

Internship Report on

Trends Analysis in Market Demand, Tech Advancements & Consumer Preferences: Alal Poultry
& Fish Feed Ltd.

By

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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

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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.

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Letter of Transmittal

Ms. Takmilla Tabassum

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Subject: Submission of Internship Report on “Analyzing trends (Market Demand, Technological Advancement, Consumer Preference) in the poultry and fish feed industry.”

Dear Ma’am,

It is an incredible honor to have the opportunity to deliver a report on “Analyzing Trends (Market Demand, Technological Advancements, Consumer Preferences) in the Poultry and Fish Feed Industry.” I have made every effort to follow the instructions provided to complete my internship report. While gathering facts and information from reliable sources and conducting the research process, I have done my best to ensure accuracy and thoroughness. Although it is challenging to fully convey the experiences and knowledge I have gained, I have tried to summarize what I have learned in this report.

I sincerely appreciate the guidance and advice you provided throughout the writing process. If you have any additional questions or require further clarification, I would be delighted to assist.

Sincerely yours,

MD. Awrab Hossain Khan

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Table of Contents

Chapter 1: Overview of Internship	8
1.1 Student Information	8
1.2 Internship Information	8
1.2.1 Company Information	8
1.2.2 Internship Company Supervisor's Information	8
1.2.3 Scope of Work	9
1.3 Internship Outcomes	10
1.3.1 Contribution to Alal Poultry & Fish Feed Ltd.	10
1.3.2 Benefits to the Student	12
1.3.3 Problems and Difficulties Faced During the Internship	13
1.3.4 Recommendations	15
Chapter 2: Organization Part	16
2.1 Introduction	16
2.1.1 Overview of the Company	16
2.1.2 Vision	17
2.1.3 Mission	18
2.1.4 Core Values	18
2.2.5 Products offered by Alal Group	18
2.2 Management practices	20
2.2.1 Human Resource Planning	21
2.2.1.1 Recruitment and Hiring Process of Alal Group	21
2.2.1.2 Compensation System	22
2.2.1.3 Work Environment	23
2.2.1.4 Training and Development Programs	24
2.2.1.5 Performance Appraisal System	25
2.3 Marketing Practices	26

2.3.1 Target customers and positioning strategy	27
2.3.1.1 Target Customers	27
2.3.1.2 Segmentation	27
2.3.1.3 Positioning Strategy	28
2.3.2 Product Development and Competitive Practices	28
2.3.3 Branding Activities	30
2.4 Financial Performance & Accounting Practice	31
2.5 Operations Management and Information System Practices	35
2.6 Industry and Competitive Analysis	36
2.6.1 SWOT Analysis	36
2.6.1.1 Strengths	36
2.6.1.2 Weaknesses	36
2.6.1.3 Opportunities	37
2.6.1.4 Threats	37
2.6.2 PORTER’S Five Forces analysis	39
1. Threat of New Entrants:	39
2. Threat of Substitution	40
3. Bargaining Power of Suppliers	40
4. Bargaining Power of Buyers	40
5. Competitive Rivalry	40
2.7 Conclusion	41
2.8 Recommendations	42
2.9 Conclusion	43
Chapter 3: Study on the Poultry and Fish Feed Industry	44
3.1 Introduction	44
3.1.1 Background	44
3.1.2 Objectives	45

3.1.3 Significance	46
3.1.4 Literature Review	46
3.1.4.1 Identification of existing condition and structure of the poultry and fish feed industry in Bangladesh	46
3.1.4.2 Challenges to be considered in Poultry and Fish Feed industry	47
3.1.4.3 Strategies to Promote Innovation in the Feed Industry	47
3.2 Methodology	48
3.2.1 Survey	49
3.2.2 Data Collection and Analysis	49
3.2.2.1 Sampling Method	49
3.2.2.2 Tools Used	49
3.2.2.3 Ethical Considerations	50
3.2.2.4 Limitations	50
3.3 Findings and Analysis	51
3.3.1 Factors Influencing Feed Purchase Decisions	51
3.3.2 Challenges in Feed Supply	53
3.3.3 Factors Encouraging Increased Feed Purchases	55
3.3.4 Awareness of Technological Advancements	56
3.3.5 Preference for Technologically Enhanced Feeds	57
3.3.6 Importance of Clear Labeling	58
3.3.7 Interest in Technology-Driven Solutions	59
3.3.8 Willingness to Switch Brands	60
3.3.9 Satisfaction with Current Feed Options	61
3.3.10 Desired Feed Attributes	62
3.4 Summary and Conclusion	63
3.5 Implications	63
3.6 References	65

Chapter 1: Overview of Internship

1.1 Student Information

Name: MD. Awrab Hossain Khan

ID: 19104082

Program: BBS

Major/Specialization: Marketing

1.2 Internship Information

1.2.1 Company Information

Period: 3 months

Company Name: Alal Poultry & Fish Feed Ltd

Department/Division: Marketing, Purchase & Sales

Address: House-06, Road-13/C, Sector-06, Uttara, Dhaka-1230.

1.2.2 Internship Company Supervisor's Information

Name: Md. Rabiul Karim

Position: Sr. DGM, Marketing, Purchase & Sales

1.2.3 Scope of Work

Over the period of my internship program which was for three months at Alal Poultry & Fish Feed Ltd., I was reported to the Marketing Division to Md. Rabiul Karim, Senior Deputy General Manager, Marketing, Purchase & Sales. This gave direct practical exposure to the marketing role of one of the most successful agri-feed companies operating in the country, particularly in the poultry and fisheries business.

This also includes some of the major responsibilities: creating web advertising solutions that highlight what makes Alal's poultry and fish feed unique. This had a simple implication that for any form of marketing material that we wanted to develop, I had to come up with the design and content proposal, with the aim of making them visually enticing as well as informative to potential customers to support the marketing team in coming up with digital engaging content, promotional posts, brochures, and infographics for the farmers and distributors.

I established a customer interaction program via survey with potential clients and client relations, identifying their wants and needs. This entailed the process whereby some information was gathered and afterwards processed so that some reports containing the full report were made to the department managers. These insights were further useful in fine tuning the marketing message of the company and predicting the nature and effectiveness of the future marketing communication efforts.

I also coordinated with the team in determining the effectiveness of the marketing resources available for utilization. In this context, I evaluated the performance of several online and offline promotional activities. For example, I scanned the facebook page of Alal and also some of the local forums such as Bd चर्चा। I discovered that they offered standard service to competitors and they were still well known for quality feed products. I also developed sales presentations and it was used to sell company products to potential clients and other partners.

In the course of my internship, I gained extensive hands-on experience in marketing and strategic planning within the agricultural sector. This opportunity developed not only my skills in digital marketing, data analysis, and campaign management but also my comprehension of customer-centric strategies for B2B and B2C. It was an enriching experience working with the pros in the

field, and I feel grateful for this opportunity to contribute toward growth and success at Alal Poultry & Fish Feed Ltd.

1.3 Internship Outcomes

1.3.1 Contribution to Alal Poultry & Fish Feed Ltd.

During my internship stay at Alal Poultry & Fish Feed Ltd., I have most extensively contributed in the marketing related activities of the organization. During this period I became quite actively involved in the creation and deployment of the internet marketing media to get to all the relevant stakeholders concerning the poultry farms and fishery business. Thus, implementing the suggestions of this section, I collaborated with the members of the marketing team and made some inputs to the creation of the digital materials. This entailed creating images about a more engaging customer interface. Another valuable addition was when I created an extensive questionnaire for the further clients, related to the discussed topic. It was done for an organization to establish it is working hard to meet the needs of every single client. These responses were totaled and reported to all department heads and managers in order to prioritize their recommendations. The company could locate areas that needed to be developed, as well as engage in the enhancement of its marketing techniques in order to meet clients.

I also did a market research project. I compared the online marketing strategies of Alal with those of competitors as present in the local agricultural feed sector. I scrolled through the content from Facebook and Instagram as well as regional agricultural forums. I looked at the engagement rate levels that were being portrayed, the customers and their interaction and the branding being done. The result of my research guided the marketing department effectively so they could alter their strategies to increase the customer consciousness of Alal.

This was in aspects relating to the preparation of sales pitches that are employed in the selling of the business' products to new clients together with the repeater clients. These presentations were to convince those implicated of the quality and value of feed products from Alal. Throughout this tenure, I got considerably involved in developing and ensuring that Alal's online marketing tools

reach the targeted farmers and respective distributors and stakeholders regarding the poultry and fisheries industries. By working with the marketing team, I made contributions to the development of digital materials. This involved making visual content for more interactive customer experience. One of my key contributions was the development of an in-depth survey for future clients. It was done to understand the needs and expectations of every client. The responses were analyzed and compiled into a report that was shared with all department managers. The company could identify key areas of improvement and work on its marketing strategies to serve clients better.

I also worked on a market research project. I analyzed the digital presence of Alal in comparison with competitors within the local agricultural feed industry. I went through content on various social media platforms, including Facebook and Instagram, as well as local agricultural forums. I looked at the engagement rate, customer interaction, and branding strategy. My findings gave useful insights, which helped the marketing team to adjust their approach to improve Alal's visibility and customer engagement.

This included helping design sales presentations used in pitches for the company's products for new and existing clients. These presentations were to demonstrate the quality and benefits of Alal's feed products. It was supported with data and visuals that I developed with the sales and marketing teams.

Additionally, I coordinated the measurement of the effectiveness of marketing campaigns currently running within the team. This included studying the performance of campaigns based on metrics, discussing improvements with distributors and customers, and making recommendations for future campaign improvements. For example, promotional strategy adjustments I recommended had a great impact, increasing customer outreach efforts.

In addition to that, I supported Alal in strengthening its LinkedIn content strategy by providing new ideas that can be used to drive engagement among professional stakeholders. By aligning the content strategy with the overall marketing objectives of the company, online presence and audience engagement also saw an upward trend.

My contributions during the tenure of my internship included discussing the key marketing challenges in building practical online marketing resources, analyzing campaign performance, and ways to enhance departmental collaboration.

Apart from enhancing the marketing strategies for the product, these efforts at Alal Poultry & Fish Feed Ltd. ensured priceless experience in digital marketing analysis and strategic planning for the company. My contribution proved really helpful to the team there, and I'm deeply grateful for the chance given regarding providing support to the mission the company has been working toward.

In conclusion, my contributions to **Alal Poultry & Fish Feed Ltd.** revolved around increasing marketing efficiency, supporting client engagement, and ensuring clear documentation and organization. I believe my efforts not only reduced the workload on my colleagues but also added meaningful value to the company's marketing initiatives.

1.3.2 Benefits to the Student

The internship at Alal Poultry & Fish Feed Ltd. provides much exposure in how marketing functions around a corporate environment, particularly agricultural feed. This has helped in the development of certain technical and soft skills that would be very handy throughout a career.

The most productive task during the internship was preparing sales presentations. I developed my ability to present data in an interesting and attractive way. I also had experience working with Microsoft Excel and PowerPoint in data analysis. It helped me make effective presentations in a visual aspect.

I also learned how to research the market and analyze results from campaigns. This whole process taught me the way to think critically, evaluate data, and draw insights. This skill is important for making strategic decisions. I also learned, by observation and studying, how companies establish their positioning in the market. It helped me to refine my analytic thinking and planning abilities.

Working with the different teams in marketing, sales, and operations helped me develop my communication and teamwork skills much better. I learned how to work with diverse groups of professionals effectively and made sure that projects were done efficiently on time. What this taught me, though, is the importance of clear communication and coordination in managing tasks across multiple departments.

I participated in the surveying and reporting process and working directly with clients and stakeholders. It improved my interpersonal communication skills and customer understanding.

I was able to observe the lives of the company executives closely. Throughout our conversation, I gained insight into their professionalism, punctuality, and protocols in the case of an emergency at the branch, as well as the likelihood that they could be required to work over their normal shift. They shared their methods for coping with stress, pressure, and other elements of their jobs, in addition to providing insights on the culture of the company. Every single person I've talked to has a positive attitude about their work and is always on time. Due to the fact that everyone else in the company is punctual and devoted to their work, I was forced to improve my time management skills and become more punctual. There many new things clicked into place, and I felt like I was learning something new every day as I gained valuable insight into what it's like to work in an actual office. Finally, I want to say that my internship has taught me to be patient, thoughtful, and balanced in my personal and professional lives.

This opportunity gave me experience managing duties with all parties on good timing while studying speed adaptation strategies appropriate for businesses and commerce of different natures and standing on top.

Hence, I learnt a lot more about digital marketing, business communication and user experience design during my internship. This experience helped me get better at marketing and strategic planning both technically and socially. In addition, it helped me understand how real firms operate.

1.3.3 Problems and Difficulties Faced During the Internship

- **Initial Adaptation Challenges:**
For the first few days, I faced difficulties in adjusting to the new work environment and understanding the operational processes at **Alal Poultry & Fish Feed Ltd.** I struggled to comprehend how to approach certain tasks and respond appropriately to specific scenarios, which made me feel out of place initially.
- **Complexity of Market Research and Surveys:**
Conducting surveys and gathering market insights posed challenges, particularly in identifying the correct target audience and ensuring the collection of accurate and relevant data. I occasionally encountered difficulties in designing questions that would yield actionable insights.
- **Presentation and Documentation Errors:**
While preparing sales presentations and organizing marketing materials, I made errors in structuring the information in a clear and persuasive manner. Additionally, keeping documents organized and easily accessible was initially a struggle, which sometimes delayed my workflow.
- **Communication Challenges:**
Handling inbound requests from vendors, brokers, and clients was a demanding task. I occasionally found it difficult to communicate effectively with diverse stakeholders and address their concerns promptly. This was particularly challenging when faced with technical queries or complex issues.
- **Collaborating on Marketing Campaigns:**
While working on marketing campaigns, I sometimes found it challenging to align my contributions with the expectations of the management team. It required significant effort and feedback from my colleagues to improve the quality of my work.

Despite these challenges, the support and guidance of my colleagues helped me overcome the difficulties. Their willingness to assist and mentor me made a significant difference in my ability to adapt and improve.

1.3.4 Recommendations

- **Orientation for Interns:**

The interns should be properly oriented with respect to their roles and responsibilities before they start with the tasks. This would give them a better understanding of the nature of their work and decrease the initial adjustment difficulties.

- **Formalized Training:**

Interns should be given hands-on training of the company's tools and processes. For example, a short session on conducting surveys, designing presentations, and organizing marketing materials would be very helpful.

- **Access to Tools and Resources:**

The appropriate equipment and other resources, such as assigned computers or access to any software they need to perform their jobs, should be provided.

- **Cross-Departmental Exposure:**

Interns shall be placed in different departments of the organization: sales, marketing, operations, etc. In this manner, interns would develop an increased understanding of the organization's functions and industry dynamics as a whole.

- **Feedback and Coaching:**

It involves supervising regular feedback sessions with interns to identify areas of improvement and recognize their strengths. This would not only help the interns refine their skills but also boost their confidence and motivation.

- **Challenging and Meaningful Tasks:**

Give interns work that is challenging, yet instructive in nature, where they can gain good knowledge and practical skills. That would ensure their time in the organization is productive on both sides. A set of recommendations is given to increase the potential for a

quality internship experience at Alal Poultry & Fish Feed Ltd. for both parties: the interns and the organization itself.

Chapter 2: Organization Part

2.1 Introduction

Alal Group is one of the largest manufacturers, importers, and exporters in Bangladesh, dealing in high-quality poultry, fish, and cattle feed. The company was incorporated in 1995 and is headquartered in Dhaka, the capital city of Bangladesh, with factories outside Dhaka for smooth production and the distribution of the products without any hitch. For the last couple of years, Alal Group has been committed to customer satisfaction by using modern technology and maintaining uncompromising quality and innovation in its feed products.

2.1.1 Overview of the Company

Alal Group produces a range of feed products diversified to meet the requirements of the agricultural sector, including Broiler Starter, Broiler Grower, Layer Starter, and others for poultry feed, and a fish feed product line ranging from Nursery Fish Feed to specialized feeds for Pangas, Tilapia, and Carp at various stages of growth. Moreover, Alal Group produces a series of high-quality cattle feeds: Milk More Super, Meat More Super, and Cattle Fattening feed to increase productivity in livestock.

One of the core strengths of Alal Group is a rigorous quality control regimen. At each stage in the production process, specialist technical quality controllers hold their ground to ensure a perfect, fault-free product reaches the customer. This has helped to build a strong reputation for quality and foster consistency and reliability with both customers and suppliers.

Over the years, the company has diversified its activities and established several sister concerns: Alal Enterprise, Dhaka in the year 1997; Alal Poultry & Fish Feed Ltd. The aforementioned expansion shows the growth of the company and how it was successfully able to realize its dream of being a trusted name in the agricultural and poultry sectors of Bangladesh.



Fig-1: Logo of Alal Group

Alal Group has a modern marketing team that assures perfect support because the database is always kept updated, and professional marketing activities are in hand. Its technical team works closely together with customers in providing solutions tailored to their needs while addressing them with care and precision.

Focusing on quality, innovation, and customer satisfaction, Alal Group has developed a remarkable position in the agricultural and feed industry as it works to make its vision a reality: to deliver quality products and services to its valued customers.

With hard work and dedication, Alal Group has achieved its milestones for decades and built up solid relations with all stakeholders to assure its continuity in the business world.

2.1.2 Vision

Their vision is to be the most customer-centric company by enriching the poultry and agricultural sector while supplying the best quality products throughout the country as well as the world.

2.1.3 Mission

To become the dominant player in the Agricultural and Poultry Sector where their skill, professionalism, innovation, and continuous improvement will be the key to the success of our group with the most satisfaction of our customers.

2.1.4 Core Values

The following core values of Alal Group guide its operations: a commitment to excellence.

- 1. Innovation:** It adopts modern technologies to produce innovative, quality feed products.
- 2. Customer Centricity:** The purpose of customer satisfaction and filling their individual needs accurately.
- 3. Quality Commitment:** Ensuring the highest standards through rigorous quality control at every stage.
- 4. Integrity:** Transparency and ethical business practices are very important in earning trust.
- 5. Collaboration:** Nurture teamwork and effective relations with stakeholders.
- 6. Sustainability:** Underpin long-term growth and stability in the agricultural sector.

These values have enabled Alal Group to be a credible leader in the agriculture feed industry of Bangladesh.

2.2.5 Products offered by Alal Group

List of products offered by Alal Group are -

- Broiler Starter
- Broiler Grower

- Layer Starter
- Layer Grower
- Layer Layer-1
- Pangas/Tilapia/Carp Starter (Sulob)
- Pangas/Tilapia/Carp Grower (Sulob)
- Pangas/Tilapia/Carp Finisher (Sulob)
- Pangas/Tilapia/Carp Starter
- Pangas/Tilapia/Carp Grower
- Pangas/Tilapia/Carp Finisher
- Pangas/Tilapia Starter
- Pangas/Tilapia Grower
- Pangas/Tilapia Finisher
- Carp Starter
- Carp Grower
- Carp Finisher
- Koi/Shing/Gulsha/Pabda Pre-Starter
- Koi/Shing/Gulsha/Pabda Starter
- Koi/Shing/Gulsha/Pabda Grower
- Koi/Shing/Gulsha/Pabda Nursery
- Koi/Shing/Gulsha/Pabda Nursery
- Nursery Floating All Fish Feed
- Fattening Gold (Mash Feed)
- Dairy Gold (Mash Feed)
- Meat More Dimond
- Milk More Dimond
- Cattle Feed (Fattening)
- Cattle Feed (Dairy)
- Ekattor Vushi Premix
- Milk More Super
- Meat More Super
- Koi/Shing/Gulsha/Pabda Winner Pre-Starter

- Koi/Shing/Gulsha/Pabda Winner Starter
- Koi/Shing/Gulsha/Pabda Winner Grower
- Pangas/Tilapia Winner Starter
- Pangas/Tilapia Winner Grower
- Pangas/Tilapia Winner Finisher

2.2 Management practices

The management practices of Alal Group shows a balanced approach to leadership that includes democratic and transformational elements. My observation is that the leadership at Alal Group strongly emphasizes collaboration and inclusivity, where every opinion and contribution of any team member are valued. Managers explicitly encourage open communication, enabling employees to bring forward their ideas and feedback. This will ensure that decisions are informed and aligned with the goals of the organization.

The department managers at Alal Group often meet with staff from other departments—be it marketing, technical, or operations—to find out their challenges and help them with appropriate solutions. This open-door policy ensures that the work environment is very positive, and thus the employees feel valued and are motivated to put their best foot forward. There are also regular team meetings and brainstorming sessions in which employees are involved in decision-making processes, boosting morale and increasing productivity.

Moreover, the leadership at Alal Group is very supportive; they guide and handle all the concerns of employees promptly and constructively. That really brings a feeling of togetherness and teamwork. Managers at Alal Group try to empower each employee by recognizing their performance and fostering professional development.

For example, I have noted during the internship that the managers carefully follow through on marketing campaigns. They generally give constructive feedback while leaving the implementation of ideas largely to the team members. This balance between guidance and

independence creates an atmosphere where employees feel trusted. At the same time it makes them feel inspired to proactively get involved in activities.

Furthermore, the leadership of Alal Group is ardently committed to quality and customer satisfaction. This can be reflected in their rigorous quality control processes and strong emphasis on maintaining good relationships with customers and suppliers. This is further passed down from the managers to their respective teams, so that every person is working in tandem with the mission and objectives of the company.

The management practices overall at Alal Group have been oriented toward collaboration, employee engagement, and quality-driven results. This will not only help to improve work culture but also make the organization a name that is synonymous with trust in the agricultural feed industry. By providing effective leadership, Alal Group builds a strong, motivated workforce that works cohesively toward the realization of the company's objectives.

2.2.1 Human Resource Planning

As documented in the book Human Resource Management by Mathis and Jackson (2020), it is a systematic process that a company undertakes to anticipate future human resource requirements, pinpoint the skills necessary for particular jobs, and develop the organisation's personnel in such a way that they will be able to respond to future needs of the organization.

2.2.1.1 Recruitment and Hiring Process of Alal Group

To ensure that the best talent hires are made which are key to the growth of Alal Group, the recruitment and selection process is divided into a number of steps. The steps include:

Step 1 - Identifying Requirements

The HR department quite often works within the specific requirements of the operations by looking at the requests of the various sections. For instance, during the year 2023, 15 employees were

required in the Marketing Division of Alal Group, 10 in Quality Control and 20 in Production. Alal Group human resource division relies on specialists who possess relevant expertise and experience from the agricultural and feed industry.

Step 2 – Recruitment Advertising

The vacancies have been announced through professional network LinkedIn, job site bdjobs.com and Alal Group's web page. In 2023, Alal Group advertised for 50 job vacancies and received in the range of 1,200 applications for different vacancies. Each job ads clearly outlines the role, responsibilities, and qualifications to attract the right candidates.

Step 3 – Screening And Shortlisting

It is the responsibility of the recruitment team to describe the positions, and to review the applications as well. In 2023 there were 1,200 applications; however, based on resumes and cover letters only 350 candidates were shortlisted. For the purpose of selection, the applicants are scrutinized in relation to their qualifications, work relevant experience, and their suitability for the job in question.

Step 4 – Evaluation Process

An email or message or a phone call is sent to the successful candidates, allowing them to take up the evaluation that has several steps, including:

- **Written Test:** Candidates take a written test to assess their understanding of technical material and problem-solving ability. This year, 350 candidates took part in the written examination and as many as 180 succeeded.
- **Interviews:** The only candidates who pass the written test move on to the interview stage. The interview board is made up of the managers of various departments and an HR officer. For the year 2023, 120 candidates were unveiled for the interview but the board of interviewers deemed 30 candidates suitable to be forwarded for the final selection.

Step 5- Make the Final Choice and Close Up the Selection Process

Out of the last 30 selected candidates, at least some received jobs in a number of the subdivisions such as marketing, sales and operations. Our new staff members start on a salary range between BDT 25,000 to 50,000 a month, depending on the position they hold. After employment, employees are subjected to a two-week introduction program and specific training based on their job position.

2.2.1.2 Compensation System

Alal Group acknowledges employees as the finest of all assets which is why they have implemented a proper supply for compensation that will continue to keep the morale of the employees high.

Monthly Salary: Net salary for the employees is being disbursed every month on 25th of the month. The minimum wage for an employee joining the company is BDT 25,000; employees having mid-level and senior level jobs get a pay grade ranging between BDT 40,000 to BDT 70,000 depending on the position and the designation.

Performance Bonuses: There are special incentives in this organization, which are given to the workers according to the performance of the month, and the performance bonus ranges from 10%-15% of the workers base salary.

Festival Bonus: The Alal Group offers two festival bonuses in a year which includes $\frac{1}{4}$ of the basic salary for each Eid facility. Also there should be a Bonus equal to 20% of his gross salary on Pohela Boishakh, the new year of the Bengalis.

Educational Incentives: HELP Education provides one time bonuses of BDT 15,000 – 20,000 to the workers on the course completion of relevant training or courses such as diploma in feed manufacturing or agricultural management etc.

Statutory Benefits: Maternity leave, provident fund contributions, accident compensation, sickness and disability benefits and medical insurance are also available by statute through Alal

Group. Among them, 92 per cent of households received at least one of these statutory benefits in 2023.

Voluntary Benefits: The employees have work flexibility, relatively lighter workload during peak companies' periods and recreational amenities enable them to balance their work and personal life.

2.2.1.3 Work Environment

At Alal Group, the company of work environment and work distribution should be the healthiest for all employees as they work towards offering the best working conditions. According to the Employee Satisfaction Survey 2023, 89% of the staff in this company are happy with care about their well-being due to the flexible working schedule and free from stress.

2.2.1.4 Training and Development Programs

Alal Group strongly focuses on training and development to enhance the skills and competitiveness of the employees. The company offers various training programs that will suit the needs of the industry.

On-the-Job Training (OJT)

OJT is an integral part of the training strategy at Alal Group. New recruits receive practical training for two weeks in its facilities in Dhaka or Bogura. They are introduced to production workflows, marketing strategies, and quality control processes. In 2023, 120 new hires received OJT sessions. The efficiency of their performing the initial tasks increased by 25%.

Coaching and Mentoring

Alal Group organizes frequent coaching sessions to enhance the performance level of employees and for personal growth. In 2023, 75% of employees reported improvement in team building after participating in such activities.

Technology-Based Learning

Integrating modern production technologies into the processes, Alal Group conducts frequent training on how to apply them within the company. They try to update the working staff with the latest industrial standards. During 2023, more than 200 employees attended technology-based learning programs, which reduced production errors by 30%.

Other Training Practices

Instructed-Learning Training: Senior management has monthly training to teach business strategy, customer relationships, and new industry trends.

Role-Playing: This is done by marketing teams so that they can have an on-hand feel of how to work with clients and close sales effectively.

This bears testimony to the fact that this company believes in building up skilled manpower that is competitive.

By compensating its employees well and taking care of their development, Alal Group ensures a motivated and high-performing workforce, hence the leader in the agri-feed business.

2.2.1.5 Performance Appraisal System

A Performance Appraisal System is a formal process by which the performance of an employee in an organization is evaluated against well-set standards and also rates his or her strengths and points of improvement. It thus plays a vital role in decisions about promotion, pay raise, and sometimes termination. This module of performance management systems facilitates employers to monitor the progress and optimize the productivity of the workforce (SelectHub, 2023).

At Alal Group, performance appraisal is used to develop staff and enhance the efficiency of production, considering the strategic directions of the company. In brief, the process is organized in the following manner:

Annual and Semi-Annual Reviews: All employees of Alal Group are taken through a formal performance appraisal twice a year, midyear and at the end of the year. These reviews are conducted by the managers of every department who assess the performance of their employees in relation to job responsibilities, accomplishments, and contribution toward the attainment of company objectives.

Goal Setting and Evaluation: At the beginning of the year, each employee is set specific, measurable targets to achieve in the company based on their role. The targets clearly state the expectations, and at the same time, have to be achievable and compatible with the company's objectives. In addition, reviews will assess whether the targets set have been met or even exceeded by the employees. As a specific example, one would grade a marketing employee by campaign effectiveness, while a production worker by output efficiency and standards of quality control.

Feedback and Development: Managers provide the employees with detailed feedback on their performance, highlighting strengths and weaknesses. This is supposed to encourage them, help them understand their progress, and indicate opportunities for further development. Employees who meet or exceed their targets often receive promotions or increases in salary.

Promotion and Growth: Alal Group follows a merit-based system. Here those employees that perform above their set targets are considered for career advancement.

Promotions are normally based on an employee's appraisal results. On the other hand, failure to reach one's target may result in a lost chance for promotion the following year.

Continuous Improvement: The performance appraisal system at Alal Group is not only to evaluate the employee but to grow them as well. Managers discuss performance goals regularly with the teams and provide necessary training and development resources. During 2023, Alal Group provided training to 75% of its employees based on the received performance feedback. In a nutshell, the performance appraisal system in Alal Group is meant to clarify expectations of

performance, foster growth among employees, and assure that goals at both individual and organizational levels are met. Such linking of performance outcomes to career development opportunities keeps Alal Group motivated with a high-performing workforce that continues to drive the company's success in the agricultural feed industry.

2.3 Marketing Practices

From Optimizely (2023), a marketing strategy is ‘a firm’s sustainable and distinctive course of action toward the fulfillment of objectives through the identification of customers’ need’. Alal Group, a leading player in the agricultural feed industry, implements multi-dimensional and customer-oriented marketing strategies to cement its market position:

Custom Feed Solutions: Feed manufactured by Alal Group is flexible to suit different nutrient profiles to different types of cattle and fish. These include such specific feed lines as “Milk More Super” for dairy cattle or “Koi Starter” for a special type of fish farming.

Farmer Support Programs: Alal prepares and delivers workshop sessions and training programs that will raise awareness among farmers regarding optimal feeding as well as their products. Over 5,000 farmers benefited from such programmes in the year 2023.

Distributor Centric Approach: This also implies strict cooperation between the company and its distributors based on a number of complete servicing in marketing for distribution.

Seasonal Campaigns: With reference to seasonal factors, for instance increased feed requirements during Eid, Alal has strategies to offer promotional contests and encourage customer offers.

2.3.1 Target customers and positioning strategy

2.3.1.1 Segmentation

Alal Poultry & Fish Feed Ltd. segments its market geographically, providing products and support to specific regions.

Small-Scale Farmers: This is a category of farmers who work within a limited budget. Product examples to address the needs of this group include the "Sulov" line from Alal.

Commercial Farmers: Large-scale farmers who need advanced feed solutions for efficiency. It focuses on regions where commercial farming is prominent.

Fish Farming Segment: Specialized feeds for species such as Koi, Shing, and Magur at different growth stages.

Distributors and Dealers: Alal Group extends marketing and financial support to distributors and targets strategic geographic regions to ensure broad market reach.

2.3.1.2 Target Customers

Alal Group's audience is a wide range of customers of agricultural sector:

Small-Scale Farmers: Farmers requiring affordable and reliable feed products to maximize livestock and fish productivity.

Commercial Farmers: Large-scale farms seeking premium feed products according to their specific livestock needs.

Fish Farmers: Farmers focusing on diverse species like Pangas, Tilapia, Koi, and Shing, requiring specialized feed solutions for optimal growth.

Cattle Farmers: Dairy and meat producers seeking products like "Cattle Fattening" feed and "Milk More Super."

Distributors: Partners responsible for ensuring Alal's products reach farmers in urban, rural, and international markets.

2.3.1.3 Positioning Strategy

Training and Development Initiatives Alal Group takes training and development very seriously with a view to improving employee's skills and competitiveness. The company offers employees a variety of training programs focused on the needs of the industry. On-the-Job Training (OJT)

OJT is one of the essential parts of Alal Group's Training Strategy. New employees undertake a two-week on-the-job practical training course at the company's premises in Dhaka or Bogura. They are taught about the production processes, the marketing processes and control processes. In the year 2023, 120 new employees who had just come into the company were trained on OJT sessions,. They were able to complete a task and efficiency rate of 25 percent on the first try. Coaching and Mentoring Alal Group arranges coaching sessions to be held on a regular basis with the aim of upgrading the performance level of employees and their individual development. Also, team-building measures like "Alal Sports Day" facilitate coordination among the workers. As a result of participation in these events, in 2023, 75% of the employees stated they now possess enhanced teamwork abilities. Technology-Based Learning With modern production techniques, Alal Group is able to provide regular training in order to maintain the employees up to date with best practices in the industry. More than 200 employees took part in the technology-based learning programs in 2023 and managed to cause a 30% decrease in production mistakes.

2.3.2 Product Development and Competitive Practices

Alal Group has a wide array of new generation and quality products compatible with the multiplicity of needs of the agricultural community. All the products under the Alal Group umbrella are unique due to their markets needs that will assist customers in attaining maximum efficiency in poultry fish and cattle feed. Below is a detailed overview of the product offerings of Alal Group and its competitive practices:

Poultry Feed: Alal has a full complement of poultry feeds available in the market that suits the various developments of the birds. They include; broiler starter feeds, broiler grower feeds, layer starter feeds, layer grower feeds, and layer finisher feeds to meet the needs of all the scales of poultry farming.

Fish Feed: Our principal(cur) activity is to supply various kinds of premium quality fish feeds for specific species like Koi, Shing, Magur, Tilapia, Pangas and Carp. Some products in the product line are the Pangas/Tilapia Starter, Carp Grower and Koi/Shing Starter which are specially

designed to address the nutritional needs of fish at different developmental stages to improve production, and therefore profitability for the fish growers.

Cattle Feed: The Company offers quality cattle feed which includes Milk More Super to boost milk production and Cattle Fattening Feed for faster growth and quality meat. Goods to satisfy the needs of dairy and beef producing farms.

Low-Cost Feed Line: Being in touch with the small-scale farmers who require economic feeds Alal launched the line “ Sulov” so as to meet the need of providing quality feed to the poultry fish and cattle at a cheaper price.

Customized Feed Solutions: Alal Group is focused on product customization due to the aspect of specific farming niches. For instance, Koi Pre-Starter and Shing Grower in the fish farming business.

Affordable Feed Line: It was to meet this need that Alal followed through with the development of the Sulov line. It offers relatively cheap, but equally healthy feed for poultry, fish, as well as cattle.

Distributor Collaboration: Alal ensures it has a strong channel partnership through providing its distributors with financial support, selling aids and training to improve its supply link. In 2023, the company went on successfully to train 250 distributors on how to better market Alal products available in the market.

Seasonal Promotions: Due to high demand during evening occasions such as Eid and other festivals Alal also offered seasonal sale of its cattle and poultry feed. For example, during the Eid-ul-Adha, 2023, Alal made 10 per period discount on its Cattle Fattening feed. In sales there was a favorable response recorded.

Digital Marketing: Facebook and youtube are some of the social media platforms Alal uses to directly reach the farmers. For the year 2023, Alal was involved in the digital crusade that needed a platform and it was used in improving brand awareness, and customer interactivity reaching a viewpoint of over 1, 000,000.

Thus with the summarization of both value added and a range of affordable and premium feed solutions, customer intimacy and competitiveness the Alal Group is a steady and fast growing actor in the agricultural feed market of Bangladesh.

2.3.3 Branding Activities

Alal Group has ensured that it engages in corporate social responsibility activities thus making it win a social responsibility status that it deserves. Such efforts post that the concerned company is equally socially responsible and cares about the community in which the company is set up and therefore assists in building a positive perception of the company among its stakeholders. Following are some of the key branding contributions by Alal Group:

Farmer Training Programs: On the farmer training programs conducted across Bangladesh in the year 2023, Alal Group incurred an amount of BDT 1 million. In this regard 5000plus farmers were able to benefit.

Disaster Relief Contributions: In response to floods of the year 2023 which occurred in the northern region of Bangladesh, Alal Group donated BDT 1 million for donations of food and animal feeds to the affected farming communities .

Healthcare Support: They honoured BDT 200,000 for treatment of the clinical imposition of an employee and donated BDT 500,000 to the rural hospitals hoping to play a positive role towards improving the health care services in the farming region.

2.4 Financial Performance & Accounting Practice

According to Investopedia, liquidity refers to the extent to which an asset or security can be expeditiously traded in the market without causing any impact on the asset's value (Investopedia, "Liquidity," n.d.). The financial performance of Alal Group over the last five years reflects its operational efficiency and ability to adapt to market dynamics. Below are the financial figures for the company:

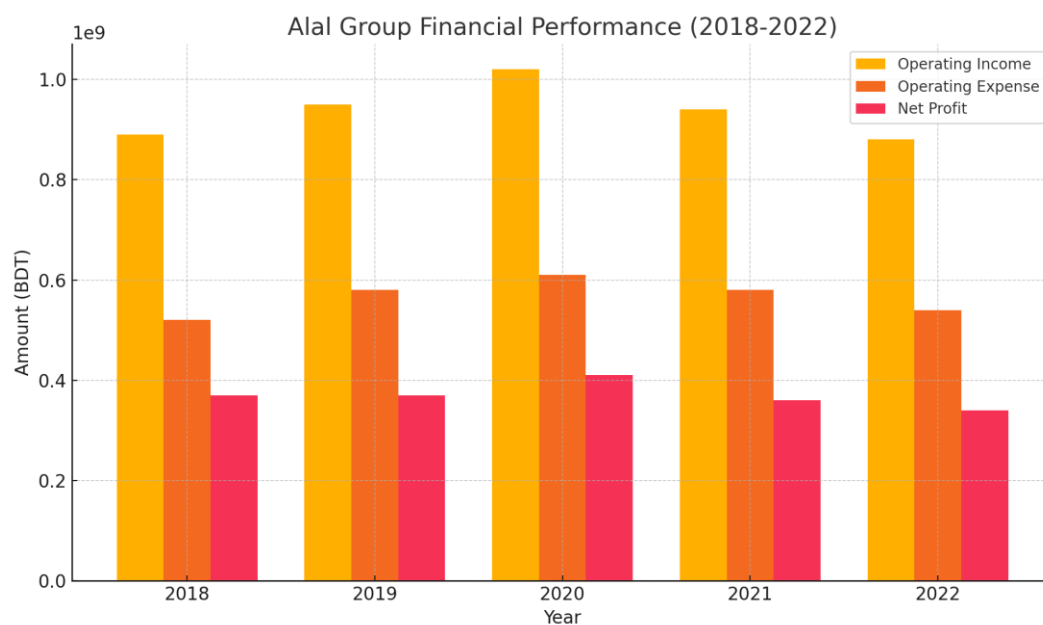
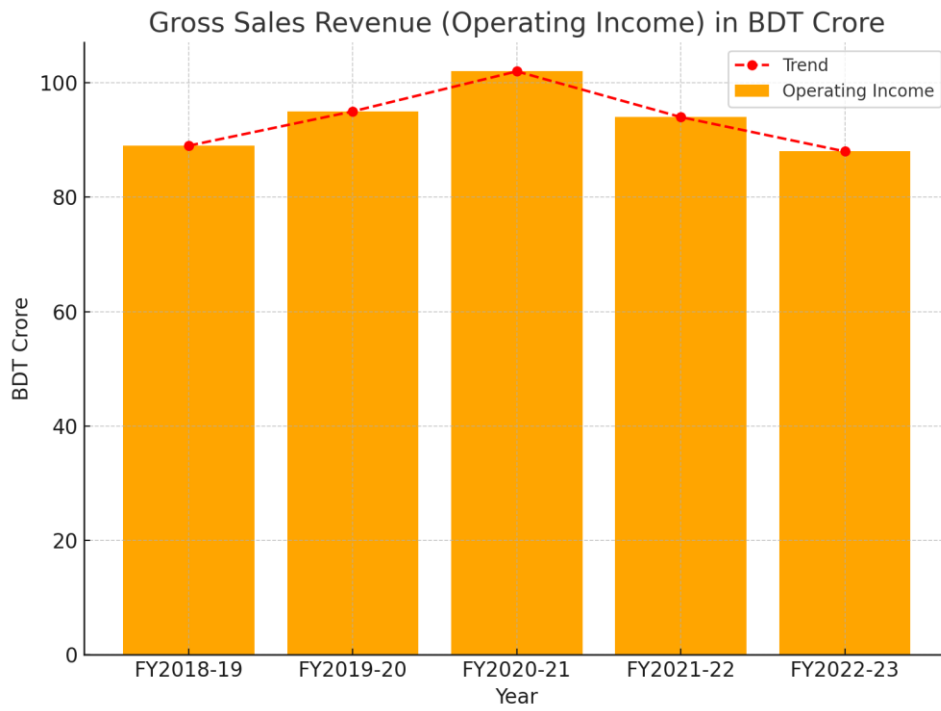
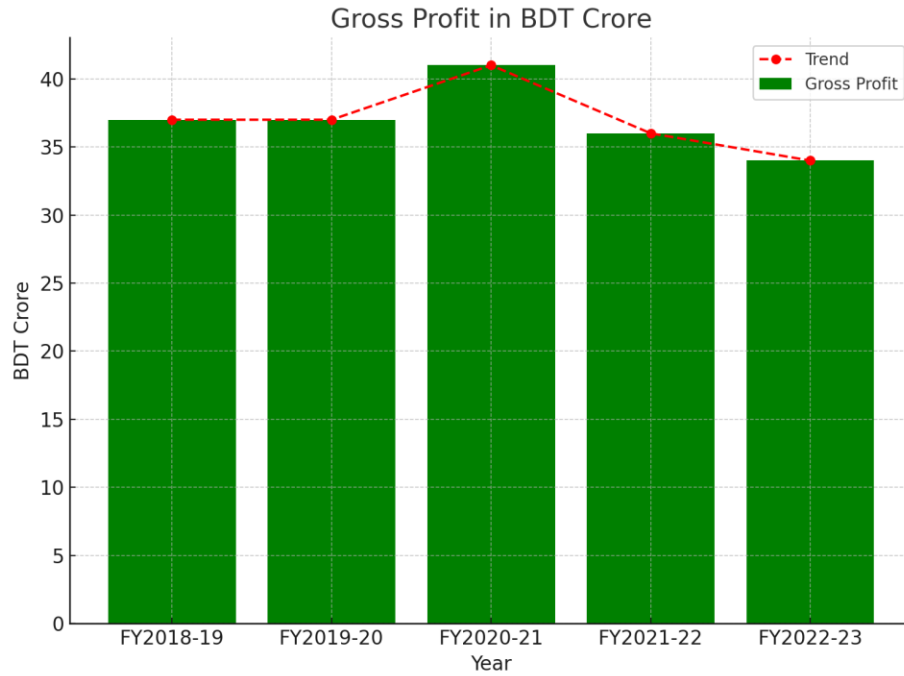
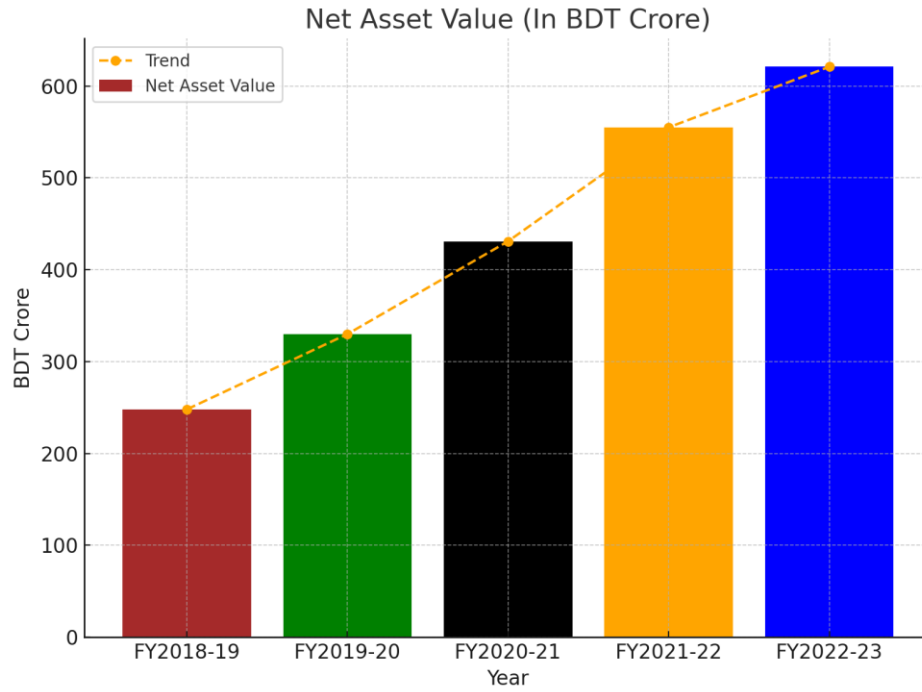


Fig: Financial Performance of Alal Group





Year	Operating Income	Operating Expense	Net Profit	Current Assets	Current Liabilities	Total Assets	Total Liabilities	Equity
2021	940000000	580000000	360000000	400000000	200000000	800000000	350000000	450000000
2022	880000000	540000000	340000000	420000000	220000000	820000000	370000000	450000000

2023	920000000	560000000	360000000	4500000 00	240000 000	85000 0000	39000 0000	460000 000
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Year	Cost of Goods Sold (COGS)	Net Sales	Liquidity Ratio	Solvency Ratio	Profitability Ratio	Efficiency Ratio
2021	500000000	940000000	2	0.777	38.29%	1.175
2022	480000000	880000000	1.909	0.822	38.63%	1.073
2023	490000000	920000000	1.875	0.847	39.13%	1.082

Alal Group employs sound accounting practices to maintain financial stability and transparency, as reflected in its consistent financial performance over the past three years (2021–2023). The company maintains a strong liquidity position with a current ratio above 1.8, ensuring it can meet short-term obligations, while its Solvency ratio, increasing slightly to 0.847 in 2023, highlights moderate reliance on debt for growth. Alal’s profitability remains robust, with a net profit margin improving to 39.13% in 2023, demonstrating effective cost control and operational efficiency. Although the Efficiency Ratio declined slightly to 1.08 in 2023, indicating the need for improved asset utilization, the company’s equity growth and steady dividend payouts underline its commitment to maximizing shareholder value. By focusing on optimizing asset use and

monitoring liquidity and debt levels, Alal Group continues to strengthen its financial position and adaptability to market challenges.

2.5 Operations Management and Information System Practices

Alal Group uses a number of the most advanced systems to manage its operations, increase productivity, and enhance interdepartmental communication:

ERP System: The single ERP program used in acquisition, inventory, and even the production plan.

HRMS (Human Resource Management System): Clearly, manages attendance records and leave records of the employees, payroll, and also keeps overall records of appraisal of the employees. It assists the HR function to be managed effectively to enable the accurate management of the workforce.

Outlook: People are used to sending mail, and communicating within themselves concerning the documents that ought to be presented to the corporations for issuance to their corporate client.

Sustainability Tools: Such monitor the energy audits, waste management amongst other aspects that check whether the firm is meeting its sustainability targets or not.

Quality Assurance Software: Specific software tools used in production also control quality of produced feed products in order to conform to the required high standard. In the event that there is any divergence from the above formulas, then it raises alarms for corrective action to be taken instantly.

They help Alal Group to sustain its productive performance, achieve the quality of its products, and engage the customers, which strengthen its position within the agricultural feed industry.

2.6 Industry and Competitive Analysis

2.6.1 SWOT Analysis

2.6.1.1 Strengths

Recognized brand presence: Alal Group has been familiar with the feed industry since 1995 which has availed it an appreciation from farmer and distributors as a brand not only oriented to provide solutions but also well established and known within the market.

Wide range of products: The company sells ready to use concentrated supplements specially for poultry, aquaculture and livestock production that suit both small and commercial farmers including low end products like “Sulov” line and high end products like “Milk More Super”.

Provision of good customer service: The Alal Group is allowed to maintain product reliability through the incorporation of stringent quality controls and new product development which gain the trust of the customers.

Satisfactory Economic Performance: Alal has shown 3 indicators of success -operating income and net asset value which have both been increasing steadily over the past five years with an increase in net assets from 248 crores BDT in the year 2018 to 621 crores BDT in the year 2023.

Awareness on the part of the customers: The provision of personal advisory, on field assistance, and a mobile application that is designed to support farmers provides an essence of customer engagement or customer satisfaction which is crucial.

2.6.1.2 Weaknesses

Limited technological integration: The company uses ERP and CRM systems but full automation of supply chain and production processes lags behind competitors.

Rural Market Penetration: Distribution in remote areas remains a problem, as some regions cannot have direct access to Alal's products, hence compromising its market reach.

Seasonal Demand Dependency: Sales of products such as cattle feed depend so much on demand during festivals, making revenues pretty irregular.

Poor Marketing Gaps: Alal does not emphasize digital marketing strategies and promotions, which have been effectively employed by the more modern competition.

2.6.1.3 Opportunities

Expansion into Rural Areas: Creating a more effective distribution network in the rural and underdeveloped regions would significantly increase the market share and the revenues earned.

Development of Export Markets: Having an established presence in a number of the neighbouring countries, Alal can engage in their export operations to new markets.

Expansion of its Product Range: The Company can develop more sustainable and organic feed varieties which can also serve to satisfy the demand that is currently in demand for eco friendly farming methods.

Enhanced digital capabilities: Greater functionalities in the online platforms such as further improvement of the farmer advisory app will also enhance customer retention and operational efficiency.

New Customers: Collaboration with the government agriculture programs or NGOs can also increase the number of customers and bring in further funds.

2.6.1.4 Threats

Competition: Alal will in future continue to lose its market share to its competitors who deal in similar or even better feed products. This is more so when they have better technology integration or pricing.

Climate change: Climate change and climate extremes may disturb farming operations hence the demand for feed products on offer will go down.

Region instability: Such activities may be negatively affected by geopolitical issues, trade restrictions or exchange rate fluctuations.

Given the opportunities that Alal Group has and considering the strengths while dealing with the weaknesses, it would be able to sustain its leadership position in the agriculture feed industry and counter the emerging threats.

2.6.2 PORTER'S Five Forces analysis

Porter's five forces determine the shape of an industry, from internal competition to the negotiating power of customers and suppliers.



Fig: PORTER'S Five Forces

PORTER'S Five Forces analysis for Alal Group is discussed below -

1. Threat of New Entrants:

Barring a few established companies, the barriers to entry in the agricultural feed industry of Bangladesh are not too high as new entrants need capital investment, good quality feed, and established distribution channels. However, the Group Alal can face robust competition today and in the future from the new entrants with cheaper and better feed in rural regions where market saturation is not that intense. Increasing interest in the agricultural industry may see both local and foreign companies flooding the market at

competitive prices and better technologies. To avoid that, Alal provides investment on quality enhancement, rural penetration and brand development exercises to sustain its market leadership.

2. Threat of Substitution

Organic or farm-made feed offers cost and sustainability benefits, which is why farmers are steadily looking for alternative feed options. Alal's customers may be drawn to competitors that sell organic feed, greener products, or cheaper alternatives. Charges of this threat could be reduced by including eco safe variants at reasonable prices supported with sound clean feed technology marketing by the Alal Group.

3. Bargaining Power of Suppliers

Raw materials for the feed of the Alal Group are grains, protein and Vitamin laced sources. The existence of many suppliers makes their power in negotiations weak. However, fluctuations in raw material prices and supply chain disruptions could impact production costs. To address this, Alal maintains long-term relationships with trusted suppliers and explores cost-effective sourcing strategies.

4. Bargaining Power of Buyers

Bargaining Power of Buyers Farm producers and distributors have a strong bargaining power since there are several feed manufacturers in the industry. With the increased availability of rival brands selling the same products, customers can seek to use brands that are cheaper or offer more advantageous terms. In order to maintain and accelerate its customer needs, Alal has to focus on marketing policies which are customer oriented for instance personalized consultation, loyalty programs and bulk purchase discounts.

5. Competitive Rivalry

The agricultural feed sector in Bangladesh is immensely competitive whereby there are market leaders ACI, Kazi Farms, Quality Feeds among others. These companies spend

large amounts to promote their brands in order to gain more market penetration. Moreover, competition is made fiercer with multinational feed firms that enter the industry. To stay competitive, Alal Group should improve its technological capacity, marketing, and broaden its product base while observing quality standards to distinguish itself from rivals.

In such a case, by having a strategic view of the forces, Alal Group will be able to improve its positions within the agricultural feed industry as well as be able to focus on the available expansion possibilities and be able to sustain itself in the competitive environment.

2.7 Conclusion

Alal Group has established itself as a trusted and leading agricultural feed producer in Bangladesh, catering to the diverse needs of farmers and agricultural enterprises. Through its commitment to quality, innovation, and customer satisfaction, the company has maintained steady growth over the years. However, to continue its trajectory of success, Alal must focus on addressing its weaknesses and capitalizing on opportunities to strengthen its market position. By effectively utilizing its existing resources and improving its operational efficiency, Alal Group can deliver even more satisfying and impactful services to its customers. Training employees to better understand customer needs and delivering prompt, effective solutions will further enhance Alal's reputation as a customer-centric organization.

2.8 Recommendations

Employee Training: This should be used as a training ground for Alal Group's employees especially concerning the customers through embracing the new technologies in determination of the needs of the customers.

Enhanced Marketing Strategies: More so, Alal has to promote the product heavily in order to reach a wider and more diverse market base. This can be done through publicizing the product well through the use of the internet and conducting more sales promotion. Social media platforms, television, and expos should be focused to ensure they develop a strong brand awareness channel.

Focus on Rural Market Expansion: Concerning demand, Alal Group should increase its supply outlets in rural areas mainly to ensure the availability of agricultural feed through partnerships with local distributors.

Product Innovation: Alal can introduce certified organic and environmentally friendly feeds to the market, influenced by the trend of sustainable farming.

Infrastructure Development: Open more distribution centres and warehouses in strategic economic-critical locations for the purpose of effective provision of supplies to clients.

When these recommendations are put into practice, the Alal Group will be in a good position to expand and maintain its stand in the agricultural feed industry and at the same time improve customer satisfaction in both domestic and export markets.

2.9 Conclusion

Being in business since 1994, Alal Group has nurtured itself to become one of the prominent companies that deals with agricultural feed in Bangladesh. The company's approach to addressing its problems has centered on sustainability, innovation and efficient resource management hence Alal has been able to cope with problems that arise as a result of fluctuations in the global and regional economy. The matter is that the company differs from many competitors and has managed to maintain a healthy balance of financials on the one hand and demonstrate stable cop Hiring the right people Increase investment growth and profitability in a stable and constant manner on the other hand. Organization culture coupled with perseverance in training, improvement endeavors in relation to management and employees has been bolstered. However, the technological developments in the current world, application of artificial intelligence tools threatens to-disrupt some of the already established structures of management and marketing in the company. Alal Group has started adopting technology in its operations, and the adoption of other new technologies like the artificial intelligence in the office analytics can further improve the performance of the company to meet the competitive demands of the market.

Chapter 3: Study on the Poultry and Fish Feed Industry

3.1 Introduction

This study focuses on analyzing trends in market demand, technological advancements, and consumer preferences within Bangladesh's poultry and fish feed industry. These aspects are crucial for understanding customer's preferences, challenges, and priorities, which in turn influence purchase decisions, satisfaction levels, and readiness to adopt innovative feed technologies.

The market analysis determines specific qualities such as feed quality, availability, and cost of feed, as well as feed type preferences and considers the role of technology adaptation and evolving consumers' expectations. They also include emerging and recurrent problems like supply chain management, cost, and use of sustainable practices.

The research findings therefore should prove useful and offer usable strategies for stakeholders such as feed manufacturers and customers. Out of these recommendations, the main concentration is on the issues that affect growth of the industry and exploiting opportunities and pushing for innovations in the growth of the industry. The data for this study was collected, using self-administered questionnaires to customers. The collected data was analyzed systematically in order to generate coherent conclusions regarding the state of the market, specifically regarding the adoption of the technological solutions, as well as the consumers' behavior.

With this mindset and approach towards change and with an eye on the latest trends, the poultry and fish feed industry can work to its optimum capacity to meet its client's needs and help this industry remain an integral part of the agricultural sector in Bangladesh.

3.1.1 Background

The poultry and fish feed industry is a vital component of Bangladesh's agricultural economy, significantly contributing to food security, employment, and GDP growth. With a growing population and rising demand for livestock and aquaculture products, the industry is poised to play an even more critical role in ensuring sustainable food production.

In the recent past there have been enhanced productivity through feed production including the use of pellet and crumble feeds. However, the industry continues to face challenges, including:

- High raw material costs which imply high cost of production.
- Shortages and discontinuity in the supply chain especially for rural areas which occasionally faces a supply shortage or delay.
- Slow uptake of current technologies, and thereby restricting people's potential for creativity and success.

Credit and marketing challenges are especially severe when it comes to access to affordable but quality feed for the smallholder customers. Further, the introduction of higher quality organic feed whose availability presents the challenge of sustainability in relation to its cost presents other complications.

This research examines the relationship between market demand and consumers' demand, including understanding of adopting technology on the critical factors that affect purchase decision and level of satisfaction.

3.1.2 Objectives

Broad Objective:

- To identify the prospects for development of the mixed feed for poultry and fishes by analyzing current market trends, consumer behavior and concern, competition focus and associated challenges.

Specific Objectives:

The specific objectives of this study are as follows:

- Assess market conditions that affect the feed industry market participation, occurrence and expansion path such as but not limited to market consumers, forces, and trends.

- Assess the use of modern technologies in the feed production and supply and analyze the effects on the quantity, quality and effectiveness.
- Investigate the disparity of the level of consumer satisfaction regarding various kinds of feeds, strengths and weaknesses.
- Discover the challenges that are associated with the process of preparing and distributing the products that should be affordable, of good quality and delivered in a supply chain system.
- Offer specific recommendations and advice to industry participants in order to overcome extant problems, foster innovation, and realize growth benefits in feed business.

3.1.3 Significance

This study is valuable to a range of stakeholders, including feed manufacturers and customers, as it provides clear and actionable insights into critical aspects of the industry. It highlights emerging ideas in feed production and evolving consumer preferences, shedding light on the key weaknesses that are currently constraining the sector's growth. Additionally, it explores technological advancements and innovations as potential new frontiers for driving progress. By addressing these issues, the study advocates for the adoption of sustainable practices in agriculture and aquaculture systems, contributing to the economic development of rural areas and ensuring long-term industry sustainability.

3.1.4 Literature Review

3.1.4.1 Identification of existing condition and structure of the poultry and fish feed industry in Bangladesh

The poultry and fish feed industry is very important for the Bangladeshi agricultural industry in terms of helping contribute to the nation's overall Gross Domestic Product and providing jobs. Currently, commercial feed production has grown by about 25% in the last decade, whereas with regard to the types of feed, poultry feed takes the leading position, followed by the fish and cattle

feeds [1]. The Department of Livestock Services found that the poultry industry has had an average annual growth rate of 3.62% in the past ten years showing that expansion is ongoing [2].

Customers' requirements are changing, the tendency to consume high protein pellet feeds and organic feed products is constantly growing. This shift is as a result of increased consciousness of the consumers when purchasing food hence forcing feed manufacturers to meet these new challenges [4]. Honesty in the labeling process and overall nutritional content appear to be becoming important sources of consumer reliance, as evidenced by survey results focused on labeling.

3.1.4.2 Challenges to be considered in Poultry and Fish Feed industry

Despite its growth, the industry faces several challenges:

- **Supply Chain Inefficiencies:** Restriction on the availability of raw materials is a primary challenge affecting the ability of firms in the industry to satisfy the increasing demand, consequently resulting in supply chain constraints [3].
- **Cost Volatility:** High volatility of the prices of raw materials contributes to the high cost of feed manufacturing and is unaffordable to most smallholder farmers since they cannot be able to purchase feed in bulk as a way of enjoying economies of scale.
- **Limited Technological Adoption:** Since ownership is majorly with small businessmen and producers, they are financially struggling to secure funds or means to mechanize feed production processes, thus reducing overall efficiency [1].
- **Environmental Concerns:** The change in feed requirements have also made production more difficult; consumers now prefer organic feed over conventional methods even for feeds to be fed to fish [4].
- **Satisfaction and Loyalty Issues:** Consumer satisfaction depends on quality, accessibility and price of the product and surveys reveal that a section of customers show high dissatisfied levels. This implies that there's a lot that customers expect from manufacturers and sustaining product quality for a specific brand is essential in the creation of brand associations.

3.1.4.3 Strategies to Promote Innovation in the Feed Industry

To address these challenges, several strategies can be implemented:

- **Investment in Research and Development (R&D):** Improving upon the outputs herein enables one to come up with cheaper and more sustainable feed sources consistent with the quality and safety as wanted by the consumers [\[4\]](#).
- **Public-Private Partnerships (PPPs):** An example of technology transfer is when government and private sectors help acquire better technologies through partnership deals for the producers of such goods [\[1\]](#).
- **Skill Development and Training Programs:** There is a suggestion that training concerning current feed production can enhance producers' ability to adapt to these practices (IDLC Finance Limited, 2019).
- **Financial Support Mechanisms:** Hiring financing facilities including government grants, and venture capital funds can allow the producers to fund technological enhancement [\[1\]](#).
- **Policy Interventions and Incentives:** Frameworks that minimize bureaucracy and subsidies that support the incentive for innovativeness are policies from the government that positively impact the industry [\[1\]](#).
- **Knowledge Sharing and Collaboration:** Industry specific network and knowledge sharing could help in creating the right synergy to involve the feed producers which in addition the practice of dissemination of best practices has given much emphasis [\[1\]](#).
- **Enhancing Credibility and Transparency:** Nutritional content labeling and properly providing manufacturing information can evoke consumer's confidence and raise satisfaction factors according to the surveys.

Therefore stakeholders can focus on the mentioned areas in order to build up a stronger and innovative Poultry and Fish feed industry into Bangladesh.

3.2 Methodology

This research work is therefore a quantitative and qualitative combination of research techniques that would afford a deeper insight into the interactions within the poultry feed industry in Bangladesh. They are suitable for the study's research problem because they combine the merits

of the qualitative and quantitative research paradigms. While the quantitative analysis captures the operationalization of the industry and the view of the relevant stakeholders, the qualitative aspect explores the need-to-know realities of the poultry farming practitioners and feed company executives.

The study adopts a pragmatic paradigm which provides recognition and respect for the data collection and analysis tools that are utilised to fulfil the research aims and objectives. Various approaches to the integration of knowledge from different angles are crucial for pragmatism as a method focused on producing real-life solutions for the actors in the poultry feed field.

3.2.1 Survey

For this survey, a structured questionnaire comprising 15 questions was constructed to cover all sectors of the poultry feed customers in Bangladesh. The questionnaire was divided into three analytical sections:

- **Market Dynamics:** Specifically concentrated on customers' issues related to feed costs, demand during particular seasons of the year. Evaluated customers' latent buying behaviours and their tendency to incline towards a particular type of feed or brand.
- **Technological Adoption:** Assessed customers' level of understanding and attitudes towards new feed technologies such as automatic feeding systems and improved individual nutrient diets. assembled information regarding customers' interest in technology facilitated solutions to purchase, monitor and track feed.
- **Consumer Preferences:** Stakeholder customer needs as expressed in feed quality, packaging and branding were considered. Focussed on how these factors as branding, depth informative and other functional aspects can affect choices.

This structure made it possible to enhance both the market understanding as well as the specific need, readiness and behavior of own poultry feed customers. These facts collected were of significant importance in determining trends prevalent in the industry and form the basis of recommendations for stakeholders involved in the industry.

3.2.2 Data Collection and Analysis

3.2.2.1 Sampling Method

A convenience sampling technique was used to survey 41 poultry feed customers. This approach allowed for easy contact with respondents but may limit the generalizability of the results due to potential sampling biases.

3.2.2.2 Tools Used

Data was collected via an online Google Forms survey, consisting of 15 questions divided into three analytical sections:

- **Market Dynamics:** Specifically, it is geared on the customer buying behavior, the cost of feed and their preferences.
- **Technological Adoption:** A survey was conducted and participants' awareness and usage of more sophisticated feed-related solutions were assessed.
- **Consumer Satisfaction:** In the case of feeds, the customer needs include the following: Feed quality and packaging.

The survey was done wholly in English and subjects were asked to fill the questionnaire on their own. Probably due to illiteracy and digital illiteracy some of the customers especially from the rural area may have been restricted from participating or provided low quality responses.

3.2.2.3 Ethical Considerations

Participants were explained the objectives of the study and their identity would not be revealed in any way. It was clear that participation was voluntary for all the participants, and all their responses were anonymous.

3.2.2.4 Limitations

- **Sampling Bias:** By doing so, the selection of the respondents through the convenience sampling method may not be representative of all the customers in the poultry feed market.

- **Literacy and Digital Literacy Barriers:** Respondents were recruited through online-first survey which means that those who had no internet access or digital literacy were excluded hence skewing the results on how typical the findings were.
- **Response Bias:** Respondents may have misunderstood some of the questions as a result of difficulties in translating the questions into their native language and/ or responded in a desirable way so as to give a response that most other people would give.
- **Limited Sample Size:** The study was carried out with 41 participants hence making it hard for the research results to be generalized to all the customer population.

Nevertheless, the survey provided a good amount of quantitative data on the exact market trends, technological adaptation, customer preferences particularly in the poultry feed industry.

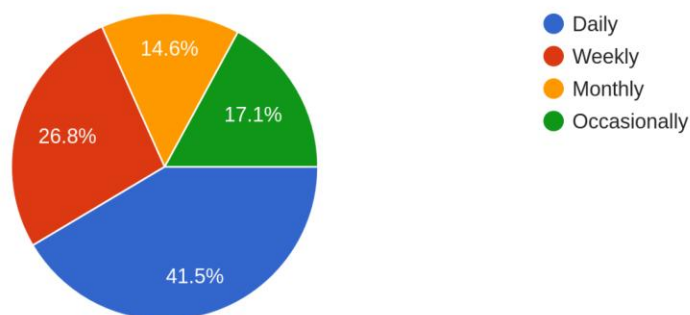
3.3 Findings and Analysis

This section focuses on the trends, challenges, prospects, and issues obtained from the collected data and analyzed patterns mostly pertaining to the poultry and fish feed industry.

3.3.1 Factors Influencing Feed Purchase Decisions

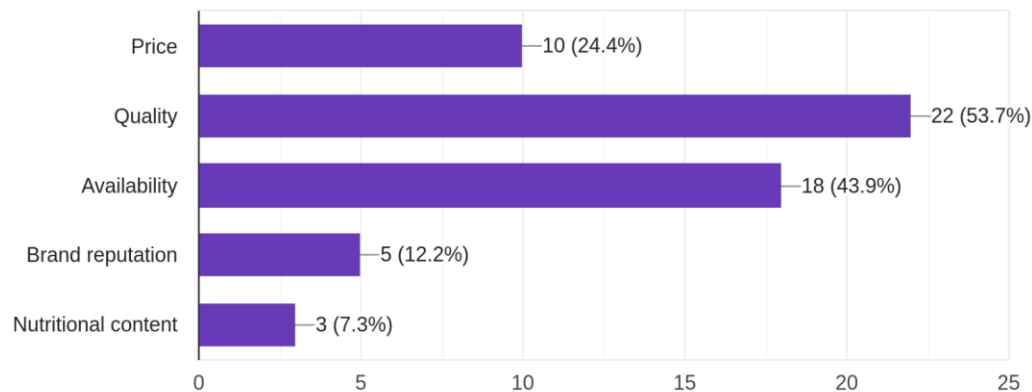
How frequently do you purchase poultry or fish feed?

41 responses



What factors influence your decision to purchase poultry or fish feed?

41 responses



Findings

From the survey results, it was established that quality of feed had the highest significance with 53.7% of the respondents leaving no doubt on the quality of feed they preferred. Functional benefits were again followed, but this time, availability caromed in at 43.9% and price followed with 24.4%. Others include the brand reputation which was considered by 12.2% of the respondents while the nutritional value was considered by only 7.3% of the respondents.

Analysis

The quality focus is due to customers' realization of the link between quality feed and health. Respondents viewed feed quality as crucial in order to obtain enhanced growth rates, higher production rates and healthier livestock.

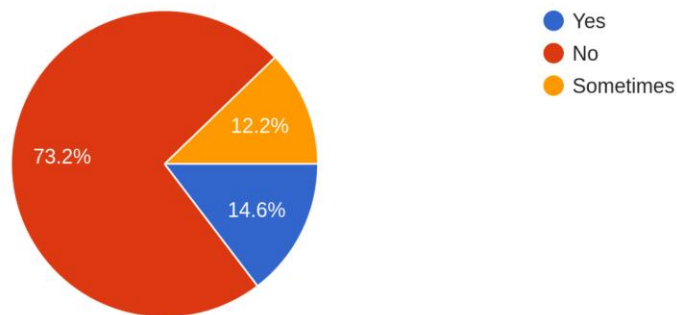
Although availability is considered a priority element, there are numerous concerns related to organization of supply and delivery of feed to the animals, especially in the remote areas of the country. This has implications to the existing distribution channels since feed needs to be available in various geographical regions.

The reduction in brand reputation and nutritional content priorities points towards a lack of customer awareness of the long-term advantages of buying into brands or value-added feeds. This is where manufacturers need to launch an awareness campaign about how using the best quality feed has extra nutritional benefits. Thus, it is suggested to develop targeted informational campaigns that focus on the prospects of increasing yields and obtaining greater revenues when using such products and orientation of the customer's demand to higher quality feeds.

3.3.2 Challenges in Feed Supply

Are you experiencing any shortages or delays in the supply of poultry or fish feed?

41 responses



Findings

One survey showed that 26.8% of customers had complaints regarding feed shortages or delivery problems. Out of these, 14.6% complained of shortages, while 12.2% mentioned delivery delays regarding feed on occasion.

Analysis:

The data indicates that while a vast majority of customers seem to be reasonably effective in feed supply chains, a significant minority face challenges arising from shortages or delays in delivery. Most likely, this is going to be a problem for customers in remote or rural areas mostly affected by logistical challenges, such as poor transportation infrastructure, rough road conditions, or distributors reaching those areas quite infrequently. For example, in June 2024, severe heat waves in Bangladesh led to the daily death of approximately 100,000 chickens, resulting in financial losses of Tk 2 billion and disrupting the supply chain [6]. Similarly, floods in Feni and northeastern districts have caused significant devastation to poultry farms [7]. Also the covid-19 pandemic has disrupted the supply chain and demand in poultry sector, pushing the prices to a record 12-year low [8].

Such inefficiencies could lead to customer dissatisfaction and also restrict feed manufacturers in their reach to the market. Addressing these matters is very critical to ensure feed is always available and build trust with the customer. Some of these solutions may include:

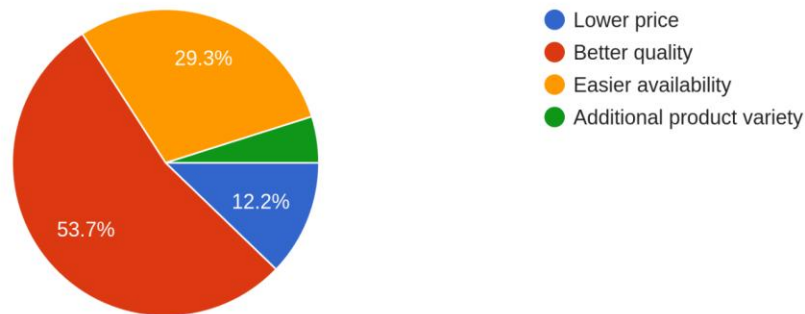
- Improved supply chain management ensures streamlined operations, improved logistics, and the availability of feed at the agreed time always.
- Establishment of decentralized distribution networks: regional hubs close to rural customers, which could improve speed of delivery and reach.
- Local partnerships: teaming up with local distributors or community-based organizations to increase access in underserved areas.
- Technology use: use of digital tools to track and improve supply chains and predict shortages and communicate with customers.

These interventions will enable producers and suppliers to meet current gaps, increase customer satisfaction, and support sustainable growth of the poultry and fish feed sector.

3.3.3 Factors Encouraging Increased Feed Purchases

What is the most important factor that would encourage you to buy more feed?

41 responses



Findings

The survey carried out shows that 53.7% of respondents said that quality is the key aspect influencing feed demand. This is just beating ease of availability with 29.3% and lower prices with 12.2%. New product lists per store type also showed modest impact at 4.9 percent as the least important factor that affects customer decision making.

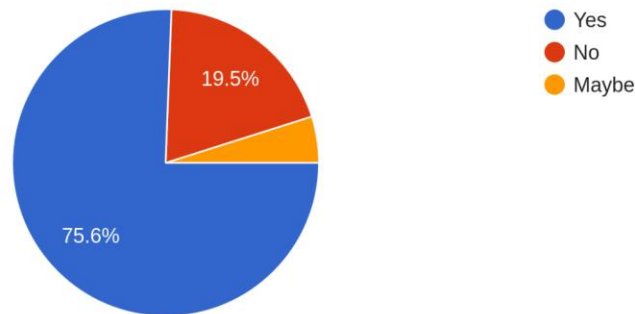
Analysis

The strong focus on quality demonstrates customers' willingness to invest in feed that improves livestock productivity and profitability. This suggests that they value performance and long-term benefits over immediate cost savings. The importance of availability reflects ongoing logistical challenges, particularly for rural farmers who may struggle with consistent access to feed supplies. The low emphasis on additional product variety indicates that most farmers are satisfied with the current range of feed products, as long as quality and accessibility meet their needs. Manufacturers should prioritize improving quality and addressing supply chain gaps to encourage higher purchasing rates.

3.3.4 Awareness of Technological Advancements

Are you aware of technological advancements in poultry and fish feed production?

41 responses



Findings

The survey shows that 75.6% of the respondents had some knowledge of aspects of technology used in feed production while 19.5% had no knowledge of the advancement made in this area while 4.9% had no idea.

Analysis

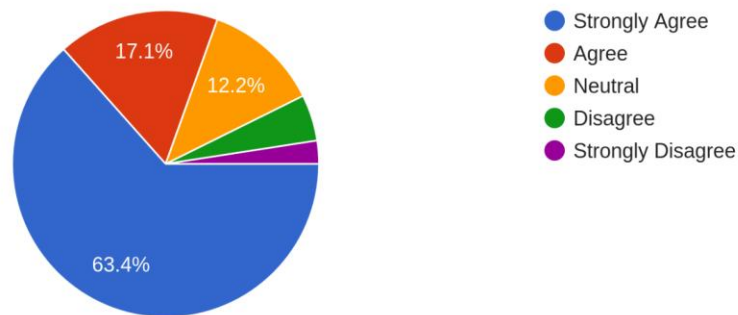
This level of awareness demonstrates appropriate industry communications, marketing and customer information mobilization. This could be attributed to the rising trends among the customers in availing the need for the new technologies in the feeds to boost livestock production. However, since the majority of the customer responses indicated no or low awareness or certainty, this mean information is not reaching all sectors in the society especially those in the rural or low internet connection areas.

More effort in sensitization locally, campaigns across the country, training sessions or other programs online could go a long way in bridging this knowledge gap on the uptake of modern feed technologies by the customers..

3.3.5 Preference for Technologically Enhanced Feeds

Do you prefer feed that incorporates advanced technologies for improved nutrition or production?

41 responses



Findings:

As for the behaviour regarding the view that technologically enhanced feeds are preferred, 63.4% of the respondents strongly agreed while 17.1% agreed with the statement that such feeds are preferred in order to enhance the nutritional status and production. Just over a quarter (25%) of respondents expressed no opinion, while 12.2% were neutral, and 7.3% disagreed.

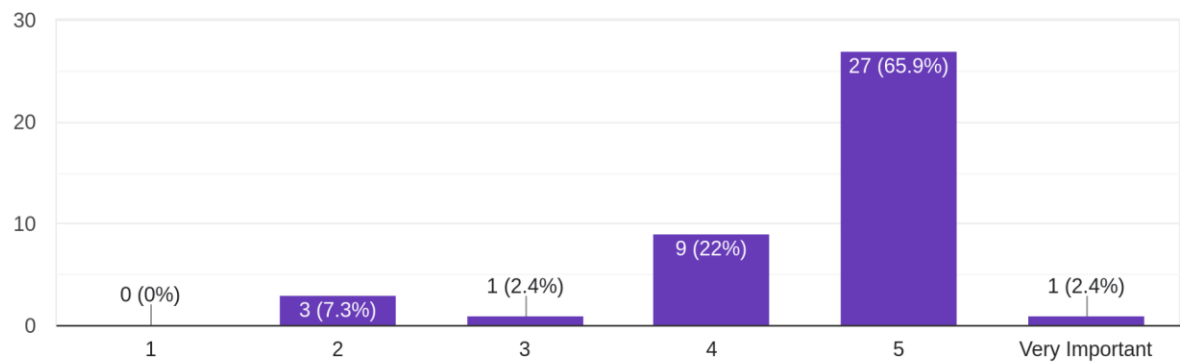
Analysis:

The highly rated technologically enhanced feeds illustrate that customers are willing to embrace new feeds that enhance productivity and health within their livestock. However, the neutral or negative response 19.5 percent respondents seem to have not stopped having caution as can be attributed to the advanced feeds being regarded as costly or their potential benefits not well understood. Explaining these issues in client awareness campaigns and explaining that consistently employing technology enhanced diets would offer more prolonged benefits should assist in altering client mood and thus transform appetite proportions among such consumers.

3.3.6 Importance of Clear Labeling

How important is it for feed products to have clear labeling of nutritional content and manufacturing details?

41 responses



Findings

The survey indicated that 65.9% of respondents consider clear labeling of feed products "very important," while only 9.7% rated it as "moderately" or "less important." This highlights the strong preference among customers for transparent labeling practices.

Analysis

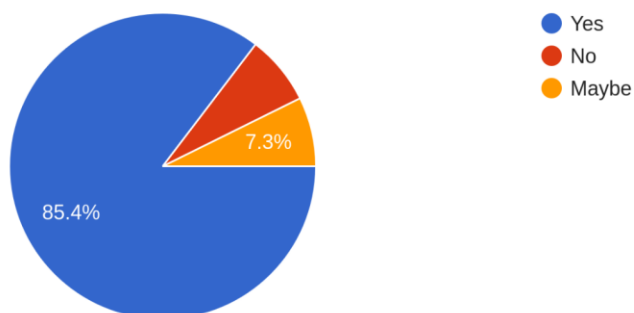
The strong support for clear labeling underscores customers' need for reliable information about nutrients and production processes to ensure the feed meets the dietary requirements of their livestock. This reliance on labels presents an opportunity for manufacturers to improve labeling practices, providing detailed and accurate information to enhance customer trust and satisfaction.

By adopting effective and transparent labeling strategies, manufacturers can strengthen their credibility and position their brands as reliable providers of high-quality feed. Clear labeling can serve as a competitive advantage, helping brands differentiate themselves in the market and attract loyal customers who value quality and transparency.

3.3.7 Interest in Technology-Driven Solutions

Would you be interested in using technology-driven solutions, such as apps or platforms, for ordering or tracking your feed requirements?

41 responses



Findings:

Over four-fifths of the participants (85.4%) said that they are interested in technologies in the form of apps for ordering and tracking feed requirements. A paltry 7.3% professed no interest while 7.3% had not made up their mind.

Analysis

This high level of interest to apply the technology solutions indicates that customers are ready with technology and willing to adopt modern techniques to manage their feed. This appears to present an opportunity for feed manufacturers and technology suppliers to come up with applications that allow customers to easily order, track and get recommendations.

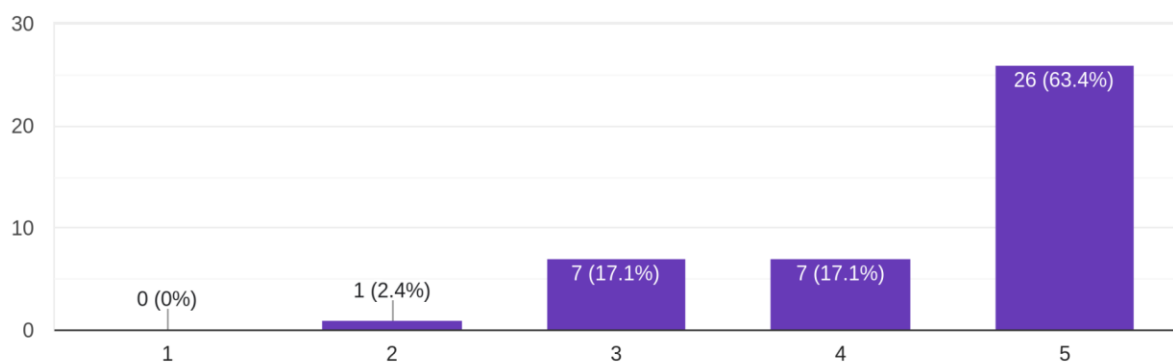
Such solutions can save time, cut costs, and bring higher satisfaction for their clients or customers. Sure, a percentage of customers will never be interested or, at best, unmoved by these innovations;

however, merely educating these groups about the advantages of these tools could lead to a much higher adoption rate.

3.3.8 Willingness to Switch Brands

How likely are you to switch to a new brand of feed if it offers better nutritional content?

41 responses



Findings

According to survey results, 63.4% of the participants were willing to switch to an alternative brand if it offered more nutritious feed. 34.2% were moderately interested in switching; 16%, not interested; and 2.4%, were little interested in switching.

Analysis

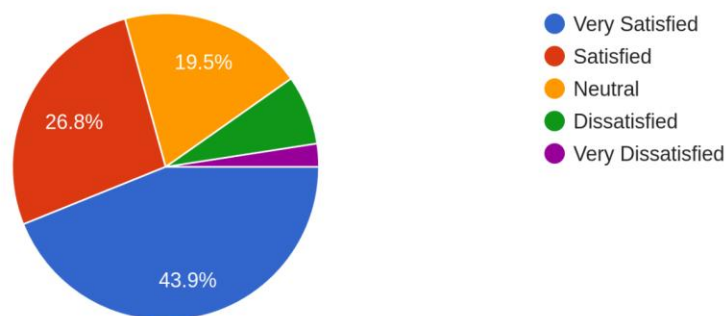
This high level of willingness to switch brands clearly indicates how sensitive the consumers are to the nutritional content of feed products. It gives the impression that the consumers are accessible for switching if they generally notice considerable gains in nutrition and productivity. These findings indicate that brand loyalty plays a moderate yet significant role in the poultry and fish feed market.

Thus, feed manufacturers can make use of this opportunity in doing good marketing campaigns to reiterate that their products have better nutritional quality. They can build customers' trust and brand loyalty through open communication, public relations, and terrific speaking skills, just in case they are faced with stiff competition. Working on these aspects will allow the manufacturers to really put their brands to practical use in expanding and retaining customers.

3.3.9 Satisfaction with Current Feed Options

How satisfied are you with the current options available in the market for poultry and fish feed?

41 responses



Findings:

The survey reveals that 43.9% of the sample respondent is content with the existing feed choice options, with 26.8 percent of the sample respondents holding neutral attitudes. Conversely, a cross-sectional survey revealed that 19.5% are dissatisfied and 9.8% are very dissatisfied with the available choices.

Analysis:

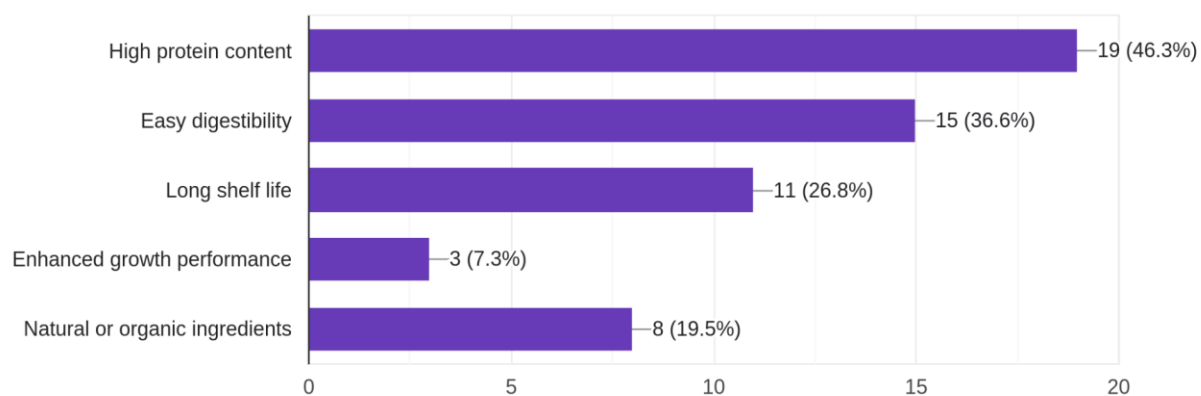
A clear implication from the study is that most customers are happy with current feed availability thus speaking volumes for what could be a fairly mature market with various feed types available. Nevertheless, such grievances are indicative of areas where a significant minority today is

dissatisfied and where the problem could and should be tackled. These might include factors like Feed quality and its price, Feed availability might cause these concerns. Thus, it is possible to suggest that feed manufacturers should change the quality indicators and minimize the mentioned problems, which can deliver not only an opportunity to reduce dissatisfaction but also increase customer loyalty as well as the company's market share. Policies that facilitate more effective identification of individual complaints of dissatisfied customers , for instance through questionnaires or customer dissatisfaction channels could even enhance these farmer's bargaining power in the market.

3.3.10 Desired Feed Attributes

What specific attributes do you look for in a feed product to ensure it meets the needs of your livestock or fish?

41 responses



Findings:

The survey shows that the core features sought after in feed products are high protein content standing at 46.3 percent, followed by ease of digestion at 36.6 percent. These are followed by long shelf life of not less than 26.8 percent, or organic/natural elements ranging at 19.5 percent with improved growth performance (7.3%) being the least focused on.

Analysis:

Also, production of higher protein and digestibility functions are viewed also as major advantages since they respond positively to the stock's health and production line. These priorities mean that customers want to get the best out of their investment in feed. On the other hand, attributes such as shelf life, natural or organic, appeal to a certain degree to the kind of farmer who is more selective about his purchases, reflecting the desire of a limited number of environmentally conscious customers. This is, apparently, an intriguing channel of development for feed manufacturers, who can expand their markets and offer both the mass kind of high-quality feed and the emerging niche of certified organic and lasting feeds.

3.4 Summary and Conclusion

The survey data bring insight into trends, issues, and prospects in the poultry and fish feed industry from a customer's perspective. Mash feed happens to be cheaper, and so, this is favored by small-scale entrepreneurs, while medium- and large-scale clients prefer pellet feed since this is easier to produce on a large scale. Organic feed is still mostly for limited-class customers due to the high cost and inability to reach out to many consumers. Quality has taken a major influence on the purchase decision, while availability and price take the second and third positions, since consumers consider effectiveness first and then price. Regarding knowledge in feed production technology, 75.6% of customers have heard about the advancements and 63.4% expressed preference for technologically oriented feeding solutions. Preference for products based on proper labeling on nutritional and fabrication characteristics shows how important trust is for the industry. Although many customers admit to satisfaction with the range of feeds available, dissatisfaction was expressed by some regarding cost, quality, and availability. On the other hand, customers showed their willingness to switch to another brand that provided more nourishing feed and are amenable to using tech-supported solutions such as mobile applications for feed-order management. This shows that the poultry and fish feed market in Bangladesh is becoming dynamic as customers are more aware of quality and technology. Nonetheless, there exist chasms with penetration into rural areas that factor into consumer awareness of the long-term advantages associated with quality feed, thereby presenting fertile ground for innovations and development.

3.5 Implications

The findings of this study present valuable insights and actionable opportunities for various stakeholders in the poultry and fish feed industry:

- **For Feed Manufacturers:** One trend that can drive sales is the customers' desire for better-quality feed products with higher nutritional value and proper packaging. This indicates that manufacturers could get goodwill from nutritional information release and better manufacturing methods [\[4\]](#). Furthermore, new feed types like high-protein pellets and organic feed suit the changing consumer tastes as seen in the survey. Communication and aggressive marketing campaigns are required to persuade customers to opt for modern feeds [\[1\]](#).
- **For Technology Providers:** The existing high level of interest in technological solutions identified in this study opens up opportunities for technology providers to design and provide populating tools targeted at the needs of their customers. They may include:
 - Automated feed ordering and inventory tracking systems to streamline supply chain management.
 - Online platforms that introduce customers to the new and improved feed technologies.
 - Specialized applications to monitor performance and provide feed planning.

Such solutions would improve efficiency of operation, increased access to better-quality feed products, and enhanced adoption of technological advancements in the industry [\[2\]](#).

- **For Customers:** They will enjoy better quality feed products that can improve livestock and fish production. Use of well-labeled feeds can enhance their decision-making, allowing for better feed quality, thus conserving better yields and competitiveness in the market [\[5\]](#). In addition, customers can harness mobile apps or platforms for ordering and tracking feed for efficient logistics and planning [\[3\]](#). Adoption of such innovations can accrue direct economic value while promoting sustainability.

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Appendix

1. How frequently do you purchase poultry or fish feed?
 - a. Daily
 - b. Weekly
 - c. Monthly
 - d. Occasionally
2. What factors influence your decision to purchase poultry or fish feed?
 - a. Price
 - b. Quality
 - c. Availability
 - d. Brand reputation
 - e. Nutritional content
3. Which type of feed do you prefer most for your livestock or fish?
 - a. Pellet feed
 - b. Crumble feed
 - c. Mash feed
 - d. Custom-made feed
4. Are you experiencing any shortages or delays in the supply of poultry or fish feed?
 - a. Yes
 - b. No
 - c. Sometimes
5. What is the most important factor that would encourage you to buy more feed?
 - a. Lower price
 - b. Better quality
 - c. Easier availability
 - d. Additional product variety
6. Are you aware of technological advancements in poultry and fish feed production?
 - a. Yes
 - b. No

- c. Maybe
7. Do you prefer feed that incorporates advanced technologies for improved nutrition or production?
- a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
8. How important is it for feed products to have clear labeling of nutritional content and manufacturing details?
- a. Not important at all
 - b. Somewhat important
 - c. Important
 - d. Very Important
9. Would you be interested in using technology-driven solutions, such as apps or platforms, for ordering or tracking your feed requirements?
- a. Yes
 - b. No
 - c. Maybe
10. What improvements would you like to see in feed products produced using advanced technology?
11. Do you prefer organic or non-organic feed options for your livestock or fish?
- a. Organic
 - b. Non Organic
 - c. No preference
12. How likely are you to switch to a new brand of feed if it offers better nutritional content?
- a. Very unlikely
 - b. Somewhat unlikely
 - c. Neutral
 - d. Likely
 - e. Very likely

13. How satisfied are you with the current options available in the market for poultry and fish feed?
- a. Very satisfied
 - b. Somewhat satisfied
 - c. Neutral
 - d. Satisfied
 - e. Very satisfied
14. What specific attributes do you look for in a feed product to ensure it meets the needs of your livestock or fish?
- a. High protein content
 - b. Easy digestibility
 - c. Long shelf life
 - d. Enhanced growth performance
 - e. Natural or organic ingredients
15. What additional features or benefits would you like to see in feed products?

Google Form Link: <https://forms.gle/UfG2zYU1wj4xFjvM8>