



**Internship Report**

**On**

**Consumer Perception and Promotional**

**Activities of**

**Chopstick Instant Noodles.**



Inspiring Excellence

**Internship Report on  
Consumer Perception and Promotional Activities  
of Chopstick Instant Noodles.**

**Course Code: BUS 400**

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**Date of Submission**

**13<sup>th</sup> August, 2017**

## **Letter of Transmittal**

10<sup>th</sup> August, 2017

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Assistant Professor

BRAC Business School

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**Subject: Submission of Internship report on Consumer Perception and Promotional Activities of Chopstick instant Noodles.**

Dear Sir,

It is my pleasure to let you know that I have successfully completed my internship at **Square Food & Beverage Ltd.** My Internship duration was from 23<sup>rd</sup> April to 22<sup>th</sup> July. Now I am pleased to submit this report titled, "**Consumer Perception and Promotional Activities of Chopstick instant Noodles**" which has been prepared for the requirement of internship program. Though I had to face some difficulties, I have tried my best of my ability to complete the report properly and to bring out a meaningful insight within the constraints.

I really appreciate all your kind advice, cooperation, patience and suggestions regarding this report making. Hopefully, you will discover my well-researched, informative approach as a hallmark of hard work. I tried to share and relate all my experiences of last three months at SFBL and I also tried to use the knowledge that I have gained while working there as an intern.

Sincerely Yours,

-----

Chisty Mahmud

ID: 14304155

BRAC Business School

BRAC University

## **Acknowledgement**

I would like to take this opportunity to show my gratitude to those who helped me during making this report. It was not possible for me to come up with such data and insights which I used on this report without the help of them.

First of all I would like to thank **Almighty Allah**, the merciful, who made each attempt successful.

This report was prepared with tremendous amount of work, research and dedication. But it would have been incomplete if I did have a support of many individuals and organization. Therefore, I would like to spend my sincere gratitude to all of them.

At the beginning, I would like to thank my academic supervisor Mr. **Md. Tamzidul Islam**, Assistant Professor of BRAC Business School, for providing me with necessary guidance and sharing superior knowledge concerning report completion. Thanks for all the supports that he provided me from the start to finishing of the report.

Secondly, I would like to thank **Ms. Noor-E-Faria Aurchi**, Research Executive, Marketing Department of (SFBL) Square Food & Beverage Limited for helping me and guiding me for last three months. Working with a fresh graduate like me is never an easy task, but you did that with 100 percent excellence record, which also helped me to get the best out of myself.

Also I appreciated all the **Interns** I worked with and spent good moments with during my internship, who made me feel very comfortable from the very beginning till the end. In these three months I have lot of warm memories to cherish forever. They have helped to learn work through fun. Square Food & Beverage Office's work environment is a sure thing I will miss a lot in days to come.

Last, but not least, I would also like to thank the **OCSAR** of BRAC University for furnishing me with the updated news and support to finish my internship program.

## **Executive Summary:**

I have prepared this report based on my 3 months experience as an intern at Square Food & Square Food and Beverage Ltd (SFBL) is a sister concern of SQUARE Group, one of the leading companies of Bangladesh. With a strong product line and a flagship brand “Radhuni”, the company has been dominating the domestic market for a while.

Recently, the company have introduced a new brand namely “Chopstick” which is a type of instant noodles. With numerous competitors and strong competitive brand like “maggi”, Square Food and Beverage Ltd has dared to face the challenge. In late January 2016, the launching of the product was complete.

However, a new brand must be recognized well enough by the customers before the company starts making profit from it. As such, the market communication is a prime concern for now for SFBL. The elements of promotional mix are the key tool to introduce the brand to customers. Alongside the promotional mix, the authority has strictly monitored various personal and non-personal channels of communication to assess which channel will be best suited at this stage.

Here in this report, I have elaborately talked about all the promotional activities and customers perceptions about Chopstick Instant Noodles.

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# Chapter 1: Introduction

## 1.1 Background of the Study:

Gaining knowledge and learning on a specific subject must be assessed appropriately if it is linked with hypothesis and real life practice. Hypothesis is found out in a point by point way from the academic course. However, with regards to accomplishing practical learning on the topic to be examined, it is vital to get a genuine experience where the hypothesis can be executed. This can be gained by a program named as "Internship". The primary motivation behind internship is to prepare the students and set themselves up for the real work circumstance in work markets. After gaining knowledge from my internship program from Square Food and Beverage Limited under Marketing Department, I have built up this internship report as a fractional prerequisite to get the BBA degree under direct supervision of Mr. MD. Tamzidul Islam. I tried my best to make this report with adequate assets to make it an instructive and showcase my real-life knowledge.

## 1.2 Origin of Study:

This report is required for the completion of my internship program and to complete my undergraduate program from BRAC University. My academic supervisor Mr. MD Tamzidul Islam assigned me the topic “**Consumer Perception and Promotional Activities of Chopstick instant Noodles**”. My internship duration in SFBL was about Three months (Apr17-Jul’17) and I got the opportunity to learn from country’s leading Food & Beverage company and I also got to learn about how their marketing team plans and executes different strategies. I also learned about how SFBL do the research of existing and new products, quality control, service recovery, promotion in market, survey in market, how to know market situation about the product demand, supplying to the consumer perception etc. I tried to collect the most recent data and information during my internship period at SFBL to make this report.

I am very thankful to my academic supervisor for assigning me in such type of project.



## 1.3 Objective of the Study:

### General Objective:

In this report I tried to put focus on a broad issue that is **“Consumer Perception and Promotional Activities of Chopstick instant Noodles”**. This report also includes some other factors such as, marketing, branding and distribution functions of SFBL. Strategies that were taken to establish the Chopstick brand in the market and the effectiveness of all those factors.

### Specific Objectives:

1. To identify whether the customers are convinced to buy Chopstick Noodles or not.
2. Have a look on the product from customers' point of view by doing surveys.
3. To identify consumer's perceptions.
4. To identify whether the current message is reliable or not.
5. Steps taken by SFBL to educate the consumers regarding the **“No tasting salt”** message.
6. Finding out the problems with sales force.
7. Identifying the reasons why Chopsticks Noodles is not available in most of the markets.

## 1.4 Scope of Learning

During my internship period I got to learn plenty of new things practically. I gained knowledges which were impossible to get by studying only theories. Things that I got to learn during my internship period:

- I visited around 20 wet markets all around Dhaka city for the purpose of different product surveys.
- After doing those surveys I prepared reports and analyzed different issues which helped my supervisor to make different decisions on different matters.
- I learnt how SFBL operates its business with their advertising agency **“Mediacom”**.
- SFBL is planning to extend their product line by introducing biscuits and frozen foods. I did surveys on both of those products and it helped me to know more about the biscuit and frozen food markets.

- By doing these surveys I got learn about different segments and companies of biscuits, spices, frozen foods, chinigura rice, mustard oil, instant noodles, snack items etc.
- I got the knowledge about how sister concern companies can do business within themselves.
- I did both outside and inside office surveys on
  1. Basic spice (Turmeric, Chili, Coriander, Cumin)
  2. Ready Mix (faluda, firni, halim)
  3. Mustard Oil
  4. Snacks item (Chanachur, Dal bhaja, Jhuri Bhaja, Jhal Muri, Sauce)
  5. Chashi Chinigura Rice
  6. Chopstick Noodles
- Gained and shared knowledges on different promotional campaigns.
- I was also involved in different product activations
- I was the stall in charge of SFBL at “**Bangladesh Halal Expo**”

## 1.5 Methodology of the study

Starting from the selection of the topic to final report preparation, I tried to conduct this project in a systematic way. I made this report on the basis of my internship experience in SFBL. I mostly used the descriptive research method to analyze **Consumer Perception and Promotional Activities of Chopstick instant Noodles.**

## 1.6 Sources of Data:

### 1.6.1 Primary data:

For this report I collected the primary data by doing consumer surveys and interviews. I also took help from by line managers while making this report.

### 1.6.2 Secondary data:

- Official Website & Facebook page of Square food & Beverage Limited.
- Previous reports that were already available.
- Important documents on different surveys and campaigns by company executives and previous interns
- Previous internship reports on Chopstick noodles.
- **Bangladesh Brand Forum** magazine statistics.

### **1.6.3 Sampling**

As the target market of Chopstick Instant Noodles is so large to cover, I conducted the survey on 200 people and used the Convenient sampling Technique.

### **1.6.4 Data Collection**

All the data have been collected by using survey method. All the respondents have been selected conveniently including those who are involved in household work and purchase consumer goods products regularly.

## **1.7 Limitations of the study**

I tried to conduct the surveys in a systematic way, but still it was hard for me to conduct the surveys the way I planned to do. The major limitations were:

- The population was small in size.
- The survey was conducted within Dhaka city only.
- Most of the respondents didn't want to cooperate.
- The company supervisors didn't want to disclose so many information which they thought are confidential.
- The availability of information about chopstick on internet is relatively low.

## Chapter 2: Organizational Overview

### 2.1 History and Evaluation of SQUARE Group:

SQUARE Group was established back in 1958 by four friends sharing equal share of the company. The name “SQUARE” means perfect and they put equal emphasis on People, Leadership, Technology, and Quality & Passion. Their main motive was to, Introducing Bangladesh to the world & Quest for ethical perfection in the business. Sister concerns of SQUARE Group are;





## 2.2 Profile of the Founder Chairman:

**Samson H Chowdhury** was born on 25 September, 1925. After completing education in India he returned to the then East Pakistan and settled at Ataikula village in Pabna district where his father was working as a Medical Officer in an outdoor dispensary.



(Source: Square Food & Beverage Ltd. website)

In 1952, he started a small pharmacy in Ataikula village which is about 160 km off capital Dhaka in the north-west part of Bangladesh. Mr. Samson H Chowdhury then ventured into a partnership pharmaceutical company with three of his friends in 1958. When asked why the name SQUARE was chosen he remembers - "We named it SQUARE because it was started by four friends and also because it signifies accuracy and perfection meaning quality" as they committed in manufacturing quality products. Today that small company of 1958 is a publicly listed diversified group of companies employing more than 45,000 people. Currently the yearly group turnover is above 450 corer tk.

## **2.3 Milestones of SFBL:**

Square Food & Beverage Ltd. has accomplished a number of noteworthy feats since its journey began. These are listed below:

### **Year 2001:**

Square Food & Beverage Ltd. introduced Radhuni and Ruchi in July, 2001 in the market. Products at the time of launching were Chili Powder, Turmeric Powder, Coriander Powder and Ruchi Chanachur (Regular).

### **Year 2002:**

Square Food & Beverage Ltd. started exporting to South Korea.

### **Year 2005:**

The company obtained ISO 9001:2000 certifications for its Quality Management System. Got an award called SME Award 2005 for Best Medium /Corporate Management.

### **Year 2009:**

Square Food & Beverage Ltd. introduced its third brand CHASHI in July.

### **Year 2010:**

The company obtained ISO 22000 certification for its food safety management systems requirement for organization in the food chain.

### **Year 2015:**

Square Food & Beverage Ltd. introduced its fourth brand LOLA in January.

### **Year 2016:**

Square Food & Beverage Ltd. introduced its fifth brand CHOPSTICK in January.



## 2.4 Company Profile:



Figure 1: Logo of SCL

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 span of time, it has been able to create a strong foothold in the market through its quality products and customer services. For its obsession with quality management, the company had obtained the international quality standard ISO 9001 in 2005. Strong commitment to quality, adoption of advanced technology, stress on human resource development, focus on continuous improvement and introduction of new products for the growing markets has 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.



Figure 2: Logo of SFBL

After its inauguration SFBL introduced three brands into the market and they are, Radhuni, Ruchi and Chashi. Later on they introduced another new brand which is Chopstick instant noodles.



Radhuni is the flagship brand of the company, there are basic spices, cereals & pulse and mixed spices and mustard oil under the brand name of Radhuni.

On the other hand Ruchi is popular for the ready-to-eat snacks such as Chanachur, Fried Dal, Banana Chips, Potato Crackers, Muri, Jhalmuri, Sauce, Ketchup, Jhuribhaja, Peanut, Chutney, Pickles and Honey.

When SFBL introduced their 3<sup>rd</sup> brand Chashi, it was first of its kind. The concept of “Chinigura Chal” was not that much popular at that time. SFBL saw this market gap, and made the best use of it. They introduced Chashi in different SKU’s like 1kg, 5kg.

In 2016, SFBL introduced another brand which is Chopstick instant noodles. Though the market was already established for instant noodles with so many foreign and local brands, SFBL took the challenge to compete in this sector.



## **2.5 VISION:**

We view as a means to the material and social well-being of the investors, employees and the society at large, leading to accretion of wealth through financial and moral gains as a part of the process of the human civilization.

## **2.6 Mission statement:**

We want to be the world-class food products manufacturer in Bangladesh by ensuring intrinsic quality products and customer services with state-of-the-art technology and motivated employees.

## **2.7 Objectives:**

The main objectives of SFBL are given below;

- To continue to provide the very best of what the consumer wants.
- To explore new segments of market and to cater to it.
- To continue to assure intrinsic quality of hygienic food products.
- To enhance consumers' standard of food habit.
- To ensure that the products are available at consumers' doorsteps.
- To enhance the strength and skill of the organization that will contribute to company's increasing growth both in domestic and global market.

## 2.8 Management Structure of SFBL:



Figure 3: Management Hierarchy of SFBL

## Chapter 3: My Job Responsibilities

After being selected as an intern at SFBL, I was assigned in their marketing department. Throughout this journey I got the opportunity to learn a lot on different functions of SFBL. Previously I didn't have any opportunity to work for an organization. But here I got the chance to know how the corporate world runs. I learned how to work under pressure, how to interact with random people, how to response to a given assignment and I also got the opportunity to do multi tasking. Doing all these I got the believe in myself that I am someone and I can handle the tasks that are given to me.

### Specific Responsibilities:

As an intern of marketing department I mostly did the market research works. **Mrs. Noor-E-Faria Aurchi** was my supervisor who is the research executive at SFBL. She assigned me for different market visits and surveys throughout these three months. I did both outside and inside office surveys on:

- Basic spice (Turmeric, Chili, Coriander, Cumin)
- Ready Mix (faluda, firni, halim)
- Mustard Oil
- Snacks item (Chanachur, Dal bhaja, Jhuri Bhaja, Jhal Muri, Sauce)
- Chashi Chinigura Rice
- Chopstick Noodles

First of all, during my internship I have got the chance worked with **Mr. Syed Junayedul haque**, Brand Executive of SFBL Marketing department. He works with Ruchi Brand. He assigned me for the surveys of:

- Dal bhaja
- Jhuri bhaja
- Chips
- Jhal muri
- BBQ Chanachur

- Sauce

Beside these I was also responsible for handing over the gifts to the customers who won on different campaigns such as, Thailand Air ticket quiz, Ruchi smart gifts, Mother day special gift winner etc.

**Mr. Shariar Alam**, another brand executive of SFBL who was responsible for the flagship brand Radhuni basic spices also helped me a lot throughout my internship period. Under his guideline I visited around 20 wet markets all around Dhaka city for the purpose of product availability survey. Besides I visited around 15 super shops for the same purpose

Besides, I worked with Mr. Mahadi Hasan (Media officer) of SFBL, Marketing Department. I got so many informations about the procedure of advertising publishing. More often than not he offered me to chip away at checking the bills and to look at the notice of Radhuni, Ruchi, Chopstick in different magazine, daily papers, online daily papers and TV.

I also received a little knowledge about product activation and outdoor events of SFBL. **Mr. Zinnat Khan (Zihan)** another executive of SFBL who made me the stall incharge of SFBL at the Bangladesh Halal Expo 2017.

I also worked with **MR. Farhan Naveed**, the brand executive of chopsticks noodles. I visited many schools with him for the purpose of product activation.

Sum up all, my key jobs at SFBL were;

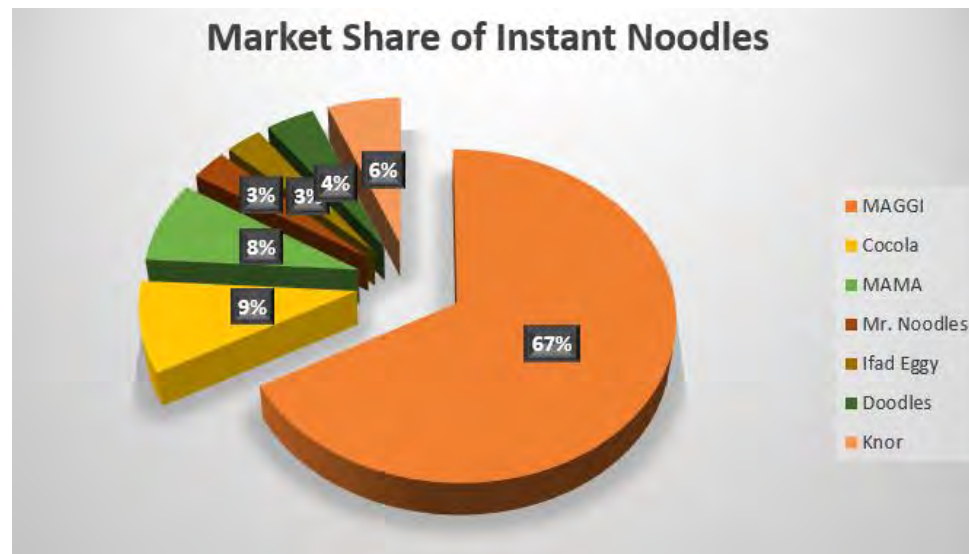
- I visited around 20 wet markets all around Dhaka city for the purpose of different product surveys.
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## Chapter 4: Promotional Activities of Chopsticks Noodles

### 4.1 Market Overview of Instant Noodles:

As the people of Bangladesh has started consuming instant noodles on regular basis, so its market is getting bigger day by day. Many multinational companies have already captured this market, but the local companies have also started to give a punch back to them by producing almost the same quality product and selling it on a lower price. As far as USP (Unique Selling Proposition), distinctive organizations are in intense rivalry in this market with their own particular capacities. The significant number of share of the overall industry is taken by MAGGI from Nestlé, Cocola, Mr. Noodles from PRAN, Ifad Eggy, Mama, Knor by Uniliver, Doodles and so forth. Share of the overall industry of the brands in the market is as per the following:



### 4.2 Beginning of Chopsticks Instant Noodles:

Noodles market has already been captured by other multinational and local companies. So diving into a such market carries a lot of risks and needs so many back up plans. At first SFBL observed this whole industry and then they tried to came up with this new instant noodles. Doing a SWOT analysis on this issues will make things easier to understand.

<p style="text-align: center;"><b>STRENGTH</b></p> <ul style="list-style-type: none"> <li>• Brand launched under one of the biggest mother company in this country</li> <li>• Different ingredients used to make the taste unique.</li> <li>• Huge amount of financial funds.</li> <li>• Great brand value of mother company</li> <li>• Existing field force all over country.</li> <li>• Experienced sales and marketing team</li> </ul>	<p style="text-align: center;"><b>WEAKNESS</b></p> <ul style="list-style-type: none"> <li>• Lack of market stability</li> <li>• Not much popular</li> <li>• Lack of product security</li> <li>• Lower profit margins for the retailers.</li> </ul>
<p style="text-align: center;"><b>OPPORTUNITY</b></p> <ul style="list-style-type: none"> <li>• Competitors are not using sales and trade promotion properly</li> <li>• Competitors using unhealthy ingredients, i.e. MSG</li> <li>• Change in consumer's food consumption.</li> <li>• Market is growing every day.</li> </ul>	<p style="text-align: center;"><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Market Share of market leader is so high.</li> <li>• Competitors have stable market share</li> <li>• Grey market(foreign brand)</li> </ul>

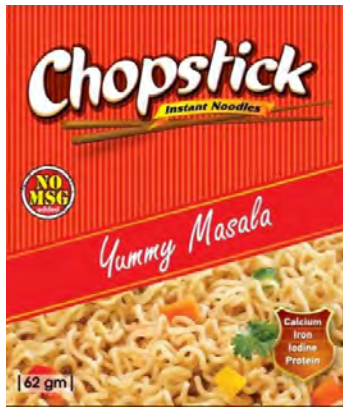
## 4.3 Brand Values Chopstick Noodles:

### 4.3.1 Brand Name & Logo





#### 4.3.2 Pack Design & Flavor:



#### 4.3.3 Product Description & Price:

Product Category	Snacks
Product Name	Instant Noodles
Brand Name	'Chopstick'
Launching Variants	<ol style="list-style-type: none"> <li>1. Yummy Masala</li> <li>2. Bar-B-Q Delight</li> <li>3. Tom Yum Classic</li> </ol>

Pack Type	SKU	Pcs/Ctn	TP	MRP
Single	62gm	96	15.25	17.00
Family (4 Pcs)	248gm	24	58.00	66.00



#### 4.3.4 Brand Personality:

### Chopstick Brand Values



- Core group → 8 to 15 years
- Traits of Chopstick Buddies:
  - Variety seeking child and teens who wants a break from the mundane offerings and taste of regular foods.
  - Satisfaction is derived from good and unique taste
  - Move to have the real fun
- Brand discriminator → Trusted taste with unique flavor
- Brand identity → 'Shaad Ebong Pushtir Astha'
- **Market dynamics:**
  - Packaged snacks are the assurance of healthy and quality food for new generation
  - Children & Teens are interested to have the experience of new taste and variant while having tiffin and evening snacks
  - Chopstick needs to attach with the daily lifestyle of child & teens and engage through different activities

## 4.4 Different Promotional Activities of Chopsticks Noodles:

### 4.4.1 Target Audience

Chopstick Instant Noodles has been introduced for the school going kids mainly who are aged between 8 -15. However, as noodles are made of wheat, elders also prefer eating noodles as snacks. So, the target market may shift from time to time. At this moment, the kids are the main focus of this noodles.

Bangladesh is situated in south-east Asia where rice is a common food along with the neighboring countries like India, Pakistan, Bhutan, Afghanistan, Nepal, Sri-lanka and Maldives. Foods made from rice is also a preference for our country for people of all ages. Chopstick Instant Noodles are

intended for kids, however, elder people can also have it as there is no restriction on people's food choice.

This specific target market helps SFBL to concentrate their communication effort more precisely and logically. Thus, it saves budget, time and man power for a effective communication strategy.

## **4.4.2 Promotional Mix**

### **4.4.2.1 Advertising**

SFBL uses both personal and non-personal advertising for this purpose. The personal advertising methods for chopstick instant noodles are as follow:

#### **Telephone:**

Chopstick has been introduced in the market in late January 2016. Right after launching this brand, SFBL provided free samples of the product in several schools in Mohammadpur and Dhanmondi area.

During this period, parents and kids were given a form to fill out. The form helped to collect phone numbers of the parents who were later called during April to get feedback about the product feature. This helped the company to re-communicate the brand and advertise the updated features of the product thorough telephone communication.

The non-personal communication channels used for advertising were:

#### **TV:**

A colourful ad with the duration of 44 seconds have been shown in Machranga, ATN bangla, NTV, Ekattor TV, Boishakhi Television, Bnagla Vvision, Channel I, Channel24, Bijoy Tv and Gazi TV:



**Radio:**

A 11 second RDC for Chopstick is being broadcasted through Radio Foorti, Radio Today, Radio Amar and ABC Radio.

There are a lot of listeners nowadays in radio. That is why, it is easier to communicate a brand through this media.

**Newspaper and Magazine:**

Newspaper and magazines are effective way to communicate with the target audience. There are lot of people who regularly read online and offline news. To reach this huge segment, these two media are cost effective and flexible.

Currently the following press ad is being communicated through various newspaper and magazine:

A press advertisement for Chopstick Instant Noodles. On the right, a woman in a pink saree with a gold border is gesturing with her hand. On the left, there are two packages of Chopstick Instant Noodles, one in a red box and one in a purple box. The background is red. Text in Bengali is present: 'নুডলসের মশলায় আর নয় টেস্টিং সল্ট' (No more seasoning in noodles, just testing salt), 'অধিকাংশ নুডলসের মশলাতেই থাকে টেস্টিং সল্ট, যা কখনও এমএসজি বা মনোসোডিয়াম গ্লুটামেট, কিংবা ফ্লেভার এনহ্যান্সার ৬২১ নামেও ব্যবহৃত হয়। কিন্তু চপস্টিক ইনস্ট্যান্ট নুডলসের মশলায় টেস্টিং সল্ট নেই, আছে ক্যালসিয়াম, মিনারেল, আয়রন ও প্রোটিন। তাই বাচ্চাদের জন্য স্কয়ার-এর চপস্টিক ইনস্ট্যান্ট নুডলস।' (Most noodles contain testing salt, which is sometimes MSG or Monosodium Glutamate, or Flavor Enhancer 621. But Chopstick Instant Noodles do not contain testing salt, they contain calcium, minerals, iron and protein. So for children, Square's Chopstick Instant Noodles are the best.) Below the text is the 'চপস্টিক' (Chopstick) logo and the tagline 'স্বাদ ও পুষ্টির আস্থা' (Trust in taste and nutrition). At the bottom left is the Square Food and Beverage Ltd. logo and contact information: 'সেবার শীট: ১৬৮-৬২১-১১১-১১১'.

The list below contains the names of the newspaper and magazine where this press ad can be seen:

Newspaper	Magazine
Prothom Alo	Dhaka Times
Nayadigonto	Ei Shomoy
Azadi, Ctg	Kishor Chitro
Ajker Barta, Barishal	Ekhon Shomoy
Purbachal, Khulna	Doshdik
Jalalabad, Sylhet	Canvas
Samakal	Anondo Alo
Swadesh Sangbad, Mymensing	Jay Jay Din
Sonali Sangbad, Rajshahi	
Bangladesh Protidin	
Kaler Kontho	
Karotoa, Bogra	

#### 4.4.2.2 Sales Promotion

For new products, sales promotion is a crucial way to reach potential customers and create loyalty among existing customers. Currently chopstick is attracting its new customers by providing consumer promotion items such as tiffin box, puzzle and ‘buy one, get one’ offers.





#### 4.4.2.3 Events and Experience

Chopstick started their campaign alongside some events to provide the customers a glimpse of the experience they would have if they regularly purchase the product. The following events have taken place so far:

##### **Trade fair:**

Recently, from 21 June to 23 June, a trade fair was held at GP center namely 'B2B Trade Fair 2016' where the outlet offered chopstick to internal employees of gramophone at trade price or discounted price.



##### **Booth:**

The market survey purpose for chopstick initiated a free sample test at several schools in Mohammadpur and Dhanmondi where booths were installed to provide free samples.



#### **4.4.2.4 Public Relation**

Chopstick is a new brand. Currently the brand is focusing on promoting itself. Public relation is more of a future plan for this brand. Once the brand is properly communicated with the market, it may adopt public relation and publicity procedure later on when the profit level would have been raised and their budget permits.

#### **4.4.2.5 Direct Marketing**

Direct marketing is not the core focus of SFBL for the promotion of Chopstick. However, there are few market visits per month where the concerned employee tries to convince the retailers and, in some cases buyers.

#### **4.4.2.6 Personal Selling**

Personal selling is not applicable for Chopstick Instant Noodles. The concerned authority decided not to go with the personal selling because it does not cop up with the company image of SFBL.

#### **4.4.2.7 Interactive Marketing**

Chopstick instant noodles is highly active in interactive marketing. The marketing team is using the digital media fully to exploit the new generation's attention. The following media is being used at this moment:

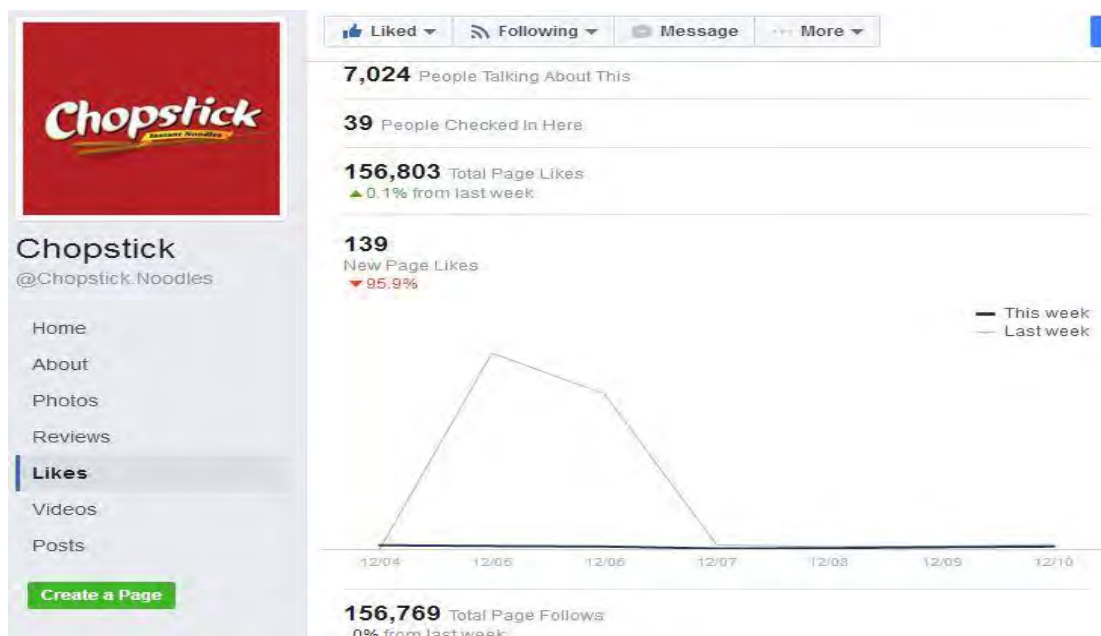
##### Youtube:

The promotional TVC are uploaded and updated to convey the promotional message to ensure the availability and reach of the consumers. The existing commercial in Facebook has over 1000 views.



#### Facebook:

Chopstick has active Facebook page which has over 15,803 likes. This is a huge number which demonstrates the popularity of the brand. Alongside the regular promotional ads, the page offers recipe and fun-facts to create better brand association.



The page regularly posts new contents and updates them as necessary to keep the viewers updated. It helps to retain the existing customers' attention as well as convey the message to new customers as well.

## Chapter 5: Consumer Perception about Chopstick Noodles

The main objective of this survey report was to discover out customer understanding about Chopstick Noodles. Besides, the objective of this report is to locate whether consumers are actually satisfied with Square Food & Beverage Ltd.'s new Chopstick Instant Noodles brand and also to determine consumer understanding and opinion about Square Food & Beverage Ltd. as an organization.

The objectives of the report were:

- To identify the gender base & age level of the consumers of instant noodles products.
- To determine the profession and monthly earnings of the instant noodles consumers.
- To pinpoint the regularity of consuming instant noodles and the reason behind consuming instant noodles.
- To find out the source of the brand knowledge of Chopstick Instant Noodles.
- To determine the likelihood of the taste and the possibility of buying Chopstick Instant Noodles.
- To realize acknowledged value of consumer about SFBL as organization.

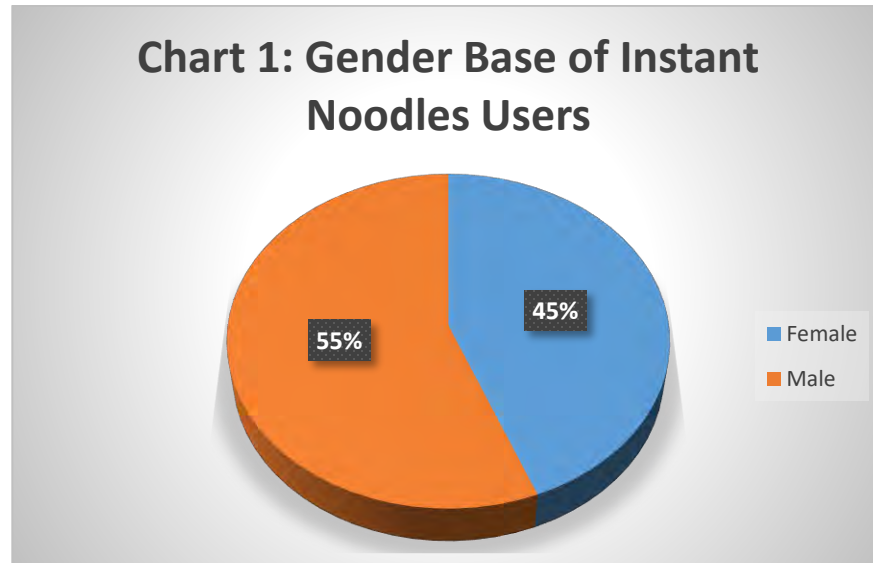
The goal is to find out customer encounters with Chopstick Instant Noodles, as well as to recognize gaps in customer needs that will create future business.



## 5.1: Consumers Perceptions towards Instant Noodles & Brands:

Total Respondents: 200

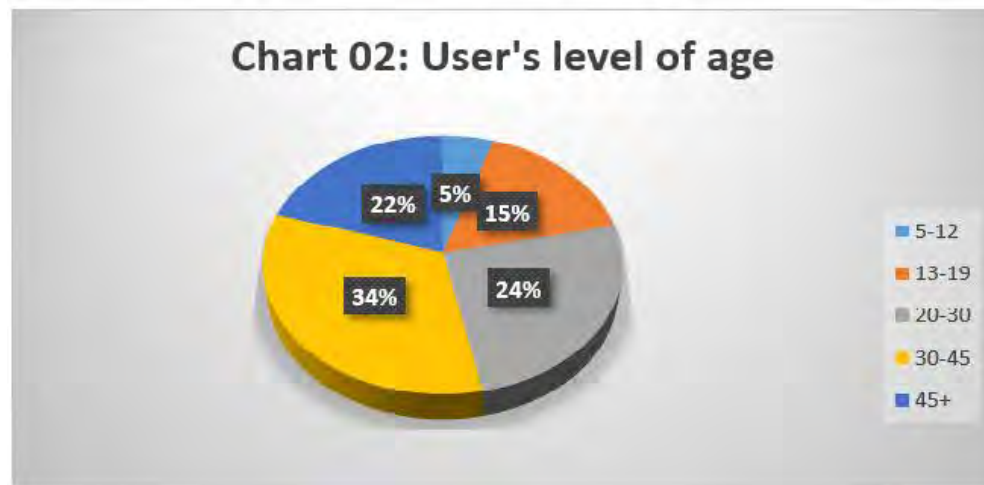
### 1. Gender Base of Instant Noodles Users :



#### Outcome:

- ✓ From this we can come to a conclusion that, the male consume instant noodles slightly more than the female.

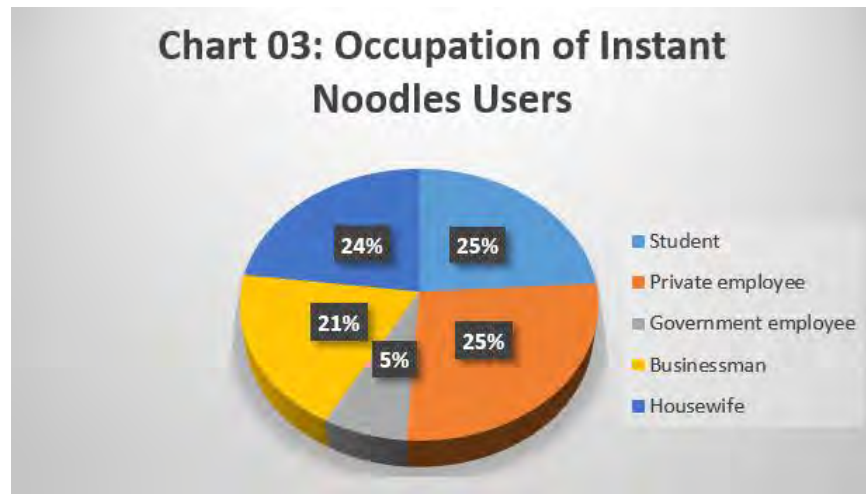
### 2. User's level of age:



**Outcome:**

- ✓ 20-45+ years old individuals consume the instant noodles more.
- ✓ As the instant noodles is consumed by different aged people, so the taste preference varies a lot.

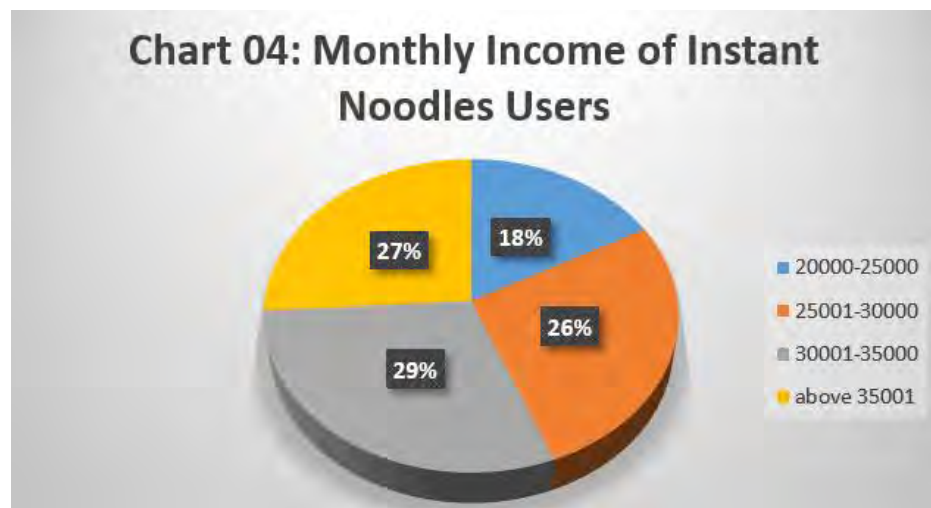
**3. Instant Noodles Users Occupation**



**Outcome:**

- ✓ The professional consumes instant noodles a lot these days as they get very little time to prepare their food.
- ✓ Most of the consumer were either students or house wives.

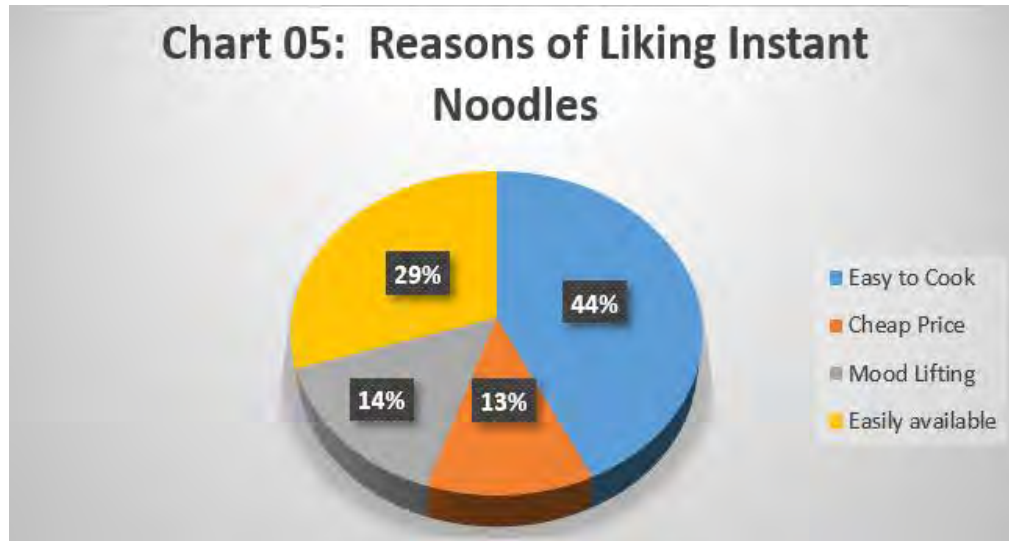
**4. Monthly Income of Instant Noodles Users**



**Outcome:**

- ✓ The assessment demonstrates that the most of the customers of instant noodles have a average per month earnings higher than BDT25000.
- ✓ There is a possibility to flourish the industry among a lot whose earnings level is in the range of BDT 15000-20000

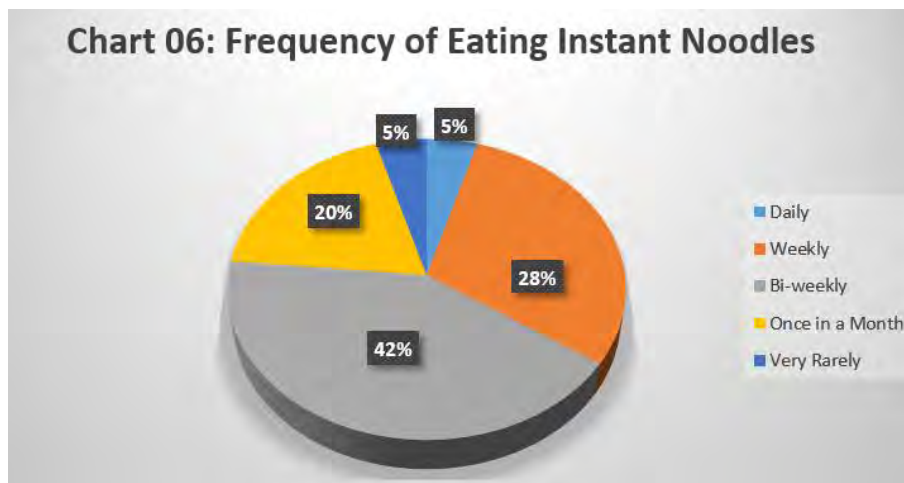
**5. Reasons Behind Liking Instant Noodles**



**Outcome:**

- ✓ The study alludes that buyers lean toward simple cooking method and simple accessibility when they pick a instant noodles brand.

**6. Instant Noodles Eating Frequency**



**Outcome:**

- ✓ As indicated by the report, there is an incredible chance to build deals volume by changing the bi-weekly customers into weekly customers.

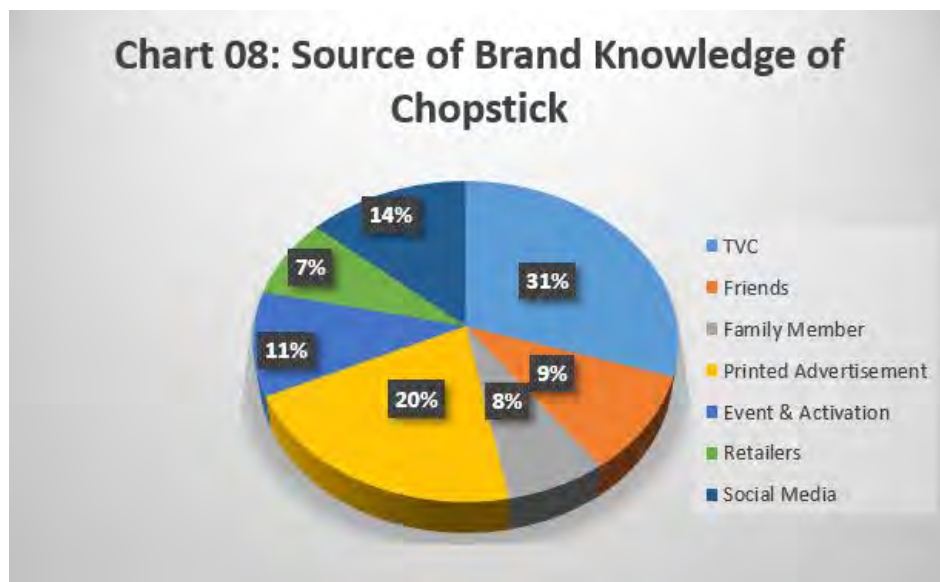
**7. Level of Awareness of Customers about the Chopstick Brand**



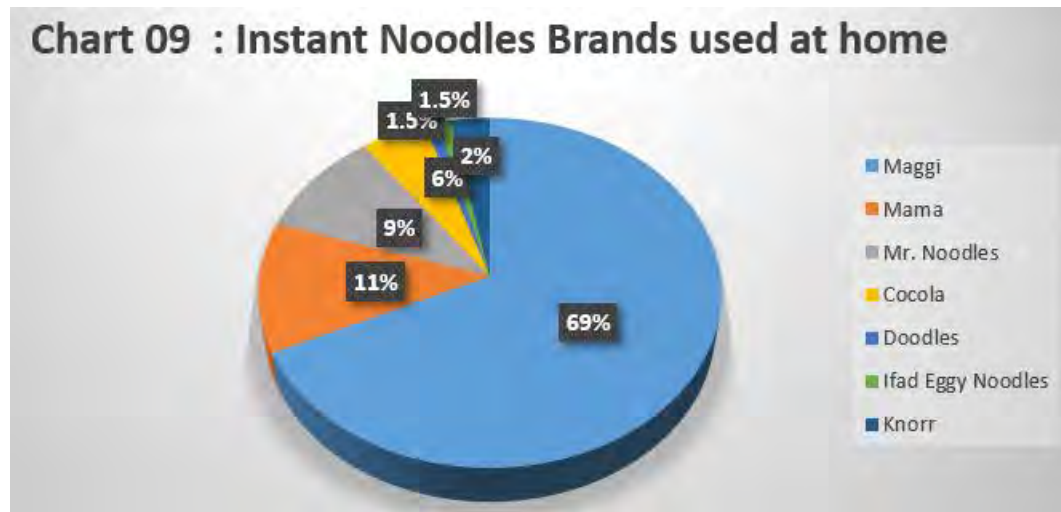
**Outcome:**

- ✓ There are potential outcomes to upgrade advertising and promoting activities to make the customers aware about the products.

**8. Source of Brand Knowledge of Chopstick**



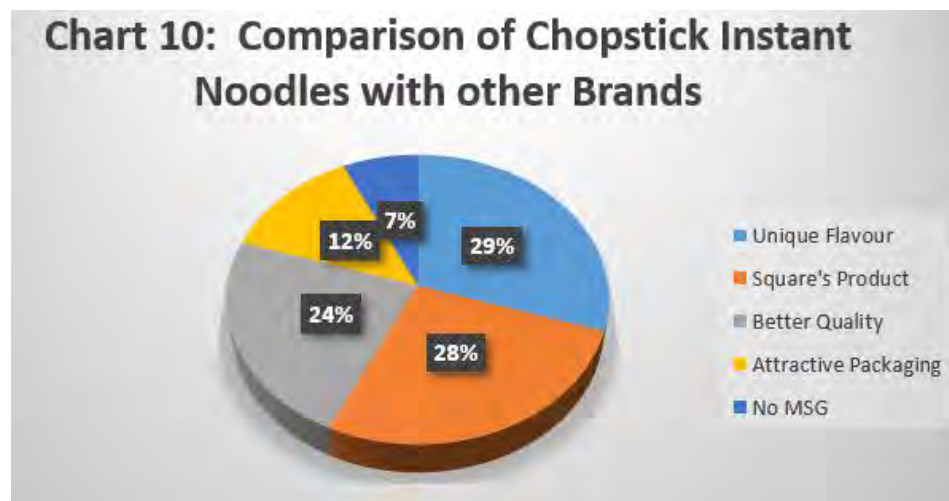
## 9. Instant Noodles Brands used at Home



### Outcome:

- ✓ Maggi, the market pioneer at the moment in noodles market, has the most elevated number of faithful customers however there is an enormous rivalry.
- ✓ There are such a large number of players in the market offering diverse offers to the clients and retailers that make the market so much competitive.

## 10. Comparison of Chopstick Instant Noodles with other Brands



## Outcome:

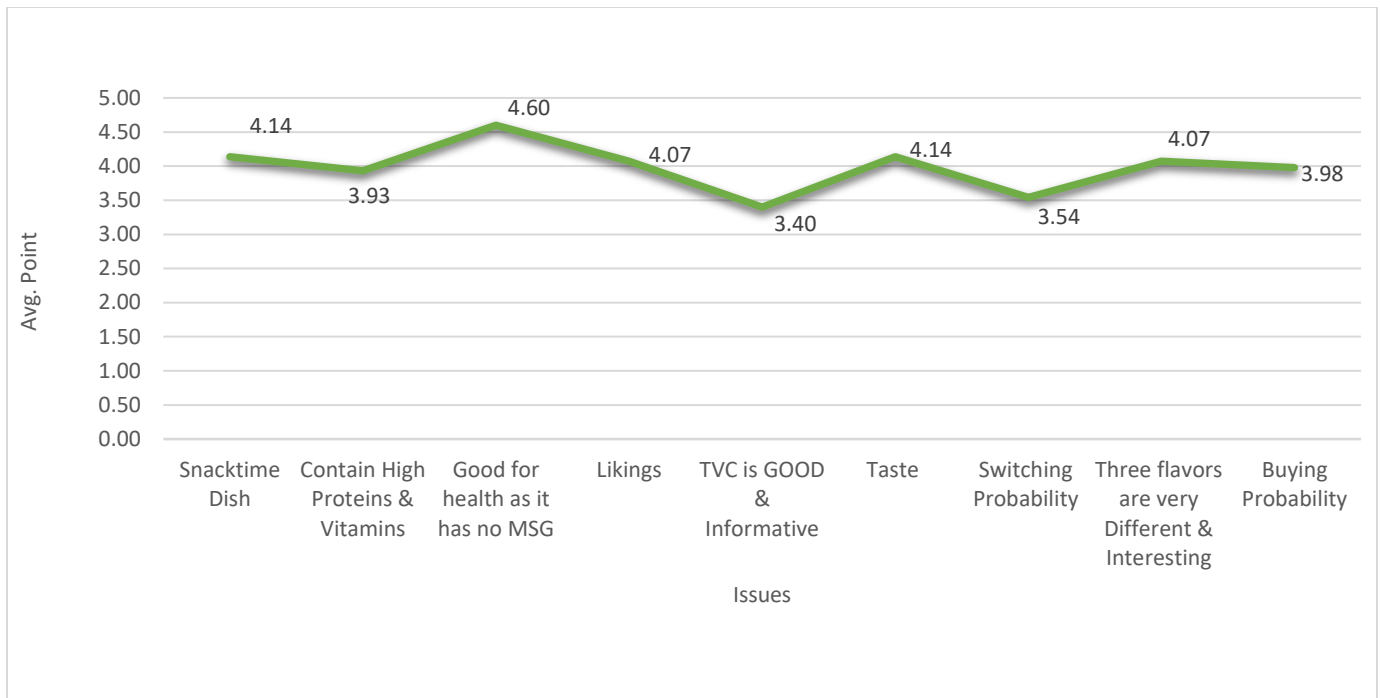
- ✓ The survey explains that, consumers do care much of unique flavor, square brand and better quality while comparing it with other brands.
- ✓ No MSG is another attribute of Chopstick while comparing with other brands.

## 5.2: Consumers Perception on Chopstick Instant Noodles:

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 (5)	Agree (4)	Moderate (3)	Disagree (2)	Strongly Disagree (1)	Total Respondent	Total Point	Avrg. Point
Snacktime Dish	67	93	40			200	827	4.14
Contain High Proteins & Vitamins	53	93	40	14		200	785	3.93
Good for health as it has no Tasting Salt	133	53	14			200	919	4.60
Likings	67	80	53			200	814	4.07
TVC is GOOD & Informative	40	40	80	40		200	680	3.40
Taste	67	93	40			200	827	4.14
Switching Probability	40	40	107	13		200	707	3.54
all the 3 flavors are very different from each other	80	53	67			200	813	4.07
Buying Probability	53	93	54			200	796	3.98





### 5.3 Findings:

- ✓ Most of the consumers agree on the fact that, they consume Chopstick as a snack time dish.
- ✓ They think chopstick contains high proteins and vitamins as Chopstick scored 3.93 on this issue.
- ✓ Most of the respondents think no tasting salt is good for health.
- ✓ Most of the respondents liked the taste of Chopstick Instant Noodles.
- ✓ According to the survey the TVC of Chopstick wasn't very good and also not so bad.
- ✓ The respondents are neither strongly agreed nor highly disagreed to switch into Chopstick brand from their current brand.
- ✓ The respondents strongly agreed on the fact that, all the 3 flavors of Chopstick are different than each other.
- ✓ The score here is only 3.98. so we can say that SFBL has to work with their promotional activities to increase the buying probability of their new product.

## Recommendations:

From my personal experience and observation I would like to recommend the followings:

- Chopstick should invest more on their advertising as not so many are aware about the brand.
- They need to find out whether the customers really care about the “No tasting salt” fact or not.
- To should have their own sales force just for Chopstick instant noodles as this product is not available in most the areas.
- Chopstick noodles at its introductory stage however they should focus on “No MSG” as early as possible. Because in this highly competitive market this the major USP of chopstick Noodles.
- CP should be communicated as early as possible.
- They should monitor the effectiveness of trade promotion.
- Chopstick should use the other brands (Ruchi, Radhuni) value more frequently.
- Need to increase the product penetration.

These are the areas where I feel Square should focus. In my observation if they can adapt and improve these areas, then over time the chopstick can enjoy growth and rise up the position of consumer ladder. Chopstick has a great potential in the market. SFBL needs to hit it right.

Moreover, I am sure that they will do it on course of time as they have a phenomenal Marketing team. I am privileged to work in the marketing team of SFBL.



## Conclusion:

Working as an intern at SFBL was a great experience. I feel lucky to get the opportunity to work in one of the biggest food manufacturers of Bangladesh. During these 3 months I not only didn't learn new things, I also grew up as a person. I got lessons on how to behave, how to react and how to express personal demands to the employers. I did all the desk jobs, but what made me more strong as a person or professional, that the market visits. I visited around 20 wet markets and 500+ grocery shops in the last three months and this wasn't easy at all. I suffered at the beginning, but slowly I taught myself how to fight against all the odds and get the success.

When it's about the Chopstick instant noodles, I would say it is still a newly born member in the noodles industry, so it will take time to grow and capture the market. With the brand value of SQUARE it will not be so difficult for Chopstick to grab the market. Besides, they have so many areas where they can improve. This instant noodles market has a lot of opportunities in Bangladesh. So if SFBL can identify those opportunities successfully, then Chopstick will be able to compete with the market leaders within a very short period.

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## Appendix:

### QUESTIONNAIRE ON CONSUMER PERCEPTION TOWARDS NEW NOODLES BRAND: **CHOPSTICK**

1. Name :

2. Gender :

Male	Female
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3. Age level  
(years):

5-12	13-19	20-30	30-45	45+
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4. Occupation:

Student	Private employee	Government employee	Businessman	Housewife
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5. Your monthly family income?

20000-25000	25001-30000	30001-35000	Above 35001
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6. You like to eat Instant Noodles, that's because...

Easy to cook	Cheap price	Mood lifting	Easily Available
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7. Have you heard about “**CHOPSTICK INSTANT NOODLES**” Square’s new brand of noodles?

Yes	No
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8. How did you know about **CHOPSTICK INSTANT NOODLES**?

TVC	Friends	Family member	Printed advertisement	Event & activation	Retailers	Social media
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9. How often do you consume Instant Noodles?

Daily	Weekly	Bi-weekly	Once in a month	Very rarely
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10. Did you purchase or taste **“CHOPSTICK INSTANT NOODLES”**?

Yes	No
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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 contains 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 flavours 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, then why.....
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12. Among the followings which Instant Noodles brand do you use at home?

Maggi	Mama	Mr. Noodles	Cocola	Doodles	Ifad Egg Noodles	Knorr
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13. Similar products are been offered by other companies how would you compare “**CHOPSTICK INSTANT NOODLES**” with them?

Unique flavour	Square’s product	Better quality	Attractive packaging	No MSG
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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.

**THANK YOU FOR YOUR NICE COOPERATION**