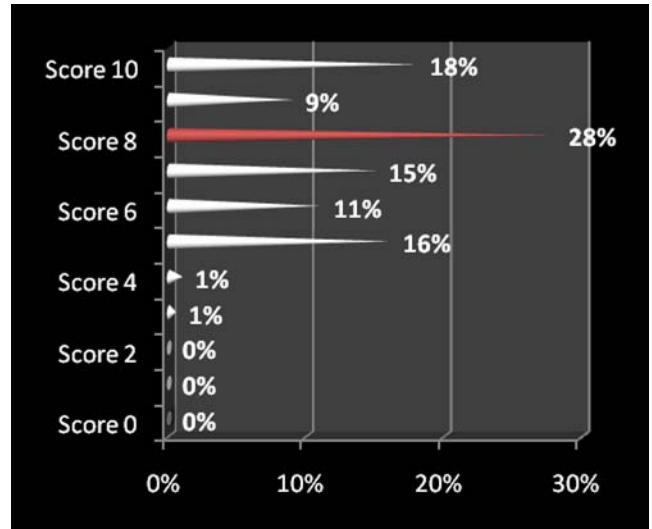
### 3.1 Spicy Cocktail

**Taste**



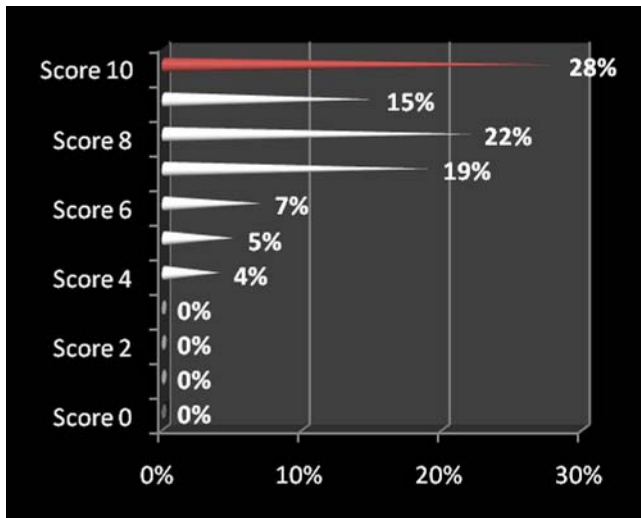
\*\* 30% shows score at 8.

**Saltiness Level**



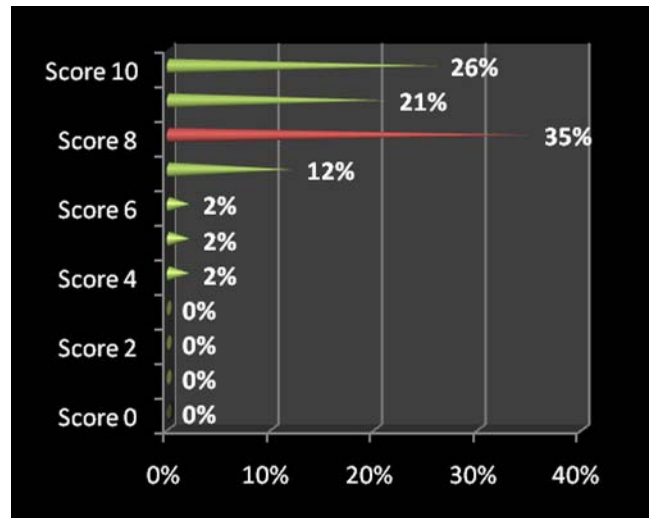
\*\* 28% shows score at 8.

**Mouth feel**



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

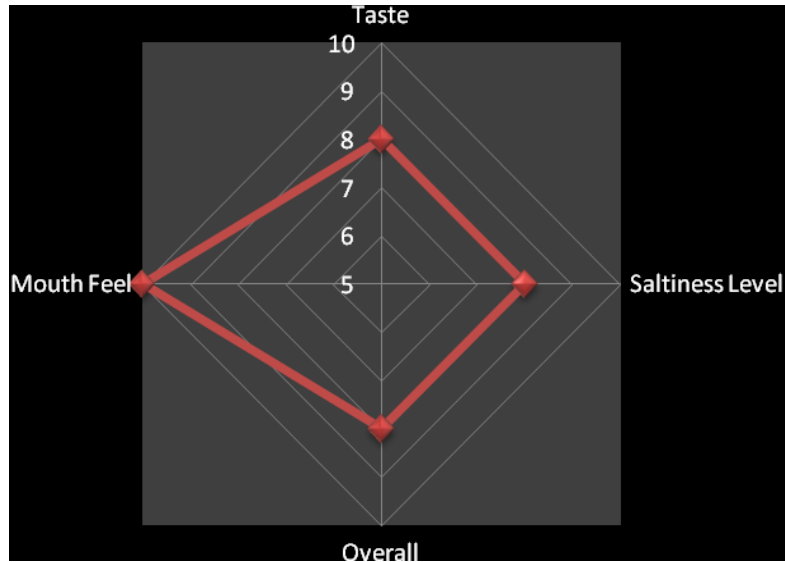
**Overall**



\*\* 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.

## Spicy Cocktail - Positioning



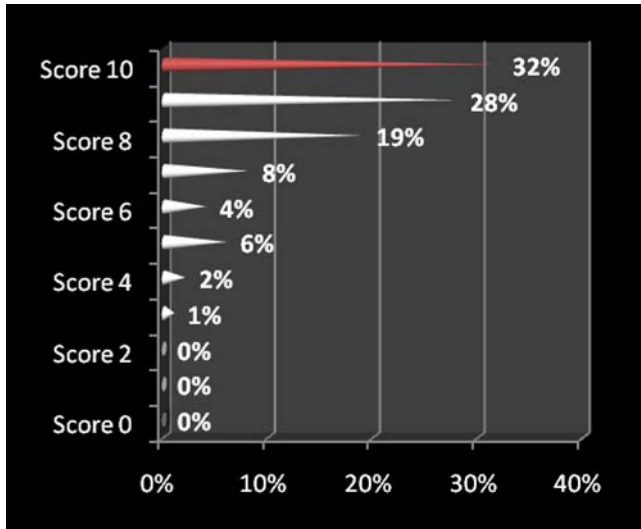
**Note:** In the above graph we only considered the **MODE value** (Maximum favorable outcome) of the respondent's group.

### ❑ Recommendation:

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

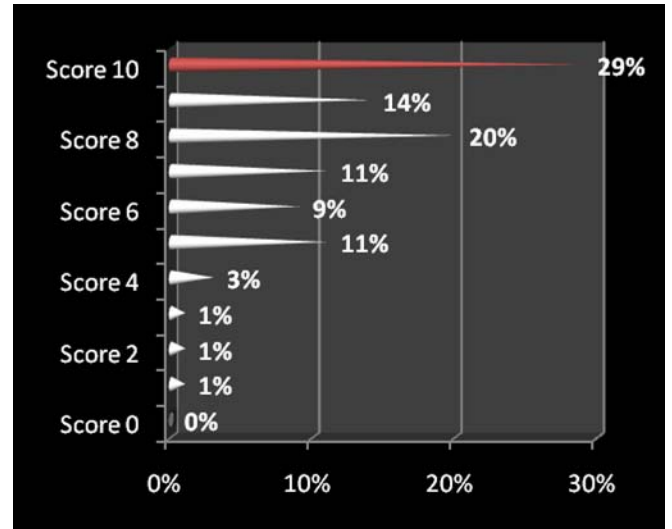
## 3.2 Tomato Tango

### Taste



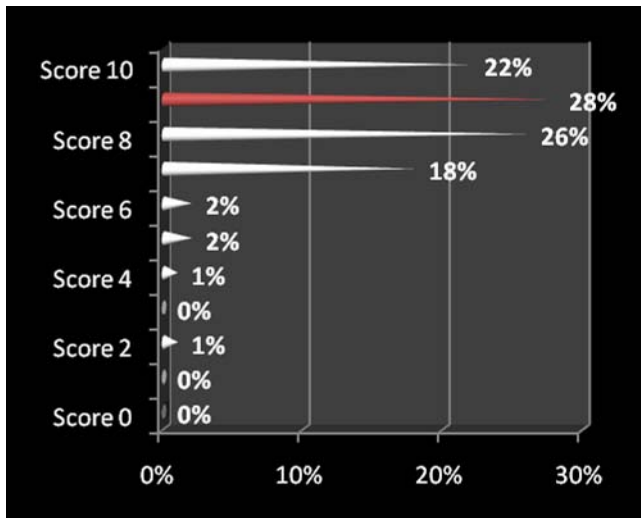
\*\* 32% shows score at 10 i.e. excellent.

### Saltiness Level



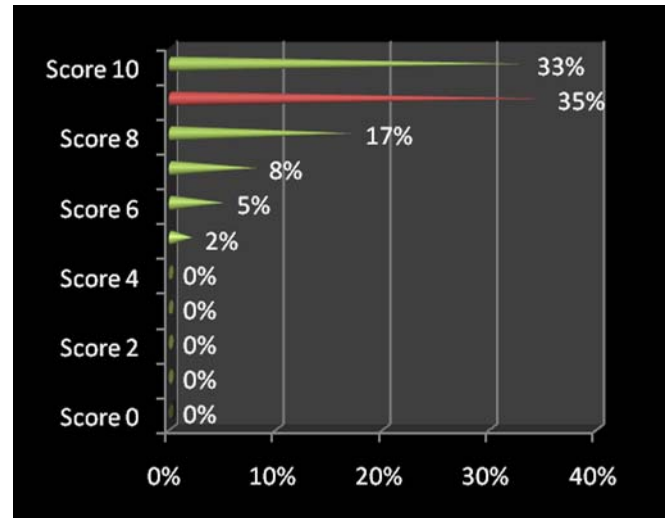
\*\* 29% shows score at 10.

### Mouth feel



\*\* 28% shows score at 9.

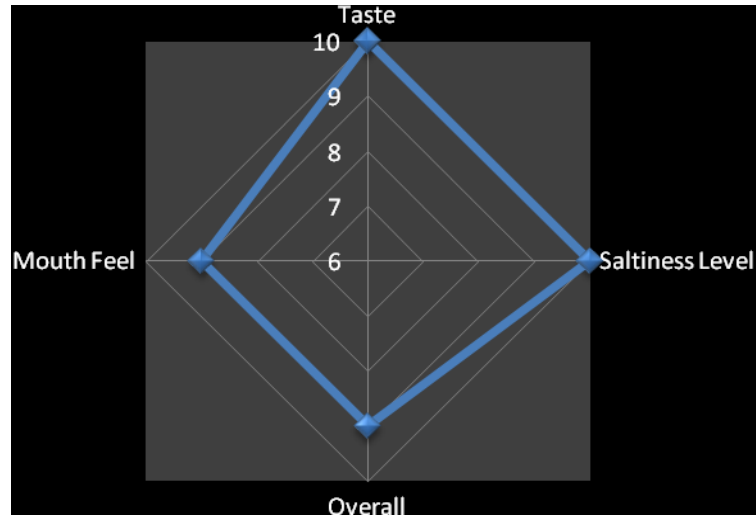
### Overall



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

Overall situation of the Tomato Tango flavor is good or you can say an excellent position.

## Tomato Tango - Positioning



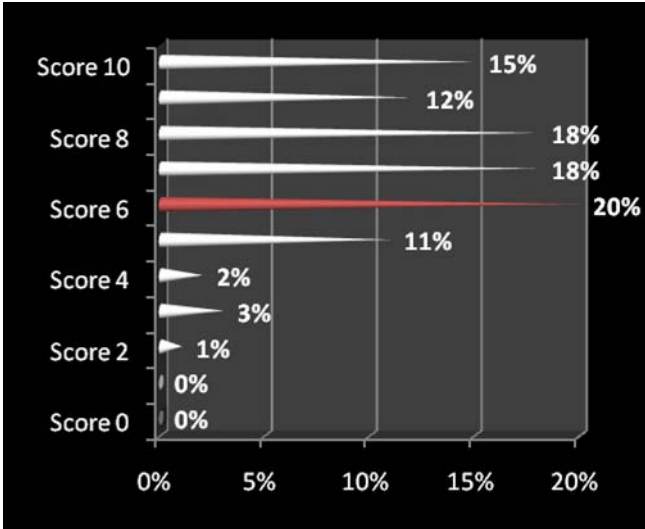
**Note:** In the above graph we only considered the **MODE value** of the respondent's group.

### ❑ Recommendation:

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

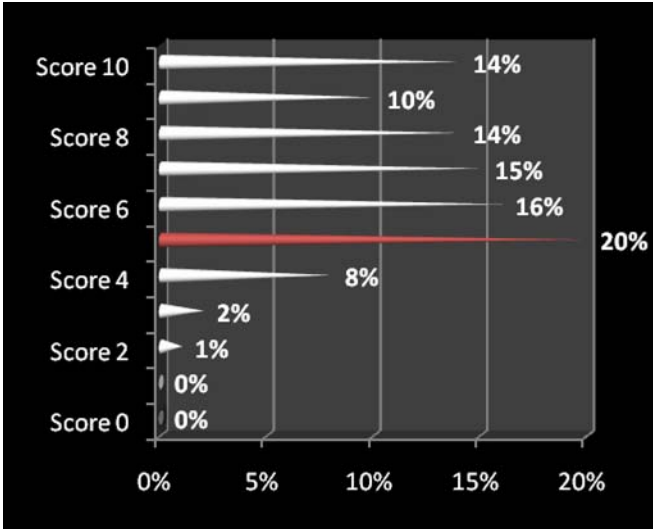
### 3.3 Creamy & Veg. Masala

Taste



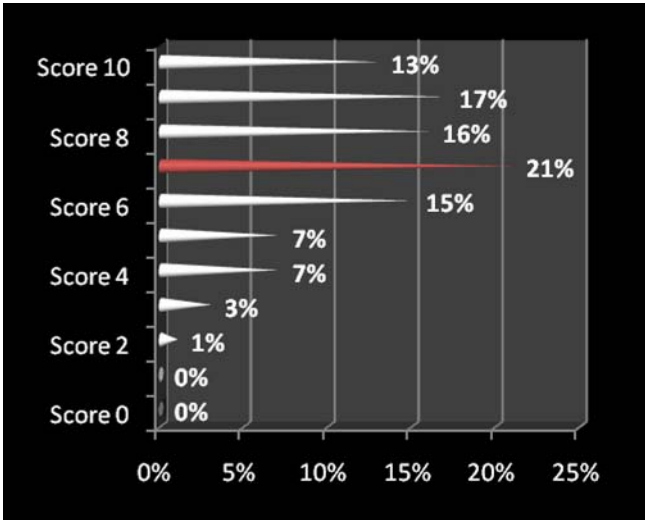
\*\* 20% shows score at 6 i.e. not so good.

Saltiness Level



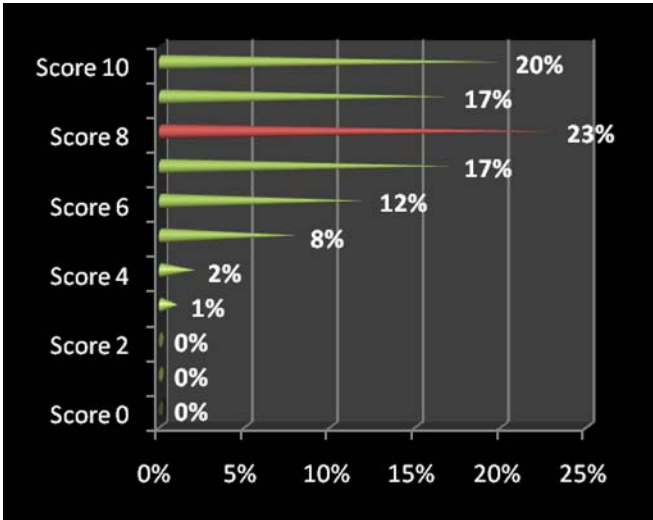
\*\* 20% shows score at 5 i.e. poor.

Mouth feel



\*\* 21% shows score at 7.

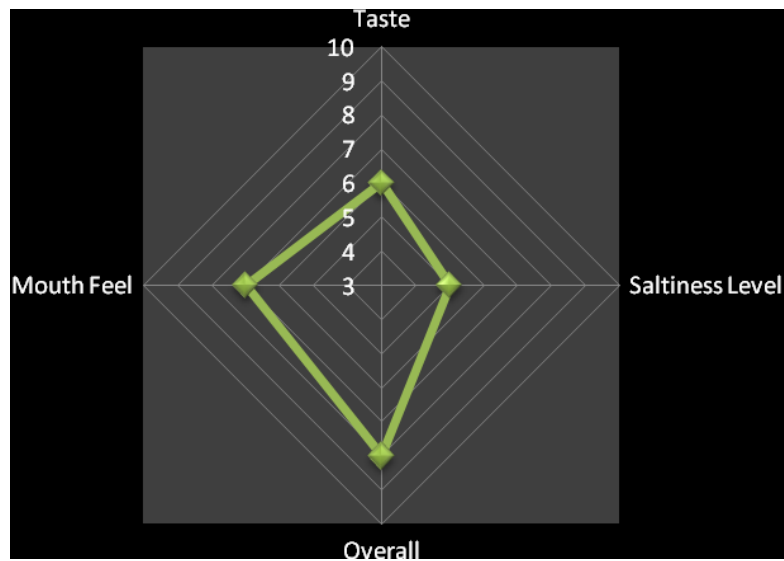
Overall



\*\* 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



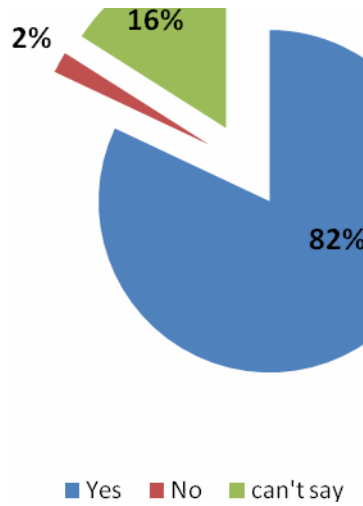
**Note:** In the above graph we only considered the **MODE value** of the respondent's group.

### ❑ 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.

**Variants of the Chips \* Prefer next time to buy Cross tabulation**

Count		Prefer next time to buy			Total
		Yes	No	Can't say	
Variants of the Chips	Spicy	73%	2%	<b>25%</b>	52
	Tomato	79%	4%	16%	52
	Creamy	61%	4%	<b>35%</b>	49

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.

- ✓ It should be developed by comparing to Lays.

## **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

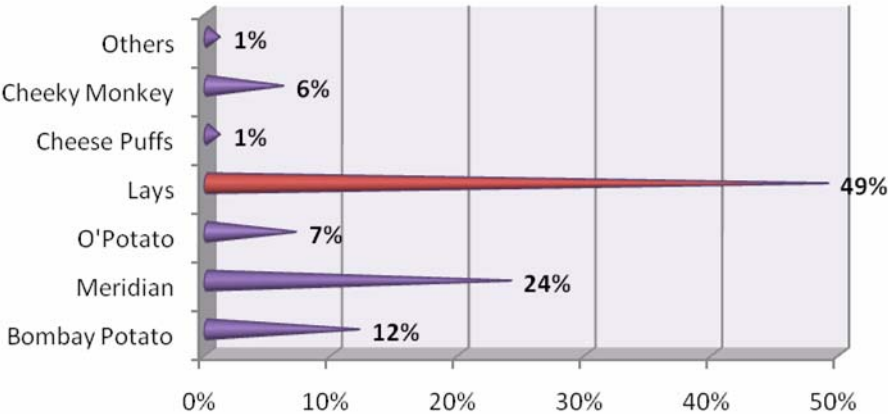
with a company which is in the growth stage of the organizational life cycle (OLC), enabled me to captivated a bundle of practical knowledge which will turn out to be a great support for my future strategy formulations and implementations achievements.

# Appendix

## Dhaka

### Preferred Chips

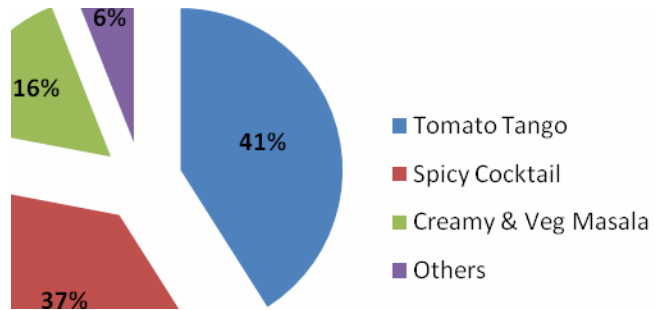
The reasons for the popularity of the most preferred chips. For this the respondents were asked various brands of chips. Following pie chart shows their responses.



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

### Favorite flavor

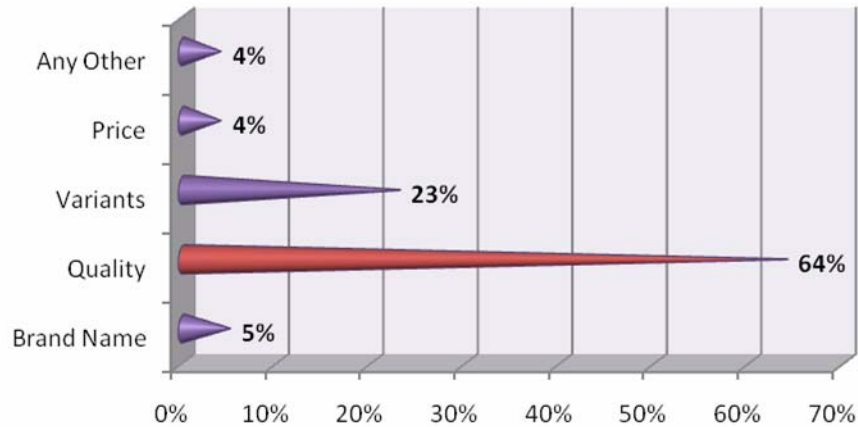
This objective is to find out which flavor of the chips people like the Most.



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

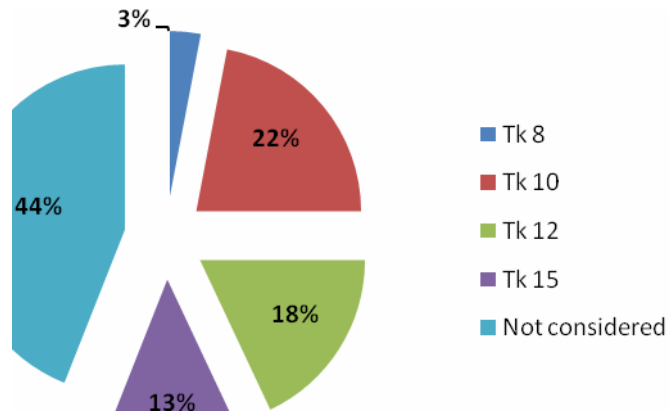
### Compels to consume chips

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



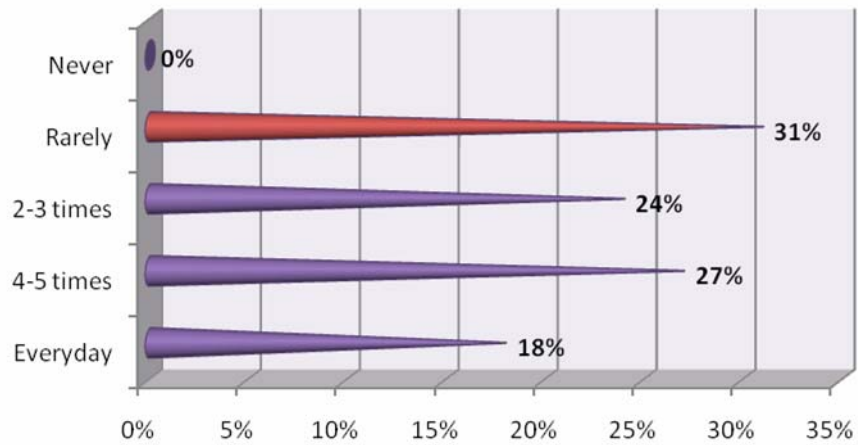
From the above graph shows that majority of the respondents buy chips because of its quality.

### Preferred Price



A major percentage of respondent's doesn't consider the price.

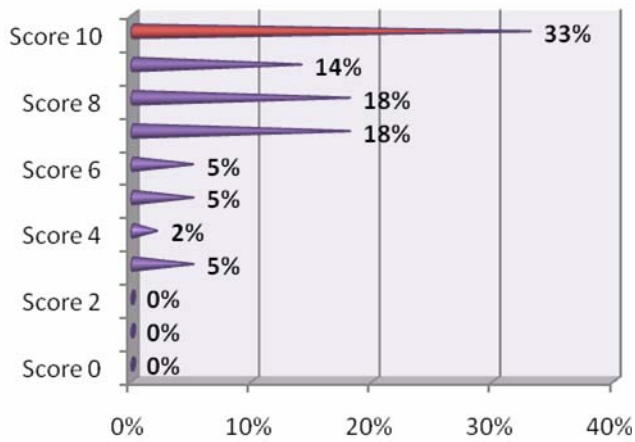
### Often to consume in a week



It seems that respondent eat chips at very alternative days.

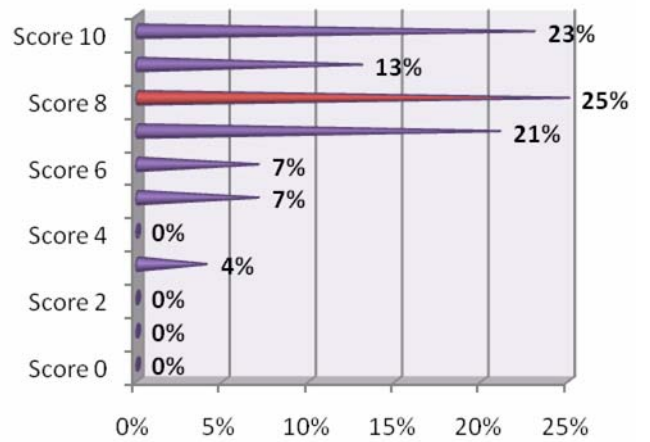
# Spicy Cocktail

## Taste



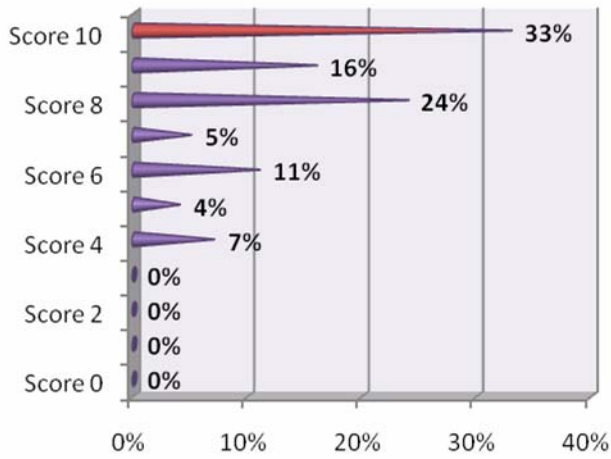
\*\* 33% shows score at 10.

## Saltiness Level



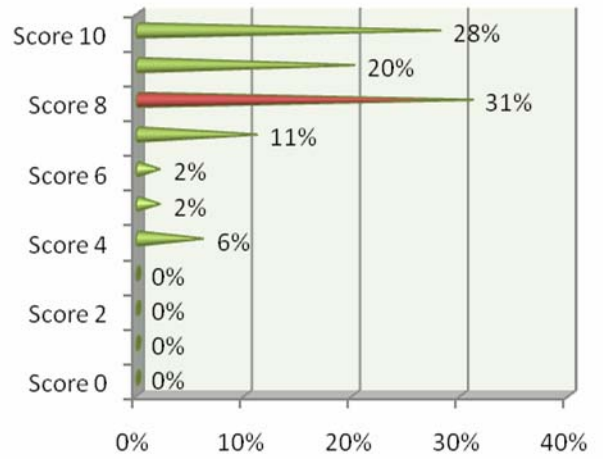
\*\* 25% shows score at 8.

### Mouth feel



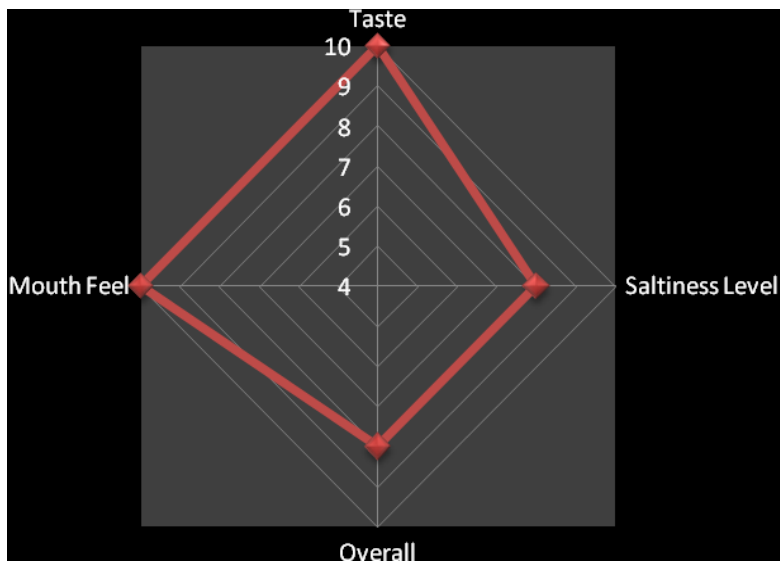
\*\* 33% shows score at 10 i.e. is excellent.

### Overall



\*\* 31% shows score at 8.

## Spicy Cocktail - Positioning in Dhaka

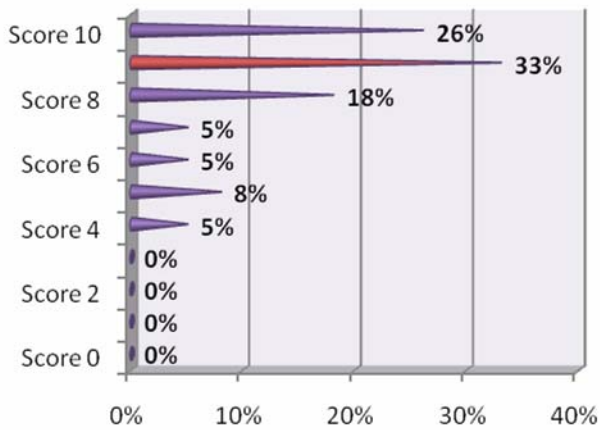




**Note:** In the above graph we considered the **MODE** (maximum favorable outcome) of the respondent's group.

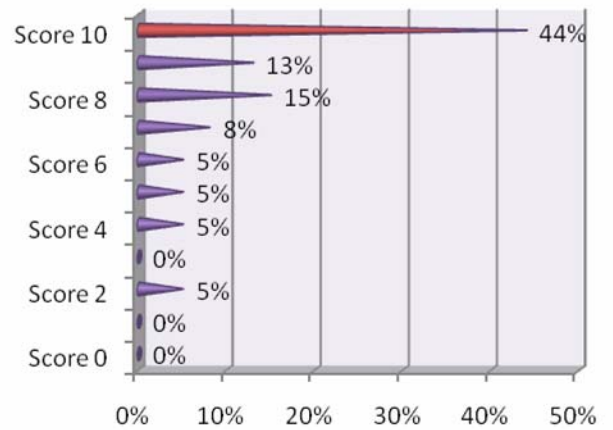
## Tomato Tango

### Taste



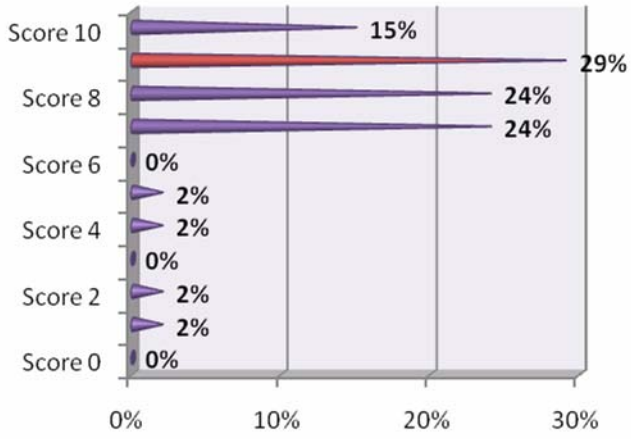
\*\* 33% shows score at 9.

### Saltiness Level



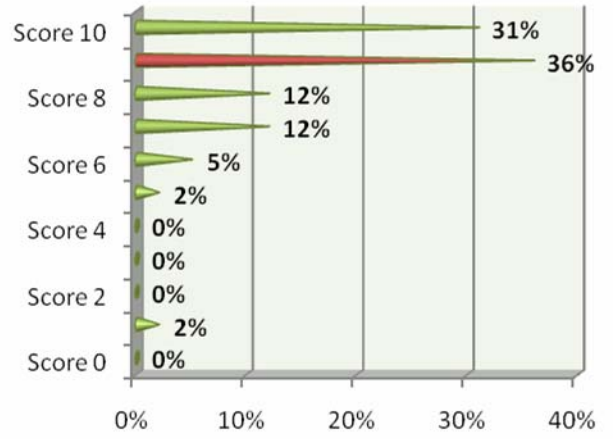
\*\* 44% shows score at 10.

### Mouth feel



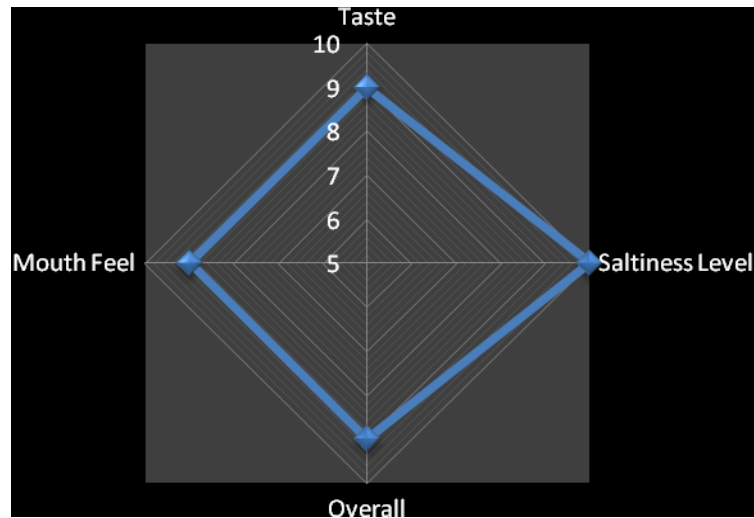
\*\* 29% shows score at 29 i.e. is overall good.

### Overall



\*\* 36% shows score at 9.

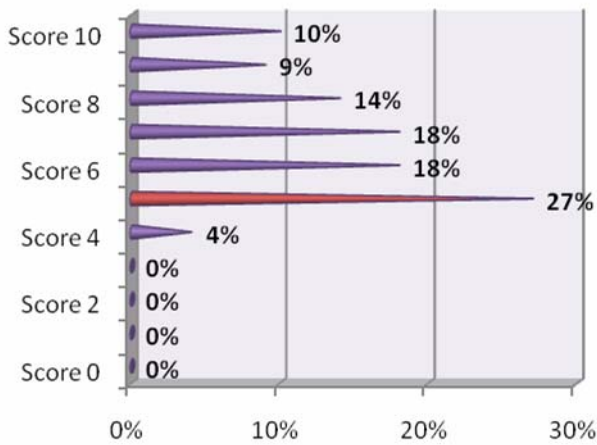
## Tomato Tango - Positioning in Dhaka



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

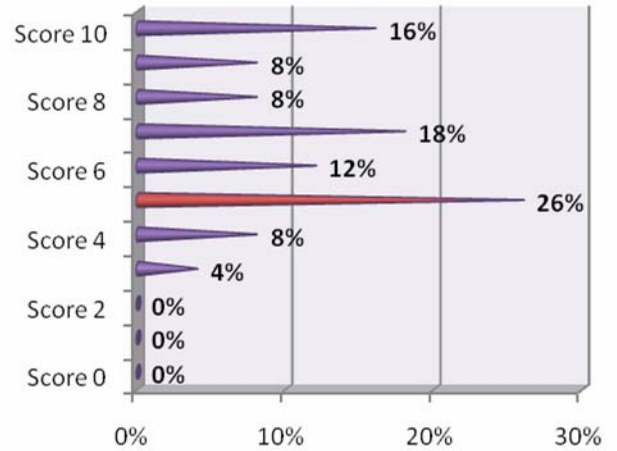
## **Creamy & Veg. Masala**

### Taste



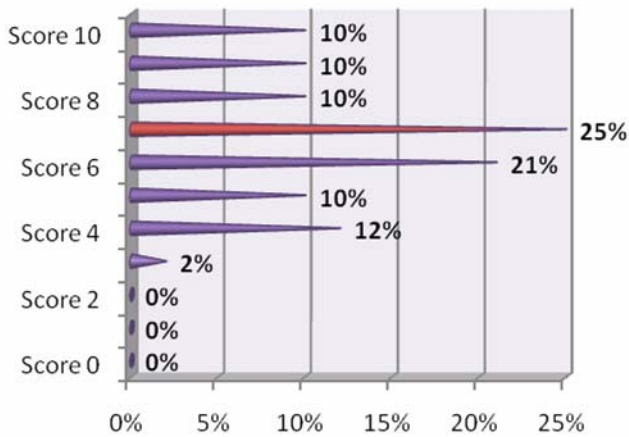
\*\* 27% shows score at 5 i.e. below average in taste.

### Saltiness Level



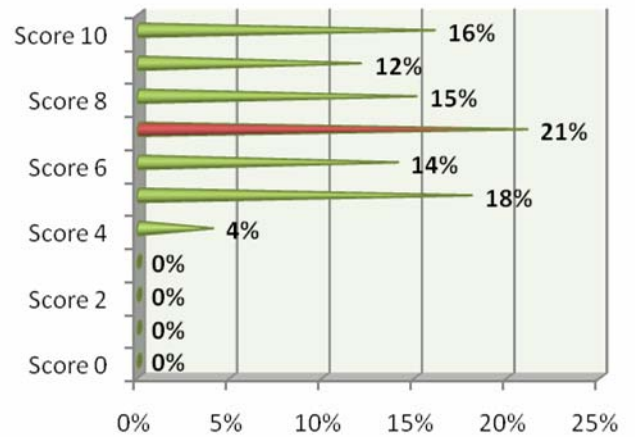
\*\* 26% shows score at 5 it shows below avg. in saltiness level.

### Mouth feel



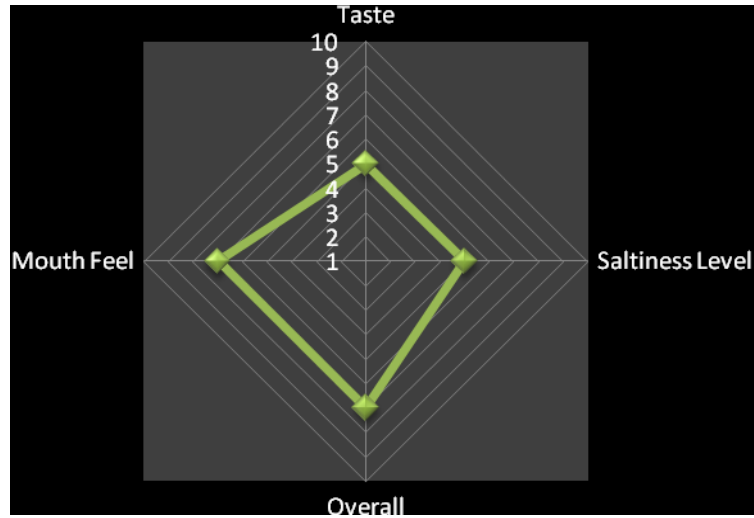
\*\* 25% shows score at 7 i.e. is average quality.

### Overall



\*\* 21% shows score at 7.

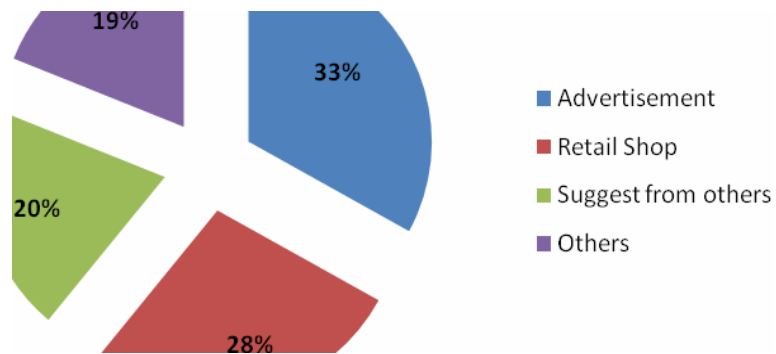
## Creamy & Veg. Masala - Positioning in Dhaka



**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.

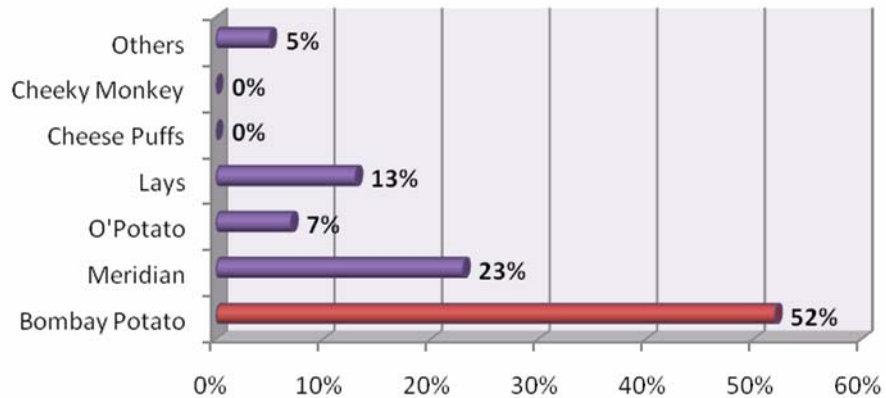


Here advertisement is having a good share almost 33%.

Sylhet

## Preferred Chips

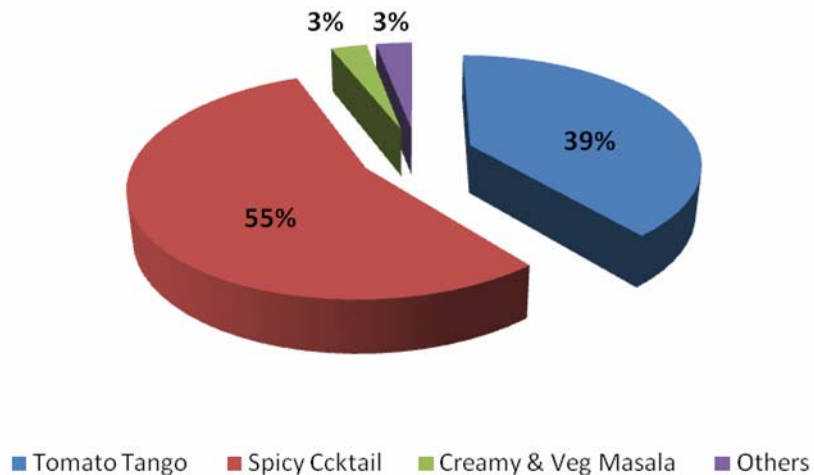
The reasons for the popularity of the most preferred chips. For this the respondents were asked various brands of chips. Following pie chart shows their responses.



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

## Favorite flavor

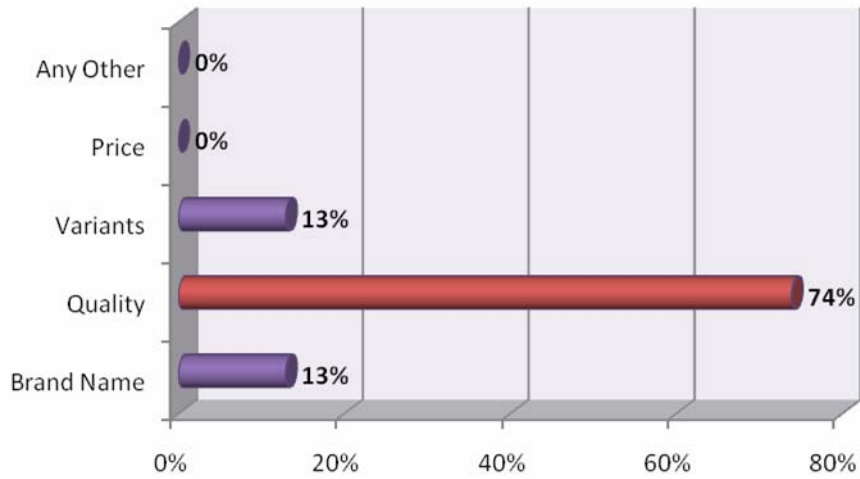
This objective is to find out which flavor of the chips people like the Most.



This shows that more people like Spicy Cocktail in Sylhet.

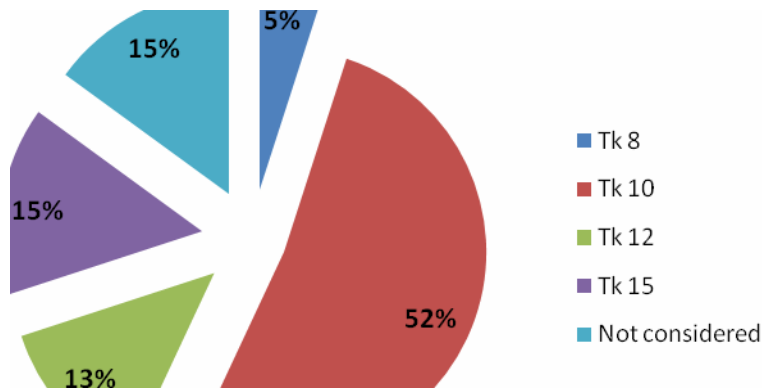
## Compels to consume chips

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



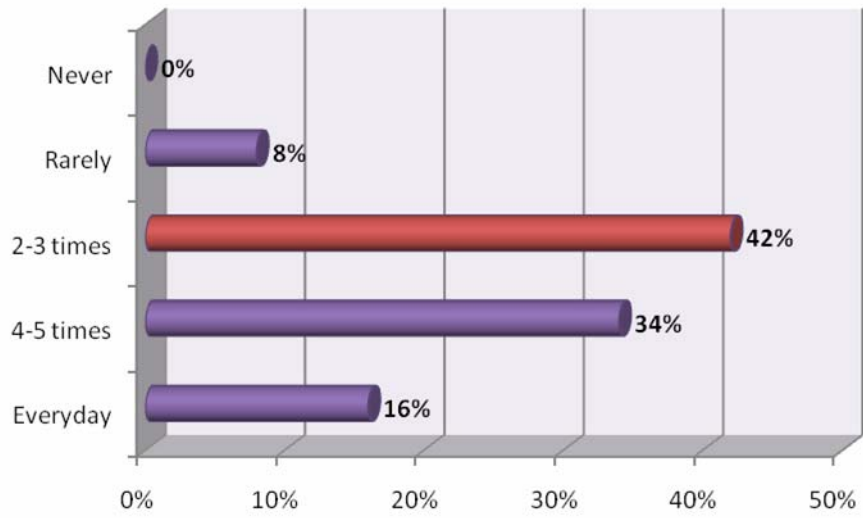
From the above graph shows that majority of the respondents buy chips because of its quality.

### Preferred Price



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

### Often to consume in a week

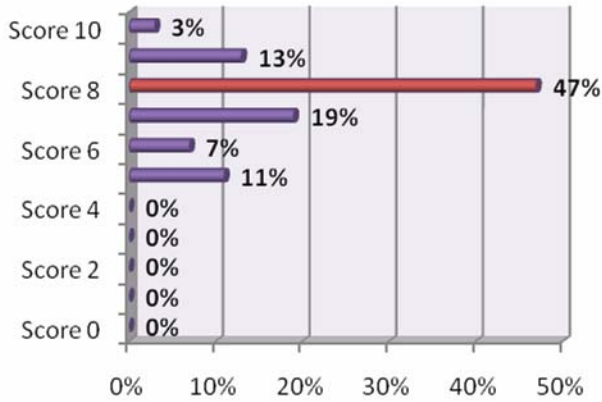


It seems that respondent eat chips at very alternative days.

## Spicy Cocktail

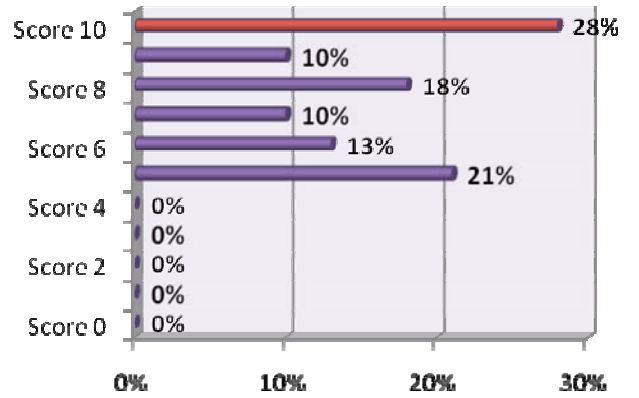


### Taste



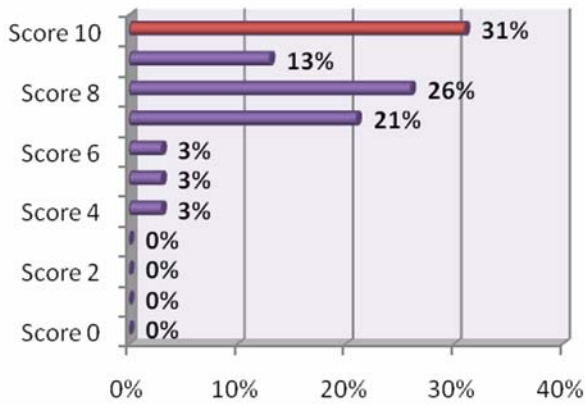
\*\* 47% shows score at 8.

### Saltiness Level



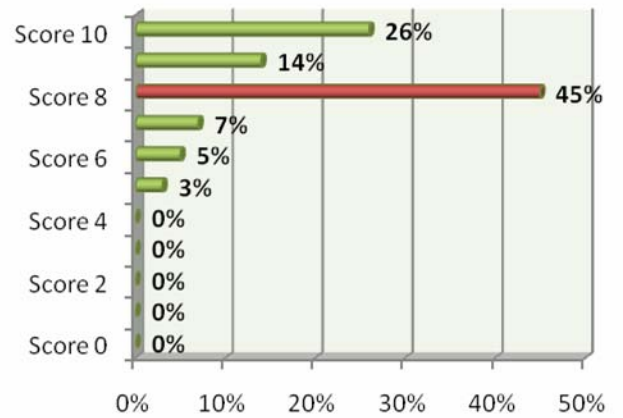
\*\* 28% shows score at 10.

### Mouth feel



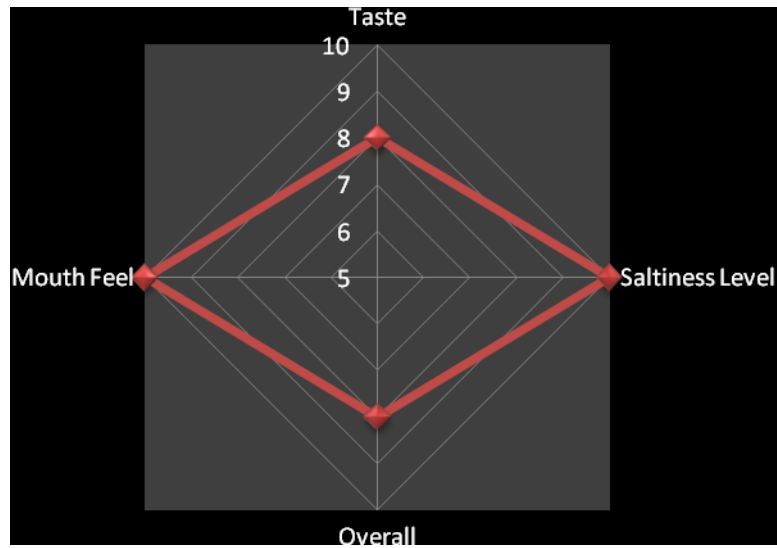
\*\* 31% shows score at 10.

### Overall



\*\* 45% shows score at 8.

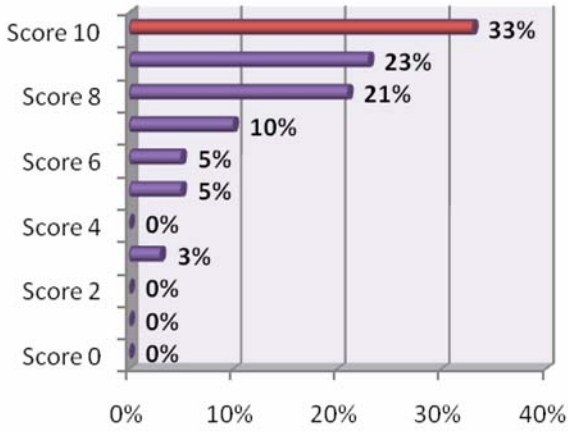
## Spicy Cocktail - Positioning in Sylhet



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

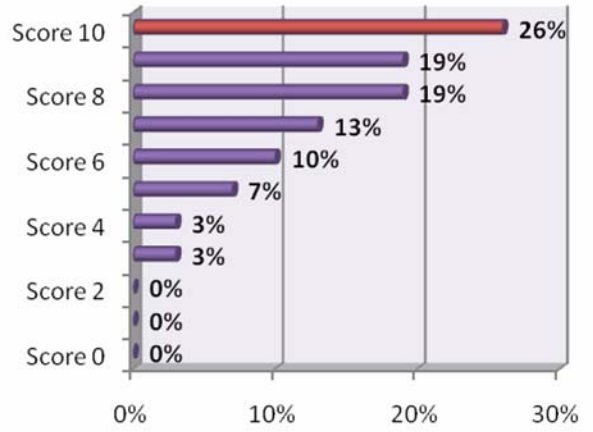
## Tomato Tango

### Taste



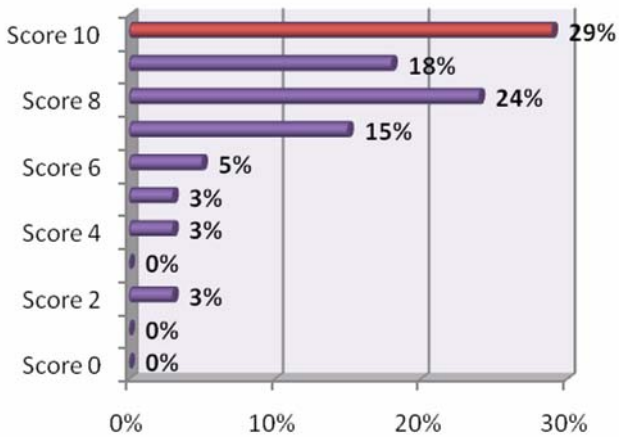
\*\* 33% shows score at 10.

### Saltiness Level



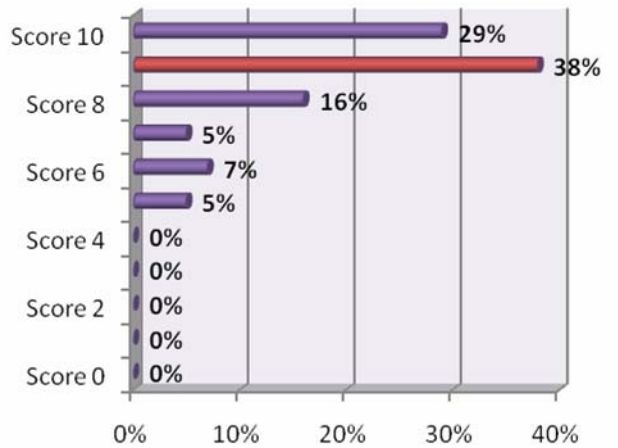
\*\* 26% shows score at 10.

### Mouth feel



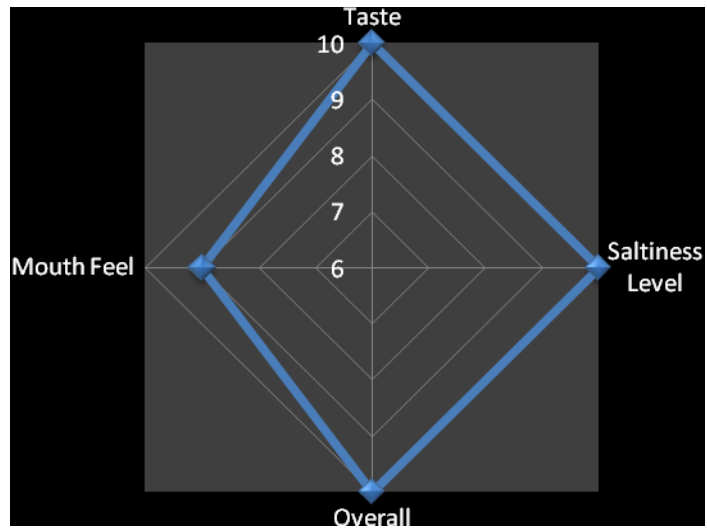
\*\* 29% shows score at 10.

### Overall



\*\* 38% shows score at 9.

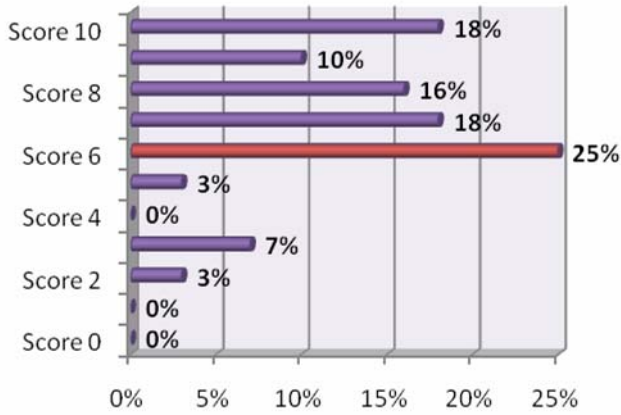
## Tomato Tango - Positioning in Sylhet



**Note:** In the above graph only considered the **MODE** of the respondent's group.

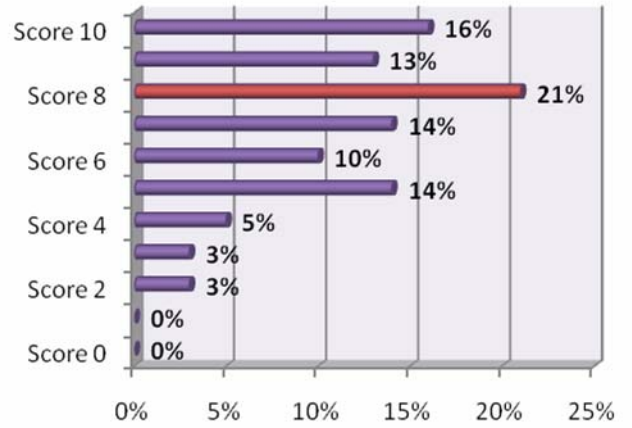
## Creamy & Veg. Masala

### Taste



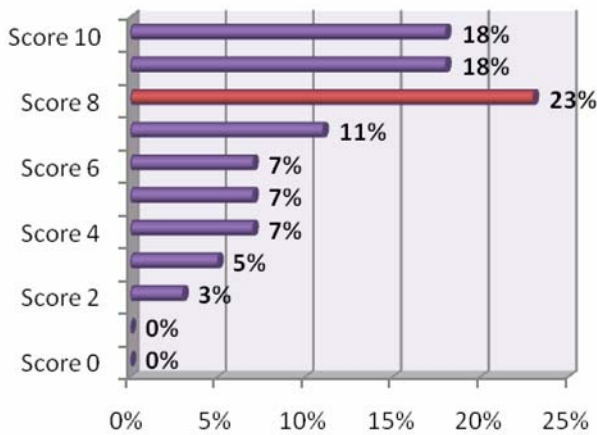
\*\* 25% shows score at 6.

### Saltiness Level



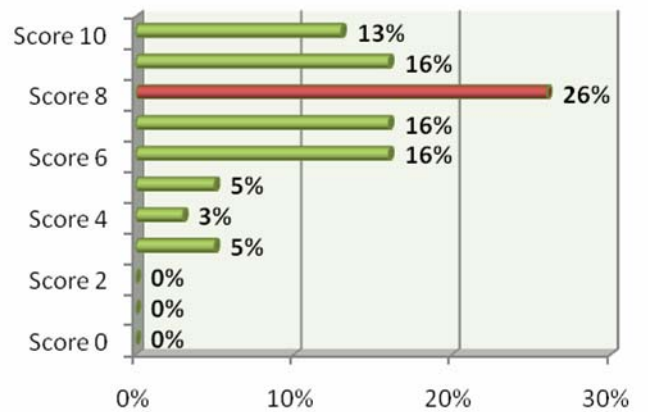
\*\* 21% shows score at 8.

### Mouth feel



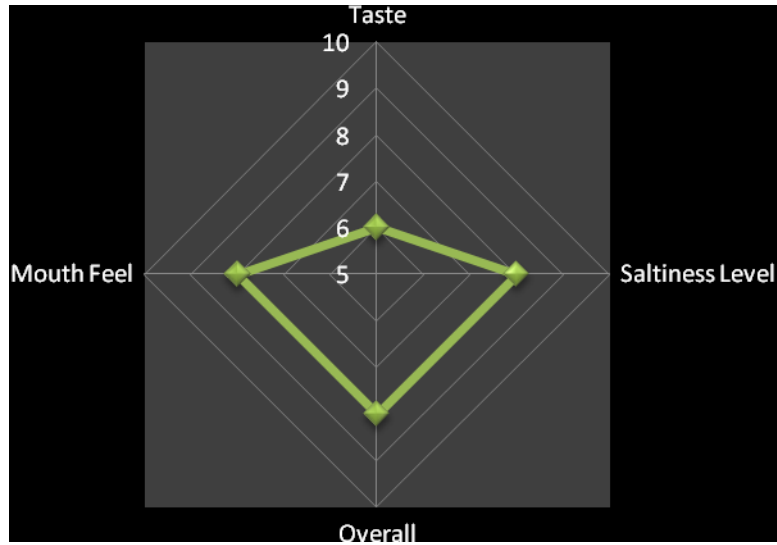
\*\* 23% shows score at 8.

### Overall



\*\* 26% shows score at 8.

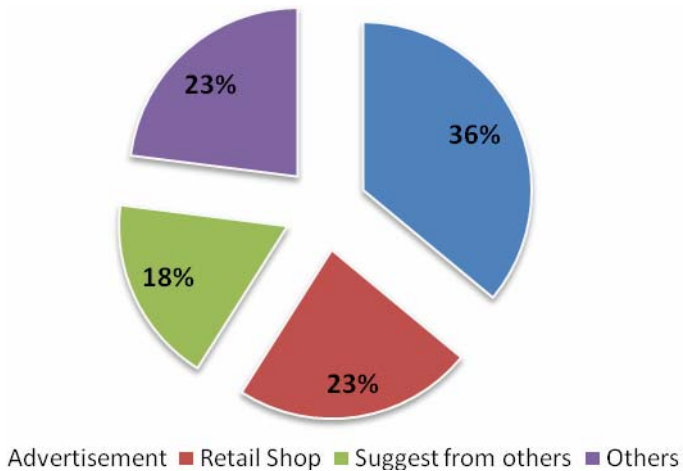
## Creamy & Veg. Masala - Positioning in Sylhet



**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.

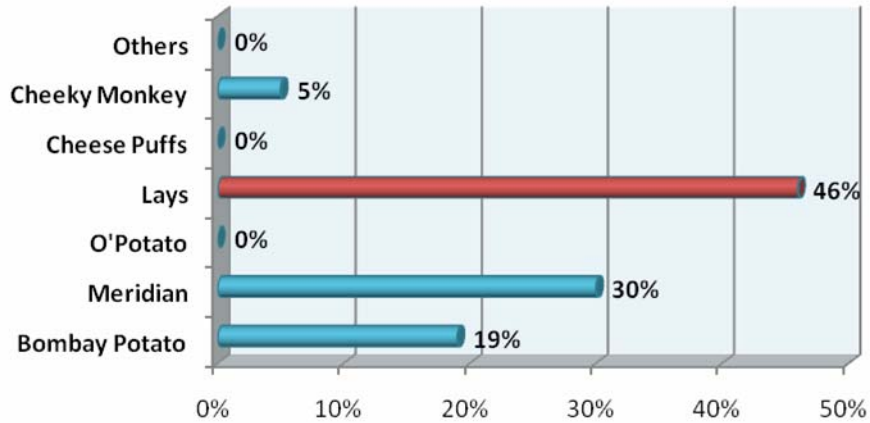


Here advertisement is having a good share while others is least share.

# Chittagong

## Preferred Chips

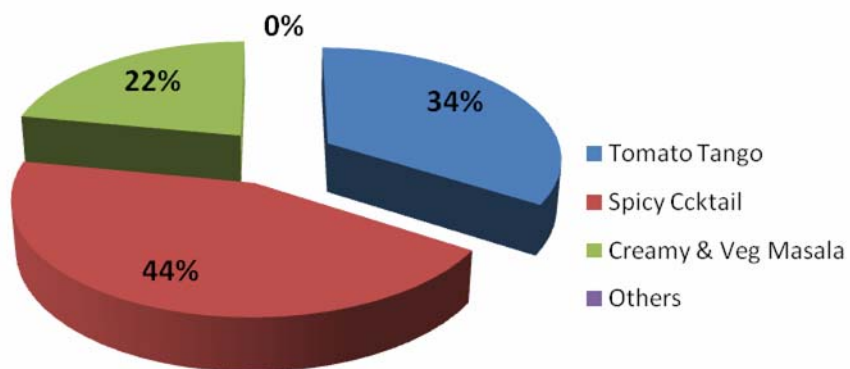
The reasons for the popularity of the most preferred chips. For this the respondents were asked various brands of chips. Following pie chart shows their responses.



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

## Favorite flavor

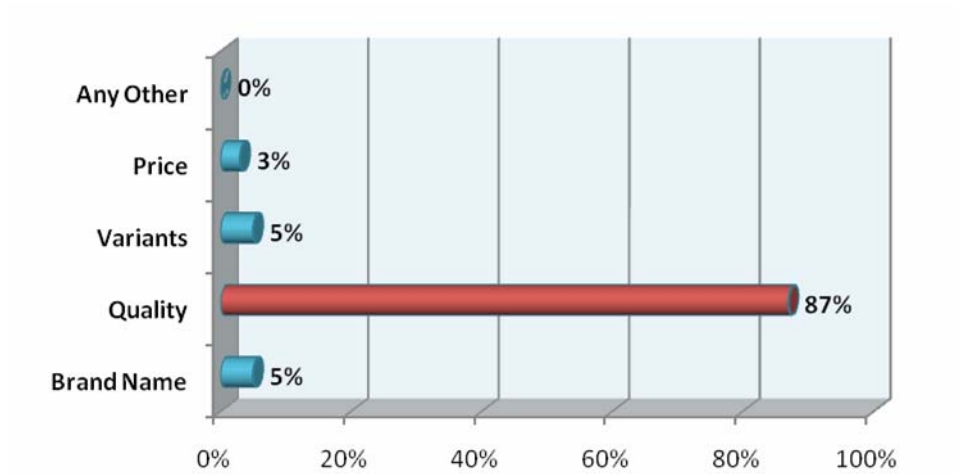
This objective is to find out which flavor of the chips people like the Most.



This shows that more people like Spicy Cocktail in Chittagong. And 0% shows others.

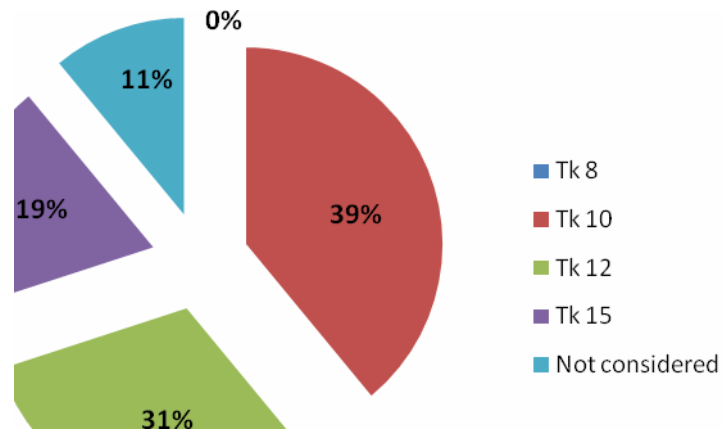
### Compels to consume chips

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.

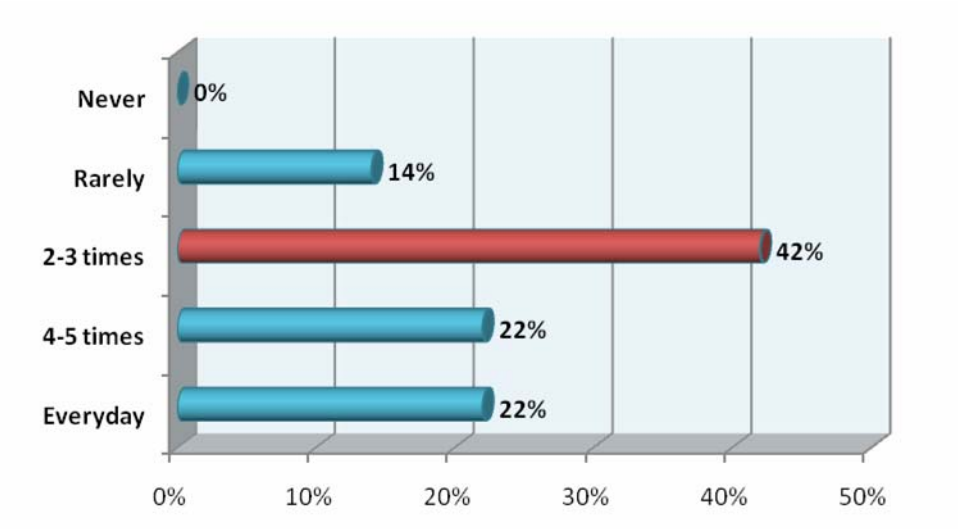
### Preferred Price



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.



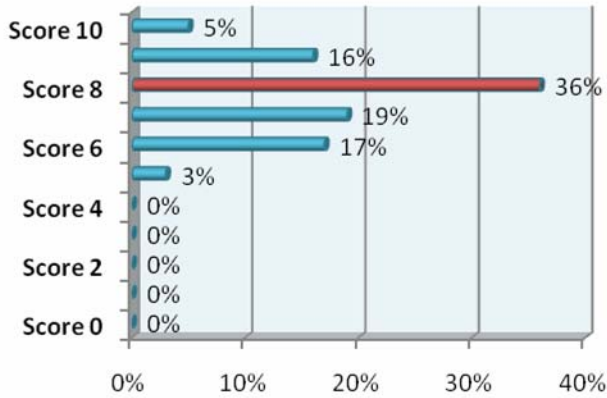
**Often to consume in a week**



It seems that respondent eat chips at very alternative days.

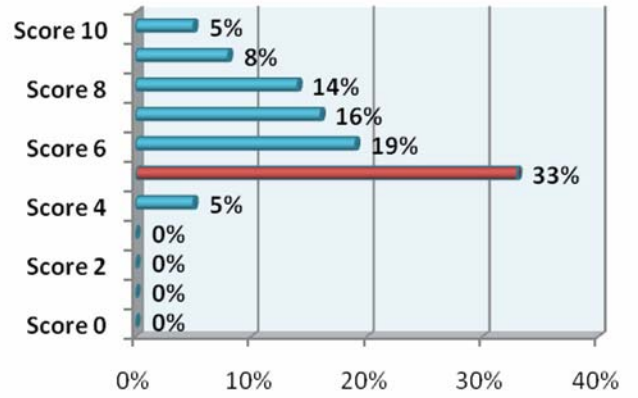
# Spicy Cocktail

## Taste



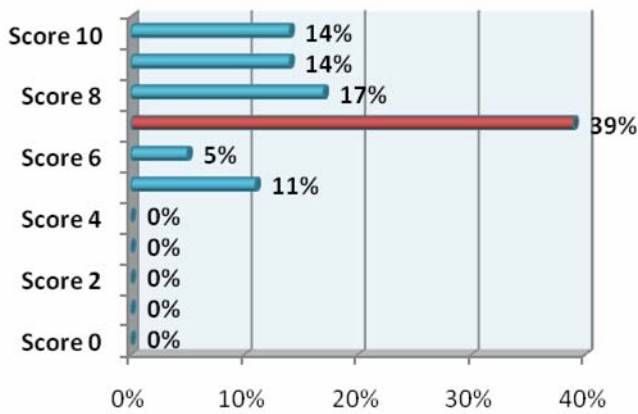
\*\* 36% shows score at 8.

## Saltiness Level



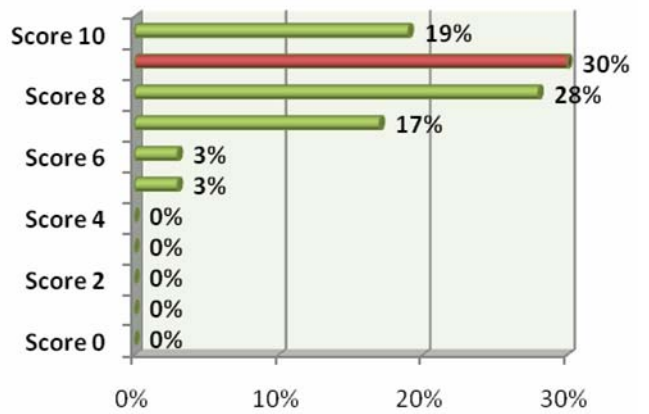
\*\* 33% shows score at 5.

## Mouth feel



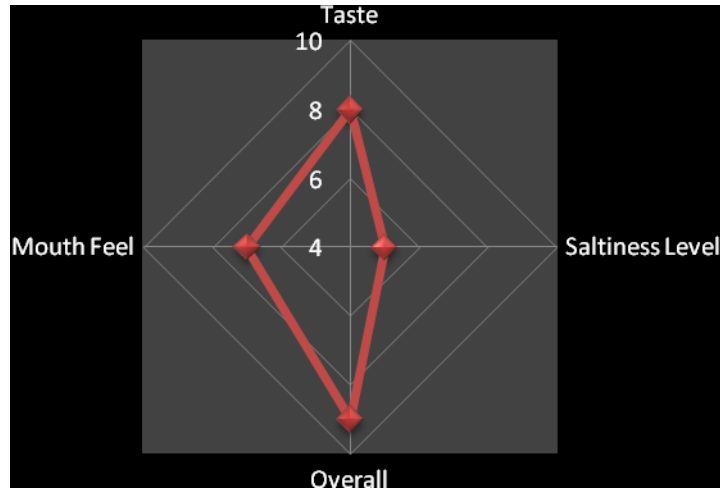
\*\* 39% shows score at 7.

## Overall



\*\* 30% shows score at 9.

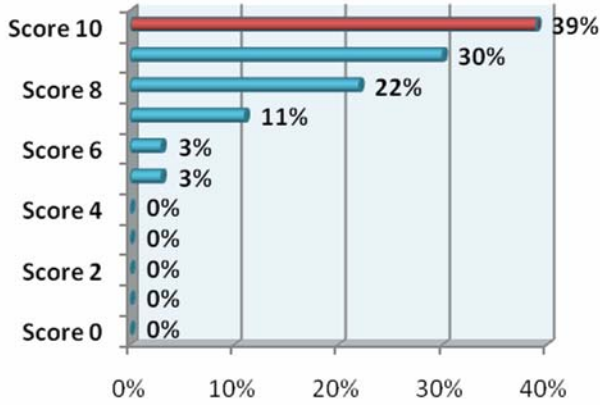
## Spicy Cocktail - Positioning in Chittagong



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

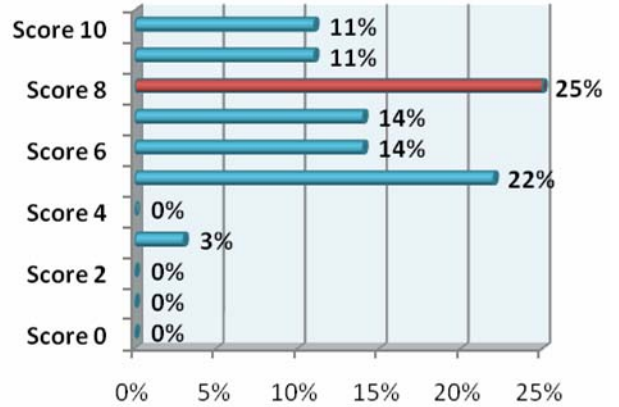
# Tomato Tango

## Taste



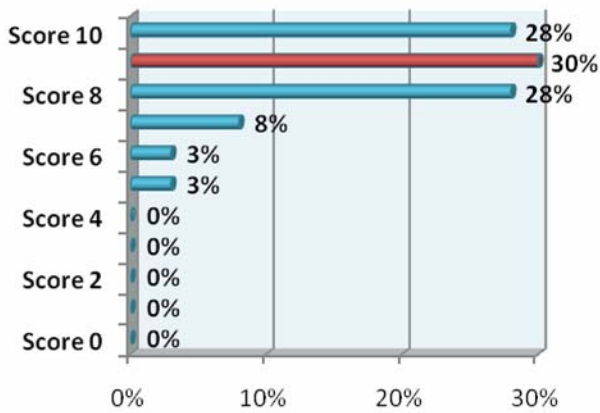
\*\* 39% shows score at 10.

## Saltiness Level



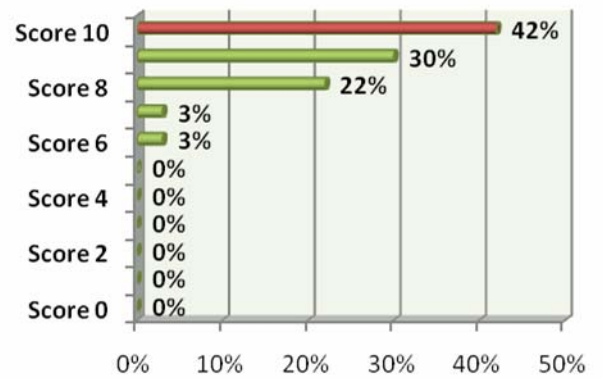
\*\* 25% shows score at 8.

## Mouth feel



\*\* 30% shows score at 8.

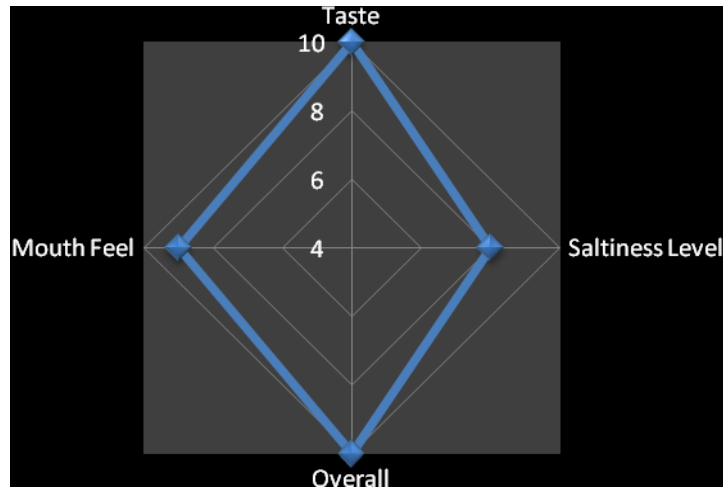
## Overall



\*\* 42% shows score at 10.

Variation found in respondent perception about saltiness level.

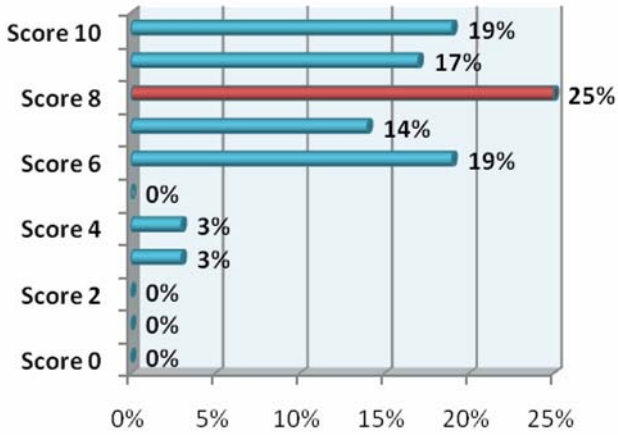
## Tomato Tango - Positioning in Chittagong



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

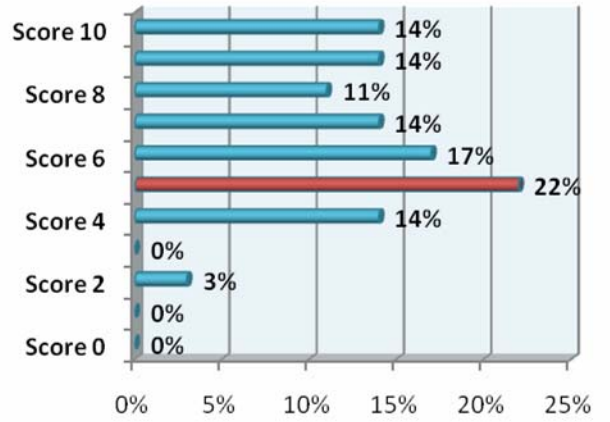
# Creamy & Veg. Masala

## Taste



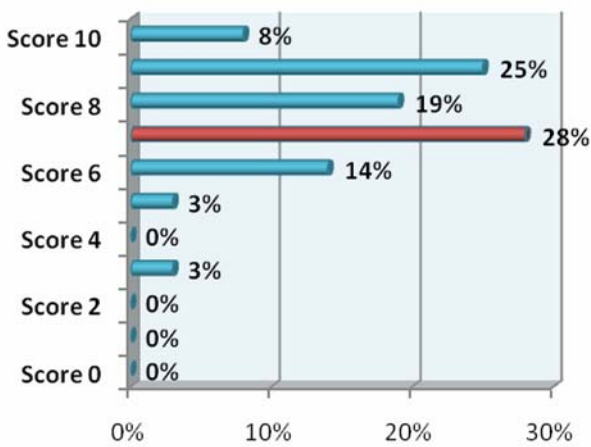
\*\* 25% shows score at 8.

## Saltiness Level



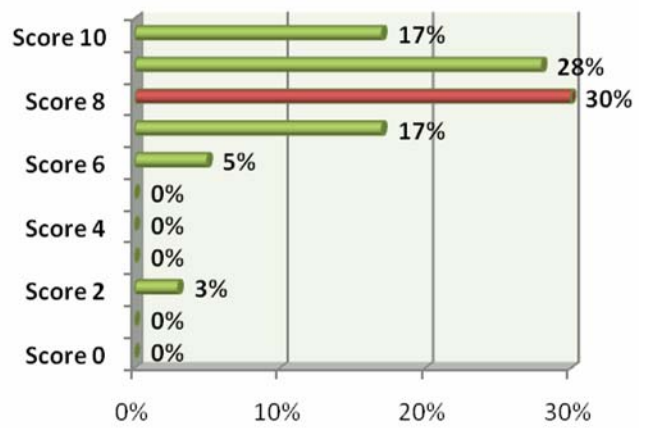
\*\* 22% shows score at 5.

## Mouth feel



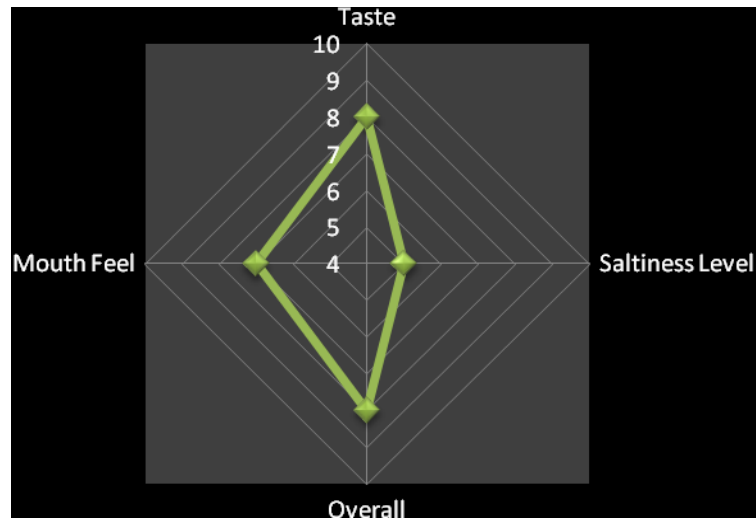
\*\* 28% shows score at 7.

## Overall



\*\* 30% shows score at 8.

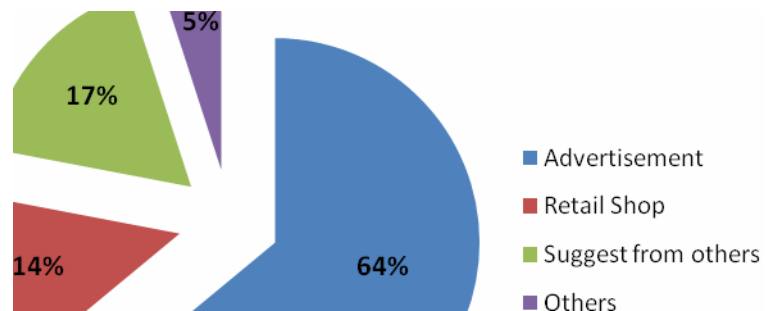
## Creamy & Veg. Masala - Positioning in Chittagong



**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.

# Questionnaire

**Please fill up the form for a market survey on Chips.**

Age:  < 10  11-15  Above 15      Gender:  Male  Female      Place.....

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

Strongly Dislike	0	1	2	3	4	5	6	7	8	9	10	Strongly Like
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

### 2. Saltiness level

Strongly Dislike	0	1	2	3	4	5	6	7	8	9	10	Strongly Like
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

### 3. Mouth feel

Strongly Dislike	0	1	2	3	4	5	6	7	8	9	10	Strongly Like
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

### 4. Overall

Strongly Dislike	0	1	2	3	4	5	6	7	8	9	10	Strongly Like
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

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**