

Internship Report On

“Evolution of Chopstick brand and Customer feedback on Chopstick Instant Noodles”

At

SQUARE FOOD & BEVERAGE LIMITED





Inspiring Excellence

**“Evolution of Chopstick brand and Customer feedback on
Chopstick Instant Noodles”**

At
SQUARE FOOD & BEVERAGE LIMITED

Submitted To:

Humaira Naznin
Senior Lecturer
BRAC Business School
BRAC University

Submitted By:

Ankan Karmaker
ID: 12104169
BRAC Business School
BRAC University

Date of Submission:

18 December, 2016

Letter of Transmittal

18th December, 2016

Humaira Naznin

Senior Lecturer

BRAC Business School

BRAC University

Subject: Submission of the Internship Report

Dear Madam,

With profound respect and honor I would like to inform that, I have completed this report and pleased to submit this report, which has been prepared for the requirement of internship program. I have tried my best so that I can complete the report properly and I tried to bring out a significance insight within the obedience. While collecting information for the report, I had to face some problems and difficulties. I have learnt many things related with the supply chain, retailers behavior towards the distributors and gathered a wide range of experience.

This report is based on the experiences, skills and knowledge that I have achieved during my internship period in Square Food & Beverages Ltd.

I appreciate your cooperation, kind advice and suggestions related with this report which will help me as potential guideline in future. In addition, if you have any query about this report I would be glad to answer your queries.

Sincerely yours,

Ankan Karmaker

ID- 12104169

BRAC Business School, BRAC University

ACKNOWLEDGEMENT

First of all I want to sincerely thank ALMIGHTY for the great opportunity and blessings that he has showered up on me for successfully complete this task.

I am very thankful to my family for inspiring me and supporting me so much.

As a part of my BBA program, I have completed my internship from Square Food & Beverages Ltd, a renowned company which is a sister concern of Square Group.

In preparing this report the biggest support comes from my internship supervisor Ms. Humaira Naznin, Senior Lecturer, BRAC Business School, BRAC University. Without her suggestion, advice and supervision, it was quite impossible to complete this report.

I am also thankful to Mr. M. A. Mahmud, brand manager and my supervisor at Square Food & Beverages Ltd for guiding me and appreciating me to work and complete the report based on real working experience. I also want to thank Mr. Zinnat Rahman Khan, who is a Activation Planner & Event Manager at Square food & Beverage Limited for engaging me in some of the Events, which helps me to get some practical experiences about how to supervise an Event.

Finally, I would like to acknowledge the contributions made by my friends and seniors for helping me by encouraging me and by sharing their experiences.

If this report suffers from any error or mistake in spite of my best effort, I seek excuse for that.

Table of Contents

Content No	Content Name	Page No
1	Introduction	8
1.1	Background of the study	9
1.2	Introduction of the project	9
1.3	Objective of the study	9
1.4	Methodology	10
1.5	Limitations of the study	12
2	Organizational overview	13
2.1	Overview of SQUARE group	14
2.2	Overview of SQUARE Food & Beverage Ltd	15
2.3	Brands introduced by SQUARE Food & Beverage Ltd	16
3	Brand Analysis of Chopstick (Part: 01)	18
3.1	Brand details of Chopstick	19
3.2	Major competitors of Chopstick	20
3.3	Current market overview of instant noodles	21
3.4	Target market segmentation	22
3.5	Reasons behind selecting Chopstick as a brand	23
4	Brand Analysis of Chopstick (Part: 02)	24
4.1	Brand elements	25

	4.2	Differentiation strategies	28	
5		Customer feedback on Chopstick Instant Noodles (Findings & Recommendations)	30	
	5.1	Consumers' perceptions towards instant noodle brands (Findings)	31	
	5.2	Consumers Perceptions and Feedback on Chopstick Instant Noodles (Outcome on Likert Scale)	41	
	5.3	Recommendation	45	
6		Conclusion	48	
7		Appendix	49	
8		Reference	52	

Executive Summary

The heart of accomplishment in any business lies in its marketing. Most parts of business rely on upon effective marketing. The discussion in this study is intended to introduce some of the branding strategies that Square Food & Beverage Ltd has adopted for the evolvement of the brand Chopstick and to know the customer perspective towards Chopstick instant noodles.

This report is prepared in view of three months of practical experience. This report rigorously examines and discusses the different aspects of Chopstick brand, customer feedback and perspective towards Chopstick instant noodles. It also includes the findings and recommendations based on the customers' feedback. This report likewise comprise conclusion as indicated by my perspective which I think it would enhance the environment of this organization, if it was executed.

Chapter: 01

INTRODUCTION

1.1 Background of the study:

When a particular subject is linked with theory and real life practice, studying and learning that subject is evaluated properly. Theories are learned in a descriptive way from academic courses. When the theory meets practical knowledge on the matter to learn and study the subject, it is necessary to get a real life experience to implement the theory. This real life experience can be gathered by the program named as “Internship”. The major purpose of the internship program is to train and prepare the students to work in a real working environment and gaining knowledge about job market. After gathering knowledge and learning about real life job experience from Square Food & Beverage Limited under marketing department, I have developed this internship report as a partial requirement to acquire the BBA degree under direct supervision of Ms. Humaira Naznin. I will try my level best to make this report informative with sufficient resources and real life experiences.

1.2 Introduction of the project:

This report is a part of my internship program to complete the undergraduate program from BRAC University. I choose the topic “**Evolvement of Chopstick brand and Customer feedback on Chopstick Instant Noodles**”, as I worked mostly with Chopstick brand during my internship period and I am very much interested to work on this topic. The duration of my internship was about three months in SQUARE Food & Beverage Ltd. I got the opportunity to work in the real job environment there under marketing department. I learned and observed their day-to-day work and gathered much realistic knowledge about job environment. I also learned about how SQUARE Food & Beverage Ltd maintain their quality, their product taste, how they do their product promotion and survey in the market, how they do activations and how they know about the consumers demand and perception towards their products. I will complete the report with the most updated information that I have closely observed.

1.3 Objective of the study:

1.3.1 Primary objective: The primary objective of the report is to broadly analyze “Evolvement of Chopstick brand and consumer feedback on Chopstick instant noodles”. This report will cover

some analysis of the brand under marketing and consumers perception towards the brand. Specific objectives of this report are given below:

1.3.2 Specific objectives:

- To know about Square Food & Beverages Ltd and observe their working environment.
- To know about the companies Vision, Mission, Objectives, Principals and Values
- To know about different brands launched by Square food and beverages Ltd and analyze the instant noodle brand Chopstick.
- To have idea about the brands strengths and weaknesses and analyze the brands differentiation strategies.
- To have a broad idea about the brand's Name, Logo, color, jingle, Tagline, Characters etc. And analyze their likability, popularity, transferability, protect ability etc.
- To know about the customer feedback of Chopstick instant noodles.

1.4 Methodology:






This report was prepared through the process of selecting the topic to completion of the report. I completed my internship under SQUARE Food & Beverages Ltd for the time period of three months and gathered experience to complete the report. I worked on this report for three months of this internship period and besides this, I used following methodologies:

- Sources of data: Data and information I used in this report are collected using 2 sources. They are:
 - Primary data: Primary data is the first hand experience which is collected by own investigation. I have discussed with my supervisor from SFBL about the Chopstick brand and collected information. I also discussed with all the brand executives of SFBL and gathered knowledge about SFBL and as well as Chopstick brand. As I did a one to one customer survey to know consumer feedback and perception about Chopstick brand, so I came to know about much information from consumers. The sample size of the survey was 200 and the rational of primary is my own survey and information collected from employees of SFBL.

➤ Secondary data: As secondary data is the data which is already available and which is collected by others, so I took help from the following secondary data sources:

- ✓ Website of SFBL (SQUARE Food & Beverage Ltd)
- ✓ Website of Chopstick instant noodles
- ✓ Marketing reports of SFBL and Chopstick
- ✓ Survey and research reports of Chopstick
- ✓ Searched online for relevant information.

1.4.1. Activities of working on the internship report:

Activities	Timeline										
	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	
Reviewing and gathering information											
Designing Questionnaires											
Collecting Data											
Analyzing Data											
Writing the report and submitting											

1.5 Limitations of the study:

- As every organization maintain confidentiality, so they are not comfortable with sharing certain information about the company with interns. Therefore, it is challenging to get exact picture.
- The study was conducted on a small sized sample.
- The study was conducted only with in different places in Dhaka.
- As it is really difficult to collect data so authentication of primary data cannot be ensured.

Chapter-02

Organizational Overview

2.1 Overview of SQUARE Group:

With the passing of time Squire has developed as one of the top groups of companies of Bangladesh which is marching towards the future with its widespread value in other concerns along with Square Pharmaceuticals Limited. The Square Concerns are Square Pharmaceuticals Limited, Square Toiletries Limited, Square Textiles Limited, Square Food & Beverage Limited, Square Informatix Limited, Square Agro Development & Processing Limited, Square Herbal & Nutraceuticals Limited, Square Yarns Limited, Square Fashion Limited, Square Hospitals Limited, Square Air Limited, Square Texcom Limited, Mediacom Limited, Square Securities Management Limited, Maasranga Television, Sabazpur Tea Company Limited, Aegis Services Limited and Square Denims Limited.

2.1.1 Logo of SQUARE group:



Four friends in 1958 started a small partnership firm sharing equal ownership they named the company 'SQUARE. SQUARE is an Organization with equal emphasis on People, Leadership, Technology, and Quality & Passion. SQUARE means PERFECT, Introducing Bangladesh to the world & Quest for ethical perfection in the business.

2.2 Overview of SQUARE Food & Beverage Ltd:

Square Consumer Products Limited has started its journey in 2000 as a member of Square Group, the leading corporate house in Bangladesh. Within a short period of time, it has been able to create a strong hold in the market through its quality products and customer services. Because of its good quality management, the company had gained the international quality standard ISO 9001 in 2005. They are strongly committed to quality, they can adopt advanced technology, their stress on human resource development, focus on continuous improvement and introduction of new products for the growing markets have given the company a decisive position in the industry. In 2010, the company achieved ISO 22000 for its food safety management system. More than a decade later, in 1st September 2014 it reinvented as Square Food & Beverage Ltd.

Square Food & Beverage Ltd. has introduced three popular brands in the market namely Radhuni, Ruchi and Chashi. Radhuni is the flagship brand of the company. Just after its introduction, Radhuni drew the attention of housewives who demanded convenience and time saving cooking. The product range of Radhuni is enriched with basic spices, mixed spices, cereals & pulses based products and edible oil. On the other hand, Ruchi is providing ready-to-eat snacks like Chanachur, Fried Dal, Banana Chips, Potato Crackers, Muri, Jhalmuri, Sauce, Ketchup, Jhuribhaja, Peanut, Chutney, Pickles and Honey. Ruchi has won the heart of the youngsters for its healthy, tasty & innovative ground breaking products.

The manufacturing unit of Square Food & Beverage Limited is located at Pabna, the northern part of Bangladesh, which is prominent for agricultural products with a view to source specific variety of raw materials. RADHUNI's manufacturing units are equipped with modern machinery. Technical capabilities in processing, post-harvest handling, maintaining Good Manufacturing practice (GMP) and modern grinding technology have given RADHUNI strong competitive edge in the industry.

In 2000 Square Food & Beverage Limited introduced "RADHUNI" with a vision to provide quality "ready-to-cook" food ingredients for the housewives. Within a very short span of time "RADHUNI" drew attention of modern housewives those who had a latent demand for convenience and time-saving cooking. Dedication to quality has given "RADHUNI" unique

position in the market. Radhuni stands for purity. Thus, it took as a social responsibility to make people aware about the adulated.

2.2.1 Logo of SQUARE Food & Beverage Ltd:



2.3 Brands introduced by Square Food & Beverages Ltd:

Square Food & Beverage Ltd. has introduced five popular brands in the market namely RADHUNI, RUCHI, CHASHI, LOLA and CHOPSTICK.



The flagship brand of Square food & beverages ltd is Radhuni. Radhuni grabbed the attention of housewives, just after its introduction. They drew attention of the housewives who demanded convenience, time consuming and easy cooking. The product range of Radhuni is enriched with basic spices, mixed spices, cereals & pulses based products and edible oil.



Ruchi is the brand of ready-to-eat snacks. Ruchi's products are Ruchi Chanachur, Ruchi Fried Dal, Ruchi Potato Crackers, Ruchi Muri, Ruchi Jhalmuri, Ruchi Sauce, Ruchi Ketchup, Ruchi

Jhuribhaja, Ruchi Chutney and Ruchi Pickles. Ruchi has won the heart of the youngsters. It is very popular for its healthy, tasty & innovative ground breaking products.



The new brand of the company, CHASHI is the landmark of those products which are collected directly from the farmers having the indigenous essence and freshness. The company assures to meet the increasing demand for quality products both at home and abroad. The products with international standards are being exported to 30 countries.



Lola is a brand for biscuit. Recently it has only one SKU which is Lola Special Toast Biscuit. In every bite it will give you a pleasure of good taste and crispiness. It has a pack size of 350g.



Keeping in mind that world's taste choice is changing Square Food and Beverage came up with a new brand in 2016 named as Chopstick. By product feature it is an instant noodle. It has three different variant. One is Yummy Masala, second one is Bar-B-Q delight and last one is Tom Yum Classic. Those 3 variants contain perfect measurement of calcium, iron, iodine and protein which are very important for human body.

Dedication to quality, innovative products, customer service and reasonable price has given the company a unique position in the food business.

Chapter: 03
Brand Analysis of Chopstick
(Part:01)

3.1 Brand details of Chopstick:



Chopstick is the newly launched brand of SQUARE Food & Beverages Ltd. This is the fifth brand of SFBL. Chopstick is the instant noodle brand which comes into three different and unique variants. They are:

❖ **Yummy Masala:**

Yummy Masala comes with the common flavor of instant noodles that consumers are very familiar with. This is a basic masala flavor and other competitors already have this.



- ❖ **Tom Yum Classic:** Tom Yum Classic is the most interesting flavor of Chopstick instant noodle. It comes with unique Lemon grass flavor. This is the first flavor with which Chopstick started their journey.



❖ Bar-B-Q Delight:

Bar-B-Q Delight is the most unique flavor of Chopstick instant noodle brand. It contains a different smoky flavor of Bar-B-Q. Currently other competitors don't have Bar-B-Q flavors yet.



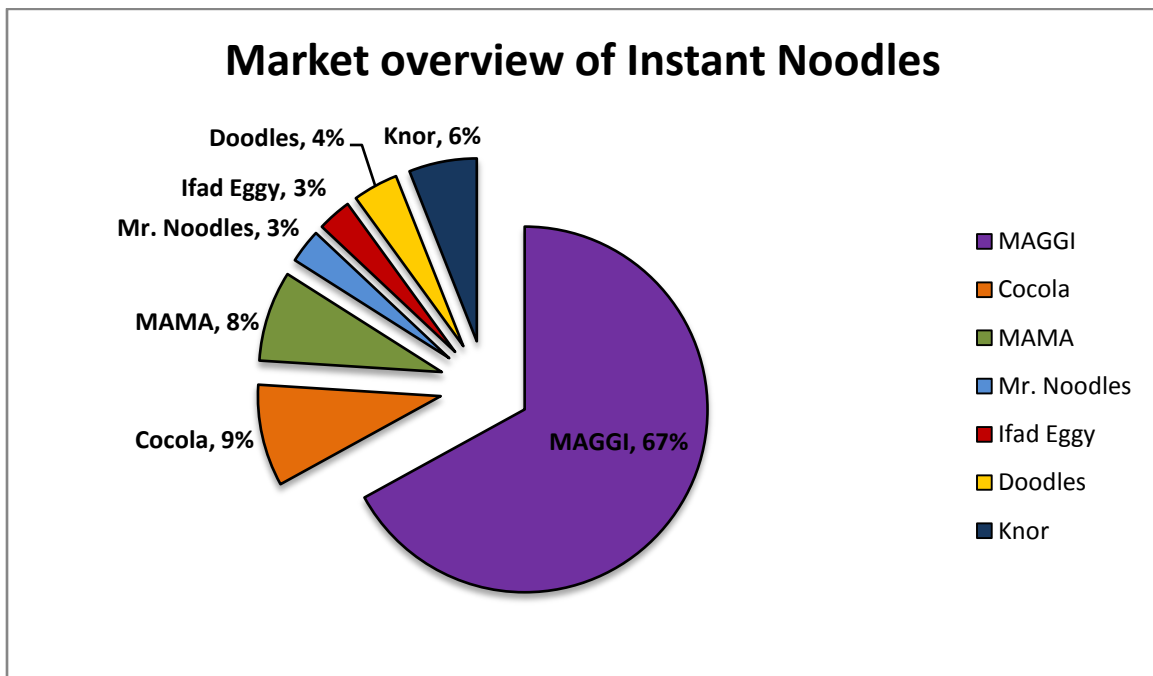
3.2 Major competitors of Chopstick:

Bangladesh has a high growth market of instant noodles. So it is usual to have tough competition for Chopstick in the market. Chopstick has many competitors in the instant noodle market but as the Research Executive of SFBL marketing department did some survey in the instant noodle market and according to that, major competitors of Chopstick instant noodles are shown in the list below:

Major competitors of Chopstick instant noodle in the market						
Maggi	Mama	Knorr	Doodles	Mr. Noodles	Ifad Egg	Cocola

3.3 Current Market Overview of instant noodles:

Instant noodle market is a growing market of Bangladesh and it has already taken place in customer's daily food menu. This instant noodle market is now currently abductured by enormous multinational companies and by some of the local companies as well. Now a day, instant noodle is very popular among children and youth generation in our country. Instant noodle is beloved by people because it can be cooked easily and quickly, it is appetizing, healthy and most importantly it can be cooked immediately by adding some simple ingredients like some vegetables, eggs, onions etc. As it is so popular, companies who produce instant noodles are facing very tough competition currently in the market. According to A. C. Nelsen Bangladesh, Large scale of market share is taken by Maggi, Cocola, Mama, Mr. Noodles, Knorr, Ifad Eggy, Doodles etc. As a new brand of instant noodle, Chopstick is trying hard to make their place in this competitive market. Current market overview of instant noodle is shown with a start below:



3.4 Target market segmentation:

As we know target market can be segmented based on four criteria's. Target market segmentation of Chopstick instant noodles are discussed below:

- **Geographic based segmentation:**

Geographical segmentation is dividing the market into different segments based on country, region, nation, locality, continent etc. Based on this segments companies decides their targeted locations. Marketing managers scan the locations and find out customer's needs and wants based on that individual location. They also can find out the mistakes by researching locations and they can solve their mistakes and improve products based on that. Chopstick currently only focusing on whole Bangladesh. They do not have any specific targeted location inside Bangladesh. As Chopstick is a new brand, their distribution has not reached to every location inside Bangladesh but they are trying their best to reach most of the major locations of Bangladesh like: Barisal, Sylhet, Comilla etc.

- **Demographic based segmentation:**

Demographical segmentation is the most important variable by which marketer decide which market should be targeted, based on age, gender, marital status, family size, occupation, education etc. Chopstick's main target market are kids and children who like to have instant noodles on their tiffin break in school and who also like to have instant noodle as a snack.

✓ Age: Chopstick's target market based on age is given below:

Flavors	Age level
Yummy Masala	4-12
Bar-B-Q Delight	no specification
Tom Yum Classic	12-35

✓ Gender: Both male and female are the target customer of Chopstick instant noodle.

✓ Occupation: Mainly students of class 1 to class 8 are the target customer of Chopstick, but people from all occupation can consume Chopstick as well.

- **Behavioral based segmentation:**

In this criteria behavior of people is important. Their behavior and attitude towards the product tells that the product will be accepted by them or not. Here chopstick analyzed the eating behavior of children and analyzed their reaction towards different kind of foods and got response.

3.5 Reasons behind selecting Chopstick as a brand:

- **SWOT Analysis:** SWOT analysis deliver actual concept about the efficiency of a brand strategy by analyzing its strengths, weaknesses, opportunities and threats. The SWOT analysis of CHOPSTICK INSTANT NOODLES is covered below:

<p>STRENGHT</p> <ul style="list-style-type: none"> ➤ Brand launched under one of the biggest companies in this country which is SQUARE. ➤ Unique taste variants. ➤ There is no harmful MSG. ➤ Large number of financial stability. ➤ Great image of the mother company SQUARE. ➤ Exiting field force ➤ Experienced sales and marketing team. 	<p>WEAKNESS</p> <ul style="list-style-type: none"> ➤ Lack of market stability ➤ Lack of product security.
<p>OPPORTUNITY</p> <ul style="list-style-type: none"> ➤ Competitors have lack of service. ➤ Competitors are not using sales and tread promotion properly. ➤ Competitors using unhealthy ingredients. ➤ Consumer's demand of instant noodle is changing. ➤ Market potential is high. 	<p>THREATS</p> <ul style="list-style-type: none"> ➤ Competitors have market stability. ➤ Competitors covering the maximum market share.

Chapter: 04
Brand Analysis of Chopstick
Part: 02

4.1 Brand Elements:

Brand elements are chosen by marketers to build brand equity. In general there are six criteria for brand elements. They are: Memorable, Meaningful, Likable, Transferable, Adaptable and Protectable.

- **Name of the brand:** The name of the brand is **Chopstick Instant Noodles**. “Chopstick” means one of a pair of slender sticks made especially of wood or ivory, held between the thumb and fingers and used as eating utensils by the Chinese, Japanese, and other people of East Asia.
 - ✓ **Memorable:** A brand name should be recall and recognized by people that they can identify its products and distinguish it from others. As Chopstick is mostly used to eat noodles, so this name is familiar with people who love to eat noodles. So the name Chopstick creates brand equity.
 - ✓ **Meaningfulness:** A brand name should have the meaning which represents general or specific information about the category of the particular kind of product. “Chopstick” is a utensil of eating noodles, so the brand name is meaningful.
 - ✓ **Likability:** A brand name should be visually and verbally likable. The name Chopstick is so unique to be likeable.
 - ✓ **Transferability:** This name can be transferred geographically because of its uniqueness.
- **Logo:** A logo is an observable graphic design element, which includes a name, symbol or trademark and it represent the organization or the product. The logo of Chopstick comes in both English and Bangla languages. They are introduced below:

❖ **English Logo:**



❖ **Bangla Logo:**

- ✓ **Memorable:** The logo of Chopstick has both text and symbol. Text part is saying the name “CHOPSTICK” of it and the symbol representing two sticks which is used to eat noodles.
 - ✓ **Meaningfulness:** The logo has a explanatory meaning. As it is text and symbol based. The symbol means two sticks which are used as noodles eating element and the text is showing its name and representing it is an instant noodle.
 - ✓ **Transferability:** This logo can be transferred across geographic boundaries. The logo is different among others and any one can understood the logo.
 - ✓ **Protect ability:** This logo is protected the brand in future because of our logo is registered legally by the Bangladesh government.
- **Tagline:** Tagline summarizes the mission and offerings of the product and services in simple and short set of words. Taglines should be catchy and should have dramatic character that creates curiosity in every mind. The tagline of Chopstick instant noodles is shown below:



Here we can see that the tagline of Chopstick noodles is written under the logo in Bengali. That is:

‘স্বাদ এবং পুষ্টির আস্থা’

As it is in Bangla so it means, “Assurance of taste and nutrition”.

- ✓ Memorable: The tag line is short and simple so it is easy to remember. As it is little bit harmonious, so it grabs customers’ attention.
 - ✓ Meaningfulness: It has a strong meaning which gives assurance of taste and nutrition.
- **Slogan:** A slogan is a small set of words, that is used to make its product stick in consumers’ memories. A slogan also invokes mood and creates bond with consumer. The slogan of Chopstick instant noodles is shown below:



Here we can see that, the slogan is written in large Bengali fonts, which says:

কোয়ালিটি কিংবা টেইস্ট

চপস্টিক ইজ দ্য বেস্ট!

As it is written in Bengali, so it says, “Quality or Taste, Chopstick is the best!”

- ✓ Memorable: As this slogan is rhythmic and catchy, so it sticks in consumers memories.
- ✓ Meaningfulness: It has a strong meaning which assures and compares the taste and quality.
- ✓ Likability: It has Likability power to create bond with customers.

4.2 Differentiation Strategies:

Differentiation strategy is a marketing strategy which is used to make a product unique and stand out in a crowded competitive marketplace. Differentiation strategy differs one product from every similar product in the market. Chopstick's differentiation strategies are analyzed below:

4.2.1 Being first in the race:

- ✓ No MSG: MSG stands for Monosodium Glutamate. This is a fake and artificial salt, which is also called testing salt. It is used as a taste booster. It contains some elements that create bad impact on health. It is an adamant material which remains in the human body and becomes the reason of deadly diseases. This harmful MSG is not used in Chopstick instant noodles, where every noodles manufacturers are using MSG. So it's their main differentiation strategy.
- ✓ Packaging: Chopstick is differentiating their product by their attractive packaging for three different flavors. They used 3 different colors for every flavor. They used red, unique purple color and coffee color. The way of packaging is totally different from other competitors. Unique packaging of Chopstick instant noodles is shown below:



- ✓ Unique variants: Chopstick introduced three unique variants. Tom yum classic, Yummy masala and Bar-B-Q delight.
- ✓ No synthetic or artificial colors added: There is no synthetic or artificial colors used in Chopstick instant noodles. Different colors for different variant come from spices used in taste mix by its origin.

4.2.2 Differentiation via attributes:

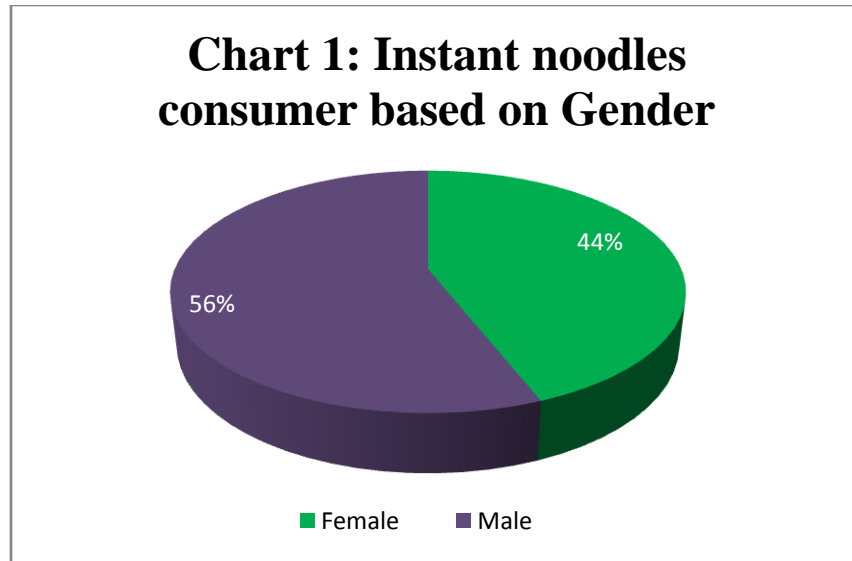
- ✓ Quality of SQUARE: All raw materials used in making Chopstick noodles, comes into strict quality control. As we all know SQUARE maintains its products quality, so as Chopstick is a brand of SQUARE, so here they also maintained the product quality. There is exact amount of Iron, calcium, Iodine and protein. Quality material like flour, starch powder, edible oil etc are used to make Chopstick instant noodles. There is no harmful element, preservations, color or flavor in the noodles. So it is very healthy for Children.
- ✓ Spic taste maker: There are different taste maker packs in every pack of Chopstick noodles, which differentiate them from others.

Chapter-05

Customer feedback on Chopstick Instant Noodles (Findings & Recommendations)

5.1 Consumers Perceptions towards Instant Noodles & Brands (Findings):

5.1.1 Instant Noodles Users based on Gender:

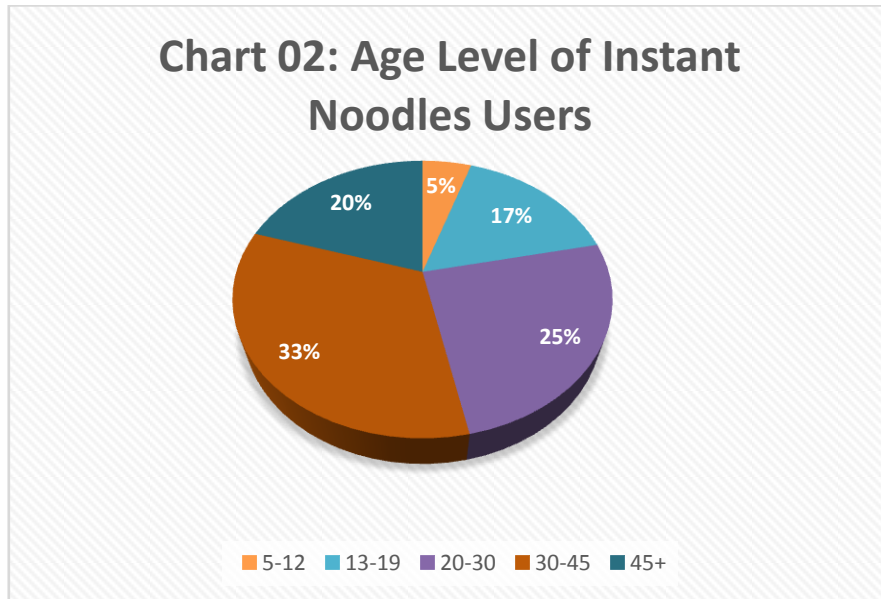


According to the survey, among 200 respondents 56% instant noodles consumers are male whereas 44% instant noodles users are female.

Outcome:

- ✓ It means the male instant noodles consumers are higher than the female consumers though the difference is not that much high. But as it is instant noodles and easy to cook so most of the consumers are male.

5.1.2 Age Level of Instant Noodles Users:

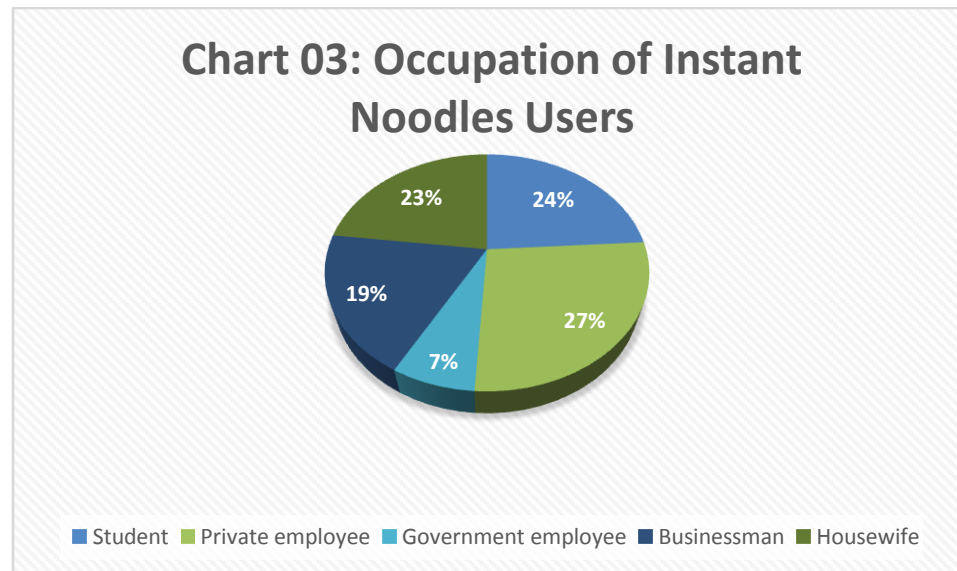


Among the 200 respondents who are consuming instant noodles; 33% respondents are in the age range of 30-45 years, 25% are in the age range of 20-30 years, 20% are in the age range of 45+ years, 17% are in the age range of 13-19 years and the rest of the 5% are in the age range of 5-12 years.

Outcome:

- ✓ Most of the instant noodles consumers cluster in between 20-45+ years.
- ✓ As the age level of the consumers includes teenagers, youth and middle aged people, the expectations of taste differ variedly.
- ✓ Between the ages of 5-19 respondents like Yummy masala flavor, 20-30 age people like Bar-B-Q delight flavor and respondents who are above 30, likes Tom yum classic.

5.1.3 Occupation of Instant Noodles Users:

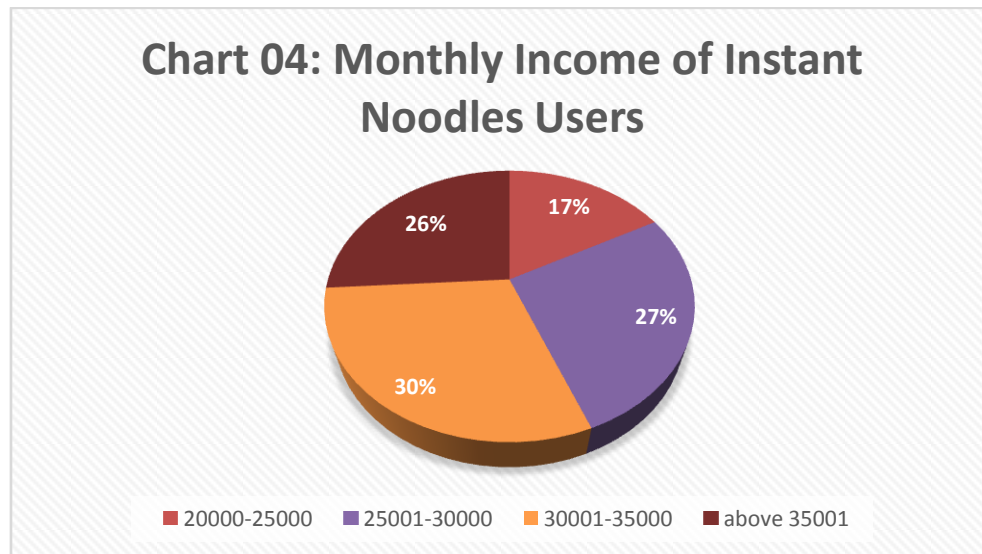


Among the 200 respondents who are consuming instant noodles; 24% respondents are students, 23% respondents are housewife, 27% are private employees, 19% are businessmen and the rest of the 7% are government employee.

Outcome:

- ✓ The report depicts that most of the instant noodles consumers are students and private employees.
- ✓ As students and employees have less time to cook so they prefer instant noodles as it is easy to cook. So I think there is chance to increase the number of instant noodle consumer, who are businessman. Because they also need easy cooking food, as they also have less time to cook.

5.1.4 Monthly Income of Instant Noodles Users:

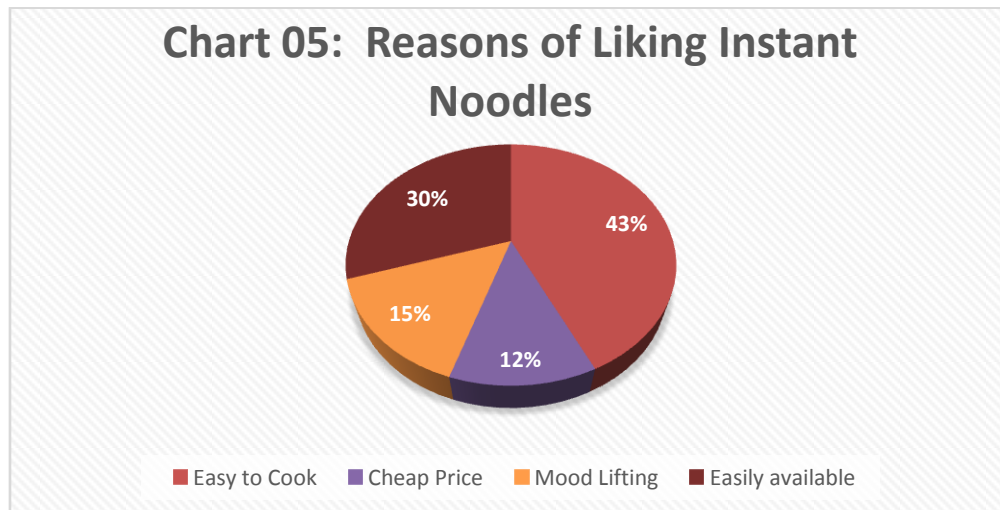


30% instant noodles consumers have a monthly income of BDT 30001-35000, 26% have monthly income above BDT 35001, 27% have monthly income of BDT 25001-30000 while the rest of the 17% have the monthly income of BDT 20000-250000.

Outcome:

- ✓ The report illustrates that the most of the consumers of instant noodles have a moderate monthly income above BDT25000.
- ✓ I think There is a potential to expand the market among the consumers whose income level is in the range of BDT 15000-20000, as people from this range do not consume instant noodles that much. So this is a gap.

5.1.5 Reasons of Liking Instant Noodles:

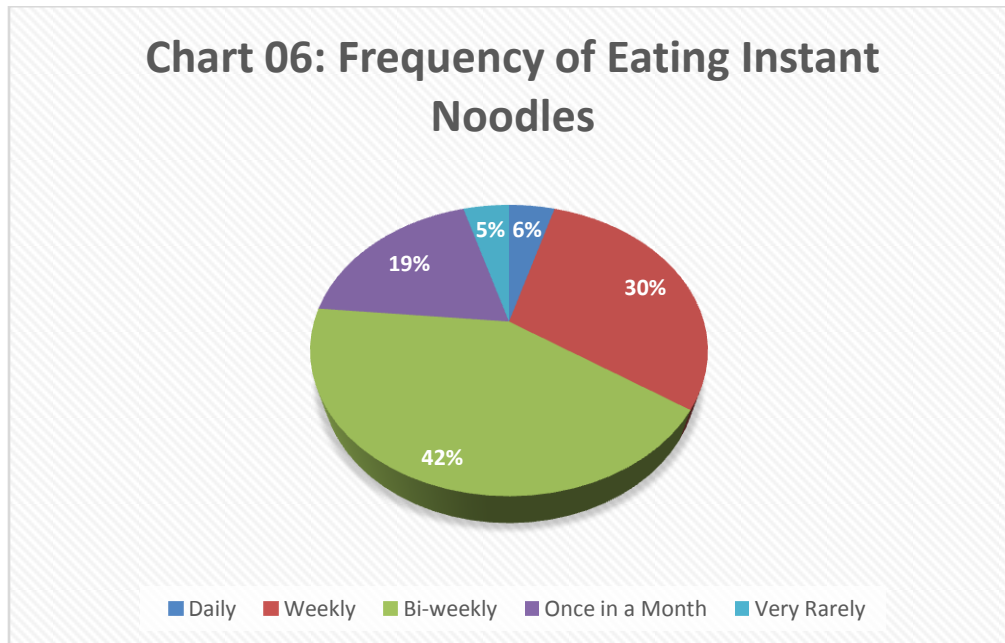


Among the 200 respondents, 43% respondents like instant noodles for easy cooking procedure, 30% respondents like for easy availability and among the rest 15% like instant noodles for mood lifting whereas 12% respondents like instant noodles for its cheap price.

Outcome:

- ✓ The survey refers that consumers prefer easy cooking procedure and availability of the product while choosing an instant noodles brand.

5.1.6 Frequency of Eating Instant Noodles :

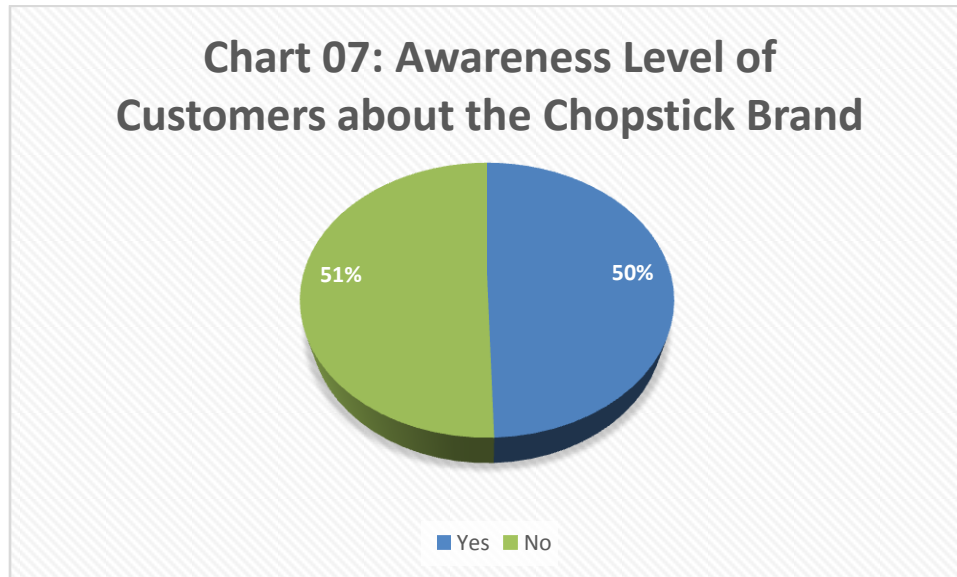


Among the 200 respondents 42% consumers, consume instant noodles bi-weekly whereas 30% consume it weekly, 19% consume it once in a month. Among the rest of the respondents only 5% consume instant noodles rarely whereas 4% consume instant noodles daily.

Outcome:

- ✓ The report suggests that there is a great opportunity to increase sales volume by turning the bi-weekly consumers into weekly consumers.

5.1.7 Awareness Level of Customers about the Chopstick Brand:

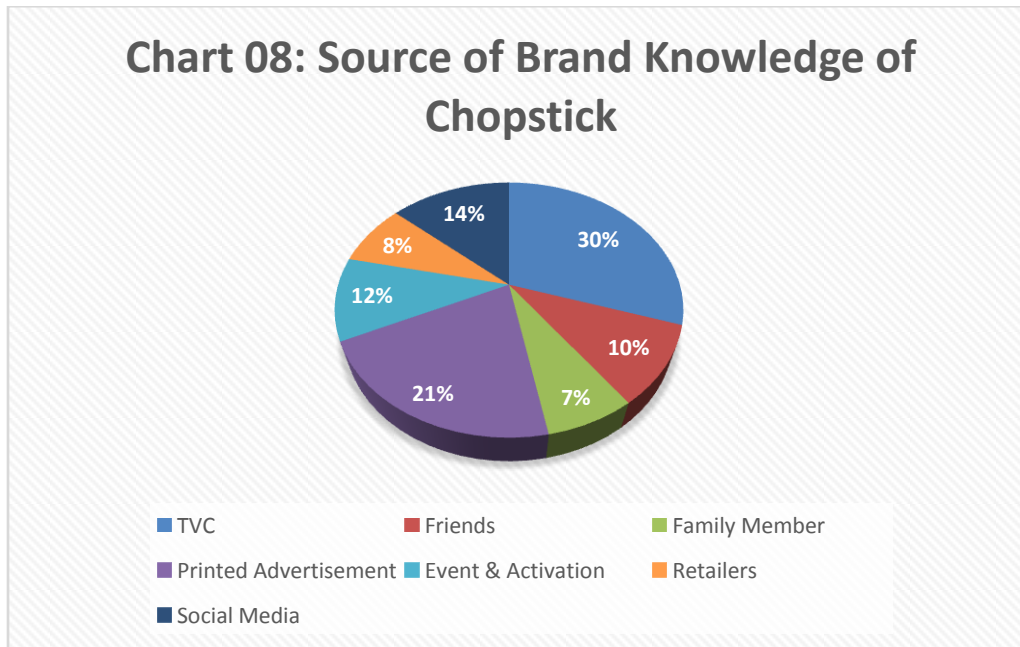


Survey has referred that 51% respondents know about the Chopstick brand whereas 49% respondents aren't aware of the brand.

Outcome:

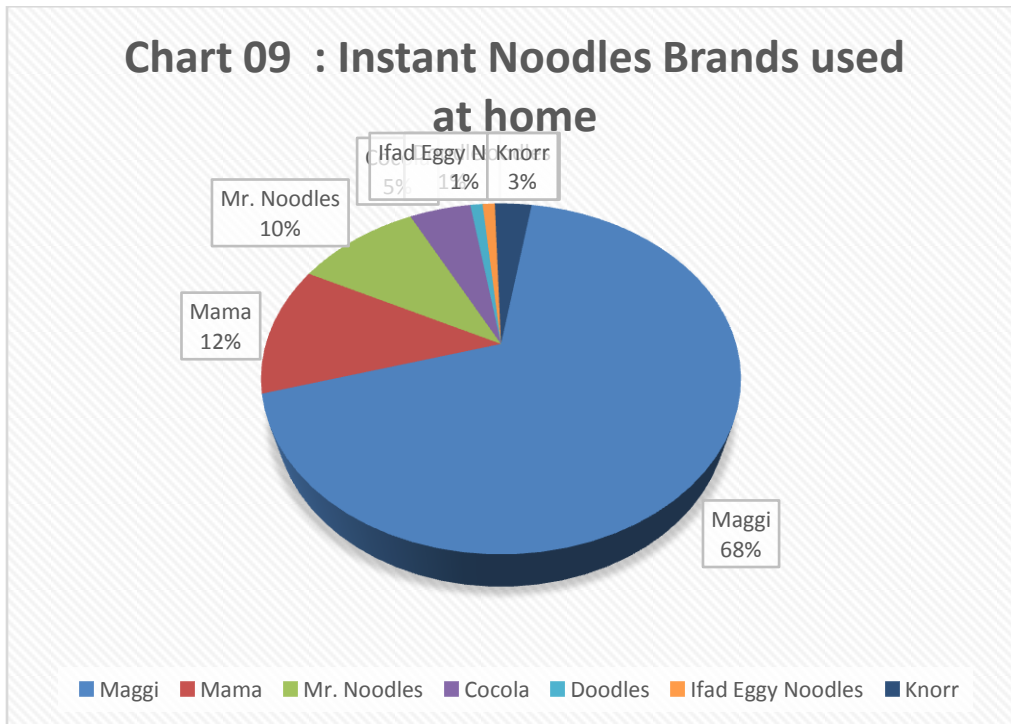
- ✓ There are opportunities to increase promotional and advertising activities to make the consumers aware about the brand.
- ✓ Here are opportunities to do reminder and persuasive advertising to increase awareness as it is the main market gap.

5.1.8 Source of Brand Knowledge of Chopstick:



Among the 200 respondents who were asked about the source of brand knowledge of Chopstick Instant Noodle, 30% learned about the brand from TVC, 21% learned about the brand from printed advertisement, 14% learned about the brand from social media. Among the rest 10% came to know about Chopstick from events and activation, 10% learned about the brand from his/her friends, 8% came to know about the brand from retailers whereas the rest 7% learned about the brand from family members.

5.1.9 Instant Noodles Brands used at Home:

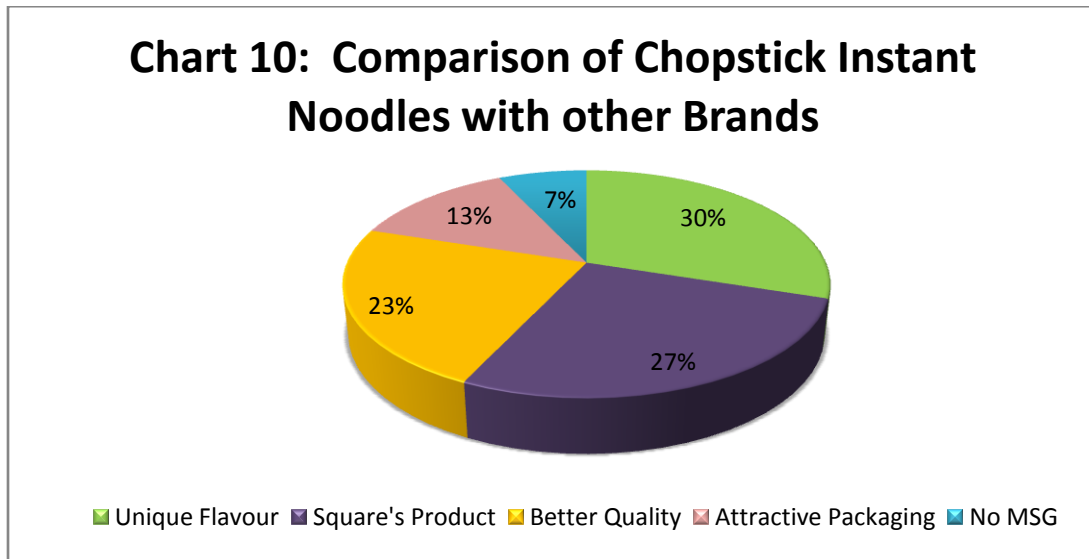


In questioning of brand among 200 respondents, 68% consumers prefer Maggi, 12% consumers prefer Mama, and 10% prefer Mr. Noodles. Among the rest, 5% of the respondents prefer cocola instant noodles, 3% prefer doodles whereas Ifad and Knorr each got the preference from 1% respondents.

Outcome:

- ✓ Maggi, the leader in instant noodles market, has the highest number of loyal consumers despite the huge competition.
- ✓ Numerous players are playing in the market offering varied offers to the customers and retailers that make the market so much segregated.

5.1.10 Comparison of Chopstick Instant Noodles with other Brands:



Analyzing the attribute data, it's found that among the 200 respondents 30% respondents prefer Chopstick over other brands for its unique flavor, 27% prefer it as the parent brand is Square, and 23% prefer Chopstick for its better quality. Among the rest, 13% prefer Chopstick over other brands for its attractive packaging whereas the other 7% prefer Chopstick as it has no MSG.

Outcome:

- ✓ Report refers that consumers do care much of unique flavor, square brand and better quality while comparing it with other brands.
- ✓ No MSG, attribute can be a great way to incite health conscious consumers to choose Chopstick.

5.2 Consumers Perceptions and Feedback on Chopstick Instant Noodles (Outcome on Likert Scale):

To get the perception of consumers toward Chopstick Instant Noodles, the respondent's feedbacks were measured on a likert scale where strongly agreed with the statement carries 5 and least agreed with the statement carries 1.

Issue	Strongly Agree	Agree	Moderate	Disagree	Strongly Disagree	Total %
Snack time Dish	33.50%	46.50%	20.0%	0.0%	0.0%	100%
Contain High Proteins & Vitamins	26.50%	46.50%	20.00%	7.00%	0.00%	100%
Good for health as it has no MSG	66.50%	26.50%	7.0%	0.0%	0.0%	100%
Likings	33.50%	40.0%	26.5%	0.0%	0.0%	100%
TVC is GOOD & Informative	20.00%	20.0%	40.0%	20.0%	0.0%	100%
Taste	33.50%	46.50%	20.0%	0.0%	0.0%	100%
Switching Probability	20.00%	20.0%	53.5%	6.5%	0.0%	100%
all the 3 flavors are very different from each other	40.00%	26.5%	33.5%	0.0%	0.0%	100%
Buying Probability	26.50%	47%	26.50%	0.0%	0.0%	100%

5.2.1 Evaluation of Consumer Perceptions on Likert Scale:

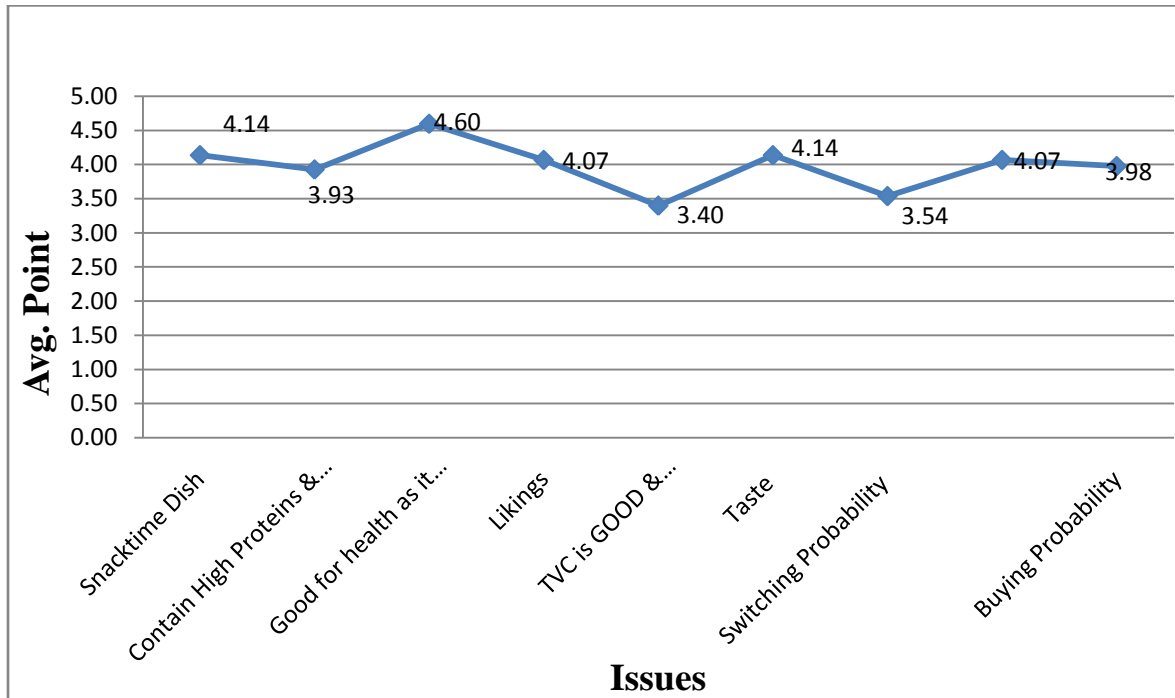


Chart: Likert Trend Analysis of Consumer Perceptions on Chopstick

5.2.2 Snack time Dish:

From the table 9 it is found that 33.50% respondents strongly agreed where as 46.50% agreed that chopstick is a snack time dish. 20% remained moderate in their response on the snack time issue. From chart 11 it is found that snack time dish scored 4.14 that mean respondents on an average strongly thought that Chopstick Instant Noodles is a snack time dish.

5.2.3 Contain High Proteins & Vitamins:

From the information depicted in table 9, 26.50% strongly agreed whereas 46.50% agreed that Chopstick Instant Noodles contain high proteins and vitamins. On the other hand, 7% disagreed on this issue whereas 20% remained moderate on the issue of containing high proteins and vitamins. From the likert trend analysis chart it is found that respondents thought the assigned brand contains high proteins and vitamins moderately as Chopstick scored 3.93 on this issue.

5.2.4 Good for health as it has no MSG:

66.50% respondents strongly agreed whereas 26.50% agreed that Chopstick Instant Noodles is good for health. 7.00% respondents remained moderate on this aspect. As Chopstick scored 4.60

on this feature it means respondents thought the assigned brand is good for health as it contains no MSG.

5.2.5 Likings:

33.50% respondents strongly liked the chopstick noodles however 40% liked the noodles. The remaining 26.50% stayed moderate on this aspect. As Chopstick Instant Noodles scored 4.07 on likert trend analysis that means the respondents liked the noodles.

5.2.6 TVC is GOOD & Informative:

20% respondents stated that they strongly agreed that TVC of Chopstick Instant Noodles was good and informative however 20% agreed on this aspect. 40% respondents remained moderate whereas 20% said that the TVC was not good and informative. Since the assigned brand scored 3.40 it depicted that the TVC was neither so good nor so bad on this attribute.

5.2.7 Taste:

33.50% respondents strongly agreed that the taste of Chopstick Instant Noodles was good while 46.50% respondents agreed on this feature. The remaining 20% respondents remained moderate on the taste issue of Chopstick Instant Noodles. Meanwhile Chopstick Instant Noodles scored 4.14 on likert trend analysis that means the taste of Chopstick Instant Noodles was good.

5.2.8 Switching Probability:

20% respondents strongly agreed to switch into Chopstick Instant Noodles from their current brand while 20% respondents agreed on this regard. However 6.5% disagreed to switch from their current brand whereas 53.50% respondents remained moderate on this feature. Since Chopstick Instant Noodles scored 3.54 on likert trend analysis it depicted that the respondents are neither strongly agreed nor highly disagreed to switch into Chopstick brand from their current brand.

5.2.9 All the three flavors are very different from each other:

40% respondents strongly agreed that all the three flavors of Chopstick Instant Noodles are different from each other whereas 26.5% respondents agreed on this feature. The remaining 33.5% stayed moderate on this aspect. As the Chopstick Instant Noodles scored 4.07 on likert

trend analysis it means that the respondents agreed that the flavor that chopstick is offering is different from each other.

5.2.10 Buying Probability:

26.50% respondents strongly agreed to buy the Chopstick Instant Noodles while 47% respondents agreed on this aspect. The remaining 26.50% respondents remained moderate on this feature. Since Chopstick Instant Noodles scored 3.98 on likert trend analysis it means that the respondents are neither strongly agreed nor strongly disagreed to buy the Chopstick Instant Noodles. So here there is a probability to increase the buying probability of instant noodle consumer as the outcome is moderate. So this is a strong outcome where promotional strategies can be emphasized to increase the buying probability.

5.3 Recommendations:

5.3.1 Increase awareness about the brand:

According to the research, 49% respondents are not aware of the Chopstick brand. So this is the major issue. To increase the awareness about the brand SFBL should do strong promotional activities. They can do creative Gorilla marketing. They can create big dummy packs of Chopstick noodles besides some busy streets. They should increase banner advertising, TVCs that people get to know about the brand. They also can sponsor some TV shows to increase awareness of the brand.

5.3.2 Deepening the Product Depth:

SFBL can introduce flavors which would suit the Bangladeshi consumers' taste palates e.g. Chicken or Shrimp. Also introduce more variety of soups such as Soupy Noodles. SFBL can also launch new flavors which people want or currently buy from grey market.

5.3.3 Market Development:

SFBL can achieve market development for Chopstick Instant Noodles by growing its market. The company can get:

- More users (get more consumers say by geographical expansion)
- More usage (get consumers to use more of the product either by more per occasion or more occasions when they consume instant noodles, e.g. encourage people to eat noodles every day either at lunch or dinner for people who are in diet .
- More uses (get consumers to pay more for the same occasions by offering them more benefits of eating noodles.

5.3.4 Digital and Social Media:

Key players in foods are increasingly utilizing digital and social media to reach consumers. SFBL should take advantage of this digital media and opt for different applications in phones and computers, much more interactive use of the Facebook and developing apps. For instance, SFBL can launch Chopstick Instant Noodles App. Through chopstick instant noodles.com, SFBL can capitalize on the at home eating trend. Chopstick can launch app, such as nutrition app. Chopstick can also launch Facebook campaign to make people conscious about nutrition and to

make them aware about the bad effects of ingredients like tasting salt as Chopstick's one of the USP is NO MSG.

5.3.5 Improving Communication:

Chopstick can renovate the core by improving front of pack reassurance, in-store activation and product quality upgrade (no MSG cues, clean label) to reduce rejection by actively communicating taste and nutrition to improve penetration and frequency.

5.3.6 Make the Core Visible, Dynamic and Relevant:

Chopstick can make the core visible, modern and relevant by driving frequency through saliency, an outstanding mix, promotion of Chopstick's inherent goodness and modernizing category (noodles) image. They can focus on secondary sighting and visibility media. Chopstick can also refresh the noodles category image by creating new relevant messages to promote noodles consumption, e.g. promoting the goodness of the noodles. Such as example: They can lunch vegetable, flour and oat flavor etc which are healthy and provide unique message about healthy food and can promote the goodness of noodles.

5.3.7 Trade up via Value Added Platforms:

SFBL can recruit new users and trade up through health and premium taste-led propositions. For example, they can launch gourmet range in Bangladesh for adults who enjoy and recognize the pleasure of good food and view eating as an enjoyment of life. Specially created for the lovers of great food and pleasure, Chopstick "Gourmet" will be a new range of noodles that will take inspiration from top restaurant menus to create new delicious recipes consumers can enjoy at home. But they need to be well recognized and create brand image first in the market. Then that will be the right time for the "Chopstick Gourmet".

5.3.8 Promoting Sustainability:

SFBL always care about putting healthy and nutritious food on the table, but they also care about their impact on the earth. Using ingredients and packaging that are sustainably sourced, generate less waste and consume less energy is all part of their environmentally responsible way of doing business. SFBL has to meet a global sustainability target for all its products. Though Bangladeshi

people are still not much aware about sustainability but it is definitely increasing and will help Chopstick build a positive image amongst its consumers.

5.3.9 Escalating Promotional Activities:

Additional Promotional activities like CP should be launched like gift box and premium on box. Well merchandizing plan should be implemented in the specific criteria along with lucrative trade promotional offer e.g. Shop sign, discounts.

6. Conclusion:

Square Food and Beverage Ltd has developed at a significant rate in the most recent couple of decades in Bangladesh. It has taken a solid position in the market and contending with other solid organizations. It is contributing the entire populace in our nation with subjective and standard items. It is also contributing to a great extent in the economy of this nation by their colossal yearly turnover nearby creation and fares. It is assuming an essential part in the business and also in the national economy.

This company has helped me to get presented with the genuine occupation world and with the authoritative culture and practices. SFBL has a great promoting group which is running all the advertising exercises behind the achievement of each brand of SFBL. I have learnt such a large number of things on various issues. It was unrealistic for me to get the best result from this temporary job program because of a few impediments. In this report, I have attempted my level best to chip away at the point "Evolvement of Chopstick brand and Customer Feedback on Chopstick Instant Noodles".

Moreover, as a new brand from SFBL, competing with other instant noodles brands in order to create a strong position in the market, some marketing and branding strategies need to be upgraded based on consumers' needs analysis by Square Food & Beverage Ltd.

7. Appendix:

Questionnaire: An arrangement of survey questionnaire has been made for gathering the data from the respondents.

QUESTIONNAIRE ON CUSTOMER ATTITUDE TOWARDS CHOPSTICK INSTANT NOODLES

1. Name :

2. Gender :

Male	Female
------	--------

3. Age level (years):

5-12	13-19	20-30	30-45	45+
------	-------	-------	-------	-----

4. Occupation:

Student	Private employee	Government employee	Businessman	Housewife
---------	------------------	---------------------	-------------	-----------

5. Your monthly family income?

20000-25000	25001-30000	30001-35000	Above35001
-------------	-------------	-------------	------------

6. You like to eat Instant Noodles because of...

Easy to cook	Cheap price	Mood lifting	Easily Available
--------------	-------------	--------------	------------------

7. Do you know about “**CHOPSTICK INSTANT NOODLES**” Square’s new brand of noodles?

Yes	No
-----	----

8. How come you know about **CHOPSTICK INSTANT NOODLES**?

TVC	Friends	Family member	Printed advertisement	Event & activation	Retailers	Social media
-----	---------	---------------	-----------------------	--------------------	-----------	--------------

9. How often do you eat Instant Noodles?

Daily	Weekly	Bi-weekly	Once in a month	Very rarely
-------	--------	-----------	-----------------	-------------

10. Did you purchase or taste “CHOPSTICK INSTANT NOODLES”?

Yes	No
-----	----

If you purchased or tasted the “CHOPSTICK INSTANT NOODLES” please answer the questions below presented in the box:

(Strongly agreed with the statement carries 5 and least agreed with the statement carries 1)

	Strongly agree	Agree	Moderate	Disagree	Strongly disagree
	5	4	3	2	1
CHOPSTICK INSTANT NOODLES is purely a snack time dish.					
CHOPSTICK INSTANT NOODLES contain high proteins and vitamins					
CHOPSTICK INSTANT NOODLES is good for health because it has no MSG (Tasting salt)					
I like the brand CHOPSTICK INSTANT NOODLES”					
CHOPSTICK INSTANT NOODLES’s TVC is really good and informative					
I like the taste of CHOPSTICK INSTANT NOODLES					
I will switch to CHOPSTICK INSTANT NOODLES					
All the three flavors of CHOPSTICK (Yummy Masala, Bar-B-Q Delight & Tom Yum Classic) are very different and interesting.					

11. Will you suggest “**CHOPSTICK INSTANT NOODLES**” to your friends and neighbors?

Yes	No	If no, the why.....
-----	----	---------------------

12. Which Instant Noodles brand do you use at home?

Maggi	Mama	Mr. Noodles	Cocola	Doodles	Ifad Eggy Noodles	Knorr
-------	------	-------------	--------	---------	-------------------	-------

13. Similar products are being offered by other companies how would you compare “**CHOPSTICK INSTANT NOODLES**” with them?

Unique flavor	Square’s product	Better quality	Attractive packaging	No MSG
---------------	------------------	----------------	----------------------	--------

14. Would you like to buy “**CHOPSTICK INSTANT NOODLES**”?

- (a) Definitely will buy.
- (b) Will buy.
- (c) May or may not buy.
- (d) Will not buy.
- (e) Definitely will not buy.

8. Reference:

Keller, K. L. (2013). *Strategic brand management building, measuring, and managing brand equity* (4th ed.). Boston: Pearson.

Kotler, P. (2003). *Marketing Management* (11th ed.). Prentice Hall International Editions.

McCarthy, E. J. (1960). *Basic Marketing, A Managerial Approach*. IL: Richard D. Irwin.

Wilkie, (1990). A Marketing Approach to Consumer Retention. *Journal of Consumer Marketing*, 59, 58-70.

Kotler, P. (1994). *Marketing Management* (11th ed.). Prentice Hall International Editions.

Valentin EK. 2001. SWOT analysis from a resource-based view. *Journal of Marketing Theory and Practice*. 9(2): 54-68.

Panagiotou G. 2003. *Business Strategy Review*. 14(2): 8-10.

Schein EH, 1999. Accessed 10th February 2016,
<http://www.marketing-intelligence.co.uk/help/Q%26A/question24.html>

Square food & beverage limited (SFBL). Retrieved October 12, 2016, from
<http://www.sfbl.com.bd/>

Chopstick. Retrieved October 18, 2016, from
<http://chopstick.com.bd>

BRACU repository home. (2016). Retrieved November 27, 2016, from
<http://dspace.bracu.ac.bd/>