

Report On

**"A Study on Consumer Perception of Quality and Safety standards in Kazi
Farms Kitchen's Frozen Food Products"**

By

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20104085

An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of Bachelor of Business Administration

BRAC Business School

BRAC University

May 2024

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Declaration

It is hereby declared that-

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Tasfia Rahman Mumu

20104085

Supervisor's Full Name & Signature:

Ms. Afsana Akhtar

Assistant Professor, BRAC Business School

BRAC University

Letter of Transmittal

Ms. Afsana Akhtar

Assistant Professor

Brac Business School

Brac University

Kha 224 Bir Uttam Rafiqul Islam Avenue, Merul Badda, Dhaka-1212

Subject: Submission of the internship report on " A study on Consumer perception of quality and safety in Kazi Farms Kitchen's frozen food products".

Dear miss,

With all due respect, in compliance with the standards of BRAC University's BBA Program, I hereby submit my internship report. In compliance with your help and the guidelines of the BRAC Business School, I prepared the report in “consumer perception of quality and safety in Kazi Farms Kitchen's frozen food products”. To ensure that the report is as comprehensive, concise, and meaningful as possible, I have made every effort to incorporate the relevant data and suggestions. I fervently hope and pray that you would approve of my report from my internship.

Under the guidance of Ms. Afsana Akhtar, Assistant Professor of the BBS Department at BRAC University, I have prepared this internship report. His ideas and guidance have assisted me in meeting the goals of this report.

Sincerely yours,

Tasfia Rahman Mumu

20104085

BRAC Business School,

BRAC University

Date: 17th May 2024

Non-Disclosure Agreement

This agreement is made and entered into by and between Kazi Food Industries Ltd. and the undersigned student at Brac University

.....Tasfia Rahman Mumu.....

Acknowledgement

I would like to start off by expressing my appreciation to my supervisor Tanvir Wahid Lashker, brand manager of Kazi Food Industries Ltd and Mr. Rajib Saha, AGM of the branding & marketing department, Kazi Food Industries Ltd for their invaluable assistance in writing and completing this report. I am able to complete this report because of the time and assistance they have provided me with.

As an intern, I have accomplished a lot, the most notable of which is completing my internship report in compliance with the criteria for the Bachelor of Business Administration degree. Without the unwavering support and knowledgeable advice of individuals who assisted me in preparing for my internship and report, none of this would have been possible.

As an intern at Kazi Food Industries Ltd, I've had a great experience learning new things and honing skills I never knew I had. I would like to express my gratitude to the company for giving me all the tools, data, and information I needed to complete my internship report.

Executive Summary

The report was written by me using the knowledge I gained while interning in Branding & marketing at Kazi Food Industries Ltd. Sub chapters in each of the three parts of this internship report address separate areas of study as specified in the internship criteria.

The methods used to gather the data was through primary qualitative and quantitative research and observational research. One public survey questionnaire was prepared using Google Forms.

The first part, "Overview of Internship," talks about me, my internship, the company I worked for, my school, my tasks and responsibilities on the job, and a lot more. It also emphasizes the good things I got from my job at the company and the things I did to help it.

The second part, "Organization Part," describes the company and its many management and marketing strategies. Along with market segmentation, Porter's Five Forces analysis, SWOT analysis, and an analysis of Kazi Farms Kitchen's products and services.

The final portion, titled "Project Part," provides a comprehensive overview of the research which is consumer perception of quality and safety in Kazi Farms Kitchen's frozen food products. When it comes to the quality and safety of frozen food products, it's crucial to understand how consumers perceive them because that affects their trust, loyalty, and overall success in the market.

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Chapter 1

Overview of Internship

1.1 Student Information

Name: Tasfia Rahman Mumu

ID: 20104085

Department: BRAC Business School (BBS)

Program: Bachelor of Business Administration (BBA)

Major 1: Marketing

Major 2: Human Resource Management

1.2 Internship Information

Here is the list of information regarding my internship at Kazi Food Industries Limited-

1.2.1 Company Information

Name: Kazi Food Industries Ltd.

Department: Branding & Marketing

Tenure: 11th January 2024 to 11th April 2024

Address: Shimanto Shambhar, Level-5, Peelkhana, Road - 2, Dhanmondi, Dhaka-1205, Bangladesh.

Logo:



Figure 1: Kazi Food Industries Limited Logo

1.2.2 Company Supervisor's Information

Name: Tanvir Wahid Lashker

Organization: Kazi Food Industries Ltd.

Designation: Brand Manager

Department: Branding & Marketing

1.2.3 Job Scope – Job Description/Duties/Responsibilities

I was assigned as a marketing intern at Kazi Food Industries Limited. I had the privilege of being a member of the Branding and Marketing team at Kazi Food Industries Limited, and it was an exceptional experience collaborating with such a highly skilled and proficient team. My primary responsibility was to assist the team in performing their own tasks.

During my internship, my main responsibilities involved maintaining records of bills and POSM (Point of Sale Materials). Every day, I had to generate 20-30 invoices, create requisitions, and then produce a LID. After completing the preparation of these items, it was necessary to maintain a record of the corresponding invoices in the billing ledger. In addition, I was given the responsibility of managing four social media pages of them which are: Kazi Farms Kitchen, Kazi Food Industries Ltd, Bellissimo, and Za 'n Zee. Every week I had to do market visits which included stores like Shwapno, Agora, Meena Bazar, Unimart, Prince Bazar to know about other frozen food company's competitiveness.

1.3 Internship Outcomes

During my tenure, I have contributed, learned, and faced challenges Kazi Food Industries Ltd. Here is an in-depth explanation of the outcome of my internship –

1.3.1 Student's Contribution to the Company

Here is a detailed look of my contribution to the company-

While employed at Kazi Food Industries Ltd, I had the honor and chance to collaborate with the Branding & Marketing Team. I was given the main duties of the department and additional ones.

I served from the 11th of January until the 11th of April. The level of my performance was quite satisfactory to my supervisor, resulting in their great satisfaction. Some of the job responsibilities and tasks done by me in the branding & marketing Department are –

Event Planning: I assisted the branding and marketing team in locating suitable locations for promotional events such concerts, school/college and university events. It involved helping the team locate venues that are both well decorated and have enough room for every guest. To ensure the activities went well, I also had to assist the team during the events.

Events Moderator: It was my duty to check whether our products—ice cream or frozen food items, depending on the event—were all organized. Are the peaches appealing, are the brand promoters (BPs) properly informed on our company's products, and are they delivered? Our communication strategies are arranged in a way that draws in customers. Additionally, I was responsible for overseeing the technicalities of this Ramadan (2024) iftar recipe shoot at Deepto TV called "Kazi Farms Kitchen Shohoj Iftar," and making sure our products were arranged neatly on television and that the chef, the presenter, was according to the scripts we provided.

Keeping track of promotional Expenses: As a Marketing Intern, I had to keep track of bills, invoice, requisition and had to arrange them properly in their organizational website. Most of the work was done on the website named idempiere. Also, I had to make sure that the bills and invoices were accurate.

Campaign Design: This involves gathering profiles of individuals and understanding their preferences to make sure that the marketing campaigns are well targeted and well received.

1.3.2 Benefits Gained by the Student

Marketing was my first choice for a major and my love since the beginning of my undergraduate career. I learned about branding, advertising, and consumer behavior in my marketing course. I was really interested in the branding side of marketing. I always wanted to see how branding and advertising works in real life. I've wanted to intern at a company that will teach me these things since then, so I'm happy that Kazi Food Industries Ltd offered me the chance to do so. I have gained a great deal of knowledge during my internship. In the Ramadan time, Kazi Farms Kitchen hosted a cooking show on Deepto Tv to promote their frozen food product. Being there all the time

gave me first-hand knowledge of the branding process. With our number one all-rounder, Shakib Al Hasan, I was also on set for an ad campaign featuring Eureka & Epic ice cream from Za 'n Zee. It was a pleasure to meet my favorite cricketer and participate in the shoot, which taught me a lot about advertising. The corporate culture, appropriate attire, manners, and communication skills, upholding the line of command, teamwork, and cross-team collaboration come first. The final thing I learnt was the fundamental duty of a marketer and how to use my academic understanding in practical practice.

1.3.3 Problems/Difficulties Faced During the Internship

- I struggled with time management and organizing tasks, particularly when I had a lot of tasks to do at once. But with time, I learned to manage with the fast-paced environment.
- On most Fridays and Saturdays, I was required to work without a day off due to outdoor TV shoots or events. I had a terrible time getting myself to work, especially on Fridays.
- I had to remain at the workplace past 5 o'clock on occasion due to the high volume of events. Because my home is in Mirpur and my office was in Dhanmondi, I had to endure horrendous traffic.

However, I can proudly say that these difficulties were slowly mitigated with time. As time passed, it was easier for me to grasp everything about the office environment.

Chapter 2

Organization Part

2.1 Introduction

In Bangladesh, Kazi Farms Group is the largest commercial enterprise specializing in poultry. The journey of Kazi farms began in 1996. Kazi Jahedul Hasan, the Managing Director, is the visionary behind the idea of Kazi Farms. Currently, Kazi Farms Group has affiliations with various organizations. Kazi Food Industries Limited is a subsidiary of the Kazi Farms Group. With the goal of becoming the leading food manufacturing company in this country, Kazi Food Industries Limited set off on their journey in 2013. Located in Beron, Ashulia, Kazi food industries limited currently produces and sells three prominent brands: Bellissimo, a premium quality ice cream brand; Za 'n Zee, a regular ice cream brand and Kazi Farms Kitchen.

Currently kazi food industries have 1200+ skilled officers and employees, 400+ distributors, 70 own Delivery vans, 1000+ suppliers and lastly 12 Depos. High-quality goods are made and improved with the help of high-tech machines in the factory. The quality of the product is checked at every stage, from the raw materials to the delivery. Tough quality control makes sure that the products are good. Monthly production capacity of the factory are 398 tons of frozen food, 18 lakh liters of ice cream, 105 tons of bakery products. The items of Kazi food industries are currently being exported to 14 different countries around the world. Because of everyone's honest efforts, Kazi Food Industries Limited has the undying trust of their customers. By employing this approach, soon kazi food industries can accomplish the objective with remarkable speed.

2.1.1 Company Profile

Name of The Company	Kazi Food Industries Limited (Kazi farms kitchen)
Type	Privately held
Industry	Food Industry
Founded	2013
Founder	Kazi Zahedul Hasan
Current CEO	Tanvir Haider Chaudhury
Headquarter	Ahmed Kazi Tower, House-35, Road-02, Dhanmondi, Dhaka-1205
Regions	14 countries
Slogan	“Eat Better”
Product lines	Frozen Food, Bakery & Dry fish, Ice-cream (Regular & Premium)
Email Domain	info@kazifarms.com
Website	https://www.kazifarmskitchen.com/Our%20Promises

Table 1: Company Profile of Kazi Food Industries Limited

2.1.2 Vision

To be the most trusted consumer food company in Bangladesh.

2.1.3 Mission

To provide consumers with a diverse range of food products that are delicious, hygienic, and affordable.

2.1.4 Philosophy

At Kazi Farms Kitchen, all individuals embrace the following principles with satisfaction:

- We believe in innovation.
- We believe in quality.

- We believe in rapid progression.

2.1.5 Unique selling proposition:

Below is the unique selling proposition Kazi Farms Kitchen-



Figure 2: Unique Selling Proposition Kazi Farms Kitchen

- **Vegetable-Fed Chicken**

The chickens at Kazi Farms Kitchen are a product of ethical farming practices which are raised without MBM, or "slaughterhouse waste,". As a result, rest assured that their chickens are free from any harmful bacteria. Most of the chicken and fish food produced in Bangladesh comprises Meat & Bone Meal (MBM). MBM, also known as meat and bone meal, is a cost-effective source of protein that is produced by heating, drying, and grinding leftover animal parts from slaughterhouses, such as intestines, bones, and feet. MBM can contain infectious bacteria.

- **No Harmful Preservatives**

Some preservatives often used in food products can have significant negative effects on human health. Kazi Farms Kitchen products are free from any harmful preservatives.

- **No Antibiotic Residue**

There are times when antibiotics are given to chickens on farms in our country to treat bacterial illnesses. When people eat farm-raised chicken, they may accidentally eat "residual" antibiotics that were in the chicken's body during its slaughter process. Because of this, the body can become resistant to antibiotics, which can cause major health problems in the future. Rest assured that Kazi Farms Kitchen products are completely free from antibiotics.

- **No Tasting Salt**

A headache and high blood pressure can be caused by food additives such as tasting salt, which is also known as monosodium glutamate (MSG). Every product of Kazi Farms Kitchen is tasting salt-free.

2.1.6 Organizations leadership style

My understanding of leadership is the "laissez-faire" approach in the company. This refers to the method by which the tasks are completed without interruption. In this case, the top management team is in charge of making decisions, setting long-term strategic goals, and putting together the action plan needed to reach those goals. The plans are made by upper management, but it is up to the employees to carry them out and reach the goals without constant supervision. On the other hand, feedback from higher-ups and ideas for course corrections are offered throughout the process. Furthermore, each team actively engages in decision-making on a regular basis, and the perspective of each team is given equal significance.

2.1.7 Organogram

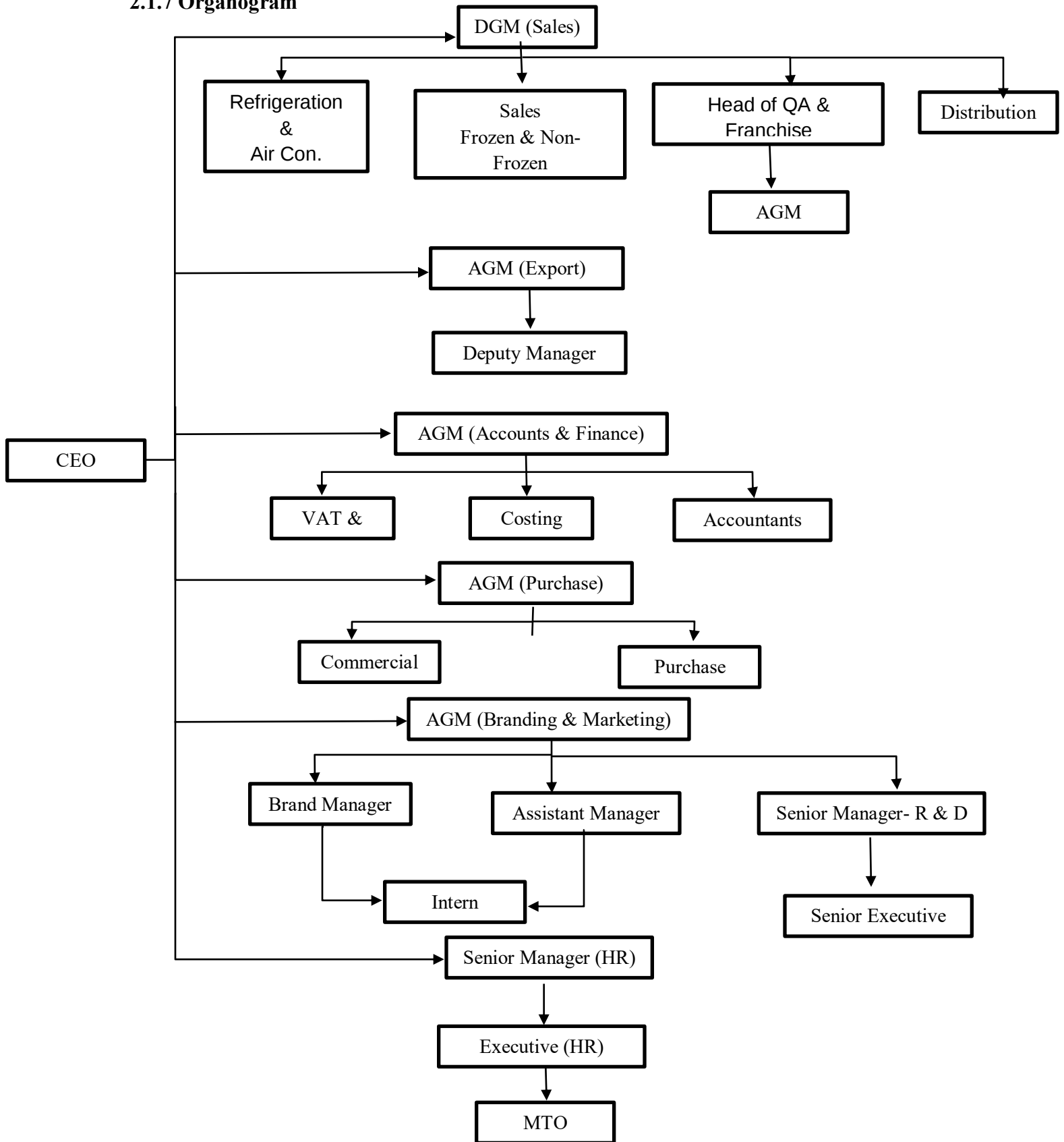


Figure 3: Organogram of Kazi Food Industries Limited

2.2 Overview of the Company

2.2.1 About Kazi Farms Kitchen

Kazi Farms Kitchen is one of the well-known brands in the frozen food category in Bangladesh. Kazi Farms Kitchen was originally introduced by kazi food industries limited as a brand specializing in frozen food. The brand currently exports in 14 countries, including USA, UK, Canada, Russia, Italy. Kazi farms kitchen is always expanding to different countries.

Kazi farms kitchen has been recognized as the leading frozen food brand in Bangladesh for two consecutive years. Kazi Farms Kitchen ensures four health commitments with highest consideration for consumer well-being. Now, this brand offers a total of 64 products, which include frozen food made from meat and fish, dried fish, dressed chicken, and pitha. These products are being made in modern automated machines. Kazi Farms Kitchen launched their bakery section in 2020, offering a range of 28 unique items including cakes, sauces, jams, jellies, popcorn, and other products. Kazi Farms Kitchen aims to expand the distribution of its bakery products nationwide in Bangladesh by the year 2024.

Kazi Farms Kitchen has around 37 franchise stores in Dhaka, Comilla, Sylhet, Khulna, and Chittagong, with its headquarters located in Dhaka. They have over 150 branches located throughout the entire country with them offering home delivery services.

The brand 'Kazi Farms Kitchen' holds a dominant position in the market, capturing a 30% share in this sector in Bangladesh. With the expansion of the industry, an increasing number of individuals are becoming involved. Major players in the industry include Kazi Farms Kitchen, Golden Harvest, Country Natural, CP, Paragon, Quality, Jhatpat (Pran), Aftab's & Bengal Meat, etc.

2.3 Management Practices

2.3.1 Recruitment & Selection process

The recruitment and selection process of kazi food Industry limited (KFIL) is extensive. KFIL's recruitment process consists of 2 or 3 written test depends on the position. Initially, after a candidate applies for a position, the CVs are sorted out based on specific criteria the department is looking for. After sorting out the CVs, the selected candidates are contacted via call and notified. Most of the companies search for their candidates in BDJobs but in KFIL they mostly select their candidates from Linkedin recruitment form.

The selected candidates then must sit for an exam depending on which department they applied to. For example – in the Sales department candidates have to sit for a written test based on their qualification and role. Candidates must score 80% or above marks to be called for the next stage. Candidates who successfully scored 80% or above on the exam are called for an interview. The interview board is made up of highly skilled individuals from different departments. Candidates are required to attend three interviews for higher-level positions. During the initial interview, the candidate will meet with the human resources manager or head of the relevant department. A meeting with the CEO is part of the second interview process. The candidate will be invited to the final interview with the managing director (MD) or director of KFIL if they make it past the second round of interviews.

After a candidate has gone through all of the interviews, the hiring manager will call them, send them an email with an offer letter and non-disclosure (NDA) agreement, and ask for their academic transcripts, birth certificates, and certificates. After the candidates have signed and sent a scanned copy of the non-disclosure agreement, they can start working in the company.

2.3.2 Leave Management

A healthy work-life balance is important to any organization. Kazi Food Industries Ltd provides paid leave choices to their hardworking employees as part of their dedication to creating a positive and healthy workplace. Every employee is eligible for 10 days of paid casual leaves every year.

Employees can use their casual leave to take care of business, emergency or any other unexpected circumstance that needs time away from the office.

Employees are given 14 days of paid medical leave per year. The primary goal of medical leave is to guarantee that workers can take a break when they need it to focus on their health and wellness which means that the organization recognizes the value of work-life balance.

Lastly, yearly in order to promote leisure and relaxation, employees are given a total of 15 days of yearly leave each year. Annual leave can be used for vacation purposes, enabling employees to rest, spend valuable time with family and friends, and revitalize themselves for increased productivity when they come back to work.

2.3.3 Compensation System

With a strong sales incentive program, Kazi Food Industries shows appreciation for their sales team's hard work and devotion. Competitive bonuses and other incentives are available to sales representatives who go above and beyond in their work and have an important effect on the company's success. The Sales team is highly motivated to achieve exceptional results and contribute to the growth of our sales with the help of these incentives.

Kazi Food Industries prioritizes employee health and well-being. To ensure our employees enjoy quality healthcare, the company offers extensive medical aid coverage. This covers medical bills, consultations, treatments, and medicines allowing employees to receive care without financial strain. Also, there is an off-day allowance given from the company. Kazi Food Industries pays employees an off-day allowance to recognize their efforts.

Sometimes employees are asked to work beyond their normal work hours, or they had to work overtime because of workload. The company makes sure they get an adequate salary by providing them with an overtime payment. The extra compensation is a way to show appreciation for the extra time and effort that employees put in to fulfill deadlines, deal with changes in workload, or handle urgent company needs. This shows that the company really values their employee satisfaction.

2.3.4 Training and Development Initiatives

Kazi Food Industries Ltd organizes monthly training and development programs, specifically for HR personnel, which are mandatory. Each event is hosted on distinct subjects and consistently prioritizes safety, security, and individual development. Other than that, there are no training and development initiatives taken for other employees in the company.

2.3.5 Performance Appraisal System

Kazi food industries limited has a unique way of measuring the performance of its employees. Goals are set by the employees themselves to achieve personal development and growth goal. Every employee is given a goals sheet and is evaluated by their supervisor at the end of the year. Each employee receives a goals sheet and undergoes an evaluation by their supervisor at the conclusion of the year. The performance appraisal method takes place annually in June-July and is determined by the employee's profit contribution. The management department is in charge of overseeing the management of the rating distribution for the goals sheet.

The performance appraisal system places an emphasis on both individual growth and collaboration. Employees are motivated to connect with one another by actively engaging in communication across departments and forming strong bonds with their colleagues. Employees are also motivated to develop their skills for personal growth, since there is always room for progress regardless of age. Employees get praise and set themselves up for future promotions when they successfully accomplish goals and provide outcomes.

2.4 Marketing Practices

2.4.1 Marketing Strategy

Kazi Farms Kitchen uses a comprehensive marketing strategy that incorporates both Above-The-Line (ATL) and Below-The-Line (BTL) advertising tactics to effectively communicate with its target demographic. Among the many ATL channels that the company uses are radio and television commercials, social media marketing, in-store marketing, magazine and newspaper ads, and brand activation.

Kazi Farms Kitchen's ATL strategy is heavily focused on social media marketing, especially Facebook, where the company has a massive following. The company reached a huge audience through advertisements on radio stations like Radio Vhumi and Radio Foorti, especially during big events like the Cricket World Cup or Eid. Kazi Farms Kitchen engages consumers with brand activation events like free food tastings to introduce new products. This builds brand loyalty and engagement. They also run seasonal marketing campaigns to well-known supermarkets like Agora, Meenabazar, Shwapno and Unimart. Magazines and newspapers, particularly Prothom Alo's monthly magazine, enhance the company's visibility by featuring new products and running sales promotions. Television cooking shows, such as "Kazi Farms Kitchen Shohoj Iftar," serve to promote the company.

Kazi Farms Kitchen targets consumers directly (BTL) to boost sales. This involves sponsoring educational competitions and cultural festivals, using brand promoters at peak seasons. These objectives are to maintain brand awareness, strengthen its presence in retail outlets, and ensure that the packaging design properly communicates the product's qualities and advantages.

Kazi farms kitchen does 350-degree communication in the strategic marketing arena. In the category of frozen foods, Kazi Farms Kitchen was named best brand in 2022 and 2024. Kazi Farms Kitchen is the first brand to win this award in this area. From starting out in 2014, Kazi Farms Kitchen has strived to become one of Bangladesh's most trusted consumer food brands, renowned for both its flavor and its high-quality ingredients. This is a key objective the company is trying to achieve for the upcoming years. The marketing strategy aligns really well with the company's mission, vision and values because their vision is to establish as the leading consumer food company in Bangladesh, known for their continuous commitment to trust and reliability and they're already successful in this mission.

2.4.2 Target Customers

Targeting means dividing a market into groups based on things like age, gender, income, schooling, stage of life, social status, social class, and more. Once segmentation has been found, a small group of segments is chosen to reach the right people. "Market Targeting" is the process of finding, analyzing, and choosing different groups of people in a market.

People in the same age group, area, income level, or way of life are often in the same target market. These people are thought to be the most likely to buy a business's products or services and will also be the most profitable for the business to serve. Here are the target customer list of Kazi farms kitchen:

- Members of society belonging to the premium/upper and upper middle-class classes.
- Family (with a monthly income of Tk. 60,000 or more on average).
- The husband and wife are both occupied with their respective jobs.
- Educated People
- Newly married group
- Individuals who make decisions and have the ability to impact their family.
- One household consisting of a single family.
- People reside at the hostel.

2.4.3 Positioning Strategy

In order to stand out in a very competitive market, Kazi Farms Kitchen has carefully positioned itself as a reliable source of high-quality, healthy frozen goods. Kazi Farms Kitchen has a clear personality that speaks to its target audience thanks to consistent branding efforts and a focus on serving fresh, healthy food. Kazi Farms Kitchen keeps up with their position by participating in a lot of events and establishing through its extensive network of franchise stores convenient solutions for anyone seeking healthy food options. The brand's reputation for creativity and consumer focus has been enhanced by their entry into digital media with the Ramadan cooking program. Overall, it can be said that Kazi Farms Kitchen's positioning strategy emphasizes consumer trust, quality, and convenience while creating a unique and favorable market position.

2.4.4 Product/New Product Development and Competitive Practices

Here is the 8-step process for developing a product that Kazi Farms Kitchen follows-

1. Idea Generation
2. Idea Screening
3. Concept Development

4. Market Strategy
5. Feasibility Study
6. Product Design
7. Test Market
8. Market Entry

➤ **Idea generation**

Ideas at Kazi Farms Kitchen come from a variety of places, both inside and outside the company. This process is centered around the management team, which drives new ideas and product creation. Starting the idea generation phase, the management team uses their knowledge of the industry and the market to find new trends, customer preferences, and gaps in the market. After management comes up with the first idea, the marketing team plays a critical role in further developing and validating potential product ideas. This calls for daily market visits to find out what consumers want, what competitors are selling, and how the market functions. Placing oneself in the market's shoes teaches the marketing team valuable lessons that steer their work on new products in the right directions and help them generate fresh ideas.

Later, Kazi Food's marketing team gets together for a planning session where everyone is free to be creative and share their different points of view. Through open and welcoming conversation, the team comes up with many ideas, trying different concepts, features, and product options. By using their combined knowledge and imagination, the team comes up with a long list of possible product ideas, usually between 25 and 30 ideas for each product concept. To remain adaptable and adjust to shifting consumer preferences and business trends, Kazi Farms Kitchen generates ideas in a methodical manner. With management and the marketing team's innovative and perceptive ideas, the company can identify and seize its share of new product prospects. In the food industry, this helps the business stay ahead of the competition.

➤ **Idea Screening**

Once Kazi Farms Kitchen has several ideas from the brainstorming session, they start sorting them to determine which ones are the greatest and which ones don't align with the company's goals or

market needs. The organization can better allocate resources and prioritize winning concepts with the help of this preliminary elimination phase.

Before committing to an idea, the marketing group makes sure it aligns with the company's goals and policies as well as its technological and financial capabilities.

The team ranks the 25/30 ideas based on how well they address the demands of the Bangladeshi market. They check to see if the proposed products are affordable, useful, and make use of Kazi Farms Kitchen's knowledge in chicken processing and production. To make sure the chosen ideas are practical from a financial and technological standpoint, the group analyzes production costs, pricing strategies, and ROI. To proceed with product development, a proposal is sent to the CEO once the ideas have been evaluated and categorized. This proposal details all the ideas, how they would affect the market, and what would be required to put them into action.

➤ **Concept Development**

To satisfy customer demands, Kazi Farms Kitchen creates and evaluates potential products. Translating basic concepts into consumer-friendly language while considering target demography, primary benefits, and usage conditions is an important part of this process. The product concept carefully thinks about who will use the product, what good it should do, and when it will be used. By finding the answers to these questions, Kazi Farms Kitchen can ensure that their product idea is in line with the customer wants and market needs.

Kazi Farms Kitchen starts with a soft launch in a few of their stores to see how customers react and what they like. This lets the company get instant feedback from customers who have used the product, which helps them find any problems or places where the product could be better. Before moving on to a bigger retail launch, Kazi Farms Kitchen changes and improves the product idea based on the feedback during the soft launch process. When the brand is making a new product, they use customer feedback and insights to make sure the product meets or exceeds customer expectations and speaks to the correct audience.

➤ **Market Strategy**

To connect with their target audience and build reputation, Kazi Farms Kitchen uses both Above-The-Line (ATL) and Below-The-Line (BTL) advertising. To get a lot of people to see and interact

with their ads, the company utilises ATL channels like radio and TV ads, social media marketing, in-store promotions, and print ads. Kazi Farms Kitchen can reach as many people as possible by running ads on famous radio stations like Radio Vhumi and Radio Foorti and having a lot of fans on Facebook. There are a lot of different ways that the brand gets people interested in and loyal to its products. Some of these are brand activation events, educational and cultural funding, and skillful packaging design. Kazi Farms Kitchen's marketing plan is built on always coming up with new ideas and putting the customer first. The company wants to be known as a trustworthy source for healthy, high-quality frozen foods that meet the tastes and needs of their target market and keep up with the fast-paced frozen food business.

➤ **Feasibility Study**

During the feasibility study process, Kazi Farms Kitchen looks at both the technical and pricing feasibility to make sure that placing new products on the market is possible. In pricing feasibility, the business decides whether to set prices based on cost or on how competitors set their prices. Kazi Farms Kitchen figures out the best way to price their products so they can make the most of their funds and be competitive by looking at how the market works and how people respond. In technical feasibility, the company also looks closely at the production process to see if it can be done and how well it works. Kazi Farms Kitchen makes sure that the production process is technically possible, cost-effective, and able to meet high standards while also following the rules set by the government. Kazi Farms Kitchen makes sure that its new products have the best chance of success in the competitive food business by thinking about both price and technical feasibility.

➤ **Product Design**

In product design, designers work to ensure that Kazi farms kitchen constantly create goods that meet consumer needs while also meeting corporate goals. Product designers assist the brands by creating products that are sustainable for longer-term business demands, while also optimizing the user experience in the solutions they create for customers. For example, Kazi Farms Kitchen thought about how many inches a frozen pizza would be before they designed it. This way, they could set the price based on the number of inches. Cheese, chicken sausage, and capsicum serve as the soft launch form of Kazi Farms' pizza. Kazi Farms Kitchen didn't use keema meat because it would have made their product more expensive and less fresh because of the lower shelf life. Kazi Farms Kitchen creates their product this way, considering both the price and the way it will

be packed. This is how Kazi farms kitchen designs their product by thinking of the pricing and packaging both.

➤ **Test Market**

Kazi Farms Kitchen comes up with a name, logo, and packaging for their products once they are finished being made. In this important step, the product is soft launched in certain busy areas and the success is tracked automatically. Kazi Farms Kitchen uses sales wave research to see how customers react over time, virtual test marketing to see how customers act in controlled settings and test markets to see how well a product works in real life. From the test market the company can know how the customers respond to the new products so that they can improve for the future.

➤ **Market Entry**

Kazi Farms Kitchen seeks for a market entry plan to get their products into new domestic and foreign markets and build brand awareness after passing all the stages of product development. According to market entry research, target markets' competitive, legal, political, and cultural landscapes help the brand make smart choices and break into those markets. Kazi Farms Kitchen thinks about consumer preferences, existing competitors, legal limits, and cultural differences when it enters new Bangladeshi or global markets. The frozen food market in Bangladesh is very competitive right now. To come up with a way to make their products stand out from the competition, they research competitors, observe how they're performing, and find out how famous they are. After getting to know all the barriers, Kazi farms kitchen enters the market and launches their products in retail stores.

2.4.5 Branding Activities

Key branding activities for Kazi Farms Kitchen include a lot of different digital channels of communication and strategic partnerships. Their branding efforts are seen on billboards, in newspapers and news magazines, and in well-known venues like the Bangladesh Brand Forum. One of their most influential branding techniques focuses around participating in events, where they actively engage as a partner in live kitchen activities. During these events, the company offers fried chicken items such as chicken nuggets, spicy chicken, chicken sausage, and chicken bologna

lollipops. Concerts, book fairs, and university fairs are long, exhausting affairs, but when visitors finally get around to eating at the Kazi Farms Kitchen booths, it helps build their brand.

Furthermore, the brand's logo is now seen in over 150 franchise locations across Bangladesh, making the promise of healthy food even stronger for customers.

During the holy month of Ramadan, Kazi Farms Kitchen aired a cooking show on Deepto TV as part of their branding effort. The primary focus of the broadcast was to highlight the adaptability of Kazi Farms Kitchen's frozen food products by showing viewers how to combine them into nutritious iftar meals. As a result of this campaign, sales of their frozen food items increased by 20% over their normal levels. Every year, the company undertakes this activity throughout Ramadan.

Kazi Farms Kitchen also uses outdoor branding methods to make themselves even more visible. Strategically placing billboards in high-traffic places like Anam Rangs Plaza, Gulshan 2 Circle, and Bashundhara Gate, Bijoy Sharani helps the target audience remember and become more aware of the brand. Kazi Farms Kitchen's branding uses a mix of traditional and modern methods to make sure that the brand is well known and that customers all over Bangladesh are interested in it.

2.4.6 Advertising and Promotional Strategy

As a company, Kazi Farms Kitchen has its 276k organic Facebook followers. The Facebook page serves as the primary channel for the brand to interact with its customers, update them on product updates, and promptly respond to questions. Customer relationships and community unity are both enhanced when members actively participate. Kazi Farms Kitchen also uses the special occasions to promote specific products through engaging social media postings, which helps with advertising and marketing overall. The goal of the brand's use of these events is to increase product demand by educating consumers and making an impression that will last. Online and social media marketing take a significant role in Kazi Farms Kitchen's overall advertising strategy. Having a social media presence allows the brand to showcase items, engage with customers, and give valuable information, which is a crucial aspect of its marketing strategy. By consistently publishing engaging content, showcasing visually appealing pictures, and rapidly responding to consumer inquiries, Kazi Farms Kitchen cultivates an active and engaging online community.

To be more precise, Kazi Farms Kitchen also uses paid advertising occasionally. In cases where a company's social media post doesn't get a very high engagement rate, the company may opt to increase the reach of those postings. Paid advertising is managed using boosting. One of the most successful campaigns of Kazi Farms Kitchen is their own TV commercial that has been going popular online these days. Despite being created in 2018, the ad quickly became viral due to its humorous theme. The company's advertising offers a distinct selling point. These social media posts are significant because when social media is updated daily, customers visit their inbox to learn about specific products by referencing past posts on the page. This indicates that people are becoming more involved due to sponsored advertising which is an achievement for the company. Most of Kazi Farms Kitchen's advertising campaigns, ideas, and other marketing initiatives are created by their Ad Agency. "Bitopi Advertising" and "ADCOMM" arrange all of Kazi Farms Kitchen's promotional and marketing efforts. Add companies like Riversign, Promotes & Images handle a wide variety of promotional operations, including banners, posters, t-shirt branding, festoons, and more.

Advertising on digital platforms and social media plays a significant role in Kazi Farms Kitchen's strategy for reaching consumers, engaging them, and ultimately generating sales. Kazi Farms Kitchen uses these platforms to its advantage, getting its message out there, connecting with consumers on a deeper level, and keeping up with the dynamic food industry.



Figure 4: Advertisement of Kazi Farms Kitchen in “Prothom Alo”

2.4.7 Critical Marketing Issues & Gaps

Kazi Farms Kitchen has a huge marketing gap due to the low visibility and influence of their TV advertising, particularly on popular channels. Compared to its rivals, Kazi Farms Kitchen doesn't receive nearly as much exposure from television ads. The absence of this component makes the already challenging task of expanding the brand's audience and competing in the food industry even more challenging. In addition to competitors, there are currently numerous brands in Bangladesh, all trying to become leaders in the field of advertising. This is because they know that good advertising can quickly grab a customer's attention and feelings. Companies are trying to make ads that make people feel emotions in order to create a brand message that will last.

In addition, without alternative advertising methods than Deepto TV, the brand can only reach a certain demographic. Limited television advertising and a narrow range of marketing outlets are causing Kazi Farms Kitchen to struggle in creating brand recognition among potential customers who have not yet made buying decisions.

These days, brand advertising and interaction heavily rely on social media and the internet. There hasn't been much or any web advertising for Kazi Farms Kitchen. Sometimes the website link for Kazi Farms Kitchen doesn't work. While Kazi Farms Kitchen does not have a dedicated website where consumers may purchase their frozen goods, Bengal Meat does. On a related note, customers who shop at Panda Mart sometimes find that kazi farms kitchen products are either out of stock or not kept up to date, unlike their competitors. Consequently, opportunities to engage tech-savvy consumers and participate in the expanding market for food delivery and shopping goes unfulfilled because of this gap.

Kazi Farms Kitchen should prioritize increasing its exposure on major TV networks and broadening its marketing platforms in order to address these critical marketing difficulties and gaps. An organization can greatly increase its visibility and memorability by investing in engaging and creative television commercials that reach a larger audience. The brand can expand its reach and interact with more people through an effective digital marketing strategy that includes targeted online ads, active social media participation, and partnerships with influencers. In order to fix the problems with online ordering, Kazi Farms Kitchen should employ web developers who possess

the expertise to address the technical glitches on their websites, while also ensuring the website is up to date.

2.5 Industry and Competitive Analysis

2.5.1 Swot Analysis



Figure 5: Swot Analysis Framework

The swot analysis of Kazi Farms Kitchen is given below -

- **Strengths**

Brand Recognition: Kazi Farms Kitchen has established itself as an established brand in Bangladesh's frozen food industry, capturing a significant share of the market and creating a strong presence in both domestic and foreign markets.

Quality Assurance: Kazi Farms Kitchen is committed to maintaining strong quality standards, guaranteeing the absence of dangerous ingredients, antibiotic residues, and tasting salt in its products. This dedication to excellence improves customer trust and commitment.

Product Availability: Kazi Food Industries Limited operates twelve depots throughout Bangladesh, enabling efficient production and distribution of their products to consumers. Kazi Farms Kitchen has been a prominent player in the frozen market in Bangladesh by following the production method. They offer a wider range of products compared to any other firm in the country.

Promoting Local Food: Kazi Farms Kitchen has changed the game in Bangladesh's food market by making frozen versions of traditional dishes like samosa, singara, and paratha, all while prioritizing locally sourced ingredients. Making paratha and singara is now a thing of the past. A simple solution is to get KFK frozen paratha or singara, cook them in a the pan, and serve them hot.

- **Weaknesses**

Doctors' criticisms: Some doctors have been critical of the frozen food industry in recent years, claiming that regular consumers are putting themselves at risk and adding to the rise in "Blood Pressure" due to their unhealthy eating habits. Another concern that doctors have is that oil is used to fry frozen foods, which can raise cholesterol levels.

Limited television commercial viewing: A smaller number of television commercials are produced for consumers by Kazi Farms Kitchen, with only a few of them being broadcast on their television channel, Deepto TV.

- **Opportunities**

Innovation and Product Development: Kazi Farms Kitchen can stay competitive and gain additional market segments by continuously innovating their product offerings, such as releasing new flavors, types, and packaging styles. This will assist reduce TVC.

International Market Expansion: Growing the market: Kazi Farms Kitchen has the opportunity to increase its business growth by increasing the size of its market through exporting its products to other countries. Since they are already selling their products to fourteen different countries, expanding into other foreign markets shouldn't be too difficult.

Massive Market Expansion: A recently published ResearchGate paper titled "Prospect and challenge of Bangladesh Frozen Food: a way to overcome it" states that 23% of Bangladesh's total agricultural exports are frozen foods. Because of changes in lifestyle and increased urbanization, it is expanding at a rapid pace. With the expanding frozen food sector in Bangladesh, Kazi Farms Kitchen is expected to get a larger market share in the near future. This presents an important opportunity for them.

- **Threats**

New Competitors: With the increasing demand for frozen food in Bangladesh, it's not surprising that there are a number of new businesses joining the market. If Kazi Farms Kitchen is unable to match the speed and quality of competitors like Brac Chicken, Bengal Meat, Golden Harvest, and Jhotpot, they may find themselves in a difficult position.

Consumer Preferences: Concerns about the environment and shifts in customer preferences toward healthier or alternative food options have the potential to influence the demand for frozen foods, which could represent a threat to Kazi Farms Kitchen's market position if not addressed immediately.

Rules and Regulations: Kazi Food is required to stick to several rules and regulations regarding food products in our country, which can lead to higher prices.

2.5.2 Porter's Five Forces Model

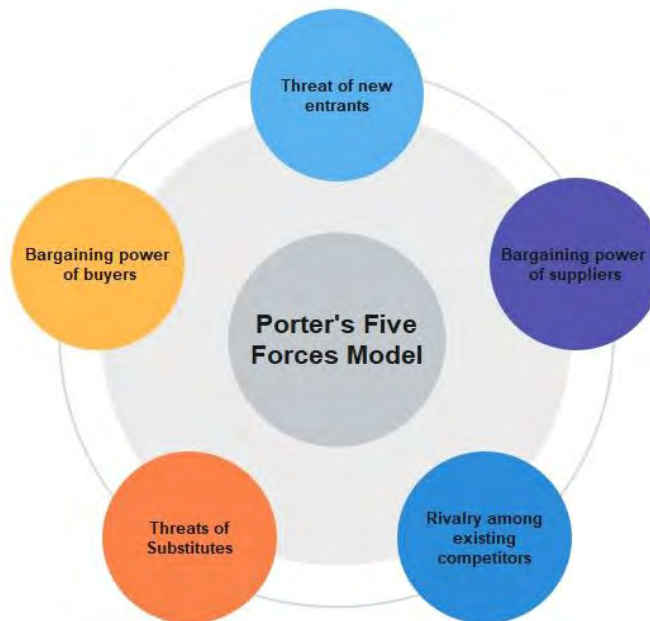


Figure 6: Porter's Five Forces Model

- **Threat of New Entrants (Moderate)**

For the frozen food sector to thrive, investments in production facilities, distribution networks, and advertising campaigns are essential. However, new participants may be discouraged by the presence of established competitors such as Kazi Farms Kitchen. Because of the strong brand image and customer loyalty of Kazi farms kitchen, it might be more challenging for new entrants to capture market share. But with the growing industry, some new entrants may enter the market with proper planning and investment.

- **Bargaining Power of Buyer (High)**

Kazi Farms Kitchen provides food service to a diverse range of customers in urban areas of Bangladesh as well as internationally, offering a wide variety of choices for customers. There is a lot of rivalry, and consumers have a lot of bargaining power in the frozen food sector since people there are very price sensitive. Buyers can easily switch between frozen food brands based on things like price, quality, and perceived value.

- **Bargaining Power of Suppliers (Low)**

A diverse range of raw materials is supplied to Kazi Farms Kitchen by over a thousand suppliers. Because of this variety, they are less reliant on any one provider and have a smaller advantage in negotiations. Although the company may work with several suppliers since it sells a wide variety of products, some of those suppliers may have a lot of influence in negotiations if they provide ingredients that no one else does. Kazi Farms Kitchen may be able to use its dominant market position and vertical integration into chicken production to negotiate better prices with its suppliers.

- **Threat of Substitutes (Moderate)**

People choose frozen food products because of their convenience and ease of preparation. But sometimes these types of frozen food can be made with fresh alternatives at home. Consumers who always prefer fresh food, may opt for these options because they are readily available in the market. Frozen food products may face moderate competition from fresh, organic, or minimally processed food options as customer tastes move towards healthier eating practices.

- **Competitor Rivalry (High)**

Due to the presence of multiple major competitors, the frozen food industry in Bangladesh is characterized by intense competition in terms of pricing and marketing methods. Kazi Farms Kitchen faces stiff competition from both international and local food brands. In order to maintain a competitive edge, Kazi Farms Kitchen must provide customers with high-quality products, safety guarantees, and unique selling propositions which they are doing from the beginning.

2.5.3 Marketing Mix (4ps) of Kazi Farms Kitchen



Figure 7: The 7Ps Marketing Mix Model

- **Product**

Kazi Farms Kitchen has its own factory in Baron, Ashulia, where they make all their products. The current offerings from Kazi Farms Kitchen include chicken-based products, curry-based products that are "Cut, Marinated, Ready-To-Cook,". Also, they have products that are based on flour, and fresh eggs.

1. Chicken Based Products

There are thirteen distinct chicken-based Stock Keeping Units (SKUs) at Kazi Farms Kitchen. There are a variety of chicken nuggets to choose from, including Garlic butter chicken kiev, spicy burger, meat ball, plain and spicy sausage, Chicken cutlet, strips, teasers and chicken shami kabab.



Figure 8: Chicken Based Products of Kazi Farms Kitchen

2. Flour Based Products

There are eight distinct chicken-based Stock Keeping Units (SKUs) at Kazi Farms Kitchen. A variety of snacks are available, including plain parathas, chicken keema paratha dal puri, alu puri, chicken liver shingara spring rolls (vegetable or chicken), samosas (vegetable or chicken), and a small pack of five plain parathas.



Figure 9: Flour Based Products of Kazi Farms Kitchen

3. “Cut, Marinated, Ready-To-Cook” Curry cut

Curry cut is a pre-cooked, frozen curry of chicken. All the curry's ingredients, including the raw chicken pieces, spices, salt, and oil, will be combined. Guidelines for cooking is located on the package. People may have Chicken Korma and Chicken masala or butter chicken with the chicken curry cut item.



Figure 10: “Cut, Marinated, Ready-To-Cook” Curry Cut Products of Kazi Farms Kitchen

4. Bakery Products

Kazi farms kitchen first launched their bakery items in 2020 November. After that the brand started increasing their bakery items. Most of their bakery items are found in grocery stores situated in different areas. Kazi farms kitchen does not sell their bakery items in retail stores but they're planning to sell bakery items in retail stores by 2025. Variety of bakery items like sliced butter cake, sliced fruit cake, chocolate muffin cake, vanilla muffin cake, popcorn (barbecue, caramel & rainbow), dry cake and plain cake chocolate.



Figure 11: Bakery Products of Kazi Farms Kitchen

5. Healthy Fresh Eggs

Kazi Farms Kitchen's eggs undergo a specialized processing method to ensure they are free from meat and bone meal (MBM) and antibiotics. They are then carefully packaged to guarantee the highest level of care.



Figure 12: Healthy Fresh Eggs of Kazi Farms Kitchen

- **Place (Distribution)**

Currently, Kazi Farms Kitchen has 11 distribution centers spread out over the entire country, and they have around 150 dealers that help them get their products into various Super shops, retail locations, and their own franchise outlet. The supply of goods is ensured by means of a cold chain. The number of Kazi Farms Kitchen franchise locations is currently around to 150. The brand currently exports in 14 countries, including USA, UK, Canada, Russia, Italy. Kazi Farms kitchen has currently 400+ distributors, 70 own delivery vans, 1000+ suppliers, 12 depots and mainly 1200+ skilled officers and employees who are making the impossible things possible.

2.5.4 Distribution System of Kazi Farms Kitchen

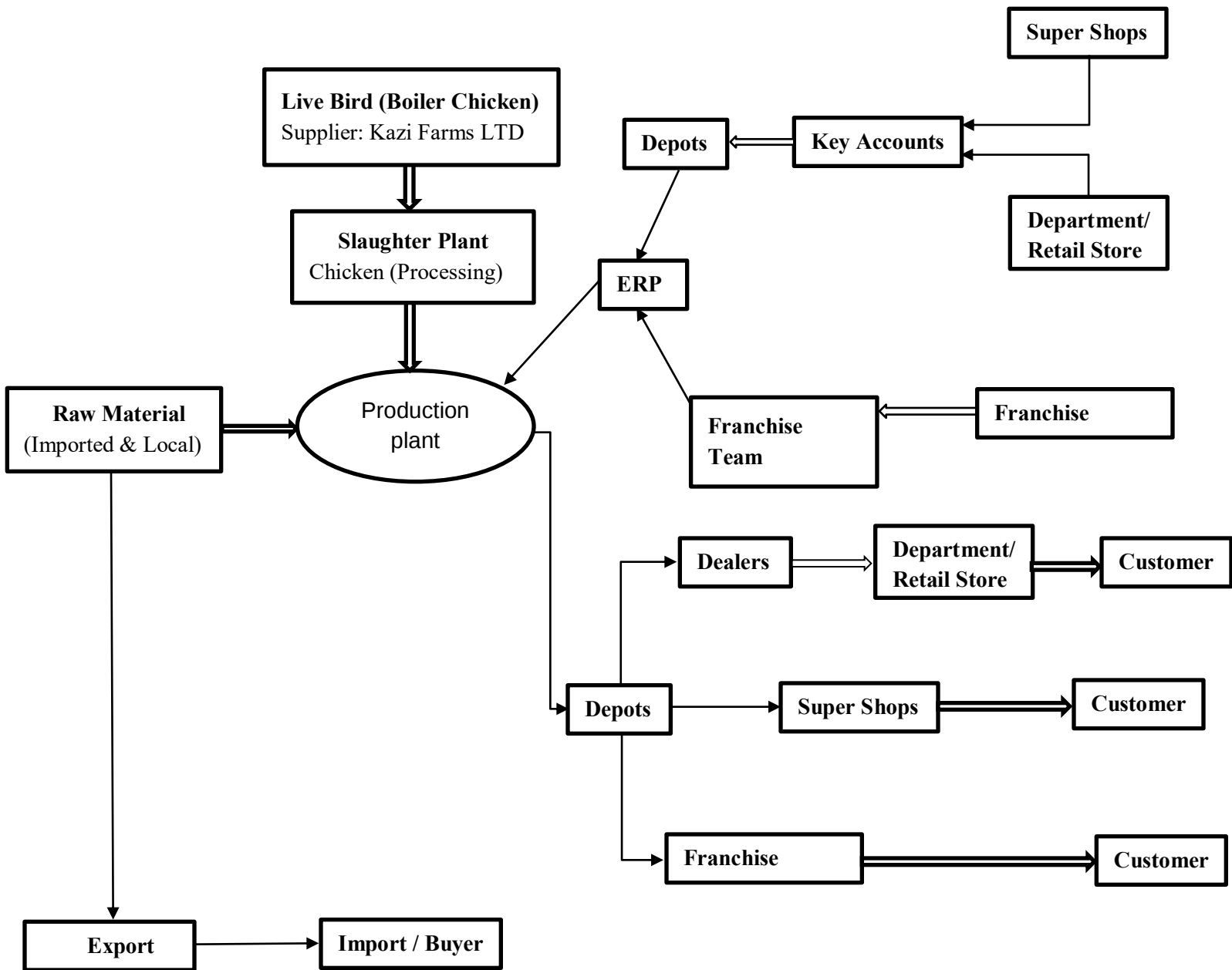


Figure 13: Distribution System of Kazi Farms Kitchen

- **Price**

Prices at Kazi Farms Kitchen are determined using two methods: cost-based pricing and value-based pricing. Customers will be satisfied if prices are reasonable, and the service is

straightforward to use. Climate change, raw material prices, the cost of importing materials, shifts in demand, and brand value are all factors that might affect product prices.

- **Promotion**

Kazi Farms Kitchen actively advertises its products and services to reach its target audience. All sorts of media, both online and off, as well as in-person advertisements, are at their disposal for self-promotion. One of their promotional partners assists them in creating POSM and other promotional materials.

Outside of a Virtual World: Special events like concerts and festivals, as well as field settings like grocery stores and department stores, are great places to host promotions. Users can make instant purchases through in-field interactions. They can use coupons, freebies, or even a contest to encourage people to buy your products.

Sponsor: Kazi Farms Kitchen provides financial support or products or services to many fairs, concerts, science fairs, and academic events such as study tours, rag days, seminars, and school tours. Companies who want sponsorships from Kazi farms kitchen, sends a proposal to the company for a review with all the facilities and the pricing amount. The head of marketing sends a summary to the CEO for approval and if approved then the brand takes the sponsorship initiative further.

Brand Promoter: Brand promoters help Kazi Farms Kitchen spread the word about their company, products, and services. Brand promoters answer customer inquiries, provide knowledge about the products, point out the businesses' USPs, and encourage people to buy the items. During times of peak demand for frozen foods, such as the Dhaka International Trade Fair and major holidays like Christmas, Eid Ul Fitr, and Eid Ul Azha, Kazi Farms Kitchen appoints brand promoters. The brand promoters of Kazi farms kitchen are seen in most of the retail stores like Shwapno, Agora, Meena Bazar and many more.

Soft Launch: When Kazi farms kitchen introduce new products, they activate them at Kazi farms Kitchen (KFK) outlet so that customers can grasp the product better by having it before buying a full-sized pack.

Traditional Media

Print publications like newspapers and magazines, broadcast media like radio and television, and outdoor advertising formats like banners and billboards are all examples of traditional media. Advertising opportunities for brands exist on all these channels.

Advertisement: At first, Kazi Farms Kitchen didn't put a lot of emphasis in advertisements as a promotional medium because of the potential for them to generate huge demand for their goods. They are now investing more in advertising since both the demand and supply of their products have grown significantly compared to before. After getting viral on social media, which was made in 2018, they are now advertising their goods on a small number of TV channels, especially in Deepto TV, but they plan to expand this in the future.

Radio Commercial Endorsement (RDC): One form of product promotion that Kazi Farms Kitchen use is the radio commercial endorsement (RDC). As part of radio commercial endorsement, RJ from various radio shows promote the products and services of Kazi farms kitchen.

Point of Sale (POS) Material Advertising: POS (Point of Sale) materials ads are meant to get people's attention and promote brands (goods, services) right where they are sold. POS products are mostly used to get people to buy something (krias.ru, 2016). Attractive Billboards, light boxes, posters, festoons, cutouts, dangles, X-banners, press ads, leaflets, and other point-of-sale materials are used by Kazi Farms Kitchen to get people to stop by. In the festivals like Pohela Falgun, Pohela Boishakh & children's day they arrange cutouts to decorate the office which matches the festival's theme.

- **Digital Media Marketing**

The Internet, social media sites, and other forms of digital media have emerged as a modern way for companies to engage with consumers, releasing news, information, and advertisements from the technical constraints of traditional print and broadcast media.

Kazi Farms Kitchen places a high value on online advertising due to the ease of this medium in attracting their target audience. Customers get to learn everything from their website anytime which is, www.kazifarmskitchen.com. The 'Kazi Farms Kitchen' Facebook page is one way that

Kazi Farms Kitchen keeps their target customers informed about sales, new products, welcomes any type of festivals and the launch of additional franchise locations. Twitter, LinkedIn and any form of digital and social media also feature strongly in their profiles.

Chapter 3: Project Part

"A Study on Consumer Perception of Quality and Safety standards in Kazi Farms Kitchen's Frozen Food Products"

3.1 Introduction

3.1.1 Background of Study

The frozen food industry is quickly growing in large urban areas throughout Bangladesh. The current food sector is greatly influenced by consumer preferences and their concerns over food safety and quality. Because of changes in lifestyle, more urbanization, and a greater need for quick and healthy meal options, the frozen food market has grown significantly in recent years. There has been a rise in the demand for "ready to cook" meals due to the hectic lives of people and the large number of new urban residents, notably young adults, and couples in nuclear families where both parents work outside the home. Frozen food items are a popular choice, particularly among persons with busy schedules, due to their convenience and adaptability.

The ever-changing tastes of consumers, their increased consciousness about the importance of food safety and health, and the industry's persistent effort to achieve excellence in food quality and safety distinguish it from others (Arora et al., 2022). One of the most recent Kazi Farms Group ventures, Kazi Food Industries Limited, has a frozen food line called Kazi Farms Kitchen. Kazi Farms Kitchen guarantees that its products are free of antibiotic residues, dangerous preservatives, and any other substance that could be harmful to consumers by adhering to international standards.

When it comes to Kazi Farms Kitchen's frozen food products, it's crucial to understand how consumers perceive them because that affects their trust, loyalty, and overall success in the market. An interesting investigation on the impact of the company's promises—vegetable-fed chickens, lack of dangerous additives, no antibiotic residue, and no tasting salt—on customers is laid out in the unique selling propositions.

The main goal is to figure out how consumer perception, quality, and safety standards are connected in the frozen food business, focusing on Kazi Farms Kitchen. Consumers nowadays are

not just seeking easy meal options; they are looking for products that match their health-conscious preferences and meet strict safety criteria. Kazi Farms Kitchen's commitment to offering delicious and nutritious food items warrants examination considering consumer attitudes, beliefs, and preferences. Furthermore, as the organisation works in the international market, it is essential to comply with global standards. Kazi Farms Kitchen's pledges align with global standards, and analyzing consumer perception will reveal how well these commitments build consumer trust.

Consumer perception significantly influences the success of food goods in the market. It is essential for Kazi Farms Kitchen and the industry to comprehend how consumers see the quality and safety of frozen food items, particularly in relation to the company's compliance with safety regulations. The current investigation intends to investigate consumer opinion regarding frozen food items, focusing on the elements that influence attitudes and the effects of Kazi Farms Kitchen's safety commitments on consumer trust and loyalty.

3.1.2 Literature Review

Past studies offer a comprehensive understanding of the specific factors that influence customer perception of frozen food products. There could be various reasons or factors behind this. There are many studies found in the topic of discovering the elements that influence customers' purchase decisions. However, researchers have conducted only a few re on the quality and safety criteria of Ready-made Frozen Food products (Shuvro sen, 2019).

In this modern era the demand for ready to eat foods is growing because of busy lifestyles and people want convenient options. And as this is going on, businesses or retailers are providing more of these options. Since frozen foods taste great and are convenient, customers are ready to pay extra for them (Sen et al., 2019). The research article conducted by (Kamalaveni and Nirmala, 2000) found that professional moms and homeowners have a notable influence on the consumption of instant food items. This influence is greatly affected by factors such as age, occupation, family size, income, and the price of instant food items. Convenience is the primary factor of consumer perception when it comes to purchasing frozen food. Customers like the time-saving aspect of frozen food products, especially in urban areas where time is of utmost importance. Frozen food products provide a convenient choice for consumers seeking fast and simple meal options (Fernandez, 2019).

Consumers choose brands regarding frozen foods on quality and safety. But there are several factors that influence consumers' purchase decisions such as price, taste, lifestyle (Rahman and Haque, 2021). Although in this paper I will be mainly touching on the consumer perception of quality and safety in Kazi Farms kitchens frozen food products, it is important to note that I will also be discussing the consumers' perception over frozen food are influenced by peer pressure, family customs, and cultural norms because frozen food consumption trends are also influenced by social and cultural variables. (Gomez and Abascal, 2020).

Talking about brand preference, getting a wide range of similar food items, consumers begin experimenting with brands. However, brand preference does not always align with the current trend. If a food item or product fails to consistently attract and enhance customer preference over time, it may be replaced with another brand (Mukherjee, 2012). A recent study has revealed that brands that are in line with consumers' nutritional and lifestyle habits are given priority by health-conscious consumers (Lee and Hwang, 2019). If a frozen food brand is promising their customers to give them better quality and greater safety, the health-conscious customer will get attracted easily by the company's commitments. According to (Pandey and Sharma, 2017) consumer views and preferences are greatly influenced by elements including packaging, product positioning and promotional activities. Marketing and attitudes have a significant impact on purchasing behavior. Several variables, including flavor, price, convenience, reputation of the brand, along with perceived quality, affect consumer perception (Kim, Lee, and Han, 2018).

3.1.3 Scope of Study

The study will concentrate on consumers residing in the urban areas of Bangladesh, particularly those who have bought or considered buying frozen food items from Kazi Farms Kitchen. This study has five different types of phases. In the first phase the focus is about finding out how well-informed frozen food consumers are about product safety and quality. The next focus is about factors influencing customer perception Where many aspects of frozen food products, such as their nutritional content, labeling, packaging, and presentation, that influence customers' views of the goods' quality and safety will be analyzed. Studying how cultural preferences, socio-economic status, and lifestyle choices impact consumers' opinions of the safety and quality of Kazi Farms Kitchen frozen food items will provide valuable insights for the research. Impact of Concerns for Safety on Customers' Views and Purchase Decisions is the third focus on this study. An

examination of the impact that Kazi Farms Kitchen's safety commitments have had on the brand's reputation, consumer confidence, and trustworthiness will provide a more comprehensive understanding of the study. Things like brand loyalty & repeat purchases for guaranteed quality and safety relate to how consumers perceive commitments to safety and their purchasing decisions will be discussed here. This study will also discuss how well Kazi Farms Kitchen is currently communicating its commitment to customer safety and product quality. In the very last phase, some suggestions for raising customer satisfaction and trust will be provided based on the discovered possibilities and gaps in consumer trust and satisfaction with regard to the safety and quality of frozen food items. After studying this whole report anyone can get a workable knowledge about the consumer perception of quality and safety in Kazi Farms Kitchen's frozen food products.

3.1.4 Significance of Study

The importance of consumer perception about the quality and safety of frozen food products cannot be overstated, as it has a direct impact on both consumers and the food industry ("Factors influencing the consumers' perceptions towards frozen and ready-to-Cook food products in Bangladesh," 2019). The significance of the study lies in its capacity to offer important insights into customer perceptions of quality and safety in frozen food products, with a specific focus on Kazi Farms Kitchen. This research is particularly relevant considering the expanding frozen food business in the urban areas of Bangladesh. The perceived quality and safety of frozen food products has a direct impact on consumer decisions, as health and wellbeing are consumers' top priorities. People are more likely to put a specific frozen food item into their meals if they have trust in its quality and safety (P. Dudeja, A. Singh, 2017). The study will serve as a brand management instrument for Kazi Farms Kitchen. Through gaining insight into consumers' perceptions regarding the safety and quality of frozen food products, the organization can assess the effectiveness of its current endeavors and make informed decisions that strengthen customer loyalty and trust. Although kazi Farms Kitchen strictly sticks to quality and safety regulations, it is possible that there are misconceptions or gaps in consumer understanding. By identifying and resolving these potential difficulties during the study, it is possible to reduce the risks associated with consumer dissatisfaction, bad views, or misinformation.

3.1.5 Problem statement

Even though Kazi Farms Kitchen faithfully follows all quality and safety standards, it is essential to understand how consumers see these aspects. The purchasing choices of consumers are notably impacted by their perceptions; therefore, it is critical for the company's long-term success to detect and fix any shortcomings or misconceptions. By identifying communication development opportunities and resolving consumer concerns, a company can enhance its customers' trust in the brand and preserve its favorable standing in the marketplace.

3.1.6 Broad Objective

The broad objective of this study is to investigate consumer perception of the quality and safety standards of Kazi Farms Kitchen's frozen food products in the frozen food business.

Specific Objectives

- To evaluate the factors that impact consumer perceptions of quality and safety in frozen food products.
- To assess the influence of Kazi Farms Kitchen's safety commitments on consumer perception and buying choices.
- To evaluate the success of Kazi Farms Kitchen's existing communication approach in communicating their dedication to safety and quality.
- To offer recommendation for improving consumer perception and contentment in relation to the quality and safety of frozen food items.

3.1.7 Research Questions:

- How well-informed are Bangladeshi urban residents on the quality and safety requirements of frozen food items, and more specifically, Kazi Farms Kitchen's offerings?
- What are the primary factors that affect how consumers perceive the safety and quality of frozen food items?
- How do the safety promises made by Kazi Farms Kitchen affect customer trust and their purchase choices?

- What is the level of effectiveness of Kazi Farms Kitchen's current communication method in demonstrating their commitment to safety and quality to consumers?
- What suggestions may be provided to enhance consumer trust and satisfaction with regards to the quality and safety of frozen food products provided by Kazi Farms Kitchen?

3.2 Research Methodology

Here is a detailed look at the methodology used to conduct this research –

3.2.1 Type of data used in research

Both Primary and Secondary data were used to collect data for the completion of the report.

Primary Data: The primary data was collected from an online survey. Through collecting the data from online surveys on google forms and based on their data the analysis was done.

Secondary Data: The secondary data collected from frozen food companies' website, articles, research journals, etc. was used to write the report.

3.2.2 Research Type

The type of research I am doing is primary research because I am gathering the data myself. However, I have used both qualitative and quantitative research. Interviews are the best way to do qualitative research. It helps to understand a situation better and get the person's thoughts and experiences. For example, I have used qualitative research methods to interview the AGM of the Branding & Marketing Department to better understand why quality & safety matters the most for frozen food products.

For survey questionnaires to go out to a specific group, quantitative research is best. Question types can be open-ended, closed-ended, or a mix of the two. I have used the quantitative research method to create a survey questionnaire to circulate to the public on social media. For the survey, I have used Google Forms. It is the easiest way to circulate the questionnaire among various people.

I have also done observational research. This research type is all about observing a target group in its most natural setting. This method helps us understand if a particular idea that we have of a group is true or not. In addition, observing the group in a natural setting means there will be no chance of bias. For example, since I worked in the Marketing Department, I have used observational research for a specific objective. Every week, in the afternoon, our office used to have a frozen food tasting event. Our department's work was to observe people's facial expressions after trying products made from new ingredients. So, it was sometimes my task to observe people while they were trying newly made frozen foods. This experience really aided my understanding of how these products evolve and develop in terms of quality over time

3.2.3 Operational definitions of terms

Consumer: A consumer is someone or a group who plans to buy or use goods, products, or services for personal, social, family, household, or similar reasons. Consumers are not directly involved in the business.

Consumers perceptions: Consumers' perceptions and beliefs on the safety and quality of frozen foods, including their trust, confidence, and overall assessment.

Quality Standards: Developed standards for the safe handling, storage, and transport of frozen foods; these protocols address issues such as food hygiene, nutritional content, and contamination.

Safety Promises: Kazi Farms Kitchen guarantees the absence of antibiotic residues, hazardous preservatives, excessive salt, and non-compliance with international standards in their frozen food products.

3.3 Findings from the Surveys

As stated earlier, I have conducted a survey using Google Forms to evaluate the importance and impact on consumer perception of quality and safety in Kazi Farms Kitchen's frozen food products. The purpose of the survey was to ask consumers about their thoughts and feelings regarding frozen food products before they buy them, as well as the importance they place on product quality and safety. A random sample of the public was asked to take part in the survey using various social media channels. I have friends from different universities like BUP, IUB and

ULAB. I asked my friends from different universities to circulate the survey in their university groups and that's how I received a huge number of responses. There were 84 total responses. The full set of questions (24 in all) is available in the report's appendix. Below I will be providing a detailed analysis and assessment of the responses I received from the survey-

3.3.1 Demographics (Question 1-6)

1. Gender

1. Gender
84 responses

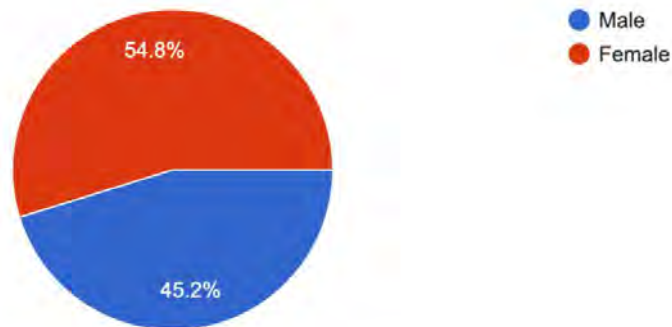


Figure 14: *Gender from Survey Findings*

Here we can see from the figure above, the first question was about gender. From this figure out of 84 responses, 54.8% participants are female, and 45.2% participants are male.

2. Age Group

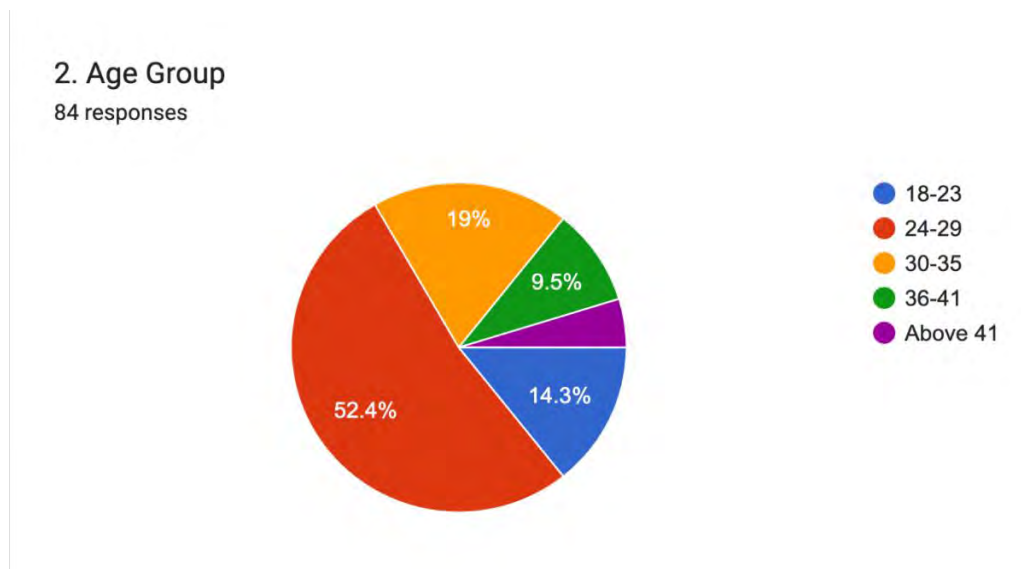


Figure 15: Age Group from Survey Findings

In this study, the age ranges are split into five categories. Age-wise, a sizable part of the respondents, 52.4% of the overall response are between the age of 24-29 is the highest range. 19% of the respondents are between at the age of 30 to 35, 14.3% of respondents are between 18 to 23, 9.5% respondents are between at the age of 36-41 and of the respondents are over 41 years old.

3. Occupation

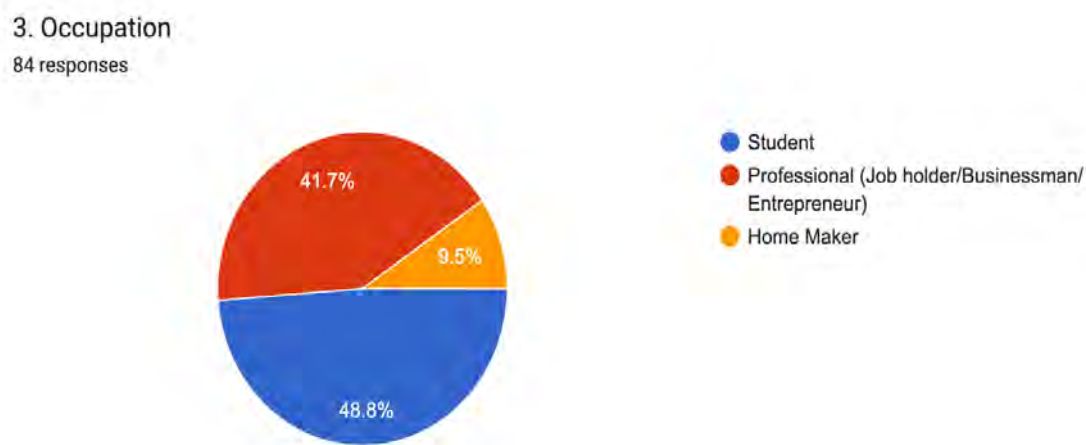


Figure 16: Occupation from Survey Findings

According to the survey findings, students make up most respondents, or roughly 48.8% of the sample size. This implies that the study mainly documents the viewpoints and actions of people who are students and need snacks for their study time. This highlights the significance of frozen foods among younger demographics, possibly due to time constraints linked with academic commitments and a preference for convenient meal choices. Furthermore, professionals make up a significant portion of the sample population roughly 41.7% of the responders where it means that job holders who do not have time to prepare food after a long day, can go for the easier and quicker solution for food which is frozen food products. 9.5% of respondents marked themselves as home makers.

4. Marital Status

4. Marital Status
84 responses

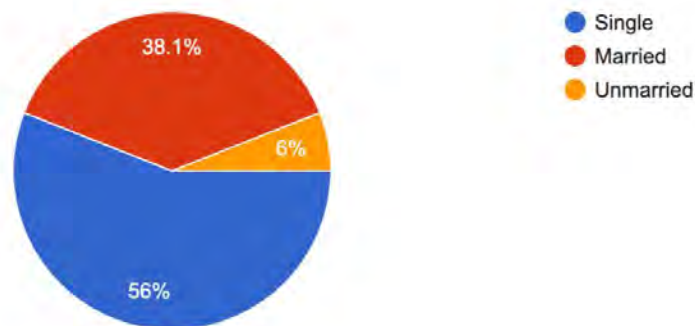


Figure 17: *Marital Status from Survey Findings*

In analyzing the respondents' marital status, it was found that a significant majority, comprising 56% of the participants, reported being married. On the other hand, 38.1% of the respondents stated that they were married.

5. Frozen food products consumption habit

5. Frozen food products consumption habit

84 responses

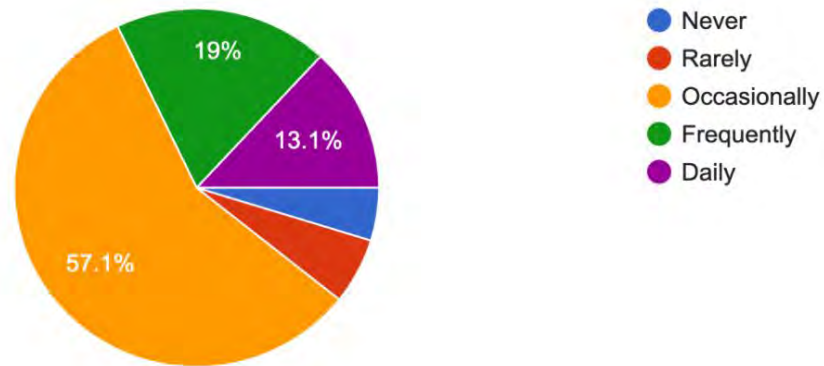


Figure 18: *Analyzing Frozen Food Consumption Habit of Consumers*

The research found that about 57.1%, eat frozen foods occasionally. This shows that the frozen food is not really for daily consumption, that's why the majority of the people like to eat it occasionally. However, some people, around 19%, eat frequently, and a few, about 13.1%, eat them daily. There means a diverse range of eaters within the population, enabling the frozen food sector to provide a broad range of choices that respond to the preferences of all individuals.

6. At what point in the day do you usually consume frozen foods?

6. At what point in the day do you usually consume frozen foods?

84 responses

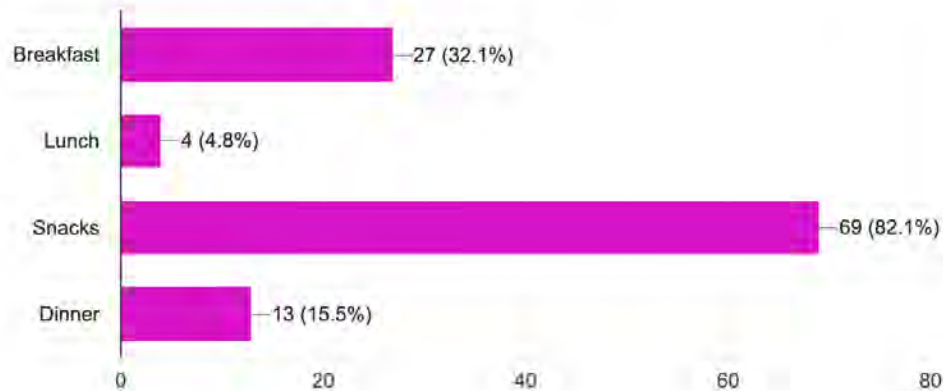


Figure 19: *Analyzing Frozen Food Consumption Time of Consumers*

The research discovered that most people eat frozen food products as snacks (82.1%), showing that frozen foods options are very popular for quick and easy snacking. Additionally, almost half of the participants (32.1%) said they have frozen foods for breakfast, which shows that they are a handy choice for a fast breakfast. The study also found that people with busy schedules, especially professionals, often choose frozen foods for breakfast because they save time. 15.5% respondents stated that they take frozen foods for dinner and only 4.8% people takes frozen food products for lunch.

3.3.2 Motivations and Preferences (Question- 7 to 12)

7. When it comes to frozen food, what are the most important considerations for you?

7. When it comes to frozen food, what are the most important considerations for you?
84 responses

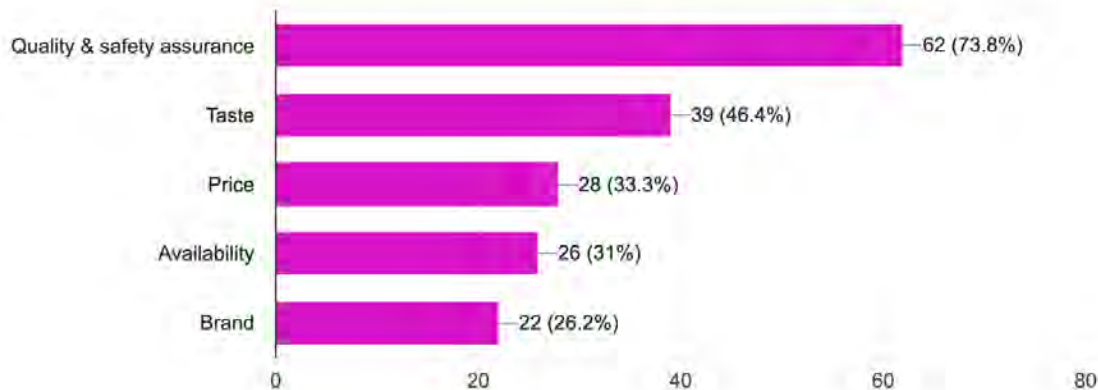


Figure 20: Important Considerations while Choosing Frozen Foods

From the above summary, it is apparent that 73.8% of respondents stated that when it comes to frozen food, quality and safety assurance are the most important considerations for them. This indicates a strong demand for products that adhere to best quality standards. Maintaining high-quality and safe standards in frozen food production is crucial to match consumer expectations, as this finding clearly shows. When it comes to taste, 46.4% of people prioritise this as the second important factor on behalf of customer perception. Taste is a significant factor but when it comes to quality and safety assurance, consumers went with the quality assurance. Most respondents prioritised quality and safety, whereas a small percentage placed importance on price (33.3%), availability (31%), and brand (26.2%). The importance of product safety and quality outweighs other considerations, such as price, availability, and brand recognition in the mind of the consumer. Thus, in order to stay ahead of the competition in the frozen food industry, Kazi Farms Kitchen needs to prioritise reiterating its dedication to safety standards and quality assurance. The good part is that Kazi Farms Kitchen already promises their customers the unique selling proposition where they're ensuring their customers the best quality and safety standards. Their packaging has unique packaging and labelling which ensures the promises of top-notch quality. So, if we talk about

consumers' top consideration for frozen food products which is quality and safety assurance, then Kazi Farms Kitchen is the winner for this survey answer.

8. Would you be willing to pay a slightly higher price for frozen food products that are guaranteed to meet strict quality and safety standards?

8. Would you be willing to pay a slightly higher price for frozen food products that are guaranteed to meet strict quality and safety standards?
84 responses

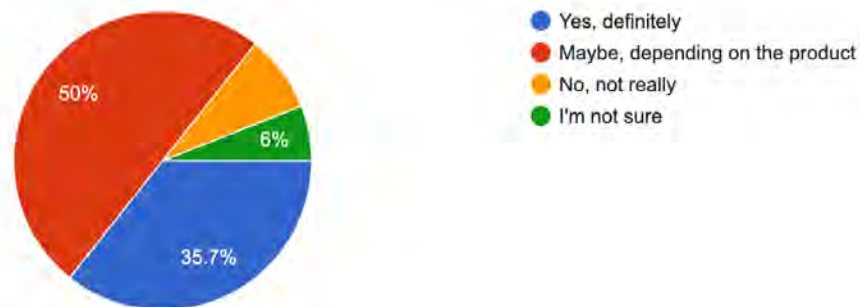


Figure 21: *If Consumers Are Willing to Pay a Slightly Higher Price for Frozen Food*

This summary highlights the findings that reveal customers' willingness to spend a somewhat higher cost for frozen food items that are guaranteed to assure the quality and safety criteria. These findings are crucial to our research into how consumers perceive Kazi Farms Kitchen's frozen food products. A significant portion of the respondents (35.7%) indicated a clear willingness to pay more for these products, highlighting the importance they have on quality assurance. 50% participants also said they would pay more if the product met certain criteria. Despite paying slightly higher price, this result shows that consumers strongly prefer products with strong quality and safety guarantees. A small percentage of respondents were unwilling to pay a higher price (6%), but the vast majority were open to or at least considering the idea, so this is a good chance Kazi Farms Kitchen. They can also go for a premium pricing for a small section of products by maintaining high quality and safety standards. As a result, Kazi Farms Kitchen may gain a competitive advantage in the frozen food industry by focusing on consumers' interest in spending money on guarantees of quality and safety, which would win over cautious customers.

9. When purchasing frozen food items, which brand do you often prefer?



Figure 22: Brands That Are Mostly Preferred by The Consumers

Within the framework of my research on Kazi Farms Kitchen's frozen food items, the results of the survey asking about brand choice in frozen food purchases provides us with insights on consumer perceptions and preferences. Kazi Farms Kitchen was chosen by a large majority of respondents (73.8%), which shows a high level of confidence and brand loyalty. Our research has focused on how consumers perceive quality and safety standards, and this overwhelming preference indicates that they link Kazi Farms Kitchen with these assurances. With this survey findings, it is clear that Kazi Farms Kitchen is the market leader, even though Golden Harvest did receive a significant percentage of the preferences (10.7%). While Paragon, Jhotpot, and Bengal Meat were offered as alternatives, their lower selection rates suggest that they had a relatively smaller influence on consumer preferences. As a result, it is proven that Kazi Farms Kitchen is a trusted source of frozen food products in the market, and this strong preference for its products shows that they are committed to maintaining strict quality and safety standards.

10. How important is it for frozen food products to have clear labelling indicating their nutritional content and safety assurances?



Figure 23: Importance of Clear Labeling on Frozen Food Products

In line with our research objective, which is to evaluate this influence within the context of Kazi Farms Kitchen's frozen food products, the survey results regarding the significance of clear labelling indicating nutritional content and safety assurances offer strong evidence of the influence of safety commitments on consumer perception and purchasing choices. Most respondents (65.5%) ranked this characteristic as very essential, giving it the highest level of 5. In line with Kazi Farms Kitchen's safety standards, this strong endorsement emphasises the need of visible labelling in ensuring frozen food quality and safety. 15.5% of participants scored clear label 3. These findings show that consumers understand the importance of nutritional and safety information in buying decisions. This element was rated unimportant by 2.4% of respondents (score of 1), which suggests that consumer agreement of clear labelling and its impact on consumer perception is very important. Kazi Farms Kitchen's focus on providing clear and thorough labelling that reflects its safety commitments not only meets customer expectations, but also builds trust and confidence in the brand, which has a positive effect on consumer purchasing habits. Because of this, clear labels are a big part of maintaining Kazi Farms Kitchen's image as a maker of safe and high-quality frozen foods, which in turn affects how customers think about the company and what they buy.

11. Do you often see similar safety promises or unique selling points printed on the packaging of competing frozen food brands?

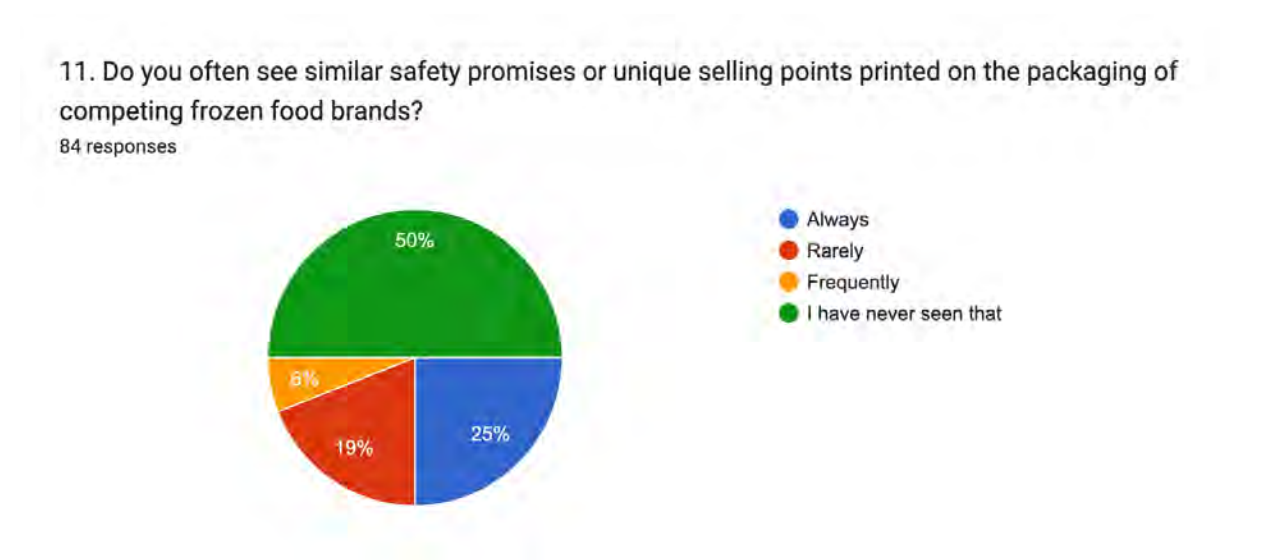


Figure 24: *Importance of Consumers Seeing Safety Promises Printed on the Packaging of Competing Frozen Food Brands*

Here I have shown a picture of the safety promises of Kazi Farms kitchen and asked to the respondents if they have ever seen these type of unique selling points printed on the frozen food brands. 50% respondents replied that they have never seen that, 25% stated that they have seen them always, 19% stated rarely and 6% stated frequently. The results show that Kazi Farms Kitchen's current way of sharing its commitment to safety and quality is effective because people stated that they never seen unique selling points printed on the frozen food brands. On the other hand, this is a great situation for Kazi Farms Kitchen because they are the only brand whose unique selling points are easy to locate on the packaging. By taking advantage of this visibility, the brand can strengthen its place as a reliable source of safe, high-quality frozen foods, which will improve how customers see the brand and their loyalty to it.

12. How well do you think Kazi Farms Kitchen communicates its commitment to safety and quality to consumers?

12. How well do you think Kazi Farms Kitchen communicates its commitment to safety and quality to consumers?

84 responses

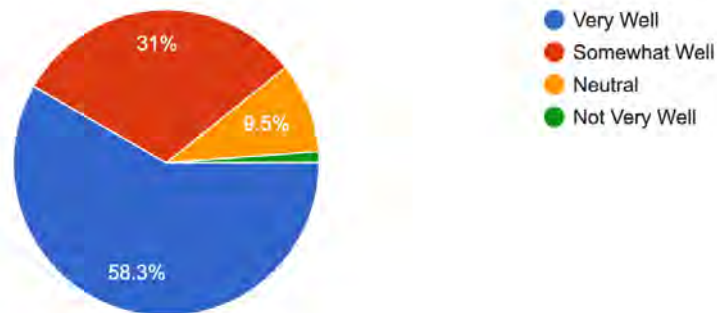


Figure 25: *How Well Kazi Farms Kitchen Communicates About Their Safety & Quality to Their Consumers*

After seeing the safety promises and unique selling propositions of Kazi Farms Kitchen, 58.3% respondents stated that the company communicates its commitment to safety and quality indicating a strong positive perception among consumers. 31% respondents went with the somewhat well and lastly 9.5% respondents were being neutral about it. This essentially combines the survey results about how people felt about Kazi Farms Kitchen's communication of its commitment to quality and safety with my goal of judging how well they did at communicating.

3.3.3 Brand Values (Question- 13 to 18)

13. Does brand image have an impact on the purchase of frozen food products?

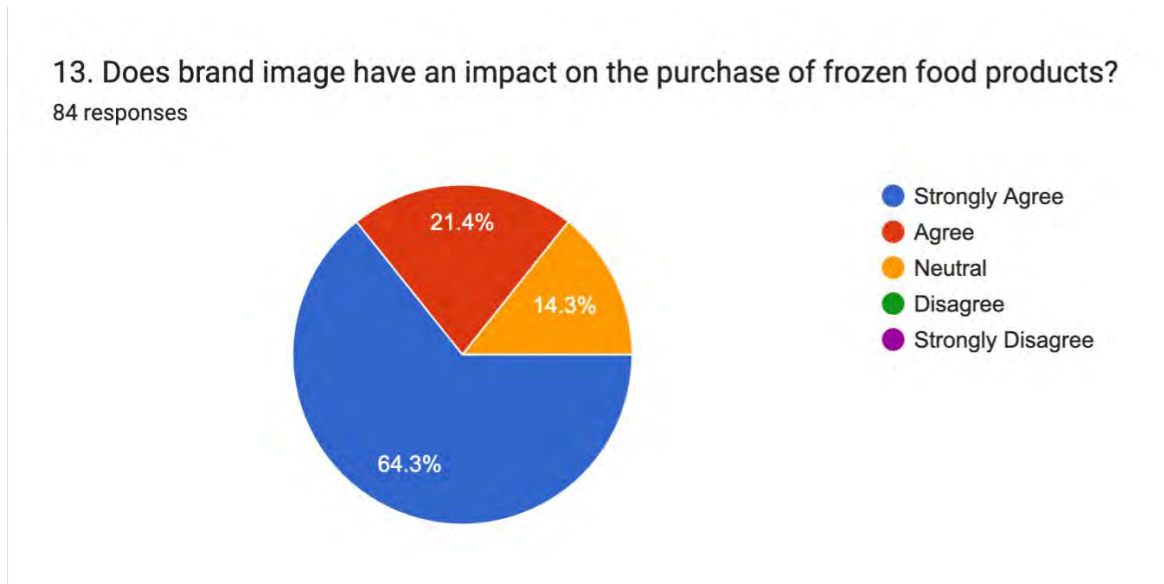


Figure 26: *Importance of Brand Image on The Purchase of Frozen Food Products*

64.3% people strongly agree with the fact that brand image does have an impact on the purchase of frozen food products. On the other hand, 14.3% are neutral about this stated fact. Majority of the people went with the importance of brand image so we can say that Kazi Farms Kitchen here can be a great example with a better brand image. Kazi Farms Kitchen has been winning the best brand award for the last 2 consecutive years, so it has the highest brand value in the market.

14. When it comes to buying frozen foods, which brand do you always buy?

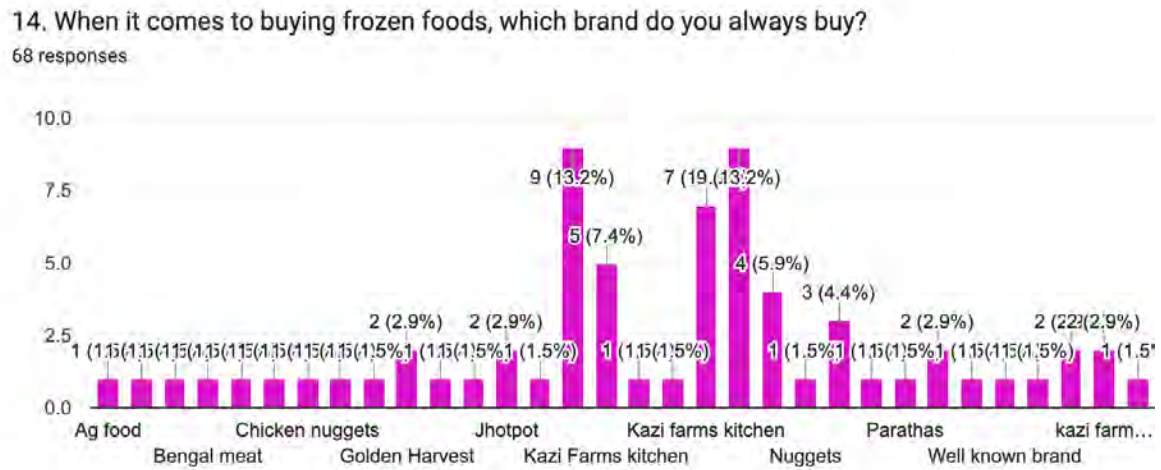


Figure 27: Brands That Consumers Always Buy When It Comes to Frozen Food

When it comes to buying frozen food products the brand people always prefer, in this survey result, majority of the people went for Kazi Farms Kitchen.

15. Reason behind selecting the specific brand-

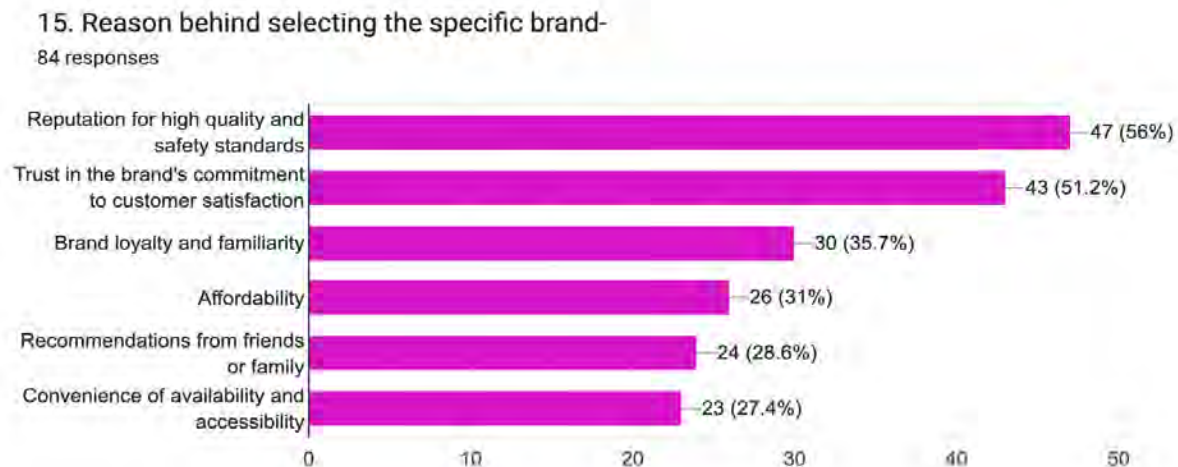


Figure 28: Reason Behind Choosing Specific Brands by Consumers

The reason respondents stated while choosing their favorite brand was reputation for high quality and safety standards which got 56% vote. 51.2% of people went for the point where it was stated about trust in the brand's commitment to customer satisfaction. 35.7% of people went for brand loyalty and familiarity.

16. Have you ever purchased frozen food products from Kazi Farms Kitchen?

16. Have you ever purchased frozen food products from Kazi Farms Kitchen?
84 responses

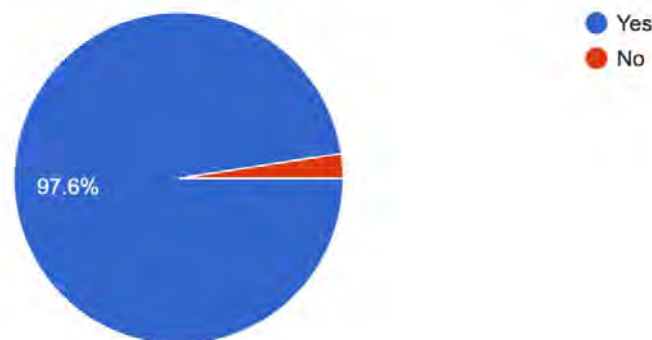


Figure 29: *Familiarity with Kazi Farms Kitchen*

Kazi Farms Kitchen has a large market presence and consumer involvement within the frozen food business, as indicated by the overwhelming majority of respondents (96.7%) who have purchased frozen food products from the brand. Both the great visibility of the brand and the high amount of consumer contact with Kazi Farms Kitchen's services are indicators of the high level of trust and preference among consumers.

17. When you visit the store, what frozen foods from Kazi Farms Kitchen do you often see?

17. When you visit the store, what frozen foods from Kazi Farms Kitchen do you often see?
84 responses

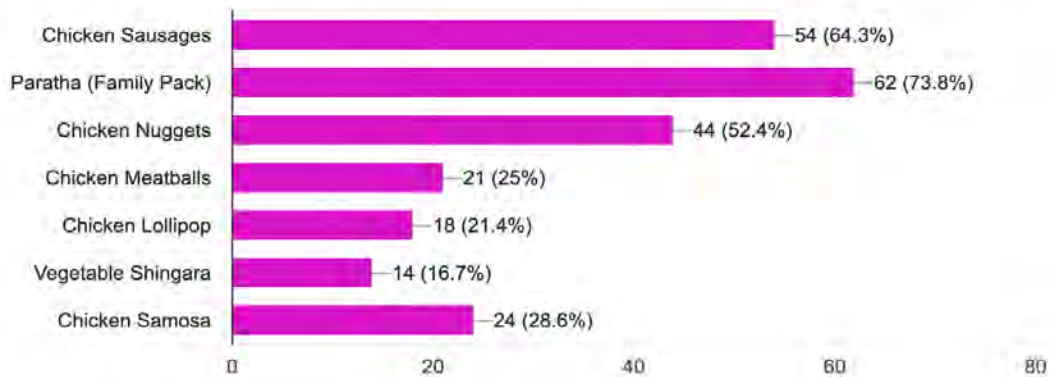


Figure 30: Most Popular Products of Kazi Farms Kitchen

From this survey result it is seen that 73.8% respondents went for Kazi Farms Kitchens paratha (family pack), 64.3% respondents went for chicken sausages and 52.4% people went for chicken nuggets which were the highest among all.

18. Which frozen product of Kazi Farms kitchen you already tried at your home?

18. Which frozen product of Kazi Farms kitchen you already tried at your home?
84 responses

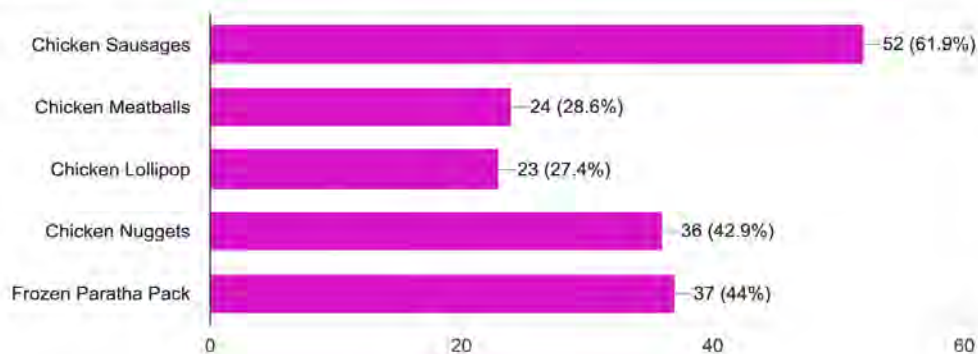


Figure 31: Products of Kazi Farms Kitchen That Are Already Tried at Home by Consumers

From the findings of this questionnaire, it is to be found that 61.9% participants voted for chicken sausages. This means, chicken sausage is the most common product of Kazi Farms Kitchen which they already tried at their home. Frozen paratha pack got the second highest vote , 44%.

3.3.4 Consumer Perception (Question- 19 to 21)

19. "Frozen food meals are a healthy option for busy lifestyles" — how much do you agree or disagree with this statement?

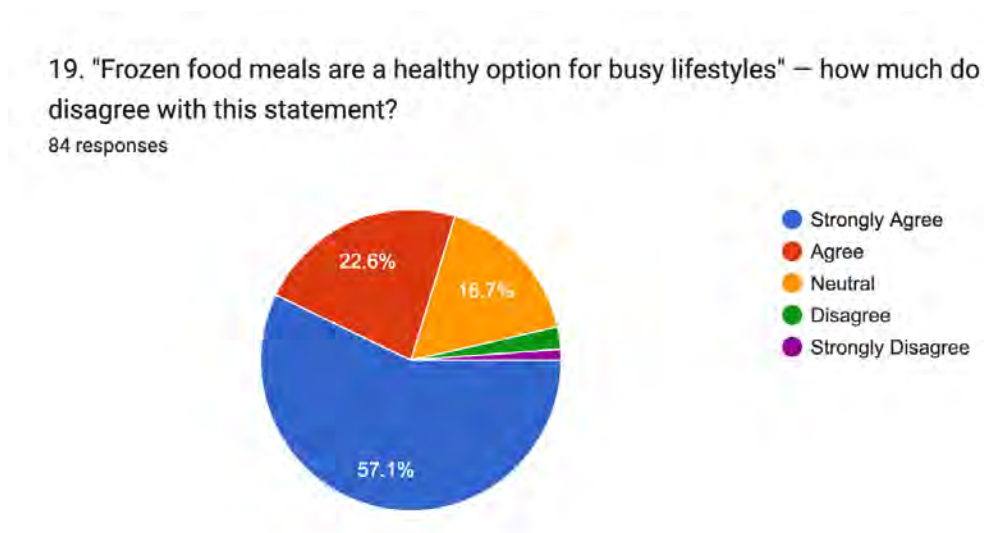


Figure 32: “Frozen Food Meals Are a Healthy Option for Busy Lifestyles” Statement or Not?

The majority of respondents (57.1%) strongly agreed, demonstrating that consumers believe frozen food meals are a healthy option for busy people. 22.6% of respondents agreed with the statement and Only 16.7% of respondents were neutral, but the pattern implies that consumers associate frozen food with the health benefits.

**20. What would improve your perception of frozen food products from Kazi Farms Kitchen?
(Select all that apply)**

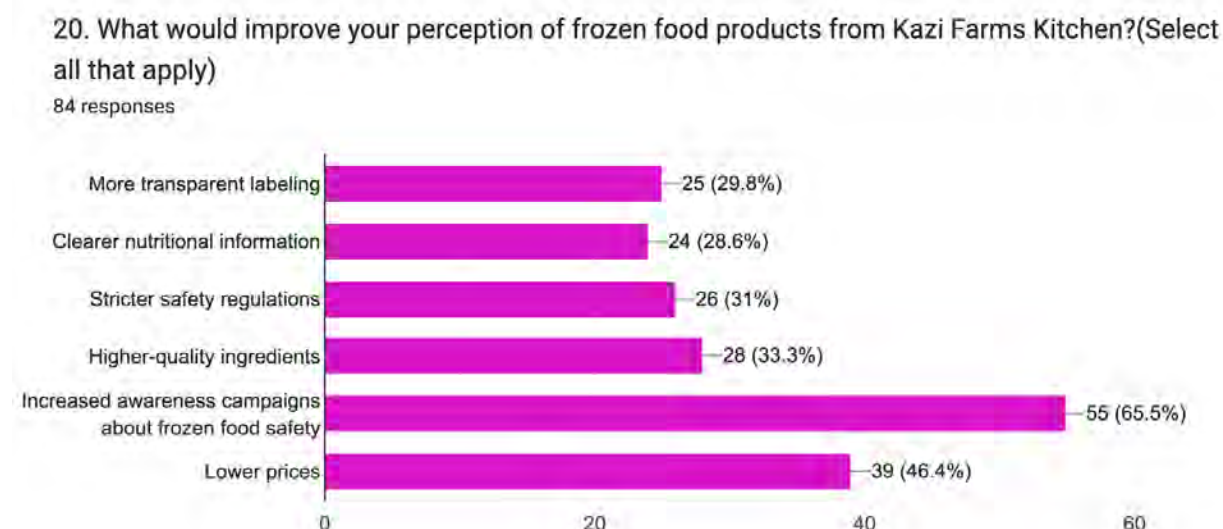


Figure 33: *Facts That Could Improve Consumer Perception of Frozen Food Products from Kazi Farms Kitchen*

In this survey result, 65.5% respondents implied that Kazi Farms Kitchen should increase their awareness campaigns about frozen food safety and 46.4% respondents stated to lower their which will improve consumers perception of frozen food products. Kazi Farms Kitchen has a unique way of selling by letting people know about their safety promises, but they don't have many campaigns about their frozen food safety and people also agree with this fact. So, most of the people went for the fact that they should raise more awareness by doing different type of campaigns.

21. How would you rate the overall trustworthiness of Kazi Farms Kitchen as a frozen food brand?

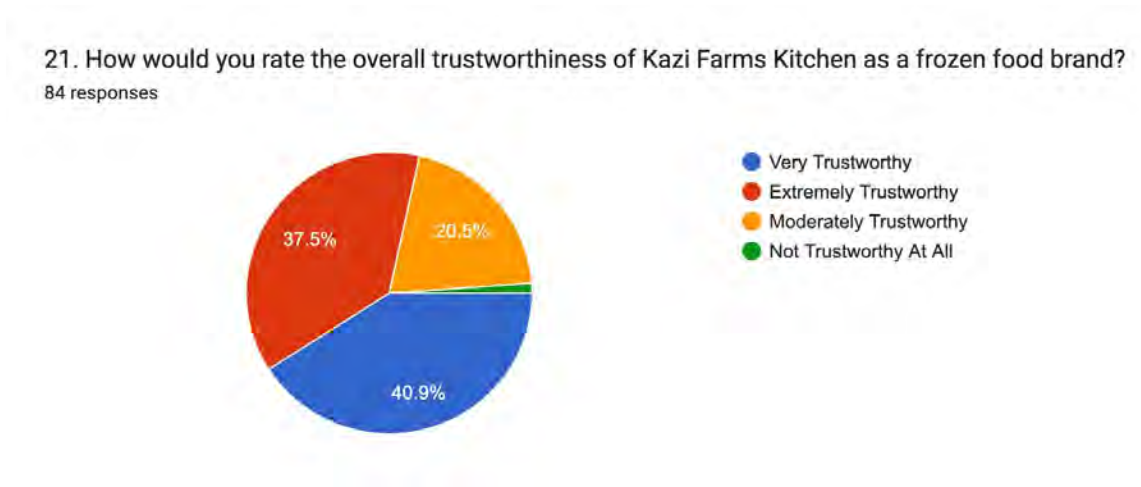


Figure 34: Overall Rating of Trustworthiness of Kazi Farms Kitchen

Our second goal was met when we asked people to rate Kazi Farms Kitchen's general trustworthiness as a frozen food brand. The results give us useful information about how the brand's safety promises affect how people think about them and what they buy. Around 40.9% of respondents evaluated Kazi Farms Kitchen as very trustworthy, while 37.5% ranked it extremely trustworthy. The brand was moderately trustworthy to 20.5% of respondents, indicating a positive view of its reliability.

22. Do Kazi Farms Kitchen's safety promises (e.g., absence of antibiotic residues, compliance with international standards) influence your trust in their products?

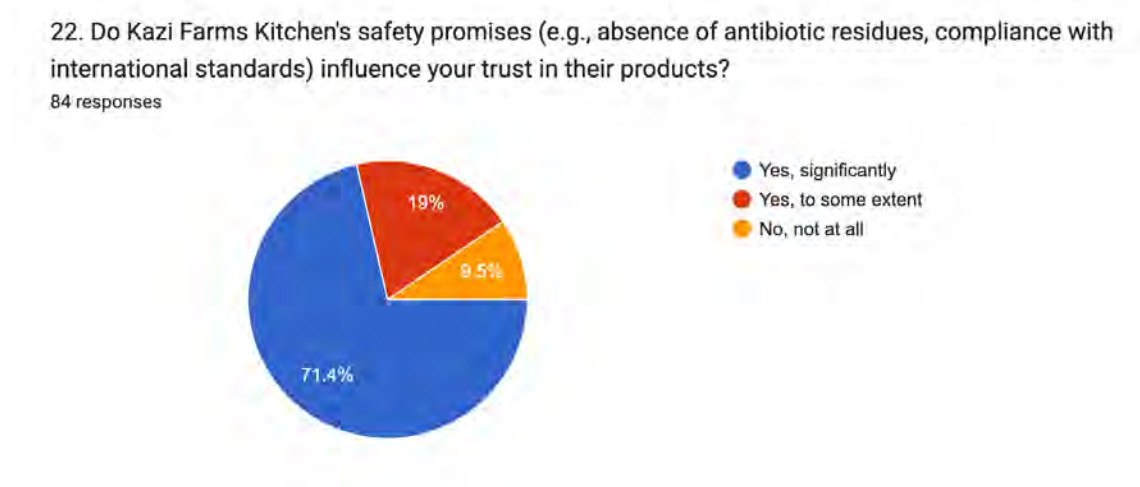


Figure 35: Safety Promises Can Influence Consumer Trust

Kazi Farms Kitchen's safety assurances, such as antibiotic suspension and international standards compliance, influenced 71.4 percent of respondents' faith in the products. The importance of safety assurances in building consumer trust and confidence was further highlighted by 19% of respondents who said they trust to some extent. Kazi Farms Kitchen's safety guarantees appear to increase consumer trust, with 9.5% of respondents saying they don't. Therefore, safety claims are crucial to consumer trust and confidence in the brand's products, influencing purchasing decisions and brand loyalty.

3.4 Summary and Conclusions

This study tried to find out the consumer perception of quality and safety standards in Kazi Farms Kitchen's frozen food products. Several factors affect customers' purchasing behavior and perception. The use of instant food products is increasing because of reasons such as urbanization, the shift away from traditional joint families, time constraints, evolving lifestyles, and the growing salaries of the middle class. The primary factor influencing consumers' perception for purchasing frozen food products is the need to obtain high-quality food, unique selling points printed on the packaging, brand image, brand loyalty, clear labeling indicating nutritional content and many more. This study shows how important safety promises are for building trust and confidence

among customers. Consumers get more attracted towards a product which ensures them most of the safety. Read-to-eat frozen meals, they need to be fried in oil. That's why people need more safety assurance from the frozen food brands. Kazi Farms Kitchen assures their customers with all type commitments by constantly promoting them on social media. They also have their health promises printed on their packaging. Also, they got a better brand image in the market than other competitors. They were able to keep their health promises to their customers that's why they won the best brand award for the last 2 consecutive years, this made them secure a good position in the frozen food industry.

Working at Kazi Farms Kitchen has shown me how important it is for consumers to see that their frozen food products are safe and of high quality. Meanwhile, the brands are working tirelessly, day and night, to ensure the quality and safety of their products. As I transition from academia to the working world, I've realized how crucial it is for consumers to have a positive impression of the food industry in terms of quality, safety, and efficiency.

3.5 Recommendations

Here are some of the recommendations that I have after conducting the research –

- There aren't many advertisements promoting the safety of Kazi Farms Kitchen's frozen foods, but the company does have an innovative sales strategy that focuses on their safety promises. More advertising campaigns to raise product awareness would be beneficial for the company.
- While I was in charge of their social media accounts, I found that a lot of messages remain unread. In order to attract more customers in the future, Kazi Farms Kitchen should pay attention to the feedback they receive on social media.
- It would be beneficial for Kazi Farms Kitchen to launch consumer education campaigns highlighting the many advantages of frozen foods, such as their health benefits, ease of preparation, and preservation.
- The link to the Kazi Farms Kitchen online store isn't always working. Unlike Bengal Meat, Kazi Farms Kitchen does not have a specific website where consumers may purchase their frozen goods. Regarding a similar matter, unlike their competitors, Panda Mart's food

products from Kazi Farms are not always in stock or maintained up to date for clients. They should fix this problem.

- The demand for frozen food products is growing rapidly, so Kazi Farms Kitchen should ensure availability of their products in Dhaka and other major cities in Bangladesh.

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Appendix A.

Demographics (Question- 1 to 6)
Description (optional)

1. Gender *

☐ Male

☐ Female

2. Age Group *

☐ 18-23

☐ 24-29

☐ 30-35

☐ 36-41

☐ Above 41

Figure 36: Survey Part 1

3. Occupation *

☐ Student

☐ Professional (Job holder/Businessman/Entrepreneur)

☐ Home Maker

4. Marital Status *

☐ Single

☐ Married

Figure 37: Survey Part 2

5. Frozen food products consumption habit *

☐ Never

☐ Rarely

☐ Occasionally

☐ Frequently

☐ Daily

6. At what point in the day do you usually consume frozen foods? *

☐ Breakfast

☐ Lunch

☐ Snacks

☐ Dinner

Figure 38: Survey Part 3

Section 2 of 4

Motivations and Preferences (Question- 7 to 12)

Description (optional)

7. When it comes to frozen food, what are the most important considerations for you? *

☐ Quality & safety assurance

☐ Taste

☐ Price

☐ Availability

☐ Brand

Figure 39: Survey Part 4

8. Would you be willing to pay a slightly higher price for frozen food products that are guaranteed to meet strict quality and safety standards? *

☐ Yes, definitely

☐ Maybe, depending on the product

☐ No, not really

☐ I'm not sure

9. When purchasing frozen food items, which brand do you often prefer? *

☐ Golden Harvest

☐ Paragon

☐ Kazi Farms Kitchen

☐ Jhotpot

☐ Bengal Meat

Figure 40: Survey Part 5

10. How important is it for frozen food products to have clear labelling indicating their nutritional content and safety assurances? *

1 2 3 4 5

Not important ☐ ☐ ☐ ☐ ☐ Very important

These are the Safety commitments of Kazi Farms Kitchen



Figure 41: Survey Part 6

11. Do you often see similar safety promises or unique selling points printed on the packaging of competing frozen food brands? *

☐ Always

☐ Rarely

☐ Frequently

☐ I have never seen that

12. How well do you think Kazi Farms Kitchen communicates its commitment to safety and quality to consumers? *

☐ Very Well

☐ Somewhat Well

☐ Neutral

☐ Not Very Well

Figure 42: Survey Part 7

Section 3 of 4

Brand Values (Question- 13 to 18)

Description (optional)

13. Does brand image have an impact on the purchase of frozen food products? *

☐ Strongly Agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

14. When it comes to buying frozen foods, which brand do you always buy?

Short answer text

Figure 43: Survey Part 8

15. Reason behind selecting the specific brand- *

- ☐ Reputation for high quality and safety standards
- ☐ Trust in the brand's commitment to customer satisfaction
- ☐ Brand loyalty and familiarity
- ☐ Affordability
- ☐ Recommendations from friends or family
- ☐ Convenience of availability and accessibility

16. Have you ever purchased frozen food products from Kazi Farms Kitchen? *

- ☐ Yes
- ☐ No

Figure 44: Survey Part 9

17. When you visit the store, what frozen foods from Kazi Farms Kitchen do you often see? *

- ☐ Chicken Sausages
- ☐ Paratha (Family Pack)
- ☐ Chicken Nuggets
- ☐ Chicken Meatballs
- ☐ Chicken Lollipop
- ☐ Vegetable Shingara
- ☐ Chicken Samosa

Figure 45: Survey Part 10

18. Which frozen product of Kazi Farms kitchen you already tried at your home? *

- ☐ Chicken Sausages
- ☐ Chicken Meatballs
- ☐ Chicken Lollipop
- ☐ Chicken Nuggets
- ☐ Frozen Paratha Pack

Figure 46: Survey Part 11

Section 4 of 4

Consumer Perception (Question- 19 to 21)



Description (optional)

19. "Frozen food meals are a healthy option for busy lifestyles" – how much do you agree or disagree with this statement? *

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

Figure 47: Survey Part 12

20. What would improve your perception of frozen food products from Kazi Farms Kitchen? *
(Select all that apply)

- ☐ More transparent labeling
- ☐ Clearer nutritional information
- ☐ Stricter safety regulations
- ☐ Higher-quality ingredients
- ☐ Increased awareness campaigns about frozen food safety
- ☐ Lower prices

21. How would you rate the overall trustworthiness of Kazi Farms Kitchen as a frozen food brand? *

- ☐ Very Trustworthy
- ☐ Extremely Trustworthy
- ☐ Moderately Trustworthy
- ☐ Not Trustworthy At All

Figure 48: Survey Part 13

22. Do Kazi Farms Kitchen's safety promises (e.g., absence of antibiotic residues, compliance with international standards) influence your trust in their products?

- ☐ Yes, significantly
- ☐ Yes, to some extent
- ☐ No, not at all

Figure 49: Survey Part 14

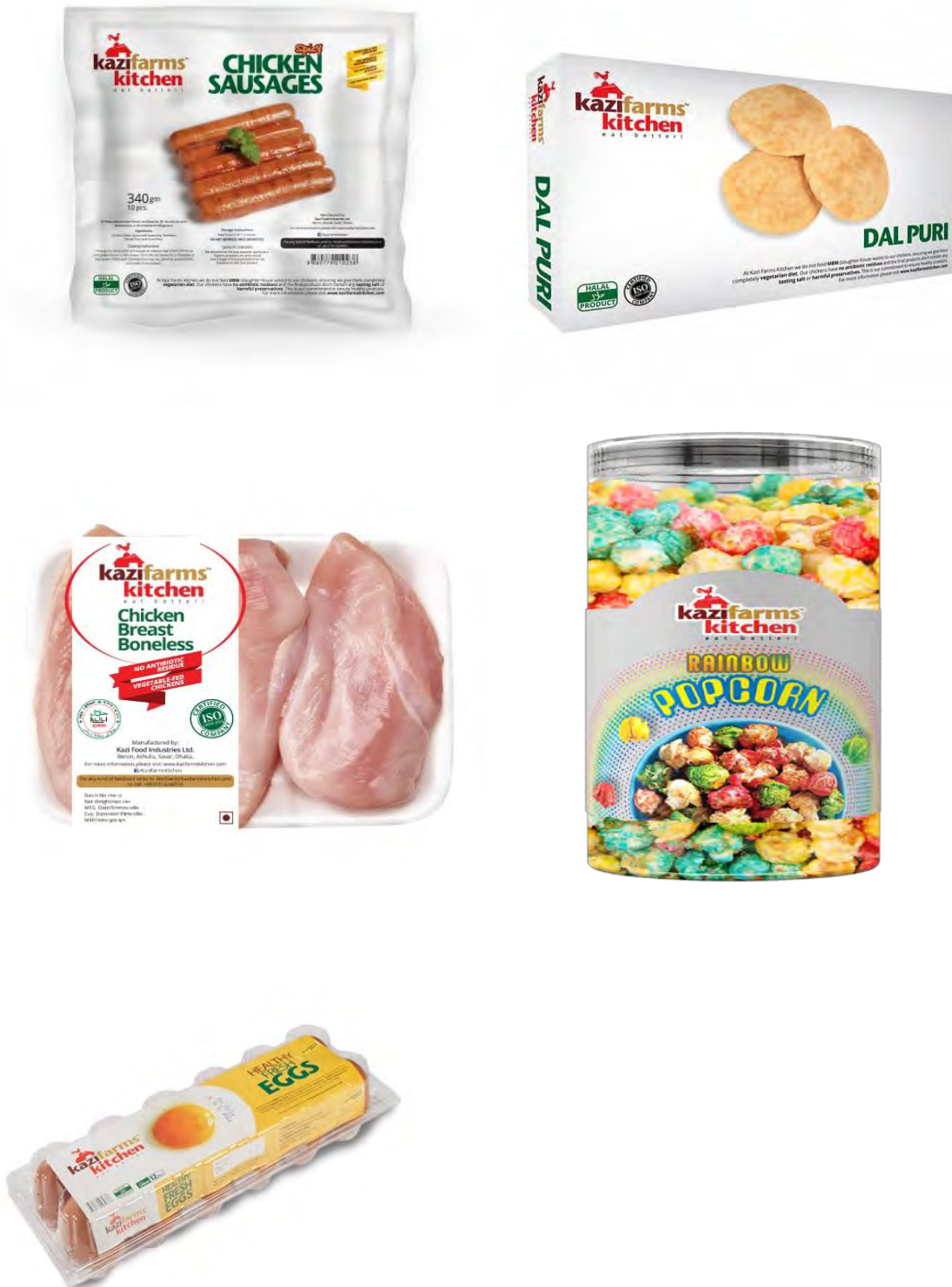


Figure 50: Products

Report Proposal

The frozen food industry is quickly growing in large urban areas throughout Bangladesh. Consumer preferences and concerns about food quality and safety play a crucial role in shaping the modern food sector. The frozen food industry has experienced a significant increase in popularity due to shifting lifestyles, urbanization, and the rising need for convenient and healthy meal choices. The significant urban population growth, particularly in the capital city, combined with the busy lifestyles of people, especially young adults and couples in nuclear families with working parents, has led to an increased need for convenient "ready to cook" meals. The convenience and adaptability of frozen food items have made them a popular choice, especially among people with hectic schedules.

The ever-changing tastes of consumers, their increased consciousness about the importance of food safety and health, and the industry's persistent effort to achieve excellence in food quality and safety distinguish it from others. One of the most recent Kazi Farms Group ventures, Kazi Food Industries Limited, has a frozen food line called Kazi Farms Kitchen. Kazi Farms Kitchen guarantees that its products are free of antibiotic residues, dangerous preservatives, and any other substance that could be harmful to consumers by adhering to international standards.

When it comes to Kazi Farms Kitchen's frozen food products, it's crucial to understand how consumers perceive them because that affects their trust, loyalty, and overall success in the market. An interesting investigation on the impact of the company's promises—vegetable-fed chickens, lack of dangerous additives, no antibiotic residue, and no tasting salt—on customers is laid out in the unique selling propositions.

The main goal is to figure out how consumer perception, quality, and safety standards are connected in the frozen food business, focusing on Kazi Farms Kitchen. Consumers nowadays are not just seeking easy meal options; they are looking for products that match their health-conscious preferences and meet strict safety criteria. Kazi Farms Kitchen's commitment to offering delicious and nutritious food items warrants examination considering consumer attitudes, beliefs, and preferences. Furthermore, as the organisation works in the international market, it is essential to comply with global standards. Kazi Farms Kitchen's pledges align with global standards, and analysing consumer perception will reveal how well these commitments build consumer trust.

Consumer perception significantly influences the success of food goods in the market. It is essential for Kazi Farms Kitchen and the industry to comprehend how consumers see the quality and safety of frozen food items, particularly in relation to the company's compliance with safety regulations. The current investigation intends to investigate consumer opinion regarding frozen food items, focusing on the elements that influence attitudes and the effects of Kazi Farms Kitchen's safety commitments on consumer trust and loyalty.

Objective

The primary objective of this study is to investigate consumer perception of the quality and safety of Kazi Farms Kitchen's frozen food products. This will involve understanding:

- To evaluate customer awareness of safety and quality standards in the frozen food business.
- To evaluate the factors that impact consumer perceptions of quality and safety in frozen food products.
- To assess the influence of Kazi Farms Kitchen's safety commitments on consumer confidence and buying choices.
- To evaluate the success of Kazi Farms Kitchen's existing communication approach in communicating their dedication to safety and quality.
- To offer recommendation for improving consumer confidence and contentment in relation to the quality and safety of frozen food items.

Problem statement

Even though Kazi Farms Kitchen faithfully follows to all quality and safety standards, it is essential to understand how consumers see these aspects. The purchasing choices of consumers are notably impacted by their perceptions; therefore, it is critical for the company's long-term success to detect and fix any shortcomings or misconceptions. By identifying communication development opportunities and resolving consumer concerns, a company can enhance its customers' trust in the brand and preserve its favorable standing in the marketplace.